

The Billboard

The World's Foremost Amusement Weekly

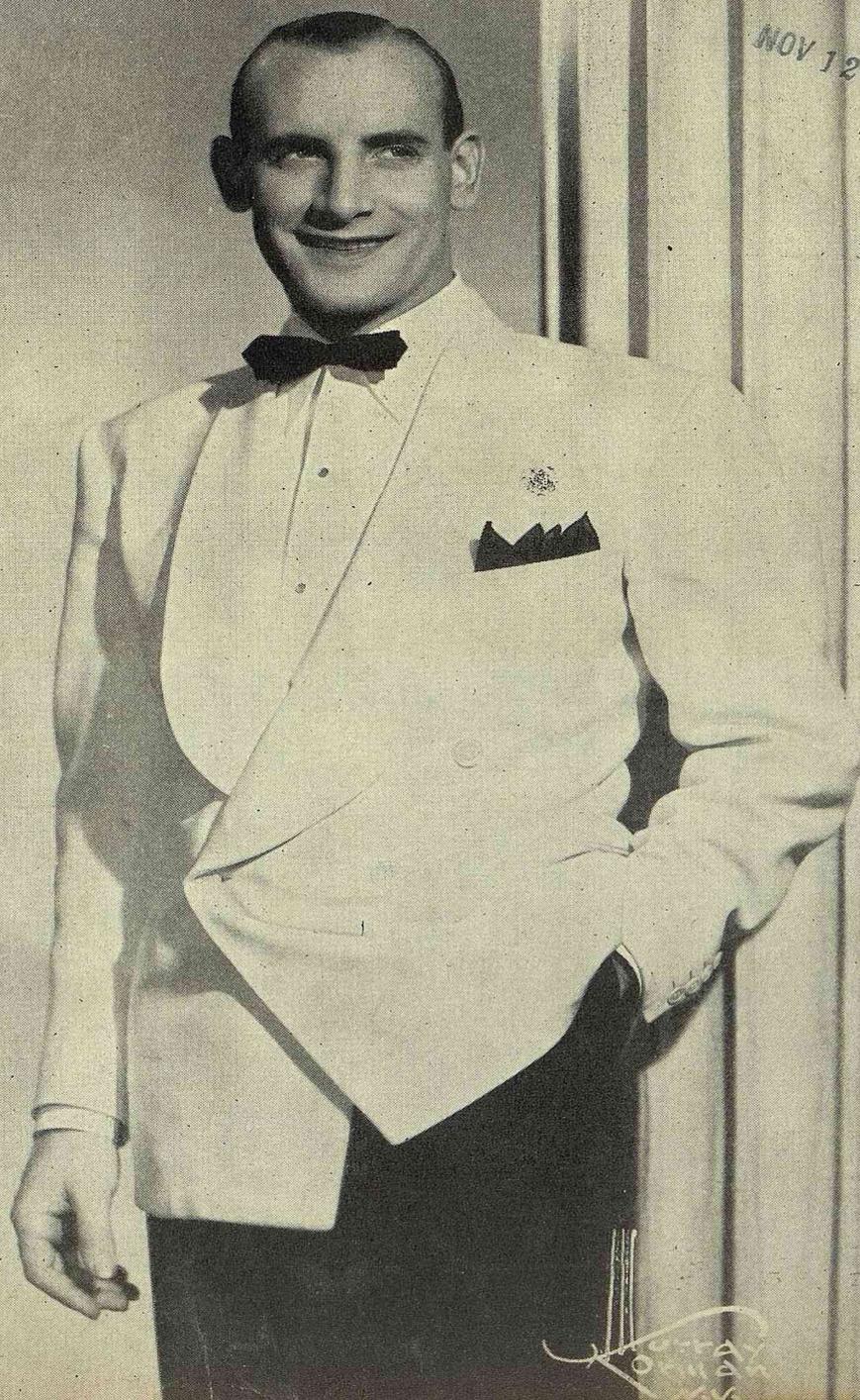
NOVEMBER 16, 1940

15 Cents

Vol. 52. No. 46

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**LARRY
CLINTON**
And His Famous

Orchestra

Currently Ansley Hotel,
Atlanta, Ga.

Bluebird Records

Victor Records

Direction: General
Amusement Corporation

Personal Mgt.:

Milton E. Pickman

GROSSES TALK...

- The only yardstick by which an attraction's worth can be accurately measured is its box-office power. The story of a hit or a flop is written at the box office. Briefly and succinctly, grosses tell the tale.
- That's why week after week The Billboard follows the progress of bands, acts, units and attractions in ballrooms, night clubs, hotels, legit theaters and vaudefilers thruout the country to bring you such vital statistics as attendance figures, admission scales and grosses.

THESE FEATURES ARE THE PULSE OF THE AMUSEMENT WORLD

NIGHT CLUBS



VAUDEVILLE



MUSIC



LEGIT



RADIO



WORLD'S FAIR

EVERY WEEK stories on strength of attractions in night clubs and hotels, including closings and holdovers.

EVERY WEEK grosses rolled up by stage attractions and films in leading vaudefilm theaters, including comparisons with the theaters' average grosses and rival attractions.

EVERY WEEK attendance and gross figures amassed by traveling bands playing the country's leading ballrooms and dance promotions.

TIMELY reports on the grosses being hung up by productions on Broadway and on the road.

ANALYSES of program talent costs and data on comparative popularity of shows.

THE BILLBOARD has been the only publication to carry authentic grosses of attractions at the New York World's Fair.

The Billboard

Vol. 52
No. 46

November 16,
1940

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NOW FOR ELECTION PAYOFF

Chi AGVA Fights Benefit Shows; Pluggers of Candidates May Theater Pact Is Still Unsigned Feel Wrath of Public, Employers; How Campaign Affected Show Biz

CHICAGO, Nov. 9.—Local AGVA office is knee-deep in trouble with acts, clubs, politicians, and charity organizations in trying to control benefit performances. Acts do not co-operate in reporting requests for free shows and perform at benefits in direct disregard of AGVA's orders. Clubs encourage acts to work free for the sake of publicity. Politicians, charity organizations, and patriotic groups expect free shows, an attitude which, according to Graham Dolan, head of the Chi local, has been created by laxity in the past.

Theater Authority has washed its hands of all clearance matters other than those which involve charity.

Most recent difficulties were encountered with political groups who wanted to offer entertainment at parties. A report came to AGVA that an alderman

was using free talent which he said had been cleared by the union. The alderman denied the statement when Dolan wired him that any use of talent without pay would be considered unfair to the union. The union believes the acts were paid, other sources have indicated that some acts performed for nothing. Officials of Theater Authority said that Dolan could expect no co-operation from actors without showing a stronger hand.

Another violation is said to have occurred at a show given by a veterans' organization—not considered by the union a charity organization. An agent who had the show lined up lost it when the vets acquired free acts from a West Side bistro. A local newspaper which staged a show last month for circulation department employees tried to get Vilma and Buddy Ebsen and the Dinning Sisters gratis, but resorted to club acts when AGVA warned the others against playing.

Dolan is also having trouble with Harry's New Yorker, which has been using its floorshow for convention gatherings in its basement clubroom. Dave Branower, attorney who produces the shows, claims the closed-shop agreement with AGVA, an early contract signed last February, gives him the right (See CHI AGVA FIGHTS on page 9)

NEW YORK, Nov. 9.—Too one of the most bitterly fought Presidential campaigns in the history of the nation is now being obliterated by demonstrations of "national unity." Individuals in the show business who were active in pre-election battles may still continue to feel the effects of their partisanship. A record number of performers and others in the show fields took sides publicly, contributed money and services to the campaigns, and engaged in spotlighted arguments over the two candidates. Until this year performers and showmen as a class had tried to keep their political opinions out of the limelight, feeling that their livelihood depended upon the public and desiring to offend no part of it. This year, however, reticence was conspicuous by its absence.

Already there are concrete evidences of possible future repercussions, with performers, especially names, who publicly declared their convictions via the radio, press, or meetings, now in danger of retaliation from those who disagreed with them. During the half week since the election petitions have already been widely circulated among racial groups in

New York, urging a boycott of all pictures and phonograph records made by a major film and recording name who was rash enough to broadcast an appeal for Wendell Willkie. It is figured that such maneuvers may spread rapidly unless nipped at the outset by the authorities who are now urging "national unity."

Retaliation

In addition to the danger of organized boycotts and the alienation of from 40 to 60 per cent of a name player's public, there are other retaliatory measures which will probably crop up. In many instances these will not take the form of definite moves, but will be natural reactions to the heat of the campaign. Thus, it is figured that those outspoken in advocacy of Roosevelt may find the shedding tough in certain ad agencies, legit offices, and the like; while Willkie partisans, particularly in the picture colony, may see sudden drops in their popularity in certain sections of the country.

In the past such dangers were avoided. During Keith-Aibbe days, for example, there was a general order backstage at all vaude houses forbidding gags on politics, race, or religion.

The performers and show people active (See Pluggers of Candidates on page 6)

Shuberts Withdraw Suit Against Nan Rae, Maude Davis

NEW YORK, Nov. 9.—The Shuberts' suit against Nan Rae and Maude Davis for alleged breach of contract has been dropped. The litigants appeared Monday (4) for an auditing of costs, which will be assessed against the Shuberts.

The suit revolved about the comedienne's contract with the Operatic Festival Corporation, a Shubert subsidiary, in which Misses Rae and Davis were guaranteed a minimum of work. After their option had been picked up they worked vaude dates for Al Grossman and appeared on radio programs.

Emil K. Ellis, attorney for the act, described the dropping of the suit as a "hollow victory." He says that if the plaintiffs had gone to trial all their contracts would have eventually been invalidated. The defense entered the argument that Operatic Festival has no Equity license and is not listed as an employment agency.

Tulsa Local, Legit Producer Feuding

TULSA, Okla., Nov. 9.—Local musicians' union and Mrs. Robert Boice Carson will go into a huddle some time next week to undertake the signing of a new contract. Misunderstandings turned up when the union asked Mrs. Carson, who has been bringing legitimate attractions to Tulsa for 25 years, to renew last year's contract before the appearance of Gertrude Lawrence in Skylark October 25. The contract calls for the use of 10 musicians for an evening's performance at \$7.50 for side men and \$12 for the leader.

A truce was declared until November 1 so that Skylark could be staged. No musicians were used in the presentation of the play.

Bartlesville, 80 miles north of Tulsa, has been bidding for Mrs. Carson's shows. Town has a theater that will seat 1,900 persons and "is not hampered by musical unions," according to Mrs. Carson.

"We hold the Carsons in high esteem and any misunderstandings can be ironed out," G. J. (Daddy) Fox, secretary of the Tulsa musicians' union, said. "We are only asking Mrs. Carson to sign the same contract she has signed year after year."

Wagons in Georgia, When Carried By Railroad Shows, Non-Taxable

JACKSONVILLE, Fla., Nov. 9.—No registration or licensing of railroad circus or carnival wagons pulled behind motor trucks is required by the State of Georgia. This interpretation of the law has been given Dodson's World's Fair Shows following an attempt to levy a tax during the recent stand in Fitzgerald, Ga. It was stated by Johnnie Reeves Jr., publicity director of the shows, which are playing Duval-Jacksonville Fair here.

"While the shows were in Fitzgerald," said Reeves, "State Motor Vehicle Inspector, J. D. Patton paid a visit and, after inspecting all of the wagons, trucks, and house trailers, he levied a tax of \$1,837 on the shows, which, he said, was upon the wagons because they were drawn thru streets behind gasoline-driven trucks. Feeling that this was unjust, to say nothing of being expensive, Owner Mel G. Dodson and Assistant Manager J. N. Hoffman hurried to the capitol in Atlanta to see what could be done.

"E. T. Williams, chief clerk to the commissioner of the State Department of Revenue, after hearing their story and looking into the law, took them to Commissioner T. Grady Head. He was told the entire story and it was explained to him that the wagons were sent overland by rail and that the only time they were on streets or highways was when they were being put on or taken off lots.

"Commissioner Head then put such an interpretation on the law that he ordered

Chief Clerk Williams to notify Inspector Patton that no registration or licensing of railroad circus or carnival wagons is necessary in Georgia."

Hamid-Morton Show Set for Cleveland

BALTIMORE, Md., Nov. 9.—George A. Hamid announces that the Hamid-Morton Circus has just been signed by the Arena Corporation of Cleveland for December 25-January 3. On Tuesday he visited Baltimore, where his circus was playing, to personally consummate the transaction with President Al Sutphin and George Buehler of the corporation.

The show in the Arena this year will be a thrill show and circus instead of the usual Grotto show. Hamid will personally attend to the details of arranging the thrill acts, and there will be enough circus acts for atmospheric background. A new car will be given away each night. Robert Morton will return from Florida to manage the show.

The Macabees' organization will handle the advance sale, and the money realized is to be used for charity. The Arena has a seating capacity of 10,000.

Sarasota Pageant Contract Is Awarded to Endy Shows

SARASOTA, Fla., Nov. 9.—All midway attractions at the 1941 celebration of the Pageant of Sara De Sota here will be furnished by Endy Bros.' Shows, Inc. President David B. Endy, of the shows, said yesterday that the contract had been awarded by Sarasota Chamber of Commerce.

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

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FLAG SHOW INCREASING

Patriotic Songs, Dances, Films, Recordings Continue To Spread; Dominate Floorshow Girl Numbers

NEW YORK, Nov. 9.—With post-election patriotism and "national unity" talk more vigorous than ever, moguls in the amusement industry see a new demand and a better market for flag-waving entertainment. During a recent poll conducted among New York night club editors by Hy Gardner, promotion man for the Hurricane night club here, to find out reactions to red-white-and-blue fare in nighteries, all but one of the replies were in high favor of such offerings. They explained that patriotism properly presented has a place in shows, not only because it can do the country some good, but also because it can be entertaining and usually adds color (literally and figuratively) to all productions.

In the music publishing industry, the biggest patriotic hit is *I Am an American*, which was introduced by Gray Gordon's band a few months ago and is currently holding sixth position among the national sheet music best sellers. The tune earlier had many radio plugs, and in some parts of the country caught on on music machines. It has been widely exploited in night clubs, hotels, and theaters. Irving Berlin's *God Bless America* is on the restricted list and, therefore, has garnered few high positions, officially. It is necessary to go thru so much red tape for permission to use it that it has discouraged most show producers and band leaders. Some time ago Phil Spitalny was turned down on a request to play it at the Strand Theater here. However, when Spitalny went to the musicians' union for advice, he was told that the union would back him up if he continued to play it. He did. So far, no suit has been filed against him.

Other music publishers have come out with patriotic tunes, but few, so far, have succeeded. Coming up slowly currently in *Wrap Your Dreams in Red, White, and Blue*, which Abe Lyman is featuring on records and Harry Richman in his personal appearance act.

Most production floozies in night

clubs and hotels have used or are currently using a patriotic number featuring either the line girls or the principal or both. The bigger clubs produce them on a lavish scale, while the neighborhood spots as a rule let it go with a military tap routine, costuming the girls in red, white, and blue briefs. Currently in the spotlight with production numbers in New York are the Coconut Grove of the Park Central Hotel, Treasure Island, Panamanian Village, and Old Bohemian. Wally Wanger, line producer who handles the shows at Treasure Island, has equipped each of his several lines with an Uncle Sam routine.

The Hurricane for 13 weeks featured *Romo Vincent in I Am an American*. And for 18 weeks Harry Richman, Sophie Tucker, and Joe E. Lewis waved the flag in front of a brilliantly costumed red-white-and-blue line at Ben Marden's Riviera in Port Lee, N. J. The Hurricane, for its new show, is anxious to use another patriotic finale, but has (See FLOORSHOW FINALES on page 18)

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Hope's 15G Plus At S. F. Auto Show

SAN FRANCISCO, Nov. 9.—Bob Hope's guarantee for a nine-day appearance at the Auto Show in the Civic Auditorium is reported to be \$15,000 with a percentage of the gate beyond a set attendance figure. CRA booked the unit.

Hope opened October 28 with his radio unit, consisting of Jerry Colonna, Brenda and Cobina, and Skinny Ennis's orchestra. Barbara Blaine, acrobatic dancer, was added to the show Monday (27), being booked thru Sam Rosey Agency.

House records were broken for a first-night Auto Show attendance. Sunday night was third best in show's history, with week-end attendance well above the average.



DOUBLE-TALK OF THE TOWN: George Raft is angling to sponsor a Slapsie Maxie's in Miami. . . . Dixie Dunbar turned down an offer to be featured in a new musical because the boys in her act weren't included in the offer. . . . At "Panama Hattie," Mrs. Bill Hearst Jr. and Gloria Baker Topping both wore identical sequin-scintillating gowns, which means the only thing that scintillated was a blush or two! . . . After fire-eater Mack Murray finished his hot stuff at Manhattan Center Monday night he almost did an encore when he discovered his car was on fire in front of the theater. . . . Bob Musel and George Ross, the World-Telegraphers, are being tempted to do a stretch in a Hollywood studio. . . . F. D. Roosevelt Jr. got up at LeMartiniq and in the middle of his routine was heckled by the ringing of a telephone. "Say, Junior," ad-glibbed emcee Sammy Walsh, "that was Horace Heidt on the wire to say you won the Pot of Gold!"

BOB BRUMBY'S question in FM, hinting that Ed Sullivan was only going to do one column a week for *The News*, was a retaliatory remark for Eddie hinting that PM was only going to print one issue a week. . . . Add-Overcoming-Early-Education-Difficulties Aviator Andy Stinnis, who spells out those J. J. Fox ads in sky-high handwriting at \$25 a letter, flunked in spelling when he went to grammar school. . . . The Lenny who won a rumba contest the other night at Roseland wasn't Jack Lenny, the former dancer turned agent, but Jack's father, who not only steps like 60 but is. . . . One of the newer nighteries paid off its help last week in silver coins, garnering its pay roll as the guests paid their tabs—which meant the guests won more applause than the performer! . . . Harry Richman's latest gadget is a portable sun-tanner that'll retail for a \$2 bill. . . . Jerry Lester tells about the Palm Springs Hotel that's so ritzy he had to take an audition before they'd allow him to sing in the bathtub!

THE B-way Association wanted to transfer that giant cash register from the Fair to Times Square to tab traffic—but the deal soured when it was learned the gadget merely weighed 100,000 pounds. (And if you doubt it, I LIFTED it!) . . . Because of the edict prohibiting free entertainment in night clubs, Gypsy Base Lee got \$150 from Leon & Eddie's for being "guest" of honor at one of their Sunday night shindigs. . . . Incidentally, Eddie Davis will fly to Toronto on his day "off" to play a Red Cross benefit. . . . Captain Downley of the Queen Elizabeth was given a sotto voce "farewell party" by his intimates—presaging headline news. . . . With Jean Parker, Isabel Jewel, Mary Jane Cooper, Lyn Lys, and Lois Andrews in his unit, they're calling George Jessel Father Jessel of Girl's Town!!!

JIM PHILLIPS, who wrote a novel while he was agent Aquacade night watchman J for Billy Rose, has been added to Rose's press agent staff—which is practically the same assignment on a larger scale. . . . After watching the new Tropicana show, Cab Calloway said it was one of the best Cotton Club shows he'd seen elsewhere in years. . . . Ironical, isn't it, that the club which glorified the greats of the colored race has to be taken over by a fellow named Whitel. . . . Carol Bruce, whose nose was Milton Berle down some time ago, might do likewise with her noggin. At the Nordacs Christmas basket show the applause following her singing was a lot more polite than Carol—who prefaced her patter by cautioning the well-behaved audience to "be quiet while I sing my next number!"

THAT 47th Street cigar store clerk has a delicious nonsense of humor. For months preceding the election the counters were stacked with giant campaign cigars. "You're not partisan," we commented. "I sure am," retorted the clerk. "I'm a Roosevelt man." "But you're not just as many Willie's bands wrapped around those cigars as Roosevelt's," we countered. "That doesn't mean a thing," was the snapper. "In the Roosevelt cigars I put TOBACCO." . . . Best shot the newsreel and still photographers got from the marquee of the Astor election night was a wazy walking the second floor ledge with thousands beneath him. He was Bill Brunk, a free-lancer on photo assignment from PM. . . . Joe E. Lewis's wire to 278-pound Romo Vincent when the latter opened at the Paramount was a pipereo: "It couldn't have happened to three nicer guys." Then there's the guy who drank three Zombies and then saw little Monte Prosters!!!

Thru Sugar's Domino
 Frank Gillmore, Esq.
 % Actors' Equity Assn.
 45 West 47th Street
 New York City
 Please Forward

Dear Frank:
 Funny, isn't it? I've known you for about 15 years and this is the first time that I have addressed you as Frank, either conversationally or in a letter. I hope you'll forgive me but the familiar and rather rude salutation is very necessary to this letter—to sort of make the tone consistent. I'm a big on that, you see.

The address, too, might also make you wonder. I think I can explain that. To my satisfaction anyway. You see, Frank, I am not very much concerned at this juncture with that stretch you served at the Four A's. I would rather forget about that. Not that you have anything to be ashamed about in connection with one single act that you have performed in your busy career. Not that at all. I mean that in writing you this letter I can make my point better, I imagine, by discussing almost exclusively your tenure at Equity. The other stuff was an epilog that somebody tacked on to the play against you better judgment, I am sure.

Don't laugh at this, Frank, but I am getting to be an old man. Not really old like one of those gouty characters that were an inevitable inclusion in the "dramatis personae" of plays during your acting phase. My going process expresses itself in a philosophical vein. In other words, I am beginning to look back almost as often as I look forward. Maybe it's middle age that I'm talking about because I feel better now than I've ever felt. Except, of course, the time you and your boy friends over at Equity made one feel it is an honor to be an actor; a privilege to shake the hands of one, I mean the good old days when there wasn't a National Labor Relations Board; nor sit-down strikes; nor intrigue and treachery and opportunism in the smaller field of theatrical unions. You know, Frank, when dear old Equity was bathed in idealism and actors rolled up their sleeves and fought for a severe cure, more dignified, and more lucrative profession with the help only of God and their minds and hearts.

So let's forget about your very recent failings in the great game of theatrical unionism. Let me use you as a little fool; a sledge, as it were, to pain an end. I'm forced to write this due to a crowded schedule while the stinking election campaign is at the height of its fury. Precisely, the night before the Presidential election. I'm sick and tired and disgusted with human nature. With myself, too, because I must admit that I'm quite normal and human. I've seen human beings at their worst in ever-increasing intensity these last few weeks. I want to get away from all of that for a few moments and I hope and pray that whoever is elected will do everything in his power right off the reel to heal the wounds and cause men to act like civilized human beings again.

I can't think of a better way to remove myself in mind and soul from the stench of deteriorating human flesh than to make this confessional to you. I want to tell you while you are still alive—and I confidently expect you to remain with us for many years more—that I prefer sending you this expression of my admiration than to write nice words about you for all others to read when you are gone, as I understand all of us have to do eventually.

Frank, I am a much better man because I have known you. It could be just like you to ask why. You couldn't understand as well as most of the boys I've had to rub shoulders with thru crowded hours. It's simply because you are a gentleman. You have always been a gentleman in an atmosphere of strife and strain where the real test of a man is whether he could remain a gentleman. I haven't always agreed with you but I could never blend my disagreement (See SUGAR'S DOMINO on page 17)

LARRY CLINTON

(This Week's Cover Subject)

LARRY CLINTON, since the fall of 1937 when he formed a band, has made musical history—for one whose achievements were known only in the music trades as an arranger and composer. As quickly as he started his own band, a natural corollary to arranging for band leaders and publishers, he was an immediate click.

There have been others who have had rapid rises to fame but later proved to be flashes in the pan, but not so with the old "Dippy Doedler," who continues to take the popularity he has earned in his stride with consistent achievements in brilliantly scored arrangements, creamy location and theater dates, and musical compositions such as "Our Love" and "My Reverie," and his outstanding records on the Victor and Bluebird labels.

Clinton has kept pace of the field with constant record breaking, which has given his reputation a very firm hold. Last year Larry's ork opened the name-band policy at the Hotel Park Central, New York, where he remained for four months, followed by a return run at the Paramount Theater.

He has also played a four-month engagement at the Hotel New Yorker and wound up with a record-making box-office take at the Strand Theater, New York, for three weeks. A few months ago, in a poll conducted by the Nathaniel Plaza Hotel, Cincinnati, he was voted the most popular modern band, answering this call with an engagement several weeks later.

Larry is now booked way ahead, into next fall, being set at the Ansley Hotel, Atlanta, and then to the Fox Theater, St. Louis. The band then moves into the Palace Hotel, San Francisco, and heads into the new \$1,000,000 Palladium Ballroom, Los Angeles. Next spring he locates at the Sherman Hotel, Chicago, and comes back to New York in the summer for a repeat engagement at the Hotel New Yorker.

Canadian Bases Boom Night Spots

ST. JOHN, N. B., Can., Nov. 9.—The outlook is for record business this winter for night clubs and dance spots at and near war service points in the provinces. This is due to quartering of the largest number of troops in the history of the east dominion.

The standing of St. John as an army training and defense center has been trebled, with five different soldier bases for the winter. This in addition to air

force and naval operations and overseas mercantile shipping.

Halifax has become the chief naval base for the British and Canadian navies and convoy headquarters. It is also an artillery and infantry center. Across the harbor at Dartmouth is a big air force training and defense base.

Moncton has been named as the site for two air force bases, one a school for training and the other for equipment making and distribution. There is also an army unit stationed there.

Fredericton and Edmundston are drafted training centers. Woodstock has been an infantry training base since the war started. Chatham is getting a new air force base. Sussex has developed into a big army training center. Debert is the scene of air force and army training camps.

Sydney gets an air force school, commercial shipment and army training. Amherst is being used for army training. Yarmouth is getting a new air force base. Ditto for Penfield, Summerside, also. Aldershot has been enlarged for army training. Charlottetown has a new drafted camp.

New nightclubs, some only for dancing, have been springing up at or near the cities and towns named and more are planned before the service units are all planned for the winter.

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NAME
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EXPERIENCE

Miami License Rulings

MIAMI, Nov. 9.—Lumping night club license applications and consideration of new tax and licensing measures into one meeting, the Miami Beach city council restricted the former and raised the latter last week.

Licenses for night clubs will be confined to those in operation last year, or at least to those sites operating last season.

Numerous increases in city occupational taxes were provided for in an amendment to the present ordinance. Bicycle rental licenses increased from \$15 to \$25. Fortune tellers' and palmists' licenses remain the same at \$100, but the license applicants are required to be fingerprinted and photographed and must present three character references.

Among new provisions was one providing a tax of \$250 for firms transmitting music by telephone wire. Tax covers 10 locations but requires \$10 for each additional location.



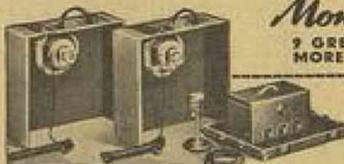
Western Showman Praises Airline SOUND SYSTEM

"I use it for announcing rodeos, sports events, exhibitions, etc.," writes H. T. Davis (No. Dak.). And, like so many other users, he goes on to praise its volume, its clearness of tone, and its marvellous tone control. Others tell of its trouble-free operation. "Use it 100 hours a month," says one, "and still have the original tubes." And these are just a few of the highlights of the amazing performance of the Ward Airline as told us by users themselves.

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Pluggers of Candidates May Feel Wrath of Public, Employers; How Campaign Affected Show Biz

(Continued from page 3)

ly engaged in the campaign were headed on the Democratic side by Eddie Dowling and on the Republican by Walter O'Keefe. Those participating were far too numerous to be listed; thousands of show-business names were involved.

A partial list, however, includes on the Democratic side, among writers, producers, and actors, such names as Alexander Woolcott, Elmer Rice, Robert E. Sherwood, Sinclair Lewis, Dorothy Thompson, Franklin P. Adams, Edna Ferber, George S. Kaufman, Thornton Wilder, Helen Gahagan, Melvyn Douglas, Pat O'Brien, Joan Bennett, Myron Selznick, Walter

Huston, Robert Benchley, Priscilla Lane, Jane Wyman, Frank Capra, Katharine Hepburn, Henry Fonda, Betty Grable, Sally Eilers, Hugh Herbert, George Cukor, John Ford, Andy Devine, Thomas Mitchell, Richard Arlen, John Cromwell, Charles Rickford, Humphrey Bogart, James Cagney, Stuart Erwin, Judith Anderson, Rosalind Russell, George Bancroft, Claude Rains, Rose Hobart, Rochester, Buck Jones, John Garfield, George Raft, Abe Lastfogel, Dorothy Parker, Jesse L. Lasky, Sol Lesser, Garson Kanin, Lewis Milestone, Irving Pichel, R. P. Schulberg, Jerome Kern, Alice Faye, Douglas Fairbanks Jr., Dorothy Lamour, Edward G. Robinson, Miriam Hopkins, William Wyler, Walter Wanger, Sam Jaffe, Ira Gerahwin, Allen Rivkin, Anita Loos, Arch Oboler, Jerry Wald, Arthur Caesar, Carl Laemmle Jr., Michael Curtiz, Ralph Hainger, Leo Robin, and E. Ray Coetz.

Among those on the Republican side were Gloria Swanson, Cecil Holm, Booth Tarkington, Irwin S. Cobb, John Erskine, John Kieran, Brock Pemberton, Maxwell Anderson, Clare Boothe, Frank Buck, Boake Carter, Grantland Rice, Robert Montgomery, Morrie Ryskind, Edward Arnold, Fred Astaire, Gene Raymond, Irene Rich, Lew Ayres, Fay Bainter, Buddy Rogers, May Robson, Vilma Banky, Lionel Barrymore, Randolph Scott, Ann Sothern, Richard Barthelme, Wallace Berry, Lewis Stone, Preston Sturgess, Joan Blondell, Monte Blue, Fred Stone, Leo Tracy, Mrs. Humphrey Bogart, Hobart Bosworth, Ernest Truax, King Vidor, George Brent, Sam Briskin, Lois Wilson, Sam Wood, Helen Broderick, Charles Coburn, Rod LaRoque, Harold Lloyd, Gary Cooper, Frank Craven, Gene Lockhart, Edmund Lowe, Donald Crisp, Bing Crosby, Fred MacMurray, Leo McCarey, Cecil B. DeMille, Frances Dee, Joel McCrea, Zeppo Marx, Reginald Denney, Walt Disney, Adolphe Menjou, Una Merkel, Irene Dunne, Nelson Eddy, Ray Milland, Frank Morgan, Fanchon and Marco, W. C.

Fields, Conrad Nagel, Florence Nash, Hedda Hopper, Edward Everett Horton, Edna May Oliver, Mary Pickford, Rupert Hughes, Bernie Hyman, Dick Powell, Roger Pryor, Allan Jones, Doris Kenyon, and William Powell.

Political Benefits

On the other hand, many non-name players cashed in on the campaign without getting themselves out on a political limb. More entertainers were used in this campaign than ever before, and, the most were secured by producers and appeared gratis, a larger percentage than ever received pay. This was partly due to campaigns against free talent, but chiefly to the liberal spending indulged in by both political parties and the desire of both to keep everyone satisfied.

Except for the names, who volunteered services, most of the performers and show people who appeared in campaign rallies agreed to do their act, whatever it was, and studiously avoided mentioning politics. In this way they hoped the public would accept them as entertainers pure and simple, rather than as campaigners.

A small number of big names, sticking to the canny traditions of the past, even worked this way on network political shows.

Campaign Hits Biz

But, also a larger number of performers than ever received financial compensation thru the campaign, the political battle hit show business hard. The unprecedented number of campaign speeches on the air, plus the fact that feeling and interest ran high in every section of the country, affected grosses adversely for weeks ahead of election day.

Vaudeville, burlesque, and night club attendance on the Stem was way off for the two weeks preceding the vote-casting, and legit was also hit. Film houses thruout the country reported weak grosses as patrons stayed at home to listen to the radio. Attendance at dance halls was also affected in various sections, particularly on nights when local political rallies were held.

Even the day before election, theater business in the Broadway area was hurt by widespread campaigning, with every corner near Times Square playing host to a soap-box speech or an impromptu debate. Theatergoing crowds sometimes had difficulty getting thru.

The election eve air speeches of Roosevelt and Willkie also kept home a large number of potential amusement seekers.

Radio Cashes In

But while show business in general was suffering thru the hectic pre-election days, radio was cashing in, and managing to do so without aligning itself on either side of the political fence. It cleaned up by selling time to all parties and groups, and prefaced all political speeches with assurances that the views presented were not necessarily those of the station over which they were heard.

And on election night radio had perhaps the greatest listening audience in its entire history. Almost all of the nation's approximately 800 stations devoted themselves to picking up returns, and thruout the country program schedules were scrambled in every possible way in order to keep the listening public informed. Just 20 years ago radio broadcast its first election returns over KDKA.

For the first time in history television also picked up national election results. It is estimated that the television audience alone amounted to some 50,000 people, a terrific figure considering the extreme youth of the medium. The tele program began with Lowell Thomas giving a news broadcast. Then the screen showed charts, statistics, and ticket news giving the trend of the electoral and popular votes.

No major New York station closed before the results became decisive. Some ran hours after that time.

Station Set-Ups

NBC in New York had the fanciest set-up, with 3,500 guests attending a party in Studio 8H (the biggest). Returns were elaborately written and corrected on a wall board as they came in. There was plenty of fancy food.

Other stations confined themselves to broadcasts without audiences. Coverage generally was complete, accurate, and very fast, with results being sent over as soon as they became official. Most of the larger stations feature commentators, and several of them drew criticisms by putting personal views. For the most part, however, returns were handled without bias.

Election Day Grosses

With a large percentage of the nation sitting at home with its collective ear

glued to the loud-speaker, show business suffered even more on election night than it had during the weeks before the big day. Formerly, election night was terrific in all show fields. Without home radio facilities, customers found theaters the quickest place to get returns. With the advent of radio, on a large scale, however, one of the big days of the show business year has definitely hit the chute.

Reaction was about the same from all parts of the country, with club attendance lighter than hoped and theater audiences ranging as low as 40 per cent under normal. Generally, babies felt the pinch more than did downtown houses, and theaters using vaude or some sort of live entertainment fared in almost all cases far better, even on a comparative basis, than did their neighbors using only films. Attendance at vaudeville houses was in some cases even slightly above normal, and no instances were reported where it fell below average by more than about 10 per cent.

All theaters and clubs, of course, arranged to present election returns, but this was figured as a very small offset to the lure of the radio.

Stem's Low Take

The drop in business was particularly noticeable in New York, where mobs traditionally turn out in vast numbers on Broadway to get the returns. Not only was theater attendance hurt because people wanted to avoid the milling crowds but rumors of the possibility of riots also cut in on the take. The rumors turned out to be groundless, but that didn't help the bill.

Except for Radio City Music Hall (Escape and presentation show) all the downtown vaudeville houses were light. The Music Hall, however, had a long line waiting in the lobby at 9:30 p.m. It was figured that its take was aided by the fact that it is off Broadway and patrons could reasonably expect to avoid the thickest part of the sidewalk mobs.

Legit houses, 17 of which played holiday matinees, did poorly both afternoon and evening. Among the matinees only *Panama Hattie*, new hit musical, re-

Possibilities



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OF THE BILLBOARD
STAFF

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

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

For LEGIT MUSICAL

BOBBY AND BETTY BROWN—eccentric tappers caught recently in the Benny Davis unit at Loew's State, New York. Boy is hayseed in appearance and girl is a looker. They do takeoffs of other teams as well as their own stuff, and sock novelty angle has the boy drawing cartoons of the dancers he will imitate. Should do nicely spotted in a revue.

JACK MCCOY—lad who does an amusing panto turn featuring extremely tricky legwork. Caught in the Benny Davis unit at Loew's State, New York, recently, he went over well and should click if properly spotted in a legit revue. Imitates a college freshman attending his first dance, and follows up with the same freshman a year later. Turn has sock humor, with legwork ably abetting the facial panto.

LEONARD LAWTON—young English dancer now appearing at the Mayfair, Boston. A good-looking, clean-cut lad, he is one of the best ballet dancers seen recently. Features simple but highly effective routines that could be used to good advantage in either a revue or book show. Works solo, accompanied by his sister at the piano.



RADIO'S PRODUCTION COSTS

WMCA's Ad Show A New Departure

NEW YORK, Nov. 9.—WMCA's new program, *Reward for Listening*, beginning November 16, will take classified advertising for nearly one-half of the program time from 7:45-8:15 a.m.

This type of show is regarded as a new departure in radio. The ads, to be of all types, include lost and found, help wanted, etc. A sales corporation, Classified Ads, Inc., has bought the program time from WMCA and will sell it on a per word basis as newspapers do. Bob Carter and Joe O'Brien will do the splicing, and session will include records, news, and fashions for women. Program will include a \$25 giveaway and will be slanted at small advertiser.

900,000 See WLS Show

CHICAGO, Nov. 9.—In harmony with the public's proclivity for buttons, created by the political campaigns, WLS issued a National Barn Dance button to advertisers, proclaiming that over 900,000 visitors had attended the Saturday night theater since March 19, 1932. The mark was reached on October 26, when 2,500 persons saw the show.

WMAQ Advances Opening

CHICAGO, Nov. 9.—WMAQ will begin operating a half hour earlier starting Monday (18) when a new farm service, *Agricultural News and Views*, begins a six-week schedule at 6:15 a.m. (CST). Everett Mitchell will conduct. This makes the third station in recent weeks to advance its opening time, WGN and WBBM having made similar moves last week.

Kiss Me, But—

NEW YORK, Nov. 2.—Associated Music Publishers recorded a series of BMI tunes with Antonini's orchestra. One of the song titles, a literal translation from the Russian, was *Kiss Me, But Don't Fool Around*.

BMI's Sidney Kaye nearly hit the ceiling when he saw the title, and insisted that *Don't Fool Around* be inked out.

Catherine Whitaker Leaves NBC Post

NEW YORK, November 9.—Catherine Whitaker, assistant to Sustaining Program Director Phillips Carlin and with the National Broadcasting Company for 14 years, leaves NBC Friday (15).

NBC refused to comment on the matter other than to state that "A personnel change is private business and should not be of interest to the public at large." Miss Whitaker stated her plans were indefinite. Personnel change closely follows appointment of Sidney Strotz as vice-president in charge of programs. John Royal formerly held the post.

"Dance" Gets Sponsor

NEW YORK, Nov. 9.—WMCA's *Just Dance*, recorded program on Saturday, 8-10 p.m., will be sponsored by Monarch Wine Company, beginning tonight. Deal was set for 52 weeks thru Arthur Rosenberg Company, Inc. Program includes news and sports comment, in addition to records. Program will play request tunes on recorded phase of program. Slanted at house party audience.

Bowes Still Gets Biggest Money; GF, Reynolds, and Amer. Tobacco, Lever, L-M Spending Heavy Dough

NEW YORK, Nov. 9.—Chart below gives approximate production costs of some 100 programs upon the major networks, Columbia Broadcasting System and the Red and Blue networks of the National Broadcasting System. All programs listed are evening programs, going on at 8 p.m. or later. Figures were estimated by talent execs, radio producers, and, when possible, advertising agencies. Chart does not list all programs, only those for which estimates could be obtained.

Top program in costs is still Major Bowes' *Amateur Hour* on CBS, the major getting a reported take of between \$20,000 and \$25,000. Other top cost programs are *Kraft Music Hall*, estimated at \$14,000; *General Foods Kate Smith Hour*, estimated at \$13,000; *Texas Company's Fred Allen show*, estimated at \$12,000 to \$13,000; *Time to Smile*, which pays Eddie Cantor about \$9,000 plus special deal depending upon his *Crossley* rating and hitting a top of \$15,000; *Fred Waring*, estimated at \$12,500; *Chase and Sanborn*, \$12,000; *Byways Guild Theater*, \$10,000; *Luz Radio Theater*, \$10,000 to \$12,000; *Jack Benny*, \$12,000; *Good News*, \$10,000.

Top users of talent on evening programs, according to estimates based on programs listed here, are *General Foods*, with production budget of about \$44,000 for *Kate Smith*, *Jack Benny*, *Good News*, *We the People*, and *Aldrich Family*; *R. J. Reynolds Co.*, spending about \$25,800 on

Al Pearce show, *Biondie*, *Camel Caravan*, *Uncle Ezra*, and *Grand Ole Opry*; *American Tobacco*, with a figure of about \$22,000 to \$23,000 for *Hit Parade*, *Kay Kyser*, and *Information Please* (*Please* switches to *American Tobacco* from *Canada Dry* November 15); *Liggett & Myers*, about \$20,000 for *Fred Waring*, *Glenn Miller*, and *Professor Quix*; *Lever Brothers*, with an estimated \$22,000 for *Luz Radio Theater*, *Big Town*, and *Meet Mr. Meek*; and *Standard Brands*, about \$20,000 for *Chase and Sanborn show*, *One Man's Family*, and *I Love a Mystery*.

WFIL Conscription Money

PHILADELPHIA, Nov. 9.—Roger W. Clipp, WFIL general manager, announced that any station employee conscripted for military training will receive an additional four weeks' salary before leaving. In addition, only temporary employees will be placed in jobs vacated by conscripts, and the jobs will be held open for the regular employees until they return, provided that upon return the employee is capable of properly fulfilling his former duties. Along similar lines, John P. Arndt, president of John Falkner Arndt & Company, Inc., local ad agency, announced that all conscripted male employees will continue to receive 75 per cent of their current salaries if drafted into army service.

Radio's Production Costs

CBS Programs

PROGRAM	SPONSOR	COST
Your Hit Parade	American Tobacco Co.	\$6,000-\$ 7,000
Second Husband	The Bayer Co.	2,000- 2,500
Hedda Hopper's Hollywood	California Fruit Growers' Exchange	2,000
First Nighter	Campagna Sales Co.	1,500
Amos 'n' Andy	Campbell's Soups	6,000
Larry Ross	Franco-American Macaroni and Spaghetti	2,500
Dr. Christian	Cheesebrough Mfg. Co., Consolidated	3,500
Major Bowes' Amateur Hour	Chrysler Corporation	25,000
Ack-It-Basket	Colgate-Palmolive-Peet	1,500
Strange As It Seems	Colgate-Palmolive-Peet	2,050
Wayne King with Buddy Clark	Cashmere Souquet Products	3,500
Marriage Club with Haven MacQuarrie	Continental Baking (For first 13 weeks)	2,250
Bachelor's Children	Cudahy Packing Co.	1,800
Melody Ranch with Gene Autry	Doublemint Gum	\$3,500- 4,000
Take It or Leave It	Evorsharp, Inc.	2,000
We, the People	General Foods Corp.	4,500
Kate Smith Hour	General Foods Corp.	13,000
Screen Guild Theater	Gulf Oil Corp.	10,000
Silver Theater	International Silver Co.	5,000
Court of Missing Heels	Ironized Yeast Co.	2,000
Guy Lombardo	Lady Esther, Ltd.	5,000
Grand Central Station	Lambert Co.	4,000
Luz Radio Theater	Lever Brothers Co.	\$10,000- 12,000
Big Town	Lever Brothers Co.	8,000
Meet Mister Meek	Lever Brothers Co.	5,000
Glenn Miller	Liggett & Myers	2,500
Professor Quix with Bob Trout	Liggett & Myers	2,000
Helen Hayes Theater	Thomas J. Lipton, Inc.	5,000
Colonel Steppazda	Mennen Co.	1,200
Believe It or Not	Nebi Corp.	5,200
Vax Pop	Penn Tobacco Co. (including line charges)	1,850
Saturday Night Serenade	Pet Milk Sales Corp.	5,000
Johnny Presents	Phillip Morris	\$2,500- 3,000
The Crime Doctor	Phillip Morris	2,000
These We Love	Procter & Gamble	4,000
Biondie	R. J. Reynolds Tobacco Co.	3,500
Al Pearce	R. J. Reynolds Tobacco Co.	8,500
Texas Star Theater (Fred Allen)	Texas Co.	\$12,000- 13,000
Pipe Smoking Time	U. S. Tobacco Co.	1,400

NBC-Red Programs

Kay Kyser	American Tobacco Co.	\$ 7,500
Information Please	American Tobacco Co. (Starts here Nov. 15)	8,500
American Album of Familiar Music	The Bayer Co.	2,000
The Telephone Hour	Bell Telephone System	8,000
Time to Smile	Bristol-Myers (Plus special deal)	9,000
Mr. District Attorney	Bristol-Myers	\$3,500- 3,800
Show Boat	Brown & Williamson	1,600
Redeem Valley Folks	Brown & Williamson	1,500
Uncle Walter's Dog House	Brown & Williamson	1,800
Plantation Party	Brown & Williamson	1,500
Wings of Destiny	Brown & Williamson	1,750
Carnation Contended	Larnation Co.	3,000

PROGRAM	SPONSOR	COST
Cities Service Concert	Cities Service Co.	\$2,800-\$ 3,000
Battle of the Sexes	Cummer Products	\$1,000- 1,500
Cavalcade of America	Du Pont	4,000
The Voice of Firestone	Firestone Tire and Rubber Co.	3,500
Fitch Band Wagon	F. W. Fitch Co.	2,200
Hour of Charm	General Electric Co.	4,500
Jack Benny Program	General Foods Corp.	12,000
Aldrich Family	General Foods Corp.	3,500
Good News of 1940	General Foods Corp.	10,000
Beat the Band	General Mills, Inc.	\$2,000- 2,500
Burns & Allen	Hormel & Co.	8,500
Hollywood Playhouse	Jergens Co.	\$4,000- 5,000
Fibber McGee & Molly	S. C. Johnson & Son, Inc.	6,500
Kraft Music Hall	Kraft Cheese Co.	14,000
Horace Heidt's Treasure Chest	Lewis-Howe (Plus giveaway)	3,500
Fred Waring	Liggett & Myers	12,500
Dr. I.Q.	Mars, Inc.	1,800
National Barn Dance	Miles Laboratories	2,000
Alec Templeton	Miles Laboratories	5,000
Johnnie Presents	Phillip Morris	3,500
Bob Hope	Poppendent	8,000
Waltz Time	Phillips Chemical Co.	1,800
Knickerbocker Playhouse	Procter & Gamble	3,000
Truth or Consequences	Procter & Gamble	\$1,500- 2,000
Everyman's Theater	Procter & Gamble	\$4,000- 4,500
Kaltenborn Edits the News	Pure Oil Co.	3,200
Your Dream Has Come True	Quaker Oats Co.	\$3,000- 3,500
Camel Caravan	Reynolds Tobacco Co.	3,500
Uncle Ezra	Reynolds Tobacco Co.	4,000
Grand Ole Opry	Reynolds Tobacco Co.	1,800
Redeem Valley Program	Seafish, Inc.	\$7,000- 8,000
Metropolitan Opera Additions	Sherwin-Williams	4,000
Chase & Sanborn Program	Standard Brands, Inc.	12,500
One Man's Family	Standard Brands, Inc.	\$4,500- 5,000
Hawthorne House	Watson Oil and Snowdrift Sales	\$1,000- 1,500
Musical Americana	Westinghouse Electric	5,000

NBC-Blue Programs

Easy Aces	Anacin Co.	\$ 3,500
Manhattan at Midnight	Cummer Products	\$1,500- 2,000
Ben Bernie	Emerson Bros. Co.	4,200
Sherlock Holmes	Groves Drug Co.	5,000
Good Will House	Ironized Yeast Co., Inc.	\$4,000- 5,000
Walter Winchell	Ironized Yeast Co., Inc.	2,500
Parker Family	Jergens Co.	5,000
Mr. Keen	Jergens Co.	\$1,200- 1,500
Pot of Gold	Kolynos Co., Inc.	1,500
Fame and Fortune	Lewis-Howe Co.	\$4,000- 5,000
Quiz Kids	Lewis-Howe Co.	3,000
Death Valley Days	Miles Laboratories	2,500
Tom Mix Straight Shooters	Pacific Coast Borax Co.	1,500
Gang Busters	Ralston Purina Co.	2,000
I Love a Mystery	Sloan's Liniment	\$3,000- 3,500
Lewell Thomas—The Day's News	Standard Brands	2,200
Dear John	Sun Oil Co.	4,000
True or False	Walch Grape Juice Co.	1,500
	J. B. Williams Co.	1,500

Radio Talent New York

By JERRY LESSER

A SURVEY aimed toward extensive radio co-operation between the Americas will be undertaken this week when WILLIAM S. PALEY, president of the Columbia Broadcasting System, sets out on November 7 with two other executives on a six-week plane tour of South America. The itinerary calls for visits to Panama, Columbia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil, and Venezuela. . . . GEORGE PUTNAM, who announces *Portia Faces Life* on CBS, has recorded a series of one-minute transcriptions for *Popular Science* magazine. . . . STANLEY RICHARDS returns to the air over WEVD on November 10 with his *Curtain Time* program. . . . GAN- DIDO BOTHELO, NBC's Brazilian tenor "find," has been engaged as the singing star of PHIL BAKER's coming revue, *Art in Fun*. . . . SELENA ROYLE will participate in a forum sponsored by the United Parents' Association of New York November 9. The subject: How the press, radio, stage, and motion pictures help children meet the challenge of these critical times.

THIS column wishes a speedy recovery to NBC directors HARRY MacFAR- DEN and JAMES CHURCH, who are too ill. Medics have ordered ART MILLET to make it easy, so DWIGHT WEISS will continue as speller on JOAN BLAINE's daily series. . . . JOE BELL, NBC director, will be at the helm when KATHARINE CORNELL debuts in the *Sonnetts of Wimpole Street* November 10. A cosmetic sponsor is interested in EL- LERY QUEEN. . . . FRED ALLEN won't fly yet because he says there's one element of air travel that's still dangerous—the taxi-drive to the airport. . . . Look for a new vocally on the *Pot o' Gold* and *Treasure Chest* programs. . . . Rumor has it that the reason BURNS and ALLEN are using MARY (BUBBLES)

KELLEY so little this season is that Bubbles' voice sounds too much like GRACIE'S. . . . It is a Cleveland bank exec who is orchestrating FRAN ALLISON of the UNCLE EZRA program? . . .

The soup sponsor who has been seeking a show to place in the Friday CBS spot he bought has finally decided on a dramatic "Playhouse" series to start November 22. Guest stars will be used, but scripts have not yet been selected. . . . Listeners often complain about comedians using stale jokes and insist they can do better themselves. Well they'll get a chance to prove it if a new show just auditioned, *Can You Top This?*, gets a sponsor. The program headlines HARRY HERSHFELD, JOE LAURIE JR., and SENATOR FORD, with FRED IRVING LEWIS as emcee. Contestants are to tell a joke and then give "switches" on it. Prizes are awarded in accordance with the number of "switches" and audience response.

SCRIPING of comedy material for NANN RAE and MAUDE DAVIS on the KATE SMITH show has been entrusted to HANK GARSON and AL LEWIS, writers, who have penned laugh material for a number of comics. . . . MEL BLANC, who does a bicoquing sequence on the AL PEARCE programs, has to go into training before each broadcast. When the telephone rang in the home of Mr. and Mrs. W. J. CONROY, of Jamestown, N. Y., the other night to tell the Conroys they had won the \$4,600 Pot o' Gold, they almost hung up, thinking it was a Halloween prank. It wasn't. And it didn't take them long to start spending their jackpot. First expenditure went toward hiring a girl to answer the phone and take care of the calls from curious people who wanted to know if they really got \$4,600.

By NORMAN MODELL

Chicago

DOCTOR I.Q.'s next stop is the Albee Theater, Cincinnati, November 25. . . . PULTON LEWIS JR. got away with a remarkably low telephone bill election night—to be exact only \$37.55—when he completed 14 long-distance calls to government officials, senators, and candidates, from California to the Capitol, and aired his half of the conversation with them over Mutual. . . . MARY PATTON has been added to *Bachelor's Children*. . . . WILLIAM GREEN and HERB BUTTERFIELD are airing on Jack Armstrong. . . . TOM, DICK, AND HARRY have been renewed for 13 weeks. . . . CLINT STANLEY has been working at white heat on the new AMA series *Doctors at Work* to debut on NBC Blue Wednesday. . . . Glad to hear EDDIE

and FANNIE CAVANAUGH have gone network on MBS.

KENNETH MORROW will step into SAM THOMPSON'S boots in the NBC male quartet known as The Cadets. . . . BETTY WINKLER adds *Transfer Over* besides to her list of assignments. . . . ALICE HILL is playing the new part of Margot Burkhardt in *Heles Trent*. . . . EARL W. KURTZE, who used to head the WLS Artists Bureau, and currently books many of the hillbilly acts used at Republic Studios, Hollywood, thru his talent agency, is expected in town Thursday (14). . . . KURT WOLGEMUTH joined the *Backstage W/a* cast last week. . . . EVA POWNALL is now on *Story of Sud Barton*.

WEAF Transmitter Dedicate

NEW YORK, Nov. 9.—National Broadcasting Company dedicated its new transmitter at WEAF yesterday, with a broadcast by NBC's press, Niles Trammel, transmitter, located at Fort Washington, L. I. has a salt-water transmission path and raises program volume in Manhattan and Northern New Jersey to eight times its former level. New transmitter is the fourth to be used by WEAF since station went on the air in 1922.

Her Master's Voice

CHICAGO, Nov. 9.—Tony Wons, radio poet, found his own voice better than the classified ad section of the newspaper. His dog, a Scottie named Minnie Mouse, had wandered away from the house, and Wons was buried in deep gloom. Came a call from a woman on the other side of town (Kenosha, Wis.) reporting that her dog disagreed with her opinion of the Scrapbook broadcast. The animal howled incessantly every time Wons was tuned in. Thereupon the rhyming philosopher got a brainstorm. That's what Minnie Mouse used to do. It couldn't be —. But sure enough! It was!

WTMJ's F-M, Tele Plans

MILWAUKEE, Wis., Nov. 9.—Granted approval by the FCC to erect a new commercial F-M station and a new experimental television station, WTMJ will start construction of the former at once on a 10-acre site 30 miles northwest of Milwaukee. Also included in *The Milwaukee Journal's* radio expansion plans, at an estimated cost of \$500,000, is a new studio building, work on which will start in spring, to house eight studios, including a 365-seat audience studio, a sound stage for television, control rooms, master desk, rehearsal halls; executive, general, and sales offices, and rooms for musicians, announcers, and artists. Work has already been started on two new towers at the station's Blue Mound transmitter site to enable it to step up its night power to 5,000 watts.

WCAU Bureau Gets Tinney

PHILADELPHIA, Nov. 9.—Cal Tinney, newspaper columnist making an ether comeback via a nightly sustaining news shot on WCAU, has been inked by the station's artists' bureau to a five-year personal management contract. Blind, however, is optional, contingent on WCAU, CBS outlet, snaring a network commercial for Tinney within six months.

25G Offer for Philly's WCAM; Restraining Order Blocks Sale

CAMDEN, N. J., Nov. 9.—WCAM, municipally owned station, is again on the selling block, latest offer having been made by John Morgan Davis, a Philadelphia attorney representing an undisclosed client, offering \$25,000 for the station. Davis is a former radio announcer and has an interest in WIBG, Glenside, Pa. Immediate sale has been stymied by the Mack Radio Sales Company, which pays the city \$22,000 a year for its broadcasting time, sales org getting a temporary restraining order blocking the city. Mack firm signed a 10-year contract with the city in 1938 for purchase of about 1,300 hours a year. Contract provides for a yearly renewal and it is claimed sale of station at this time would abrogate certain contracts with firms and individuals buying time on WCAM. Aaron Heine and Sidney Kaplan, local attorneys and Mack firm executives,

further charged sale of station would be in violation of the company's contract rights. City has operated WCAM for almost 15 years, selling the broadcasting time to independent sales companies, and has been characterized by Mayor George E. Brunner on several occasions as a "financial headache." Heine filed application with the FCC last April for permission to construct a new station here, but no date for the hearing has been set as yet.

At various times various groups have attempted to buy the station. Considered hardly worth the asking price, the city set at \$25,000 last year, anxiety to buy WCAM has always been a puzzle. However, because of that fact that Camden is only across the river from Philadelphia and WCAM blankets the big city as well as its own, it is expected that eventual buyer will exploit the station as a Philadelphia outlet.

Bombs Over WDAS

PHILADELPHIA, Nov. 9.—With WDAS again set to broadcast the wrestling matches from Ray Fabiani's Arena, Buzz Davis, Pat Stanton, and Lense McCurley handling the mikes will again be obliged to wear helmets to protect themselves from objects tossed indiscriminately by irate fans. Last week, for the first match, the boys went out during an intermission still wearing their iron kellys. A lady grasped Stanton by the hand and gave him a dollar bill—she thought the helmets were a stunt to plug the British War Relief.

Radio-Music Fight Hits Wax Warblers

NEW YORK, Nov. 9.—How the ASCAP-radio music struggle is affecting some types of talent is illustrated by instance of Joey Nash, wax warbler. Nash was about to receive a contract to do 260 vocals on 130 records for a beer company. Deal had been practically set, the disks to be done in conjunction with the Korn Kobblers, hillbilly band.

Deal is now up in air, Nash pointing out it is almost impossible to get up 260 non-ASCAP tunes of the type wanted by the client. Figuring on basis of \$100 a record, Nash estimates he loses a quick \$13,000 as a result of the music fight. Nash and some of the other wax warblers have been trying to ride out the ASCAP-radio battle by playing vaude and night club dates.

"What can I sing?" laments Nash. "Brahms' Lullaby or Home on the Range?"

WIP Show Moves to Fay's

PHILADELPHIA, Nov. 9.—First local commercial show from a theater stage got under way last night (8). WIP moving its audience participation *Hollers to Hollers* quizzer from the studio to Fay's Theater, a weekly sustainer introduced last month, program is now sponsored by Mary Jane Shoes, local chain. Fred Wood continues as the chief question-asker, who wagers dollars to doughnuts with contestants against answering his queries correctly, with Bob Horn added to handle the commercial palaver.

Charter Natchez Station

JACKSON, Miss., Nov. 9.—Natchez Radio Corporation has been granted a charter to operate a new radio broadcasting station in Natchez. The corporation has filed application for a permit to build facilities. Included among preferred and common stockholders are Jimmie Wilson, former program director of WWL, New Orleans; Xavier Kramer, McComb, Miss.; R. W. Cutrer, Magnolia, Miss.; and William Kendall, W. J. Byrne, and Tom L. Ketchins, all of Natchez.

"Info" Wax on WMCA

NEW YORK, Nov. 9.—Wax version of *Information Please* starts Tuesday, November 19, over WMCA. Program will be a repeat of the Friday broadcast on Columbia. American Tobacco company's idea is to keep the Tuesday night audience with which the show rose to popularity for Canada Dry. Deal is set for 13 weeks thru Lord & Thomas.

ASCAP Mulls Idea Of Good Will Unit

NEW YORK, Nov. 9.—American Society of Composers, Authors, and Publishers is mulling the idea of preparing a unit, composed of ASCAP writers, to perform at radio stations, leading ballrooms, cabarets, and theaters. Plan would be a promotional enterprise, designed to hypo public opinion in favor of ASCAP as against radio interests now engaged in a struggle with the Society.

Nothing definitely set as to plan, but if oked, a unit is likely to begin trekking almost immediately. Calls would be made at those stations having ASCAP licenses.

Society figures it would be relatively easy to recruit from among its ranks writers who can sing, thump a piano, and put on a show.

Irna Phillips Loses Suit on Strip Show

CHICAGO, Nov. 9.—Irna Phillips, writer of soap operas, lost her appeal of a Superior Court ruling in her suit against WGN, Inc., and *The Tribune* over property rights in the strip show *Painted Dreams*. The Appellate Court upheld the decision of the lower tribunal that the show belonged to WGN. Miss Phillips claimed that she was the creator and independent owner of the drama and owned it by copyright. She had, however, written the script in September, 1930, while employed by WGN, following a general outline supplied by the station. The court brought out that, after a sponsor was found, she copyrighted the first 10 scripts without advising her employer. Justice John M. O'Connor stated: "She did the work, was paid for it, and in such a situation under the law the ownership in the result of what was done belonged to the defendants."

Record Billings for MBS

NEW YORK, Nov. 9.—Mutual Broadcasting System's billings for October, 1940, and network's cumulative billings for 10 months of 1940 broke all records. Excluding political time sold, October billings were \$611,794, an increase of 42.9 per cent over the \$428,321 figure for October, 1939. Political sales for October, 1940, brought the billing up to \$784,678, accounting for an increase of 63 per cent over October, 1939. Cumulative for 10 months of 1940 (including political time) an increase of 37.7 per cent over first 10 months of 1939, when billings totalled \$2,685,038.

J. J. Neale Joins B-S-H

CHICAGO, Nov. 9.—J. J. Neale, sales traffic manager of the Red network in the NBC-Central Division, has resigned to join the radio department of Blackett-Sample-Hummert in a co-ordinating and supervisory capacity. Job was created to correlate the activities in the time buying and contracts departments. Neale will also work with account executives in client relations and have general supervisory authority over the production department. He goes to B-S-H November 18.

Lang-Worth and BMI In Co-Operation on Tunessmith Contract

NEW YORK, Nov. 9.—Lang-Worth Feature Programs, Inc., transcription company specializing in public domain music, has prepared a songwriter's contract indicating close co-operation with Broadcast Music, Inc. Agreement gives Lang-Worth option on writer's works for a period of four months.

Clause states that the contract shall be upon terms similar to agreements used by BMI, with reference to royalties from sheet music, mechanicals, and radio performances. Lang-Worth, however, reserves a royalty-free non-exclusive license permitting use of songs in the company's business.

Firm is also appointed sole and exclusive agent if publication of the writer's song or songs is undertaken by BMI or any other publishing house, receiving for this 30 per cent of net sums payable to the writer. Lang-Worth also reserves right to alter lyrics. In case of disputes involving income to collaborating writers, clause specifies recourse to American Arbitration Association.

PW Petitions U. S. Supreme Court for Writ on Disk Use

NEW YORK, Nov. 9.—Paul Whiteman has the Supreme Court of the United States petitioned for a writ of certiorari in the case involving WNEW and RCA Manufacturing Company dealing with property rights of musicians and legality of use of records of radio stations. RCA has also petitioned.

Fact of petitioning does not necessarily mean the Supreme Court will hear the case argued. Only 18 per cent of petitions are accepted; but rejection, in turn, does not necessarily mean that Supreme Court differs from the opinion of the lower courts.

Incorporation for Texas Star Co.; KXYZ Transfer

HOUSTON, Tex., Nov. 9.—Charter has been granted for incorporation of the Texas Star Broadcasting Company of Houston with capital stock listed as \$100,000. The new firm lists as incorporators H. R. Cullen, J. R. Parten, and W. N. Hooper.

The FCC has approved transfer of control of Radio Station KXYZ here thru the Harris County Broadcasting Company from Fred J. Heyne to a syndicate headed by M. Tilford Jones. The commission petition revealed that transaction represented five shares or 50 per cent outstanding capital stock and \$65,000. KXYZ is Houston link of NBC-Blue network.

Material Protection Bureau



THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name. The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

Program Reviews

EDST Unless Otherwise Indicated

"Fiesta Pan Americana"

Reviewed Wednesday, 9:35-10 p.m. Style—Latin American music. Station—WJZ (New York, NBC-Blue network).

Under direction of Terig Tucci, *Fiesta* gives out with 25 minutes of authentic Latin American music, both band and vocal numbers of popular and classical types. Season is pleasing and a welcome change from run-of-the-mill band music cluttering the later hours on the networks.

Talent is headed by Oyangüeren, sock guitarist; Elsie Houston, soprano warbler who has been playing night club dates; Graciela Parraga, vocalist, and guitarist and tenor Candido Bothel.

Program shapes up as one of the better musical sustainers and should develop a good audience if Tucci keeps the show at high level maintained opening night. Ackerman.

"Lovely To Look At"

Reviewed Tuesday, 10:45-11 a. m. Style—Beauty and fashion hints. Sponsor—Marco Animal Food Company, Philadelphia. Agency—Philip Klein, Philadelphia. Station—WIP (Philadelphia).

Designed to attract women with a feminine subject and sell them on buying sponsor's product for canine pets, Barbara Beade does an expert job in telling the gals how to be even lovelier than they are. Gives her digest of beauty and fashion hints on Tuesday, Thursday, and Saturday, alternating with Eddie Hoyle's *Hollywood Headlines*

for the same sponsor on the same station. Whereas the movie chatter staff is designed to catch the housewife in the midst of kitchen duties, this complementary series aims to catch milady who is more concerned over dish-pan hands than the roast on the stove. To this listener Miss Beade's prescription on ridding the neck of those tell-tale lines must be accepted at its face value.

Feature of each stanza is awarding an orchid to a local woman distinguished for some outstanding achievement, listeners invited to suggest possible recipients of the flower. Stunt breaks the beauty chat nicely and is in keeping with the tenor of the program. Orodener.

"High School Sports Round-Up"

Reviewed Wednesday, 8:15-8:30 p.m. Style—Sports. Sponsor—Barney's Clothes. Station—WNED (New York).

Program, to be aired thrice weekly following this dedicatory session, seems slanted perfectly for a definite audience—lads of high school age plus a certain number of older people.

Sessions will deal with interscholastic sports, covering schools in New York, New Jersey, Long Island, Westchester, etc. Debut program introduced a batch of school coaches and sportswriters, all of whom plugged program's essential idea an especially noteworthy. Greater and lesser luminaries who appeared were representatives of New York, Staten Island, Nassau County, Brooklyn, etc., and it is likely the program will grab listeners in all these spots.

Show plans to introduce a contest idea involving trophies, but details were not

announced opening program. No commercial copy on opener, outside of brief announcement that Barney's is sponsoring.

Rod Mitchell, announcer, okeh. Ackerman.

"Cinderella"

Reviewed Wednesday, 11-12 p.m. Style—Talk on record show. Sponsor—K. Arakelian and Famous Furriers. Station—WHN.

Cinderella is WHN's femme speller for station's platter program at 11-12 nightly. Currently session has two sponsors, each for 15 minutes. Girl's sales talk has a simple air about it, with aplomb apart from usual high-pressure methods. Program has a tie-up with Postal Telegraph, Cinderella asking listeners to send in requests via Postal. Requests are handled in a very folksy way, so-and-so asking for a wax on I Love You Truly in honor of Joe Doakes's wedding anniversary, etc. A pleasant enough session, with easy-to-take sales talk. Ackerman.

CHI AGVA FIGHTS

(Continued from page 3)

to put on four shows nightly, whereas he only gives three, and considers it his right to use the fourth for club shows. AGVA, however, points to another clause in the contract which states that no performer can play in any public or private room other than the one designated.

NEW YORK, Nov. 9.—The long-delayed signing of the pacts between the New York vaude houses and American Guild of Variety Artists may finally take place next week. Hoyt Haddock, executive secretary of AGVA stated, Individual copies of the agreement for the Paramount, State, Romy, and Strand have been made up in the AGVA offices this week and they are being submitted to the respective operators.

In the meantime the local AGVA office is proceeding to negotiate with individual hotel owners here for closed-shop agreements. The progress has been very slow.

La Coma nitery here has been one of the first to sign up with AGVA, its attorney, Bernard N. Ackerman, stated, denying printed reports last week that the spot has not had a signed agreement with the union.

No action on AGVA's demand for financial aid has been taken by either the American Federation of Radio Artists or Screen Actors' Guild this week. Equity agreed to contribute another \$700 to help AGVA provided AFRA and SAG contribute similar amounts. SAG is scheduled to take action at its board meeting Monday (11).

Buffalo Terp Policy Leaning to Variety

BUFFALO, Nov. 9.—Buffalo is beckoning to more traveling bands this season, primarily because ballrooms here are giving the nod to out-of-towners, rather than using one staff band all season.

The Delwood, which used Tommy Flynn's oke last year without any inter-spersion of names or semi-names, has embarked upon a policy of changing bands about every month. Present occupant of the stand is Howard Becker, who will make room for Aud King November 17. Letter 10-piece unit is coming here from Cleveland's Aragon Ballroom. Flynn is now holding forth at Chez Ami, swank downtown nitery, and is set for an indefinite stay.

The Esquire Ballroom, which still isn't operating on a full-time schedule, uses Harold Justin's band, featuring, however, territorial guest bands on Saturday nights. Names at approximately monthly intervals are part of policy. So far, Harry James and Bob Chester have appeared, with other names under consideration for future one-night stands.

Advertisers, Agencies, Stations

NEW YORK:

DARCY agency has auditioned Andre Kostelanetz for a show for Coca-Cola, but insists no decision has been made. . . . Young & Rubicam's Tom Harrington on a business trip to the West Coast. . . . Herb Rosenthal, chief of Columbia Artists Bureau, honeymooning at Miami Beach and expected back November 18. His wife is Shirley Copland. . . . Russell Bennett will air Russell Bennett's Notebook over MBS starting Sunday (17). . . . John Cole, formerly with Garner Advertising in St. Louis, has joined Compton Advertising, Inc. as radio copywriter. . . . Earl Ferris up and around after an illness. . . . Gottfried Baking Company has renewed three quarter hours weekly of UP news and three weekly Junior G. Men, both for 52 weeks over WHN. . . . Aloia Havrilla has joined announcing staff of WOR after a period of free-lancing. . . . Double or Nothing, Mutual's quizzer, has book-up of 117 stations regularly. . . . Doublemint has renewed Melody Beach with Gene Autry on 68 stations of the Columbia Broadcasting System, Sundays, 6:30-7 p.m. J. Walter Thompson is the agency. . . . Scattergood Reises has been renewed by Spearhead over 76 Columbia stations, Monday thru Friday, 5:45-6 p.m.

PHILADELPHIA:

GEORGE THOMAS announcing again here at WCAU after a spell with WFPG, Atlantic City, replacing Bob Pollock, who returned to WEB, Atlanta. . . . Walter Tihman initiates a campus chatter weekly on WIP, Campus Stadium. . . . Helene Caskin, KTW's Story Lady, marks the second year for airing the kiddie yarns. . . . WIP's Barbara Read takes over the department of dramatics at the Berol School of Music, Camden, N. J. . . . W. M. Costello, formerly with Ruthrauff & Ryan, joins the Ward Wheelock agency staff. . . . Roy LaPlante turns weather-caster on WFIL for Exide Batteries, airing odd weather facts and snib. . . . Charles Hogg, WIP boy discovery, championed by Murray Arnold, station's program director, signed for a dramatic role in Warner Brothers' forthcoming Legacy flicker. . . . Samuel R. Roenbaum, WFIL and IRNA proxy, turned "Chif Fadiman" for an imitation Please show at the first joint dinner meet of the Poor Richard Club and the Philadelphia Club of Advertising Women. . . .

Roselind Karr, formerly at WIP, joined WWSW, Pittsburgh, as assistant continuity writer. . . . Ralph Borelli, director of WPEA's Italian programs, marks his 21st year in radio this month.

FROM ALL AROUND:

NOTES FROM KGOV, Missoula, Mont.: . . . Jack Burnett, commercial manager, trilled to Anaconda and Butte over the week-end on business. . . . N. W. Ayer, for Russell Miller Milling Co., has set Frank and Julia at Home on KGOV. . . . Frank McIntyre, news editor and speller, back after an illness. . . . Paul Auranet, formerly of KXOX, St. Louis, Mo., now chief announcer on KGOV.

Robert S. Playfair, formerly with Carl Byoir & Associates and Addivision, Inc., has been appointed director of station and sales promotion for the Yankee network. . . . Two Mississippi stations, WORM, Greenwood, and WSLI, Jackson, have joined the NBC-Blue network. . . . Francis P. Douglas has been appointed director of the news department of KMOX, St. Louis. . . . Roger (Dutch) Huston, radio sales rep for CBS, spent several days at KMOX last week.

KOO, San Francisco, is the originating point for NBC's Blue net serial, *The Five Edwards*, which bowed on the Pacific Coast November 6. . . . It's now Lieutenant John Gillingham, the former KYA (San Francisco) producer, having been called to the colors and assigned to Fort Sill, Okla. . . . Joe Hernandez, KYA's racing expert, now doing track announcing at Pinalco. . . . First of the announcing at Pinalco drivers called to KSPG (San Francisco) drivers called to service will split a pool contributed by station employees. . . . Station WIBA, Wisconsin, has been granted permission by the FCC to increase its nighttime power to 5,000 watts. A new directional antenna will be placed in operation simultaneously with the power increase.

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802 BLOODLESS CAMPAIGN

Unusual Lack of Opposition to Current Rosenberg Incumbency In Local's Pre-Election Moves

NEW YORK, Nov. 9.—New York's Local 802, American Federation of Musicians, is preparing for its first bloodless election since 1939 on December 19, with the incumbent administration, headed by prexy Jack Rosenberg, the only candidates thus far in nomination. If any of the former opposition to the fourth-term candidates do crop up it will be in the form of a last-minute coup with some surprise nominees. Local 802's elections have been well known in the past for the number of candidates seeking the presidential post, and for the invective spilled for months preceding the election.

Earlier this year it was indicated that the coming election would be the bloodiest of all, but so far the only opposition registered to the administration candidates was a leaflet issued by the "Committee for Independent Candidates" asking for the end of "boss-rule," but remaining in complete anonymity as to who the independent candidates might be.

Administration candidates and their weekly salaries include Rosenberg, for president (\$200 per week); Richard McCann, for vice-president (\$100); William Feinberg, for secretary (\$175); and Harry Suber, for treasurer (\$175). Candidates for the executive board include John Minuti, Sam Suber, William Laidner,

Morris Purgalin, John Long, Robert Stern, Aldo Ricci, Shirley Thompson, and Emil Balzer, the latter the only candidate not now in office.

Those running for the trial board consist of Max Arons, present chairman; Sherman Braude, Richard London, Frank Garristo, George Schector, Gino Tirelli, Carson G. McGivney, Edward Horne, and Hap Powers, another new candidate. Members of the boards, meeting twice a week, receive \$15 per session.

Rosenberg, Harry Suber, and Arons are candidates for delegates to the AFM convention, forming the entire fourth-term ticket, which came into office in 1939 as the progressive candidates. Most of the animosity in the past four years has sprung from original Blue Ticket men, who have since split away for one reason or another. Most prominent of these is Sam Tabak, who thus far hasn't spoken up on this election.

While Rosenberg said, "We are running on the record of our achievements," the unidentified opposition asked for the election of "independent candidates" to "eliminate rubber-stamp voting in the executive and trial boards."

Ballroom Bows as "Carfare Society"

NEW YORK, Nov. 9.—Newest idea in the local dance hall trade was started last Saturday (2), converting the basement of the Mayfair Theater Building, formerly a free dance hall come-on for the increased sale of Sloppy Joe's pineapple drinks, into a ballroom dubbed "Carfare Society," but in gentler terms for the marquee, just Mayfair Center.

Spot will operate on Saturday and Sunday nights, running at a 50 and 40-cent admission, respectively, holding a capacity of 350 people. Owner of the place is Samuel Cohen, former Greenwich Village nitery manager.

While place has all the aspects of a night club, it will be run strictly on a liquor basis, with soda pop the strongest drink obtainable. Music policy for the spot will be non-name bands. Ork to open was George Roeder, six-piece combo with girl singer.

Seeger Ellis Only Fair With \$375 at Turnpike Casino

LINCOLN, Neb., Nov. 9.—Seeger Ellis, born from a chance at good money because of special trains transporting loads of students south to Norman, Okla. for the Nebraska-Oklahoma football game (2), did only fair at the Turnpike Casino here (1-2), tariffed at 55 cents per person. Take was about \$375 on the two nights.

Jay McShann (3), first time here, gathered up \$200 at the same tariff, fair to middling.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

London Can Take It

NEW YORK, Nov. 9.—An example of what the stricken music publishers of war-torn London are going thru is contained in an urgent cable to a publisher here from Chappell, Ltd.: "Please mail urgently orchestration *Pretty Little Petticoat*."

"Regards,
"RICKETTS."

Detroit Organizing Beer Spot Tootlers

DETROIT, Nov. 9.—Drive for organization of all beer gardens in this territory has been started by the Detroit Federation of Musicians, AFM, under the direction of President Jack Ferentz.

Aim of the drive is to cover every spot using music from a piano up, and survey by the union about 1,000 spots in town in this class. To date, about 800, including practically all larger ones, have been organized, according to Les Clark, assistant business agent. About 150 have signed up in recent weeks.

The present drive appears to be aimed at making the entertainment field 100 per cent unionized, as far as musicians go, and eliminating one source of low-priced competition to the spots which are paying union scale.

\$1 Per Man for Conscriptees Is Plan of Tommy Tucker Ork

NEW YORK, Nov. 9.—First tangible plans for supplementing the incomes of musicians who are called up in the draft, one which may become a widespread practice, with other bands following suit, comes from Tommy Tucker's ork, whereby all members agreed to chip in \$1 each per week for any man who is called to serve a year in the army. Under the Tucker set-up any musician drafted would have \$21-a-month army pay augmented by an additional \$17 per week.

Under the 21 to 35-year-old ruling for service in the army, come next month, a majority of the bandsmen in name orks are eligible. No plans have been worked out in any of the other bands for taking care of the boys in case they are called except in the case of co-operative bands,

in which draftees would enjoy a share of the bands' earnings while they are in training.

Most bandsmen, however, would have to be content on the \$21 a month income (\$30 after the first four months). Under the present plan of Tucker, who is also eligible for the draft, anyone conscripted would get his \$17 to provide for insurance payments and additional comforts. Only one in his band who is totally exempt is Amy Arnell, vocalist, who will also kick in her buck a week if anybody gets the call. Their jobs will also be waiting when they finish service.

Talk in the trade is that other bands will adopt similar plans for men who have been solidly established with the orks.

Orks Worried About Threatened Loss of Important Air Build-Up

NEW YORK, Nov. 9.—Announced intention of the networks to curb remote band pick-ups from cafes, hotels, and night clubs is one of the major concerns among young band leaders who are staking their all on air time for the necessary build-up, claiming that the big boys had their chance, but younger musicians will be henceforth deprived of building their own bands, at least insofar as the important air angle is concerned.

Cry is predicated on the "ifs" of the subject—if the networks are really serious about pulling dance bands off at 11 o'clock in the evening; if the stations will limit what available air time there is to pet bands who will accept dictation on song selection, and if the nets will assume the position that non-name spots, since they don't have prestige value on the air, will be eliminated from the broadcast schedules.

All of these developments have been rampant since the beginning of the ASCAP fight with the broadcasters, but with the end of the road becoming more a reality, leaders with newer bands and agencies with plans for name side men are of the opinion that they will get the major kick in the pants. Agencies also feel that unless a band can get and remain big enough on records, it's also going to be tougher to get theater dates for young bands and decent money for the existing names. Agencies feel that without the air time there won't be the

possibility of whipping up public feeling for theater dates, and that theater bookers will be able to cut the prices down on the same argument.

Principal source of worry, however, is centered around the intentions of the nets to curtail remote dance music after 11 p.m. Instead of the customary 1 a.m. Loss of time would be 24 shots a day, figuring the two hours on the three networks, based on the regular half-hour program, which the boys feel would be a terrific loss.

For one thing, they figure, it's bound to take an edge off the popularity of music unless the same interest can be generated thru a stimulated sale of records in the home and a greater use of records of younger bands on coin machines. The latter is the hope on which music publishers are basing their future major plugging of songs.

If the plans of the networks are carried out as threatened, the leaders are very pessimistic as to what will happen to the available air time. Some feel that the nets will give it to those maestri who were "most co-operative" during the prolonged ASCAP-broadcasters battle. Pointing to NBC's action last week in pulling two small Jersey spots off the networks, trade cynics are more inclined to feel that it wasn't because of a shortage of time, as NBC announced, but rather in the hope of selling the time to big hotels with big bands for the prestige value.

Barnet's AFM Defy Results In Expulsion

NEW YORK, Nov. 9.—Climaxing a two-month-old fight between Charlie Barnet and Consolidated Radio Artists, in which the ork leader defied the agency and the American Federation of Musicians, Barnet was expelled from the union Thursday (7) after two hearings held before James C. Petrillo and the International Executive Board. Barnet was scheduled to begin a week's engagement at the State-Lake Theater, Chicago, at the time of the expulsion order and was immediately yanked off the stand, only to be allowed by Petrillo to play the week after the State-Lake couldn't fill in a substitute band on no notice.

This order came on the heels of a notification to Charles E. Green, prexy of CRA, that his two claims against Barnet had been upheld by the union. AFM board had ruled that Barnet must pay Green an indebtedness of \$8,529 in 30 days or be suspended and that he must live up to the terms of his 16-week contract with CRA or else be held liable.

Complete expulsion, however, supersedes these two orders, and Petrillo, in Chicago over the week-end, reached via phone, said that he was going to personally supervise the expulsion orders and that "Barnet can now go back to his lawyers."

Petrillo said that he allowed Barnet to continue the week out at the State-Lake only in fairness to the house, but was going to instruct the musicians in the band that they had to quit Barnet at the end of this engagement.

Irony of the whole thing is that Barnet was expelled from the union while playing at a house which CRA booked for him before the trouble started in September. (See BARNET EXPELLED on page 29)

Philly Non-Network Stations Clamp the Lid Down on ASCAP

PHILADELPHIA, Nov. 9.—Apart from the network restrictions on ASCAP music, possibilities of plugging ASCAP music on the non-network affiliated stations here are becoming more and more limited. BMI tunes continue to hold the WIP program spotlight more than ever, station this week presenting a second program dedicated entirely to BMI music, tagged *BMI Spotlight*, which takes its place with the earlier *BMI Presents* program. Apart from phonograph recordings, use of ASCAP music is held down to an absolute minimum.

At WDAS studio ork has been advised to hide its ASCAP library and play nothing but BMI and public domain music. Excepting for the platters, which makes for the real problem, loss of ASCAP music for the live shows will never be missed, according to studio officials.

Another music situation at the local radio stations finds a ban on all musical compositions with numbers as part of the title. In order to publicize the new frequency of the station when it changes its position on the dial next March, WDAS has had its musical director, Joseph Schreiman, write an original combo, *1,400 on the Dial*. To avoid any confusion on the part of listeners, station program department will not permit the playing of any dance tune with numbers in the title, since too many figures might confuse listeners. Ban hits 730 in the books principally.

Use of a song title to publicize a new dial position is being taken up by WIP as well, Finley Shugard, arranger for Joe Frassetto there, having fashioned an original *\$20 on the Dial*. Tune is being used as the theme for all of the studio ork's shows.



The Billboard MUSIC POPULARITY CHART

WEEK ENDING
NOVEMBER 7, 1940

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in that section.

GOING STRONG

- I'LL NEVER SMILE AGAIN. (16th Week) Tommy Dorsey.
- BLUEBERRY HILL. (10th Week) Glenn Miller, Kay Kyser, Russ Morgan.
- TRADE WINDS. (7th Week) Bing Crosby.
- MAYBE. (6th Week) Ink Spots.
- PRACTICE MAKES PERFECT. (4th Week) Bob Chester.
- ONLY FOREVER. (3d Week) Bing Crosby.
- FERRYBOAT SERENADE. (3d Week) Andrews Sisters, Kay Kyser, Gray Gordon.
- WE THREE. (2d Week) Ink Spots, Tommy Dorsey.

COMING UP

- OUR LOVE AFFAIR. Glenn Miller, Tommy Dorsey.
- BEAT ME DADDY, EIGHT TO A BAR. Andrews Sisters, Glenn Miller, Will Bradley.
- NOW I LAY ME DOWN TO DREAM. Bob Chester, Guy Lombardo.
- THE FIVE O'CLOCK WHISTLE. Glenn Miller, Erskine Hawkins, Ella Fitzgerald.
- THERE I GO. Tommy Tucker.
- DOWN ARGENTINE WAY. Shep Fields, Gene Krupa.
- RHUMBOOGIE. Andrews Sisters.
- THE SAME OLD STORY. Frankie Masters.
- FALLING LEAVES. Glenn Miller.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Webb Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meter and Frank Co.; J. K. Gill Co. Los Angeles: Brickel-Richardson; Southern California Music Co.; Hollywood Home of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Seelberg's, Inc.; Milwaukee: Schuster's; Record Library (Ed Dram't); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Gritzmil Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co.; Birmingham: Nolen's Radio Service Shop; R. S. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Bardine's, Inc. New Orleans: Louis Gruenewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. ONLY FOREVER —BING CROSBY	POSITION Last This Wk. Wk.	1. Only Forever —Bing Crosby	POSITION Last This Wk. Wk.	1. Only Forever —Bing Crosby
2	2. MAYBE —INK SPOTS	2	2. Trade Winds —Bing Crosby	2	2. Trade Winds —Bing Crosby
3	3. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	3	3. Beat Me Daddy (Eight to a Bar) —Will Bradley	3	3. Beat Me Daddy (Eight to a Bar) —Bob Chester
4	4. TRADE WINDS —BING CROSBY	4	4. Maybe —Ink Spots	4	4. Beat Me Daddy (Eight to a Bar) —Will Bradley
5	5. OUR LOVE AFFAIR —TOMMY DORSEY	5	5. We Three —Ink Spots	5	5. Maybe —Will Bradley
6	6. PRACTICE MAKES PER- FECT —BOB CHESTER	6	6. Two Dreams Met —Tommy Dorsey	6	6. Our Love Affair —Glenn Miller
7	7. WE THREE —INK SPOTS	7	7. Down Argentine Way —Leo Reisman	7	7. Our Love Affair —Glenn Miller
8	8. ONLY FOREVER —TOMMY DORSEY	8	8. Ferryboat Serenade —Andrews Sisters	8	8. A Million Dreams Ago —Tommy Dorsey
9	9. POMPTON TURNPIKE —CHARLIE BARNET	9	9. We Three —Tommy Dorsey	9	9. Down Argentine Way —Shep Fields
10	10. TRADE WINDS —TOMMY DORSEY	10	10. There I Go —Vaughn Monroe	10	10. There I Go —Vaughn Monroe
			MIDWEST		SOUTH
			1. Maybe —Ink Spots		1. Maybe —Ink Spots
			2. Only Forever —Bing Crosby		2. Only Forever —Bing Crosby
			3. Pompton Turnpike —Charlie Barnet		3. Beat Me Daddy (Eight to a Bar) —Will Bradley
			4. Our Love Affair —Glenn Miller		4. Trade Winds —Tommy Dorsey
			5. Beat Me Daddy (Eight to a Bar) —Will Bradley		5. Practice Makes Perfect —Bob Chester
			6. Only Forever —Tommy Dorsey		6. Our Love Affair —Glenn Miller
			7. Trade Winds —Bing Crosby		7. We Three —Ink Spots
			8. Blueberry Hill —Glenn Miller		8. Only Forever —Tommy Dorsey
			9. Ferryboat Serenade —Frankie Masters		9. Now I Lay Me Down To Dream —Andy Kirk
			10. Practice Makes Perfect —Bob Chester		10. Five o'Clock Whistle —Glenn Miller

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealer's Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Gray & Co. Los Angeles: Morris M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Oranell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. ONLY FOREVER	POSITION Last This Wk. Wk.	1. Only Forever	POSITION Last This Wk. Wk.	1. Only Forever
2	2. MAYBE	2	2. Maybe	2	2. Blueberry Hill
3	3. BLUEBERRY HILL	3	3. Ferryboat Serenade	3	3. Ferryboat Serenade
4	4. TRADE WINDS	4	4. Trade Winds	4	4. Maybe
5	5. FERRYBOAT SERENADE	5	5. Blueberry Hill	5	5. I Am an American
6	6. OUR LOVE AFFAIR	6	6. Our Love Affair	6	6. When the Swallows Come Back to Capistrano
7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	7	7. We Three	7	7. Practice Makes Perfect
8	8. I AM AN AMERICAN	8	8. When the Swallows Come Back to Capistrano	8	8. I'll Never Smile Again
9	9. GOD BLESS AMERICA	9	9. God Bless America	9	9. Trade Winds
10	10. I'LL NEVER SMILE AGAIN	10	10. I Am an American	10	10. Our Love Affair
11	11. CALL OF THE CANYON	11	11. I'll Never Smile Again	11	11. Call of the Canyon
12	12. THERE I GO	12	12. Two Dreams Met	12	12. There I Go
13	13. PRACTICE MAKES PER- FECT	13	13. There I Go	13	13. Practice Makes Perfect
14	14. WE THREE	14	14. Practice Makes Perfect	14	14. Now I Lay Me Down To Dream
15	15. I'M NOBODY'S BABY	15	15. Call of the Canyon	15	15. A Million Dreams Ago
			MIDWEST		SOUTH
			1. Only Forever		1. Maybe
			2. Trade Winds		2. Blueberry Hill
			3. Maybe		3. Only Forever
			4. Our Love Affair		4. Our Love Affair
			5. Ferryboat Serenade		5. Trade Winds
			6. Blueberry Hill		6. I'll Never Smile Again
			7. When the Swallows Come Back to Capistrano		7. I'm Nobody's Baby
			8. I Am an American		8. God Bless America
			9. God Bless America		9. When the Swallows Come Back to Capistrano
			10. There I Go		10. Ferryboat Serenade
			11. A Million Dreams Ago		11. We Three
			12. Call of the Canyon		12. I Am an American
			13. The Moon Won't Talk		13. A Million Dreams Ago
			14. Looking for Yesterday		14. Call of the Canyon
			15. I'll Never Smile Again		15. Practice Makes Perfect

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WVEP, WAIC) between 5 p.m.-1 a.m. week days and 3 a.m.-1 a.m. Sundays for the week ending Thursday, November 7. Independent plugs are those recorded on WOR, WKRN, WMCA, and WENR. Film tunes are designated as "F," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs	Net Index
7	1. DREAM VALLEY	Feist	36	6
10	2. WE THREE	Mercer	26	15
7	3. A MILLION DREAMS ACO	ABC	20	15
2	4. FERRYBOAT SERENADE	Robbins	15	15
1	5. PRACTICE MAKES PERFECT	BMI	14	9
8	6. TRADE WINDS	Harms	12	12
3	6. THERE I GO	BMI	12	8
—	7. I GIVE YOU MY WORD	BMI	11	3
10	7. SO YOU'RE THE ONE	BMI	11	2
9	8. TWO DREAMS MET (F)	Miller	10	10
7	8. MAYBE	Robbins	10	7

King Dreads Such Subjects

CHICAGO, Nov. 9.—Wayne King has a tougher problem than most leaders in trying to find a new melody as a replacement for *The Waifs You Saved for Me*, theme song that has identified his broadcasts for years. Song will have to be killed if ASCAP music goes off the networks the beginning of the year.

A number of years ago when King was playing at a Chi City he asked his radio listeners to offer suggestions for a new theme song because he believed that *Waifs* has been on the air too long. Instead of responding with suggestions, fans flooded him with letters of indignation and disapproval, resulting in his retention of the tune.

Barnet Second Top Draw in Bridgeport

BRIDGEPORT, Conn., Nov. 9.—Charlie Barnet, in for a one-nighter at the Ritz Ballroom here October 27, did well, hanging up the second largest gross of the season when 2,348 persons passed thru the pay gate. With admission priced at 85 cents each, take was \$1,995.80. Only other band this season drawing a larger attendance was Jimmy Dorsey on September 15, when 2,750 attended.

Barnet's competition was very stiff, with Count Basie in at the local Lyric Theater and Benny Goodman at the near-by Arena, New Haven. He was originally booked for a Ritz appearance on September 29, but because of his booking office troubles had to be canceled.

With admish prices shaved down to 65 cents, Bob Chester, on a one-nighter at the Ritz last Sunday (3) did okay when 1,504 persons attended, with a nice gross of \$976.30. Jimmy Lunceford in tomorrow (10). Management has inaugurated jam sessions on Sunday afternoons, with admish at 25 cents.

NEW YORK, Nov. 9.—Charlie Spivak, since forming his own band, has signed his first recording contract with Columbia and is scheduled to begin waxings early next week. Not decided yet, however, whether he goes on Okeh or Columbia labels.

PHOTO REPRODUCTIONS

All stars, glossy prints, from 4c. in quantity. 100 prints, \$10. 50 prints, \$3.25. Others even lower. Reference: MCA, RCA Victor, Wm. Morris, G.R.A., etc. Write for price list.
ROSS PHOTO SERVICE, 155 W. 46th, N. Y.

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

RUSS LYONS, Music Corporation of America booker, was separated from his tonals last week. . . . JIMMY PALMER, male vocalist with Bobby Byrne's band, is on notice. . . . CLAUDE THORNHILL, while in New York recuperating from an illness he contracted in Chicago, hired ALBERT HARRIS, former guitarist for Ray Noble. . . . CLIFF LASH took over Ben Finkel's piano chair with Charlie Spivak, who opened for an indef run at New Rochelle's Glen Island Casino last week. . . . whole Spivak band, for that matter, is different from the one he preemed at the Pennsylvania Hotel here last winter, with the exception of Frank Howard, singer. . . . HARRIET CLARKE, ex-canary with Charlie Barnet, is going back to the legit stage, signing on for a role in the forthcoming revue, *Crazy With the West*. . . . gal was originally a product of legit. . . . DON HERALDO and His Continental Orchestra have been pacted to an exclusive management agreement by Gale, Inc. . . . outfit comprises seven men, all native Central Americans. . . . BUDDY CLARKE draws still another holdover at the Park Central Hotel's Coccoanut Grove, which will keep him there until after the first of the year. . . . MYRTA SYLVA heads a new conga-rumba band at Leon and Eddie's. . . . fem wand waver is billed thruout South America as "La Reina de Pregon," which, in English, resolves itself into the "Queen of the Blues."

Midwestern Murmurs

BEN CUTLER is set for the follow-up to Wayne King at Chicago's Edgewater Beach Hotel November 23. . . . BUDDY FISHER, who played the Tune Town Ballroom, St. Louis, the October 29 week, was brought back again last week for a repeat, the first time a band has ever been recalled by this spot after so short an intervening period of time. . . . MARK FISHER is scheduled to wave the stick at the 500 Club, Chicago, beginning the 18th. . . . COLONEL MANNY PRAGER will have four weeks at the Rainbow Ballroom, Denver, starting December 21. . . . MCA has LANG THOMPSON primed for the Aragon Ballroom in Chi, December 3-24, after which DICK JURGENS comes back to roost. . . . When CLYDE LUCAS winds up his two-weeker at the Beverly Hills Country Club, Newport, Ky., November 22, he'll be followed by TED WEEMS for a like stay. . . . DON STRICKLAND started a monther at the

Hotel Radisson, Minneapolis, October 19, but snared a holdover for himself that takes him up to January 4 at that spot. . . . JOHNNY RANDOLPH and His "Just Imagine" Music followed a second repeat stand at the Broadmoor Country Club, Denver, with an indef engagement at the swank Kansas City Club in that Missouri town. . . . PAUL PAGE starts a two-week run at Westwood Club, Little Rock, Ark., this week.

Penn-Jersey Chatter

CHARLIE TART takes over at Log Cabin Inn, Washington Crossing, N. J. . . . ALICE FOX fems at Bonann's Cafe, Trenton, N. J. . . . CATS AND THE MIDDLE take rest at Red Hill Inn, Pennsauken, N. J. . . . BILL HEATHCOCK leaves Bill McGune's trombone section at Ben Franklin Hotel, Philadelphia, to join up with Ozzie Nelson, HERB COLLINS coming over from Frank LaMar to make the replacement. . . . JUD JOHNSON at Portside Inn's Lafayette Room, Whitemarsh, Pa. . . . RAY LONDAHL makes the Saturday night music at Hightstown (N. J.) Country Club Ballroom. . . . ERNIE BODNAR brings his band to Club Conado, Trenton, N. J. . . . THREE CLEFFS replace Snub Moseley at Irwin Wolf's Rendezvous, Philadelphia. . . . BUCK TROXEL takes over at St. James Hotel's Neon Room, Reading, Pa. . . . Continental Room, Atlantic City, lights up with EDDIE LAYTON. . . . ROGER KORTLAND, Philadelphia maestro, as First Lieut. Charles Abrams of the Army reserves, called to Fort Knox, Ky., for active training duty. . . . MARK DAVIS, Penn. A. C. maestro in Philadelphia, pitched a party for self and crew to celebrate 395 continuous days at the spot.

New York State-ments

LOU ANNE, chirper for Terry Shand at Albany's New Kennore Hotel, rejoins the band after a two-week absence. . . . JOE TURNER, "The Chocolate Boy of Rhythm," opens the 11th at the Palmer House, Herkimer, N. Y., for four weeks. . . . VERA VELASCO, Hammond organ expert, strolling for a monther at the Witherill Hotel, Plattsburg, N. Y. . . . THE INSTRUMENTALISTS opened for an indefinite stand at Minet's, Geneva, N. Y. . . . Another cocktail combo, the THREE BAD HABITS, are in their fourth week at the Jamestown Hotel in that New York town. . . . DICK BETTS opened the end of last month for an engagement at the Martin Hotel, Utica, N. Y. . . . THE SWING TRIANGLE, strolling trio, commence a six-weeker at Brassel's, also in Utica, on the 8th, to be followed by THOSE THREE GUYS, in for another six weeks.

Of Maestri and Men

JACK SHERR opened Wednesday (6) at the Hotel Roosevelt, New Orleans, in the Fountain Room of that hostelry. . . . ork had been at the Club Cuba in New York. . . . CECIL KRISTAL is now set for the season at the Casa Madrid, Sarasota, Fla. . . . FRANK HOPE starts his fourth successive year at Parrillo's in Belleville, N. J. . . . GERRY GERARD has been

ASCAP Hangs Up Victory in La.

NEW ORLEANS, Nov. 9.—The anti-ASCAP law of the 1934 Louisiana Legislature, which imposes a fee of \$5,000 to be paid in each parish (county) of the State for the privilege of collecting royalties on rents on copyrighted music, was held unconstitutional Monday (4) by the Louisiana State Supreme Court.

The high court, in an opinion by Chief Justice Charles A. O'Neil, upheld Judge L. Rivarde in Jefferson Parish, who declared the act unconstitutional in dismissing an indictment against J. Studebaker Lucas for alleged violation of the act in Jefferson Parish. Lucas is legal counsel in Louisiana for ASCAP.

"The so-called license fee is exorbitant and the terms of the statute are oppressive," Chief Justice O'Neil's opinion stated. "A license fee to be paid in each and every parish in Louisiana means that the aggregate fee would amount to \$320,000 for the privilege of doing business throughout the State."

The gross amount collected by ASCAP in 1939, court testimony revealed, the period for which Lucas was indicted, was \$65,297.39, and the gross amount collected in Jefferson Parish that year was \$2,228.62. The average gross amount collected per parish in the same year was \$1,053.18, it was pointed out.

"Such a statute," Judge O'Neil opined, "is violative of the 14th amendment of the federal constitution in that it deprives one of the right to carry on a lawful business or occupation."

Election Rally Holds Prima To \$243 in Springfield

SPRINGFIELD, Mass., Nov. 9.—Louis Prima grossed \$243 when he played to a crowd of only 442 persons, paying 55 cents each, at the Butterfly Ballroom here Friday (1). The box-office take didn't cover the guarantee, according to Mitchell Labruda, ballroom owner, who attributed the poor showing to politics. Wind-up rallies, including a "monster" event at the Municipal Auditorium featuring the entire State Republican ticket, which drew close to 5,000, accounted for the small turnout, Labruda felt.

Jan Savitt on Monday (11) and Bob Chester on November 21 are the next attractions Labruda has booked for the Butterfly.

Victor Signs Barry Wood

NEW YORK, Nov. 9.—Leonard W. Joy, Victor-Bluebird recording manager, this week signed Barry Wood, featured singer on the *Lucky Strike Hit Parade*, to a Victor black label contract. Wood had been recording for Columbia on its 50-cent red label for the past few months. Switch puts him on the same priced Victor pop disk.

held over at the Battle House, Mobile, Ala., until November 29, which will give him twice as long a run there as is customary for that spot. . . . Another record goes to GENE MILLER, now in his seventh season at the Elms Hotel, Excelsior Springs, Mo., five more engagements there than any band has had previously.

Dean Hudson Plays Free Army Dates for Commercial Sponsor

COLUMBUS, Ga., Nov. 9.—Dean Hudson, here to play a free army date at Fort Benning, under the sponsorship of his radio commercial sponsor, Lance, Inc., marks the first attempt here of a radio sponsor also going in for direct advertising among the soldiers on a good-will basis.

Hudson has been commercially sponsored by the peanut butter sandwich manufacturers thruout this year on Southern stations, and the present idea is to make two-day stands at each camp, free to the soldiers, but with plenty of extensive advertising for the Lance product.

To play these dates, Lance is furnishing a 10-ton truck to carry equipment, stands, racks, p.-a. systems, and advertising fodder. Next week the Hudson army barnstormers play a two-day engagement at Fort Jackson, Columbia, S. C., November 15-16, where the 7,000-

eat stadium is being set aside for the concert. Hudson himself is attached to the Fort Benning post as an active reserve lieutenant.

Hudson, scheduled to open at Blue Gardens, Armonk, N. Y., November 18, may also bring the idea into the Eastern territory.

No, Thanks!

NEW YORK, Nov. 9.—Charlie Spivak, who opened with his ork at Glen Island Casino, New Rochelle, N. Y., Wednesday (6), is known for his skilled melodic trumpet playing and golden tonal effects.

Now he has invented a mute which he guarantees that if held up against the ear it won't sound any louder than a whisper.



ELLA FITZGERALD

PERSONAL MANAGEMENT GALE, INC. • 48 WEST 48th ST.

ELLA FITZGERALD
GALE, INC.
NEW YORK, N. Y.

ORCHIDS TO YOUR RECORDING OF
"FIVE O'CLOCK WHISTLE."

WALTER WINCHELL

BACKED BY
"SO LONG"
DECCA 83420

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.
Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

WOODY HERMAN (Decca)

French—FT; VC. *A Song of Old Hawaii*—FT; VC.

A RECORD with great potentialities for substantial coin phonograph success is this latest Herman disk, on its A side. A number of months ago Artie Shaw recorded this song, which he had unearthed in Mexico last year, in a fine arrangement but one too elaborately larded with strings, woodwinds, and symphonic scoring to mean much to music machine patronage. Woody here takes the same song, and treats it to the simplest sort of orchestration—and produces as a result a side with all the appeal of an *I'll Never Smile Again*. This is in the same vein as that hit; very slow tempo, mostly vocal, and a lovely melody that has a true soft-lights-and-sweet-music aura. Herman has rarely sung a better vocal, and the feeling, warmth, and phrasing he brings to the words complement the beautiful theme. In toto it's natural for the phonos. The reverse is in the same slow style, but, altho good, it's insignificant in comparison with French.

LANNY ROSS (Victor)

Moonlight and Roses—V. Whispering—V.

VICTOR adds a strong commercial name to the roster of its black label artists this week. Lanny Ross has long been a favorite with many people, and a couple of good perennials were wisely chosen for his initial wax effort under the Victor seal. Neither the songs nor their singer here need any introduction to record buyers, and with this disk possessing the added virtue of careful preparation a nice sales volume is indicated. Ross's voice proves just as listenable as always, and here he lends it not only to the well-known choruses but to both little heard but equally melodious verses as well. Some lovely string background and the use of retards make the sides even more effective. A really good job all around, and one that shapes up as a good seller over a long period of time.

WILL HUDSON (Decca)

The World Without You—FT; VC. Peekin' at the Deacon—FT.

HUDSON is not an unfamiliar name to the jitterbug faction of the record buying market, which will remember him for his contributions to the old Hudson-DeLange band, and for his arrangements for that and other outfits. Here he debuts on the Decca label with a new band of his own, but the start isn't as suspicious as it might be. The A side is 98 per cent vocal, with songstress Kay Kenny doing a nice bit of torch word-singing, but it doesn't take a Will Hudson to produce background music for a vocal disk. On the companion piece Hudson has a chance to demonstrate the arranging skill that brought him prominence, but here he himself falls down, showing nothing distinctive and resorting at the end to the by this time stereotyped trick of softer-and-softer shading. It's a good riff number that the band works over on this side, but the treatment is nothing that hasn't been done over and over before.

BING CROSBY AND THE MERRY MACS (Decca)

Do You Ever Think of Me—V. You Made Me Love You—V.

DECCA tries another of its artist-coupling stunts this week, and comes up with a double that should have no difficulty in selling. The Merry Macs have a pretty fair following, which, added to Crosby's legion of admirers, ought to guarantee much better-than-average sales for this disk. Artistically, this won't let down the people who buy it just for the names it offers, for it displays Bing in one of his lightly humorous vocal moods, and shows off the Macs in a couple of their better arrangements. The words on both sides are split up by Crosby and the foursome, and over the whole is some superior Victor Young instrumental backing. Vibes, normally the accompaniment for the Macs, play a large part in the Young background. Bing, of course, is excellent, and if the quartet sounds a little flat at times, it's due only to the competition, because actually this is one of its best performances. It's just that it's a little tough on any other artist when Crosby is around.

WILL BRADLEY (Columbia)

Scrub Me, Mama, With a Boogie Beat—FT; VC. There I Go—FT; VC.

The exhilaration of one Bradley disk has hardly worn off when another, just as good if not better, comes along to give the listener a pleasurable glow all over again. After a couple of boogie-woogie follow-ups to *Beat Me Daddy, Eight to a Bar*, comes now the "real" sequel, every bit as good musically, and with the advantage of more humor. Putting the familiar Irish Washerwoman jig into eight-beat tempo is plenty listenable, from both a words and a music standpoint, and after the vocal the band wraps things up with the most consummate boogie-woogie skill around today. *There I Go* is straight ballad stuff, but played just as solidly.

GENE KRUPA (Okeh)

You're Breaking My Heart All Over Again—FT; VC. Moon Over Burma—FT; VC.

Conventional dance tempos in this band's steady, toe-tapping rhythmic manner makes this disk a good item for rolling back the rug and tripping the light fantastic, but sheer listenability suffers, as it usually does, at the hands of straight, ordinary arrangements. Howard Du Lany, on the A side, contributes another good vocal, to his increasingly long string of well-sung ballads, but Irene Daye is out of place in Burma. A fine rhythm singer, the gal is not too much at home with a romantic ballad like this.

BLUE BARRON (Bluebird)

Siner Home—FT; VC. The Sells of Monterey—FT; VC.

The usual Barron style, tricks, and general mickey mousiness are crammed into these two anemic pops in their accustomed proportion, which adds up to another Barron wax effort that will

be appreciated by few disk buyers other than Blue's own personal following.

TONY MARTIN (Decca)

Yesterday's—V. A Handful of Stars—V.

Typical Martin, which means superior voicing, phrasing, and general song selling. *Yesterday's* is especially up Martin's alley, altho a profusion of notes on *A Handful of Stars* is a detriment to the fine lyric quality of his voice. (See ON THE RECORDS on page 76)

On the Air

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

By SOL ZATT

Gordon Jenkins

(NBC Studio Band, Hollywood, Calif., Blue Network, Wednesday (8), 10:30-11 a.m.)

GORDON JENKINS, musical director of several highbrow radio programs emanating from the West Coast NBC studios, is also a versatile baton wielder, with a late evening sustainer titled "Time and Tempo" that has plenty of both.

The program has the rich commercial quality of a full band, which gives plenty of leeway for all sorts of musical tricks and arrangements that make wonderful listening and are plenty relaxing to the ears. Altho styled in dance time, it's one of those remotes, rare enough indeed, that makes one just sit back and listen.

Jenkins is also solid on the song variety, with pops, standards, and semi-classics, which Johnny Johnson sells

On the Stand

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

Coleman Hawkins

(Reviewed at Roseland Ballroom, Kansas City, Mo.)

PLAYING a race prom here against a prominent local band, this crew should have been in top form. However, the "Hawk" seemed to bear the brunt of putting the band over, altho whether that was his own idea or not, this reviewer can't say.

The band is a big one, measuring four trumpets, three trombones, rhythm section of four, and four saxes, with Coleman and his tenor horn making the 18th man. Hawkins solos at every opportunity. When he is good, he is very good, but at other times he seemed only mediocre. To help cats used to the gutter styles of Georgie Auld, Henry Bridges, and other hot experts of today, the Hawkins' improvisations may seem uninspired. However, there is no doubt that this colored ace has gathered himself a world of tone and technique which few living tenor men can equal.

Joe Keys and Nelson Bryant are hottest on the trumpets, but Joe Gray, second brass man, also deserves credit for keeping the section in form on the ensemble work. Neat piano is played by Eugene Rodgers Jr., and P. C. Heard's drums are solid. Uninspired bass and guitar by Jack Jarvis and Eugene Fields, respectively.

Glady's Madden is the girl vocalist. Her song numbers come out well, particularly blues, which are well adapted to her husky type of voice.

Buddy Maleville

(Reviewed at the Cosmopolitan Hotel, Denver.)

MALEVILLE'S music is styled in the sophisticated manner, and the sending is on the sweet side from beginning to end. The outfit does not go in for five at all, and what usually is a kicker with most orchestras is merely a stepped-up sweet tune for this group.

Instrumentation is two brass, three reeds, three violins, and three rhythm. The outfit seldom plays full, the big feature being the fiddles. Maleville seems to confine his fronting to baton work, with little attention to chatter or other forms to sell.

Vocal department is headed by Charles Davis, a nicely pitched tenor who handles the ballads; Chuck Anderson for the swing work, and Leno Alejanilo, who handles general work. Mary Ann Warren, a cute little blonde, turns in a commendable job on her vocals.

The outfit is versatile, and can do some nice show work. Anderson, bass; Marino Licardo, violin; Jess Smith, vibraharp, and Maleville on guitar, work as a swing quartet. Smith, George Davis, and Easton Wiley on the marimba, together with pianist Nat Valassez on accordion, work smoothly as a rumba

group. A glee club within the orchestra turns in a nice job. Licardo, violin lead, draws much comment on both his solo and combination work. Truckman.

Gene Austin

(Reviewed at Old Vienna, Cincinnati)

AFTER dabbling at this and that for several seasons, including a fling at the tent show business and a brief spell as a feature of a carnival midway show, Austin seems to have hit a groove that fits him perfectly.

This unit, which has Austin at piano; Doug Falton, mandolin; Roy Lanham, guitar; Bynum George, guitar, and Larry Wooten, bass fiddle, is well adapted for an intimate room of this type, altho it's still a far cry from perfection. However, Austin and his confederates scored surprisingly well on their six weeks here.

It's primarily Austin's personality, his work at the piano, and his still potent warbling that put the outfit over. Musically, the rest of the orchestra is just so-so, lacking chiefly in personality, possibly attributable to the fact that this was the boys' first niter engagement. Unit also needs a lad who can dish out strong comedy to break the monotony.

Austin sings almost incessantly, getting powerful response with old favorites that he helped make famous. He encourages and gets swell audience participation. Doris Sherrell, a cut trick with a keen sense of rhythm, handles her warble chores in able fashion and contributes a tasty assortment of terping on the floor.

Bobby Griggs

(Reviewed at King's Ballroom, Lincoln, Neb.)

GRIGGS is probably the only band leader in the country who handles the baton while propped up on crutches. Most leaders, if physically incapacitated, would sit in whatever section of the band they'd fit—in Griggs' case, with the saxes—but he, after 13 years in the game, still doesn't let a couple of sticks stand in his way.

Griggs' boys are swing-minded—four reeds (five with his sax), four brass, and three rhythm. Their arranging is done by Fred Brecklin, and it's not so much the pressure stuff as it is a brand of foot-guiding material. Griggs is one of only two or three major territory bands of the Minnesota-Wisconsin-Iowa country staying with the swing style, all others having slipped away into the softer, more commercial types.

The leader is a capable man on the sax, and the two other band features are Woody (Woodrow) Ostlund, first tenor man, and Dave Purdue, third trumpet. They both attend to the vocals, with Ostlund doing very well with the ballads. Griggs' ballrooms get by on his music, which is okeh, and he doesn't have to step aside for any of the territorialists for dance product. His refusal to be downed, the crippled, no doubts gains for him more than it detracts.

Seeger Ellis

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

TWO things stand out in Ellis' orchestras—Ellis, who is a brilliant pianist for dance quarters, and Irene Taylor, his singer, who cut it in the big time for years, and is still of nice voice.

Ellis started out with a brass choir idea, but has dismissed the stunt in favor of this conventional troupe, consisting of four saxes, three rhythms, and three brass.

There's a brother act in the rhythm department, Homer Tanner (bass) and Don Tanner (drums). The outfit is good in matters of entertainment as well as danceable music, later being powerful enough in delivery to cover the needs of any ballroom or, if softened, to fit the more intimate places. The entertainment department, aside from Ellis' piano numbers and Miss Taylor's songs, embraces the entire band. There are stunts which inspire audience singing, with cues from the stage, clowning gags here and there, and several instrumental events.

For the more classy places, Ellis will do okeh in that groove.

Music Items

Publishers and People

WILL VON TILZER'S Broadway Music Corporation has accepted *Fiz Up the Spare Room* (Mother Darling) as its No. 1 comedy song. Written by Will E. Skidmore, Jack Haggerty, and Johnny Thomas.

Claude Herretier, of Bell Music Company, and James T. Mangan, author of *We're All Americans*, were guests of the Chicago Rotary Club. Mangan's song was introduced by the club's song leader, in addition to 400 copies of sheet music being distributed among the Rotarians.

Brogman-Vecco-Corn, publishing five songs from Kay Kyser's RKO picture, "You'll Find Out," have chalked up 20 recordings for the score, by Jimmy McHugh and Johnny Mercer, thus far. Songs include "I'd Know You Anywhere," "You've Got Me This Way," "The Bad Humor Man," "I've Got a One-Track Mind," and "Like the Fella Once Said."

MILLS MUSIC got itself a show score from the revue *Meet the People* and will send to press the following songs: *Meet the People*, *The Stars Remain*, *The Bill of Rights*, *A Fellow and a Girl*, *Let's Steal a Tune From Offenbach*, and *In Chi-Chi-Castanango*. Words and music by Henry Myers and Jay Gorney, with an assist from Eddie Eliscu.

Songs and Such

ELLA FITZGERALD is using Boston as a springboard again for the introduction of her new song, *The Muffin Man*, while appearing at the Brunswick Hotel there. She previously introduced *A Tasker, A Tasker* in the Hub city.

Bill Watters, who is doing as much songwriting as publicity out on the West Coast, collaborated with Howard Steiner for three new numbers, *For All Your Tomorrows*, *Don't Kid Yourself*, and *Whyn't Gonna Do Tonight?*

Vocalist Buddy Breeze will introduce two new tunes, written in conjunction with Irving Berlin, over Station WNYC. They are *How Will Our Love End?* and *O! All Things*.

J. C. Woodward, Southern tunesmith, and his partner, Olyve M. Roberts, have sent *His Every Word of It* to the printers for black-and-white.

Latest novelty song on army life, *They're Making Me All Over in the Army*,

RCA Service

CAMDEN, N. J., Nov. 9.—As part of RCA-Victor's gigantic service, the new office service division has initiated a new high in something or the other.

At the press of a buzzer (the inter-office memo explains) a girl will rush up to any office in the Administration Building with an aspirin.

is still wet from the pens of Ira Schuster, Paul Cunningham, and Leonard Whitcup.

"Thanksgiving Day," patriotic song written by Don Finn, is the first song to be published by the newly organized Key City Music Publishing Company, in Kenosha, Wis. Finn is composed of members of the Kenosha Songwriters' Club, and its purpose is to assist all Kenosha songwriters to get their compositions on the market.

Philly Pickings

SARA COLTON, authoress wife of Max Zalcstein, of the Philadelphia Orchestra, is preparing black-and-whites on her *You're So Lovely*.

Jack Diamond, who has been plugging the songs here since way back when, turns to the advertising agency field, joining John Palmer Arndt Company as director of radio.

Pat Shevlin, Evergreen Casino maestro, gets a WIP preem for his *The Wind Told the Story* on Kay Allen's sing stanza.

Leeds Music Company takes *Lois*, the Ice Men, new novelty by Bill McCune, Ben Franklin Hotel maestro, with the Andrews Sisters set to introduce the ditty on a Decca disk.

Earl Hines Pulls 1,000

DENVER, Nov. 9.—Earl Hines drew a gate of 1,000 admissions at 95 cents per person at a race dance Wednesday (16) at the Rainbow Ballroom here. Hines came to Denver from San Antonio, and following a one-nighter at Salt Lake City Thursday (7) heads Coastward for a series of dates.

KNOXVILLE, Tenn., Nov. 9.—Al Donahue drew 1,200 dancers here Halloween night, October 31, biggest crowd ever to attend a dance in Whittle Springs Pavilion, according to Jack Comer, manager. It was only Halloween affair in Knoxville, and East Tennessee school teachers' convention helped swell the gate.

Philly Union After Lucrative Radio Coin for Local Tootlers

PHILADELPHIA, Nov. 9.—If the local musicians' union has its way and the local Chamber of Commerce can put enough pressure on local industrialists, musicians here will get their first opportunity to grab off some of the heavy commercial radio coin at present cornered by New York, Chicago, and Hollywood tootlers. Thought has finally struck home that, with so many concerns in this territory sponsoring big radio shows, in spite of the fact that this is the third largest city in the country there isn't a single big-time radio show originating here.

Enlisting the support of the Chamber of Commerce to play up the "civic pride" angles, campaign is directed at Philco, RCA-Victor, Campbell's Soup, duPont's, Atlantic Refining Company, Westinghouse Electric, and Sun Oil Company, along with a half dozen others consistently sponsoring big-time radio shows but never originating the shows in this city in spite of the abundance of musical talent here, proximity of the city to

New York to make every type of talent available for big shows, and the fact that all the networks have well-equipped member stations here to handle big shows.

Philly Union Blamed

Over the years the only commercial radio coin of any account was grabbed off one season by members of the Philadelphia orchestra, which was then sponsored by the Pennsylvania Company, local banking institution. Local advertising agencies placing much of the network business say that the union has awakened too late, having already killed the goose that provides radio's golden eggs as far as musicians here are concerned. Blame for making Philadelphia a detour for originating network shows is placed on the union's success some five years ago in chasing the Atlantic Refining Company show out of town. When the company first went into radio Red Nichols' band was brought here, supplementing his key men with local musicians. But union yelped loudly about an out-of-towner getting the call and imposed heavy stand-by fees, with the result that Atlantic Refining moved to New York after a single show in Philadelphia.

Union has since realized that imposition of stand-by fees wasn't the answer, but the damage was done and ad agency execs aren't hopeful about the sponsors having a change of heart. After union made it so tough for many years for local advertisers to originate their musical shows here, coin spenders are content to forget local musicians exist as far as radio is concerned. However, union execs are undaunted. APM legislation has all but abolished stand-by fees, and feeling is that if one local plant can be broken down the others will fall in line and start the long-awaited golden era of radio for local musicians.



Selling the Band

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

Timely Tie-In

BOBBY BYRNE, for his recent appearance at New York's Strand Theater, had an elaborate campaign mapped out by the Kay Hansen-Williams idea trusters, tying in with the maestro's new specialty song, *The Right Time*. *Right Time* is a take-off on the Lucky Strike radio announcements, and when the band plays it they sing the right time, whatever it happens to be, at one-minute intervals.

Tie-up with Bulova Watches was made, and Bulova plugged Bobby's Strand engagement with two announcements a night on WNEW, New York, for three weeks in advance of the engagement and one week during the engagement. In addition, on Byrne's 1 a.m. half-hour dance remotes from Glen Island Casino, Westchester, N. Y., his last two weeks there, on WNEW, *The Right Time* was played, peppered with a Strand Theater and Bulova Watch plug. At the end of each week a Bulova watch was given to some listener via a modified Pot of Gold basis of selection. Instead of making direct telephone calls and taking a chance of waking anyone up in the middle of the night telegrams were sent to the numbers selected. In return, a giant Bulova watch-piece kept ticking away behind the Byrne band at the Strand as they played *The Right Time*.

Carrying the idea still further, the Strand printed and distributed, mostly in telephone booths in Manhattan, 10,000 cards saying "For *The Right Time*, call Bobby Byrne at Circle 7-5900." It was intended to flood the town with at least 50,000 teaser cards, but the 10,000 tied up the Strand switchboard so seriously that it was left at that figure. Bulova also arranged three elaborate window displays on Bobby in the Finlay-Strauss jewelry stores in the Times Square area.

That the campaign was effective is indicated by Bobby's \$45,000 gross his first week. Credit for the campaign, which was amplified by the usual drama page picture and story breaks, is to be shared by Hansen-Williams, Inc., with Irving Windish of the Strand Theater, Herb Hyman of Bulova, Dick Ward of WNEW, and Les Reis, Bobby's personal manager, all of whom co-operated on it.

Being Johnny-on-the-spot makes it possible for the band leader to cash in heavily on publicity breaks. For instance, when Buddy and Vilma Ebsen, dance team, featured the "Coki Coki" dance during their personal appearance a couple of weeks ago at the Earle Theater, Philadelphia, Neely Woods, local maestro featuring that Backbay Boston dance step on all his dates, immediately made the Ebsens honorary members of his "Coki Coki Club," a fan club he started during his summer stand at Hunt's Ocean Pier in Wildwood, N. J.

Dick Jurgens was another Johnny-on-the-spot recently at the ninth annual festival of Byerly Brothers Music Company of Peoria, Ill., presenting a band festival which was the most colorful musical event in the history of that city. Almost 50 school bands paraded, winding up on the courthouse lawn and staging a massed concert. Jurgens stepped in by directing the huge massed band as it played "God Bless America," with the spectators singing it, finishing the concert with "The Star-Spangled Banner" as Jurgens sang into the microphone. In addition, Jurgens crowned the festival queen.

Long-Distance "Hello"

ON THE two days prior to his opening at Club Gloria, Columbus, O., Roger Bruce introduced himself to the club's patronage during the floorshows by long-distance telephone. From his stand in Louisville, Ky., Bruce on both nights busted in during the floor divertissement with a personal salutation calling attention to his coming. Not only did it give the maestro a well-planted plug, but it was also an effective stunt from the other end of the line, cutting the dance after the hook-up was made and getting the Louisville crowd to say "Hello" to the Columbus night-clubbers. The telephone company co-operated in providing amplification for the long-distance conversation.

Wun Lung Laundry

A GOOD ballroom promotional stunt is a laundry stand erected in a cor-

ner of the ballroom, operated by Wun Lung, a comic get-up for the laundry man, with every person entering the ballroom receiving a numbered laundry ticket. The laundry booth has Chinese signs and decorations on it, and dancers may call all evening at the stand to see if their laundry is finished. All the prizes are wrapped up as laundry packages, consisting of new shirts or any wearing apparel, usually promoted on a tie-up with a nearby merchant. Also to be included are comic packages, containing worn-out, tramp, or baby clothing. The serial numbers on the prize packages are changed during each dance set, and it depends upon the dancer being at the stand calling for his or her laundry at the proper time. Or if the crowd is too large, the calling out of the lucky laundry tickets after each dance set.

To carry out the theme, all advance advertising, posters, newspaper ads, and heralds on the dance should read up from the lower right-hand corner.

Wilfred Phillips, of the Leonard C. Marsh Company, Washington, N. Y., has a terrific stunt to attract attention to the store's window. He stands 100 records on end very close together in the window and has a streamer running from the record in the center to a large sign on the window. The sign invites everyone to step inside the store and guess the stock number of the record with the streamer. The contest runs weekly and the person guessing the nearest number to the stock number of the record receives a choice of any record in stock free. Most important, the names on all entry forms are welcome additions to the store's record mailing list.

Building a Mailing List

PRACTICALLY all record dealers agree that direct mailing is the most productive advertising for records. Here is an excellent technique to employ in building your mailing list. The Canton Music Company, Cantonville, Md., sends a brief note printed on a plain piece of paper together with a return card and several supplements to a broad list of people in its trading area.

The note reads: "Dear Friend: If you are the owner of a record-playing device and would like to receive free of charge the monthly supplement (sample included) of the latest records, please drop the return mail card in the box (no signature required, postage paid by us)."

The necessity of the customer signing his name to the return card is obviated by having the return cards printed with a different key number on each, which any printer is able to do automatically, and greatly increases the percentage of returns since most people do not like to have to sign their names to anything.

Archer Promotion a Public Benefaction

DES MOINES, Ia., Nov. 9.—There were fewer broken windows here this Halloween and rowdiness was missing, largely because Tom Archer, veteran ballroom operator, came to the aid of property owners.

He simply corralled the youths at his Tromar Ballroom and gave them harmless noisemakers and entertainment. As a result he received the plaudits of officials and property owners, and police reported the quietest Halloween in the recent history of the city.

Working in co-operation with the Parent-Teacher organization, Archer admitted all children, regardless of age, to the dansant on a ticket purchased at their schools for 5 cents on parents' approval.

As a result some 1,500 children flocked to the ballroom plus 800 adult dancers, who paid 40 cents each to dance to Joe Gazzo's local band.

New Regina Dantery Clicks

REGINA, Sask., Nov. 9.—Newly opened Silver Dell, dine-dance spot here, is clicking solidly with Reginans, reports Manager Dave Yee, Dell, near the heart of the city, was built at a cost of \$15,000 and is capable of handling well over 500 people. Robb's Revelers make the music.

Congas! Rhythms! Sweet! Swing!

The Band That Plays All Ways

Bobby Martin

and His International Favorites

Currently 35th Week

MARTIN'S

W. 57th Street, New York City

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

A
Abb. Vic (Stuyvesant) Buffalo, h.
Akin Jr., Bill: (Antlers) Colorado Springs, Colo.
Amaro, Don: (El Chico) NYC, no.

B
Beck, Richard: (20th Century Tavern) Phila., no.
Bekay, George: (Wilson's) Phila., no.

C
Cachalero, Carmen: (La Conga) NYC, no.
Camden, Eddie: (Madura's Danceland) Hammond, Ind., b.

D
Davis, Bill: (Rival) Miami, Fla., no.
Davis, Eddie: (La Rue's) NYC, no.

E
Egan, Frank: (Bordewick's) Tuckahoe, N. Y. no.
Egan, Frank: (Stamp's) Phila., c.

F
Fisher, Mark: (5100) Chi., no.
Flinch, Emil: (Paradise) Chi., b.

G
Gallen, Frank: (Bordewick's) Tuckahoe, N. Y. no.
Gallender, Elmer: (Stamp's) Phila., c.

H
Hahn, Al: (Washington-Youree) Shreveport, La., h.
Hallett, Mal: (Edison) NYC, b.

I
Iona, Andy: (Walkin' NYC, no.
Irwin, Marty: (Chubbill Tavern) Pittsburgh, Pa., no.

J
Jackson, Jimmy: (Casino Moderne) Chi., b.
Jantz, Ray: (Belva's Inn) Trenton, N. J., no.

K
Kallise, Johnny: (Olsons) Cincinnati, h.
Kauf, Karl: (Moonlight Gardens) Baginaw, Mich., b.

L
Lamb, Drexel: (Rosedale Inn) Jackson, Mich., no.
Lane, Eddie: (Bossert) Brooklyn, N. Y., no.

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

Kara, Peter: (Roseland) NYC, b.
Karnes, Marie: (Musicals) (Chittenden) Colchester, O., no.

L
Lamb, Drexel: (Rosedale Inn) Jackson, Mich., no.
Lane, Eddie: (Bossert) Brooklyn, N. Y., no.

M
Mann, Milton: (Joe's Casino) Wilmington, Del., no.
Mann, Milton: (Joe's Casino) Wilmington, Del., no.

N
Nanette, Marie: (Mary Hubbard Inn) Berlin, N. J., no.
Nave, Ed: (Montgomery House) Conshohocken, Pa., h.

O
Oger, Bill: (Millcroft Toledo, h.
Oman, Phil: (Trocadero) Hollywood, Calif., no.

P
Page, Michael: (Palm Beach) Detroit, c.
Page, Paul: (Westwood Club) Little Rock, Ark., no.

Q
Quartz, Frank: (Colosso) Chi., no.
Quintan, Don: (El Chico) Miami Beach, Fla., no.

R
Raburn, Boyd: (Palais Royale) South Bend, Ind., 15; (IMA A&C) Flint, Mich., 16.
Ramon, Frank: (Stork Club) NYC, no.

S
Sachas, Coleman: (Pickwick Club) Birmingham, Ala., no.
Sambria, Juando: (Havana-Madrid) NYC, no.

T
Tanner, Fred: (The Star) Chi., re.
Tanner, Fred: (The Pirates Den) NYC, no.

U
Usher, Mel: (Lookout House) Covington, Ky., no.
Usher, Warren: (Moore) Peru, Ind., 9.

Orchestra Routes
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ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; re-road house; re-restaurant; s-showboat; t-theater.

Usher, Warren: (Moore) Peru, Ind., 9.
Usher, Warren: (Moore) Peru, Ind., 9.

V
Vander, Ed: (Palais D'Or) Montreal, Que., no.
Vander, Ed: (Palais D'Or) Montreal, Que., no.

W
Ward, Art: (Bismarck) Chi., h.
Way, Johnny: (Club Eldorado) Trenton, N. J., no.

X
Xmas, Bob: (Piazza) NYC, h.
Xmas, Bob: (Piazza) NYC, h.

Y
Yarnall, Joe: (Newhouse) Salt Lake City, h.
Yarnall, Joe: (Newhouse) Salt Lake City, h.

Z
Zander, George: (Cobb's Mill Inn) Weston, Conn., no.
Zander, George: (Cobb's Mill Inn) Weston, Conn., no.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Herth Trio, Milt: (Harte) Phila.; (REO-Boston) Boston 15-18, t.
Hill, Benny: (Tops) Phila., c.

Hunter, Richard: (Chatterbox) Mountaineer, N. J., no.
Hunt, Everett: (Stalder) Boston, h.

Isaac, Vernon: (Paradise) Phila., c.
Jackson, Jimmy: (Casino Moderne) Chi., b.

Jordan, Snooks: (Pinto's) NYC, no.
Joseph, Joe: (Lido Venice) Phila., no.

Kallise, Johnny: (Olsons) Cincinnati, h.
Kauf, Karl: (Moonlight Gardens) Baginaw, Mich., b.

Lamb, Drexel: (Rosedale Inn) Jackson, Mich., no.
Lane, Eddie: (Bossert) Brooklyn, N. Y., no.

Lee, Bobby: (49th St. Rathskeller) Phila., no.
LeRoy, Howard: (Miami) Dayton, O., h.

Long, Johnny: (College) Gettysburg, Pa., 15-16.
Lucas, Clyde: (Beverly Hills) Newport, Ky., no.

McCullough, John: (Tally-Ho Tavern) Albany, N. Y., no.
McFarland Twins: (Blue Gardens) Armonk, N. Y., no.

McGee, Johnny: (St. George) Brooklyn, h.
McGee, Don: (Deshler-Wallick) Columbus, O., no.

Madrigers, Eric: (Stalder) Detroit, h.
Mack, Hal: (Remedios) Windsor, Ont., no.

Martinez, Joe: (Newhouse) Salt Lake City, h.
Mandella, Frank: (Armando's) NYC, no.

Bands on Tour - Advance Dates

AL KAVELIN: Oakhill Country Club (Kodak Employees' Dance), Rochester, N. Y. Nov. 15; Ohio Univ., Athens, O., 16; Keith's Roof, Baltimore, Md., 17; Victoria Theater, Shamokin, Pa., 18; Uniontown (Pa.) Roller Rink, 19; Stamborough Auditorium, Youngstown, O., 20; Coliseum Ballroom, Lorain, O., 21; Hotel Olds, Lansing, Mich., 23; Dansant, Toledo, O., 24.
DEAN HUDSON: Fort Jackson, Columbia, S. C., Nov. 15.
LARRY FUNK: Turnpike Casino, Lincoln, Neb., Nov. 15-17; Music Box, Omaha, Neb., 21-Dec. 4.

JOHNNY LONG: Monessen (Pa.) Armory, Nov. 17.
JAN GARBER: State-Lake Theater, Chicago, Nov. 22 week.
McFARLAND TWINS: Academy of Music, New York, Nov. 30-31; Ritz Ballroom, Bridgeport, Conn., 28.
LAWRENCE WELK: Royal Dance Palace, Galena, Ill. Nov. 25; Danceland, Cedar Rapids, Ia., 26; Fireman's Ball, Burlington, Ia., 27; Coliseum Theater, Davenport, Ia., 28; Lyric Theater, Indianapolis, 29 week; Riverside Theater, Milwaukee, Dec. 8 week.
TOMMY TUCKER: State Theater, Hartford, Conn., Nov. 23-Dec. 1.

Mastey, Frankie: (Taft) NYC, h.
Mather, Nicholas: (Russian Kretschma) NYC, no.

Melton, Earl: (Musie Box) Omaha, h.
Messner, Johnny: (McAlpin) NYC, h.

Morgan, Russ: (Pieric) Indianapolis, t.
Morton, Gerry: (Piazza) NYC, h.

Murphy, Fred: (Famous Door) NYC, no.
Murphy, Prof. F.: (New Cooles) Albany, N. Y., no.

Nanette, Marie: (Mary Hubbard Inn) Berlin, N. J., no.
Nave, Ed: (Montgomery House) Conshohocken, Pa., h.

Oger, Bill: (Millcroft Toledo, h.
Oman, Phil: (Trocadero) Hollywood, Calif., no.

Olson, Val: (La Martinique) NYC, no.
Oliver, Ted: (Carroll's) Phila., no.

Olson, Val: (La Martinique) NYC, no.
Oliver, Ted: (Carroll's) Phila., no.

Orlando, Don: (Coco) Chicago, h.
Osborne, Will: (Nicolet) Minneapolis, h.

Page, Michael: (Palm Beach) Detroit, c.
Page, Paul: (Westwood Club) Little Rock, Ark., no.

Palumbo: (Versailles) NYC, no.
Pancho: (Cocacabana) NYC, no.

Parke, Bobby: (Village Barn) NYC, no.
Pastor, Tony: (Lincoln) NYC, h.

Perce, Milo: (85) Chi., no.
Pella, Emile: (Elvo-Cleat) NYC, h.

Dispute Over One Stagehand Cancels Ft. Worth Season

FORT WORTH, Tex., Nov. 9.—Fort Worth Symphony Orchestra Association, which for the past two years has been booking road shows in Fort Worth in connection with its winter symphony concerts, has had to cancel its 1940-41 season of four bookings because of the official "roll call" placed on the million-dollar city-owned Will Rogers Memorial Coliseum and Municipal Auditorium in Fort Worth by the stagehands' union, which is backing the Fort Worth local union in its demand that the city employ one of its members to work the building as superintendent on an annual basis.

The Symphony Association has ordered the refund of money paid in by season ticket purchasers, but seat reservations will be held intact in case the dispute is settled in time for the first attraction December 5. Performances of Senen. Other shows to have been presented here under the banner of the National Playgoers' Guild of New York were *Step This Way*, *Jesse James*, and *The Second Man*. The association was looking forward to a successful roadshow season, as most of the Auditorium was sold out for the season.

In addition to the road shows, the symphony association throws in concert by local Symphony Orchestra to season ticket holders. Because of the dispute between the city and the union, the orchestra has not rehearsed for any concerts this year in the Auditorium. The local city council does not believe a stagehand should have this job and is little disturbed over the "roll call." The present building superintendent receives \$165 per month, and a stagehand would get \$190 a month.

With the Symphony Association out as roadshow booker for the present, local playgoers will have to depend on Interstate Circuit to bring in the roadshows. Several are booked for this winter at the Worth and Majestic theaters by Interstate, but *Hellzapoppin* is the only show tentatively booked for the Municipal Auditorium, February 22-27, by Interstate. This show will be switched to the Majestic or Worth, according to Frank Weatherford, city manager of Interstate Circuit theaters here, if the dispute is not settled by that time.

"Call" Over Last Year

SALISBURY, N. C., Nov. 9.—Annual production of Paul Green's epic drama, *The Highland Call*, opened in the Civic Auditorium at Fayetteville October 14, surpassed the first performances last year, when it was acclaimed by huge audiences.

The Queen Elizabeth of Green's *The Lost Colony*, Katherine Moran, of Mill-Edgewell, Ga., is Flora Macdonald in the production. John Straub plays the role of Dan Murchison. Others include Donald Mason, Josephine Sharkey, Helen Bailey, Allan Fank, Pendleton Harrison, Robert Carroll, George Wilson, Elizabeth Blair, C. Wallace, and Lieutenant Ralph C. Gross.

In directing the production John W. Parker was assisted by Josephina Niggli, Mexican playwright. Harry E. Davis was technical director; Emer Hall, general stage manager; Ora Mae Davis, in charge of costumes; Virginia Harlin, music director, and Ethel Bateman, dance director.

"April" Starts Tryout

WILMINGTON, Del., Nov. 9.—The company of Chester Erskin's new play, *Conquest in April*, in which Henry Hull has the leading role, held a series of dress rehearsals here this week. Following the three performances at the Playhouse here on November 8 and 9, the play moves to Philadelphia, where it will open a two-week engagement at the Long Street Theater on Monday evening (11).

At the Playhouse for one night only, Saturday, November 10, John Golden presents Gertrude Lawrence in *Skipark*.

Experimental Plan Okehed

NEW YORK, Nov. 9.—Equity council officially approved the plan for the operation of experimental theaters at its meeting Monday (4). The plan was drawn up in conjunction with the Dramatists' Guild, and provides for co-op performances.

BROADWAY RUNS		Performance to Nov. 9, Inclusive.	
Dramatic		Opened Perf.	
Beverly Hills (Fulton)	Nov. 7	7	4
Blue Alley (Fulton)	Oct. 15	15	31
Charley's Aunt (revival)	Oct. 17	17	28
George Washington Slept Here (Fulton)	Oct. 18	18	27
Johnny Belinda (Belasco)	Sept. 18	18	52
Kind Lady (revival) (Playhouse)	Sept. 9	9	79
Life With Father (Empire)	Nov. 8	8	422
Man Who Came to Dinner, The (Music Box)	Oct. 14	14	309
Johnny Belinda (Belasco)	Sept. 18	18	52
Separate Rooms (Fulton)	Mar. 23	23	265
Noranna and the Elders (Empire)	Oct. 20	20	15
Tobacco Road (Fulton)	Dec. 4	4	2941
Musical Comedy			
Boys and Girls Together (Broadway)	Oct. 1	1	47
Cabin in the Sky (Rock)	Oct. 2	2	13
DuBarry Was a Lady (revival) (Playhouse)	Dec. 6	6	390
Hold On to Your Hats (Broadway)	Sept. 11	11	70
Louise Lumsden (Empire)	May 23	23	191
New Hellzapoppin (Winter Garden)	Dec. 11	11	384
Panama Hatlie (46th St.)	Oct. 30	30	14

Springfield Plan Is Underwritten

SPRINGFIELD, Mass., Nov. 9.—Daniel J. Maloney, manager of the recently formed Playgoers' League of this city, operating under auspices of the Chamber of Commerce, has announced that requests for local folk to underwrite the initial season leave much success and that over \$3,000 is now on hand to back the start of the legit revival.

Alfred H. Chapin and Julia Sanderson have been added to the board of trustees. The league hopes to open the latter part of November with *Ladies in Retirement*. The shows will be staged at Court Square Theater, once prominent legit house, now second-run movie house of E. M. Loew chain. House is available for Monday, Tuesday, and Wednesday nights, and seats 3,100 people. Five hundred seats will be scaled at \$1 each, the others running up to \$3.30.

FROM OUT FRONT—Concerning Circles, Critical and Otherwise

By EUGENE BURR

YOU'D think that one Critic's Circle would be quite enough. That which sprang full-fledged several years ago from the ego of the theater's self-appointed Jehovahs has given actors and producers enough revenge and the general public enough belly-laughs to cover the situation quite thoroughly. Seemingly formed to provide a permanent record of its members' judgments, it has managed to select prize plays even slier than the Pulitzer Prize selections (except last year, when the Pulitzer Prize Committee, in desperation, named the same play); to justify its choices it has vented citations as jumbled, meaningless, and shallow as the plays they were intended to honor; it has voted its awards on the somewhat singular theory that a "critic" who thinks one play the best of the season may, 10 minutes later, think an altogether different play the best of the season (a supposition justified only by the individual records of the members of the Circle), and at occasional get-togethers it has served as a sort of Broadway Olympus upon which the theater's thunder-dispensers may gather to regard, for a brief while, their shabby omnipotence.

You'd think, as I said, that one such circle would be quite enough. But a group of second-degree Jehovahs who exercise their omnipotence on second instead of first nights evidently thought otherwise. At any rate, they formed a group called, logically enough, the Second Nighters.

The precise purpose of the Second Nighters this corner has not yet been able to discern despite the fact that I have been the recipient of their friendly little notes from time to time. So far as I can gather from the notes, the basic purpose must be to outdo the original Circle in mass foolishness. It's a stiff job, but the Second Nighters seem capable of facing it.

From the tenor of their releases, they seem vastly upset that the boys in the original (or inner) circle get all the quotations in the theatrical ads; the Second Nighters seem to feel that they, too, should be quoted sometimes. And they apparently figure that the only reason they are not so quoted is because their obiter dicta do not appear until after the first week of a production. There are other reasons too, I suspect, but the Second Nighters, busily oiling the wheels of their defense mechanisms, don't seem to realize the possibility.

Anyhow, to meet the situation they plan to gather in the theater after each production that is labeled before its opening as "important." Such labeling is to be done by the group's leaders (whether elective or self-appointed I don't know).

In any case, those leaders have so far spotted just two such productions this season—*Journey to Jerusalem* and *George Washington Slept Here!* And the former, according to an unwary colleague who attended the meeting, was dubbed a profound and worthy play! According to the same colleague, the group's "opinions" are presented by the leaders, and dissenters are quickly quieted. Then the statement is offered (on a silver platter, I suppose) to the press agent of the show.

Of course a large number of the members reap a great advantage from this procedure. That is they find out what their opinions really are—even tho' it takes someone else to tell them.

But that's still not the worst. According to the same informant, to take care of all "important" plays that haven't been so dubbed before production, members of the group are to watch one of the leaders through every second-night performance. That is they make certain ritualistic motions, it is the signal that a meeting will be held.

Comment hardly seems necessary.

SPEAKING of writers and circles, Sidney Skolsky, who syndicates tasty tidbits from the Gold Coast, very rightly pointed out in his Hollywood column the (See FROM OUT FRONT on opp. page)

Bruce Stays on Air

NEW YORK, Nov. 9.—Buddy DeSylva, producer of Louisiana Purchase, said this week that he would permit Carol Bruce, featured singer in the show, to remain on the Ben Bernie air program, but would not allow her to accept night club engagements. Her contract with him provides for exclusive services, and DeSylva brought charges against her before Equity council when she accepted contracts for the air program and the Ben Bernie Room of the Waldorf-Astoria.

Meanwhile Miss Bruce this week paid the \$500 fine that Equity levied against her when it upheld DeSylva's charges, and announced that the money would be turned over to the emergency fund. The singer's salary in the show is \$150 a week.

Wisconsin One-Nighters

MILWAUKEE, Nov. 9.—Tobacco Road and The Man Who Came to Dinner, both of which will play one-week performances at the Davidson Theater here, the former starting November 10 and the latter November 18, will play a number of one-day stands around the State. Tobacco Road was booked for two performances November 5 at the Grand, Wausau; November 6 at the Bethlaw, Fond du Lac, and November 8 and 9 at the Parkway in Madison. *The Man Who Came to Dinner* played the Uptown, Racine, November 8; the Garrick, Fond du Lac, November 9. It plays the Brin, Menasha, November 11, and the Orpheum, Green Bay, November 12. All houses playing the one-day stands are Fox theaters.

Maida Reade Charges Up

NEW YORK, Nov. 9.—Charges against Maida Reade, Equity councilor, for having used the official Equity addressograph without permission to send out to the entire Equity membership campaign literature for the Republican Party, will be heard November 18. Charges were formally presented at the council meeting Monday (4).

Sunday Shows Set To Start

NEW YORK, Nov. 9.—The last obstacle in the path of Sunday shows on the Stem was cleared away at the meeting of Equity council Monday (4), and it is expected that two plays will take advantage of the set-up tomorrow. They are *Johnny Belinda* and *Tobacco Road*. If present plans of the League of New York Theaters materialize, there will be a mass showing of plays the following Sunday (17) to introduce the public to the Sunday legit idea, the various difficulties have yet to be ironed out.

Formal check given by Equity council followed the favorable vote on the question at the last membership meeting. The experimental period for Sabbath playing is to extend to June 1, and council stipulated that producers could not charge upped admissions for the Sunday shows. It was also indicated that the council would look more favorably on extension of the trial period if producers made particular efforts to entice the \$1 and \$1.65 trade.

Reaction of producers, after years of battling for the Sabbath shows, was generally apathetic, most of them figuring that they'd rather wait and see how the next guy made out. Belinda and Road took advantage of the rule, however, with the latter advancing its first scheduled Sunday show from the 17th to tomorrow after Equity gave permission.

Mass showing proposed by the League for next Sunday is running into difficulties because of reservations already held by the hits for the following Monday, which would be the casts' night if it Sunday shows were played. There is also some difficulty with *Life With Father*, since Oscar Serlin, its producer, is not a member of the League. League is also making attempts to set up a system to prevent to stagger the off night between Monday and Tuesday. Difficulty was encountered here, too, when the stagehands ruled that permission for the off night was good only for Monday.

Kind Lady, which had originally intended to play Sunday performances as soon as they were cleared, postponed indefinitely, with the management saying that too many Monday reservations had been received.

"Joey" Opening for Philly

PHILADELPHIA, Nov. 9.—First world prem for the local legit houses this season is set for December 9 at the Forrest Theater, George Abbott debuting his new Rodgers-Hart musical, *Pal Joey*. This will be Abbott's second opening in Philadelphia, other being *Boy Meets Girl*. Booking cancels out *All Is Fun*, new Phil Baker-Bill Robinson revue, penciled in for the same date at the same house.

Forrest schedule also gets a long-distance booking. *There Shall Be No Night*, asked to end its road tour here with a fortnight's engagement starting April 14, 1941. Promising to keep the season alive after the holidays, tho' no definite dates have been set as yet, are Joe E. Brown in *Elmer the Great*, *Separate Rooms*, *The Time of Your Life*, and *The Male Animal*.

Plans for Philly Erlanger

PHILADELPHIA, Nov. 9.—Plan is afoot to bring new legit life to the long-dark Erlanger Theater, with William Goldman, who operates an independent chain of theaters in Eastern Pennsylvania, taking an active hand in the operation of the house. Goldman has been huddling with Sam Nirdlinger, owner of the Erlanger, and the Pennsylvania Company, local bank holding the mortgage on the house.

With *The Mask and Wig* show set for the Erlanger for Thanksgiving week, Goldman figures on being able to bring at least seven other shows to the house this season. *Life With Father* is said to be assured if the deal goes thru.

Equity Returns Fees

NEW YORK, Nov. 9.—Equity this week returned the dues and initiation fees collected from the cast of *Life of Three*, intimate musical which lasted only one night at Maxine Elliott's Theater. Most of the players were non-Equity and joined for the show, paying \$50 initiation and \$10 on their dues. Equity returned the \$60, figuring it exorbitant for a one-shot. Equity rulings, however, gave each of the players two weeks' pay.

New Play on Broadway

Reviewed by Eugene Burr

GOLDEN

Beginning Friday Evening, November 1, 1940

RETURN ENGAGEMENT

A play by Lawrence Riley. Staged by Rowland Leigh. Production under the supervision of Frank Merlino. Setting designed by Johannes Lamson, constructed by Walter Nason, and painted by Hanson. Press agent, C. P. Grenesker. Stage manager, Robert Calley. Presented by W. Horace Schmidlapp and Joseph M. Gaites.

Mr. Autumn Hetherington . . . Evelyn Varden
George . . . William Leicester
Bob . . . Peter Caray
Patsy Tompkins . . . Augusta Dabney
Edie . . . Alexander Nicol
Elsie Hubbard . . . Ruth Lott
Ruth Conway . . . Audrey Christie
Mrs. Carlotta Faulkner . . . Leona Powers
Geneva Faulkner . . . Caryl Smith
Bill Gardner . . . Thomas Coffey
Elizabeth Emerson . . . Mady Christians
Geoffrey Armstrong . . . Bert Lytell
Baldy Bemis . . . Lewis L. Russell
Albert . . . Warren Clarke
Geneva's Maid . . . Helen Reid

The Scene is the Terrace of the Stockton house, a Remodeled Coach-House or the Estate of Mrs. Carlotta Faulkner, Near Stockton, Conn.

ACT I—A Morning in Midsummer. ACT II—A Week Later, Morning. ACT III—Scene 1: A Week Later, Before the Performance. Scene 2: After the Performance.

It takes inspired misdirection to bring consistently bad performances from such fine players as Mady Christians, Leona Powers, Bert Lytell, Evelyn Varden, and Audrey Christie; it is, in fact, an achievement in reverse that this reporter would have thought impossible up to last Friday night. But last Friday night Lawrence Riley's *Return Engagement* opened at the John Golden Theater under the sponsorship of W. Horace Schmidlapp and Joseph M. Gaites and the direction of Rowland Leigh, with the above-mentioned players in the cast. And Mr. Leigh made the grade. The only thoroughly professional performance on the Golden stage was offered by Augusta Dabney, an ingenue who hitherto has played just one minor part on Broadway.

Since all of the players have given not only good performance, but a long line of top-ranking ones in the past, the achievement borders on the miraculous. It was attained by allowing each player to sail out in a different direction, by bringing not the slightest taint of cohesion or belief to the proceedings, by using every stale cliché of staging in the books, and by providing the piece with timing and pacing that combined the worst features of a football fumble and a funeral cortege. As a result, the players were marooned at their individual wits' end, each trying in a different way to bring some point to the proceedings. Various, they overpunched lines, overplayed characterizations, and turned whipcrack satirical roles into slow and heavy burlesque. They tried their best, but without any cohesion or team-coaching it was all pretty sad. The play is a satire on summer theaters; the performance at the Golden merely managed to look like the real thing.

The play, as a matter of fact, suffers from the same sort of lack of generalship as does the cast. Mr. Riley previously wrote *Personal Appearance*, but he's still a new playwright; this is only his second produced play. And it needed badly the sort of canny production, showmanship, and preparation that *Personal Appearance* must have received. There is the germ of a hilarious comedy in *Return Engagement*, but a good deal of rewriting should have been done, plus cutting down of the worst bits of satirical burlesque, and a polishing up and sharpening of a good many of the gags. There's nothing, tho, that two or three weeks of smart and intensive labor couldn't have fixed. Mr. Riley still needs expert guidance, and it's a pity he didn't get it. As things stand, a potential hit has been wasted.

The story is simple enough, revolving chiefly around a still great fading actress and a very faded matinee idol, once married, who meet again in a summer tryout. The man is still a puffed-up chaser who goes on the make for the rich widow who backs the theater; the actress is still in love with him. In the end the tryout is a success, and the actress turns down an offer to bring it to New York because the manager concerned refuses to take the actor along with it. The actor finds that out, and his ego is punctured and his love rekindled in one fell and extremely unconvincing swoop. There's also a minor

romance between the young author of the play and an ingenue who is almost forced out of the cast to make room for the rich widow's stepdaughter. But the less said about that the better.

Except for Miss Dabney, the ingenue mentioned above, the players are all pretty unhappy and, despite their efforts, show it plainly. Miss Dabney is probably just as unhappy, but she does a grand job, bringing life, spirit, belief, and sincerity to the script whenever her surroundings give her a chance. Thomas Coley is unexceptional as the author, and a lad named Warren Clarke is extremely amusing in a bit.

Frank Merlino allowed his name to be billed, in the movie manner, as a supervisor of the production. It was a rash move.

"Lady" Weak 7G in Phil

PHILADELPHIA, Nov. 9.—In spite of the fact that the newspaper critics went out of their way to plug the performance, town couldn't get excited over *Lady in Waiting* at the Locust Street Theater. At a \$2.50 top, and the only legit show in town, second week ended November 2 dipped under the first with a meager \$7,000 in the tills. First week barely reached \$9,000. Only explanation offered was that the folks were either too busy staying at home to hear the political speeches or holding off until the bigger shows turn up this month.

"Foxes" Adds Mil. Matinee

MILWAUKEE, Nov. 9.—An especially heavy seat sale due to the influx of Wisconsin teachers for their annual convention here necessitated the scheduling of an extra matinee November 8 for *The Little Foxes*, starring Tallulah Bankhead, which opened at the Davidson Theater November 7 for a three-day run. The production enjoyed a brisk business, with matinees on Friday and Saturday.

Announcer-Torchbearer

WILMINGTON, Del., Nov. 9.—The first production of the current season by the Wilmington Drama League, Robert E. Sherwood's *The Petrified Forest*, played four performances last week. Robert W. Roberts, announcer of radio station WDEL, had the Leslie Howard role.

FROM OUT FRONT

(Continued from opposite page)

other day that the Broadway theater this season is rounding out a circle—and then proceeded to run around in newspapered circles himself.

"The theater," he says with justice, "is what it used to be this season on Broadway," pointing out that Al Jolson and Ed Wynn are scoring tremendous successes simply by doing what they used to do years ago, and that three revivals, *Cherley's Aunt*, *Kind Lady*, and *Billed Ahead*, opened to excellent notices. That's true enough; the theater is running around in circles. If you want to use that phrase to describe a return to the better things of the past, well presented in modern idiom, circles are never a favorite route in push-ahead America, but at least they're better than a mad dash at a tangent in the wrong direction. And older nations whose culture has lived down the ages have found that circles of movement in the arts have been the strength and the backbone of their heritage.

It is at this point that Mr. Skolsky starts revolving madly in circles himself. "There hasn't been one new actor, new actress, or new playwright to get excited about," he says. "So far, the Broadway theater is what it used to be. And the wise showmen are learning that that isn't good for the theater."

In the first place, the theater, these seasons, doesn't really get under way until well into November. There have been very few productions so far, as Mr. Skolsky must know if he undertakes to write about Broadway. There have been even fewer straight plays, and there have been fewer still new plays. So, in the matter of new playwrights, Mr. Skolsky is perfectly right, but to draw general conclusions from that fact at this stage of the game's a bit like panicking *Gone With the Wind* after you've seen only the first half reel.

And in the matter of performers he's ridiculously wrong. Already, despite the few productions, we have one new star—and a new star of a magnitude far beyond the ordinary. She is, of course, Helen Craig, who created one of the greatest sensations of the past 10 years by her marvelous performance in *Johnny Belinda*, and there are already several others who have achieved new prominence. Jose Ferrer, the well known, is playing his first top part in *Cherley's Aunt* and is taking the town by storm. Eunice Hesley, a fine dancer, is successfully filling the top ingenue part in the Jolson show. Nadine Gas, another outstanding dancer, is at last receiving the attention she deserves as premiere danseuse of *Panama Hattie*, and Rags Ragland, a burlesque comic with only one other Broadway show to his credit, is convulsing the cash customers and earning a place among the nation's top funny men in the same show.

That would seem to be a pretty good number for a very young season.

AS FOR Mr. Skolsky's intimation that a return to the past is a bad thing for the theater, it is hardly worth discussion. Surely even a Hollywood columnist must know that the theater was strongest in the days when it featured constant revivals of the great things of the past, when different performances of the same role actually started riots among partisan playgoers, when even the box-office based itself not upon the fluffy and worthless ephemera of a Broadway season but upon great work that had stood strong against the battering waves of time.

In those days the run system, type casting, and all the other ills that have disfigured the theater recently were unknown. And only by getting back to those attitudes and tastes can the theater once more become solidly founded, both artistically and financially. Until such a day it must remain merely a cheap and amusing entertainment, like the movies.

Shuberts Close Detroit Musicals

DETROIT, Nov. 9.—The local legit boom, which looked like a world-beater a month ago, is already petering out, with the Shuberts announcing this week that they will end their season of musical revivals at the Wilson after the current item, *Blossom Time*. Original plan was to produce an operetta each fortnight, with each show scheduled to go out on tour thru the Midwest. There were two previous productions, *Too Many Girls* and *Unfaithfully Yours*.

Detroit was picked as a center because of the expected boom in local entertainment trade following the rush of national defense orders. The Wilson never cashed in, none of the three shows drawing particularly good houses.

Chi Shows Up to Five; Good Takes Thruout

CHICAGO, Nov. 9.—Local legit will be increased to five Sunday when Gladys Cooper opens at the Harris in *Ladies in Waiting*. Current shows are drawing excellent business.

Meet the People, which received poor notices from the critics when it opened here recently, is going so well that it will remain at the Grand Opera House until December 21. *The Time of Your Life*, Theater Guild show at the Exchange, has had excellent business in its first two weeks and appears to be set for a run. *The Male Animal* and *Life With Father* are still going strong, the latter in its 39th week.

Madison May Get Shows

MADISON, Wis., Nov. 9.—It is reported that two of the three plays the National Playgoers' Guild of New York has booked for the Fabst Theater, Milwaukee, this season, may be brought to the Wisconsin Union Theater here prior to or immediately following their Milwaukee engagement. The plays are *Mornings at Seven*, *The Second Man*, and *Step This Way*.

CANDIDATE PLUGGERS

(Continued from page 6)

ported a sellout, while some of the weaker shows did business that was brutal. The takes were no better in the evening when it was virtually impossible for po-

tential theatergoers to force their way thru the mobs.

Name clubs around town did all right, tho not as well as expected, but the general run of side street cafes was hit hard. Not even those in the Times Square area cashed in, since only a small part of the huge mob wandered away from the Main Stem itself.

Times Square Scene

Despite the rumors of possible rioting, called forth by the virulence of the campaign, nothing of the sort materialized, and the police reported the quietest and most orderly election day mob within memory. Not a single arrest was made in the Broadway area, altho around 11 o'clock the crowd hit approximately 500,000. Little spending was done, most of the people contenting themselves with wandering around, watching results, and making noise.

The crowd was also unusually slow in assembling, with only a meager 100,000 or so at hand around 9:30. It was not until after 10 o'clock that automobile traffic had to be diverted from the area and the crowd began spilling over from the sidewalks. The peak was reached around 11, when the theaters let out, and the numbers remained high until 12, when the national election was conceded. Thereafter the mob drifted away rapidly. A light rain a little after 1 a.m. put even the stragglers to flight.

SUGAR'S DOMINO

(Continued from page 4)

with disrespect. You gave to the acting profession the imperishable qualities of gentleness, wisdom, courage, and dignity. Yours was a golden era in the history of theatrical unionism. Sometimes it seems that all the good you and your cohorts have accomplished is smothered under a messy blanket of high-pressure unionism. But that is not really so. That from which today's unionism stems is indeed imperishable. It will come to the fore, in your lifetime and mine, I hope.

I haven't been in accord with your handling of all of the situations that came up in Equity in more recent years and, if I may touch upon it briefly, I didn't like at all the manner of dealing with the AFA-AGVA mess. You were not solely responsible for the former and it is quite probable that you had very little to do with the latter. But even if you permit these chapters to occupy an important place in your career you cannot forget what you have done to help the actor.

You were a valiant leader in the actors' movement. You showed the world that it is possible for the actors to pull together toward a common goal. You showed employers that actors are reasonable human beings and that their love for the theater cannot and should not be dissociated from their inalienable right to earn a livelihood. Many leaders have tried to accomplish this after you. Most have failed and the few who have been moderately successful have hardly approached your success even in the comparative smallness of their spheres.

The actor hasn't given you much in return for what you have done for him. Even were he generous as a class toward you he could never reward you too well for the years of patient, unremitting toil you have contributed to him. I don't think you expect any reward. One doesn't go thru life as you do with the expectation of reward. You have performed a difficult job well and the good Lord tells us that this is reward enough. I am sure you agree.

I hope you will continue to interest yourself in the actors' movement because the actor can use all the help he can get these days. The hardest part of your job is done. I hope your successors will continue to do rather than undo.

Thanks for reading down this far. A pleasant evening to you! You have earned a seat at the festive surrounded by those you love and the blessing of those who no longer need fear you as an adversary of high principle and unflinching courage.

Faithfully yours,

ELIAS E. SUGARMAN.

New York, November 4, 1940.

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for dramatic and expressive training. WINTER TERM BEGINS JAN. 15. See Catalog from Secretary, Rm. 143 CARNegie HALL, NEW YORK

Floorshow Finales Go Patriotic; Red-White-Blue More Pop Than Ever; Flag-Waving Songs Lead

(Continued from page 4)
trouble lining up a good, suitable tune. The Chez Ami in Buffalo has gone patriotic on the floor. So has the Marine Dining Room of the Edgewater Beach Hotel in Chicago. It is true of many clubs throughout the country.

The most prominent patriotic scene in a legit revue this season is employed in *Meet the People*, which was originally staged in Hollywood and is currently showing in Chicago before coming here. The Bill of Rights is dramatized in the finale, featuring a baritone voice for the delivery to two-piano accompaniment.

Hollywood producers still have their eyes focused on the commercial possibilities of patriotic films. Among the most successful, from the entertainment standpoint, have been the two-reelers made by Warners based on famous periods in American history. They are produced in technicolor and are portrayed by well-known screen players. Two of the latest titles are *Flag of Humanity* and *Service With the Colors*. Several features dramatizing important events in the growth of this country have recently been produced with high budgets. They include *Kit Carson* (United Artists), *Brigham Young* (20th-Fox), *The Ramparts We Watch* (March of Time), *Cherokee Strip* (Paramount), *Santa Fe Trail* (Warners), *The Howards of Virginia* (RKO), and *Arizona* (Columbia).

Paul Robeson's four-side recording of *Ballad for Americans* (Victor) has been a steady seller, as has Bing Crosby's follow-up recording of the same number. Varsity also recorded the number, but with a non-name.

PHILADELPHIA, Nov. 9.—The patriotic fever has reached a high pitch in night clubs here, with the Minstrel Tavern the first to offer an out-and-out patriotic revue.

It's practically a must for a show's singer to include a patriotic song.

A Few American Acts Are Still in Singapore Spots

SINGAPORE, S. S., Oct. 26.—The Wallabies, Australian tumbling act, have left to play the Tivoli Circuit in Australia. The act has been in the Malay Straits for three months, playing cabaret dates. In some spots they obtained \$400 weekly, which they say is the highest vaude salary paid for any act here.

Newcomers here include Maggie Calloway, singer, at the New World Cabaret, who had been featured at the Manila Hotel. Maria Desty, French dancer, is booked for the American-owned Cathay Cafe, operated by Cowan & Bailey, and is doing her first date since her "retirement" two years ago.

A line of American girls, consisting of Florence Chappel, Laurel Gaines, Lucille Nicholson, and Dolores Dee, has sailed for the United States after being at the Cathay since its opening.

Hartford Sets Names

HARTFORD, Conn., Nov. 9.—State Theater has booked Jimmy Dorsey band, Moke and Poke, and Emerald Sisters, week of November 8; Laurel and Hardy unit, November 15; Gray Gordon, Gene and Glenn, and Danny Kaye, November 21, and Ozzie Nelson, December 2. The week of November 28 is to be filled.

Original!

NEW YORK, Nov. 9.—When a reviewer of *The Billboard* caught Eddie Kinley, emcee at the Club Ball, Brooklyn, the other night he heard him announce that he was going to close in two weeks and would like to see a big turnout for his closing night.

The announcement was news to owner Sam Rosenberg. Kinley claims it was his own original way of giving the boss two weeks' notice.

Warblers at the local spots are partial to *I Am an American*, with many ringing in *God Bless America*, altho it is supposed to be restricted, and some even attempting *Ballad for Americans*. Bob Russell, emcee at Jack Lynch's Walton Roof, adds a bit of original Americana, his own *Spirit of '76* song production. It is interesting to note that first World War songs are totally ignored.

The red-white-and-blue trend has also influenced the routines of the line girls. The flag colors are preferred for costume changes, and a military tap of some sort is practically a must.

Boogie Woogie for Philly Carroll Club

PHILADELPHIA, Nov. 9.—The boogie-woogie trend has finally caught Carroll's supper club, which operated last year as Belmont's, and later as the Cotton Club, and which now reverts to the sepiu style. Apart from the regular Harlem spots, it becomes the only club in town with Negro entertainment. Jackie Mabley heads the show, with the emphasis on New Orleans jive.

Harry Drob's Park Casino opened last week with Powers Goudard, local radio commentator, as emcee.

Trenchard Newbold, after buying into the Evergreen Casino, has taken over complete ownership. It's his first floor in the after-dark field. Paul Hildebrand, formerly of the Manufacturers' Club and 60th Street Bathkeller, comes in as manager.

Cincy Bookers Organize

CINCINNATI, Nov. 9.—Local talent bookers have organized under the name of Entertainment Managers' Association of Cincinnati, with Arthur Dahlgren named president. Other officers are Mrs. J. Cavanaugh, first vice-president; Jack Middleton, second vice-president; Wally Johnson, secretary-treasurer, and Horace Williamson, Alma Bahkke, Ruth Best, Morris Jones, Roy Meyers, and Ray Kolb, directors.

Its purpose is to assist buyers of music and entertainment.

New Natchez Club Opens

NATCHEZ, Miss., Nov. 9.—A new night club, the Natchez Bridge Club, located a half mile west of Vidalia, La., opened Saturday (12).

Hank Ben Dickerson and orchestra, direct from the Club Plantation, furnish music.

C. H. Lindsey is manager.

Maisie Happy With Management Office—But No Jobs Have Come In

Dear Paul Denis:

WELL, it's been a week now since we signed with the Corporation Holdup & International Standard Enterprises, Ltd. (Isn't it a high-class name, tho?), and no job yet.

Of course, we're not worried because everybody tells us that being managed by CHISEL (that's the office's initials) is just as good as having a job—that's how powerful the office is. Why, we're even told that Mr. Grabbeart, manager of the Ritz-Ritz Hotel, wouldn't hire a busboy without consulting the CHISEL office. It's really terrific how they got the show business tied up.

Well, we finally got in to see Mr. Mann, who is in charge of dance teams for the agency. He is an awfully busy man and we saw him dictating on a machine and handling two phones at the same time. The first thing he said was, "Listen, kids, why don't you let yourself be managed by a real office? We'll make another Veloz and Yolanda out of you."

"We signed a contract with you last week, Mr. Mann," we told him. So he laughed and said, "Ha, ha, I knew it all the time. Just wanted to test you, that's all."

When we left his office he warned us, "Don't forget your loyalty to dear old CHISEL. If you get jobs direct report them to me so that we can collect commissions. And when you see any other agents, just ignore them. But if they offer jobs and are willing to split commissions with us, then tell them to call me. Don't forget now!"

Sure enough we met Joe Pursent, our old agent, on Broadway and, remembering what Mr. Mann told us, we just ignored him. And I am sure poor Joe was hurt. But we had to keep our promise to our new agent, after all. MAISIE.

P. S.—Just got a letter from Margie, the acrobatic dancer who used to play Nick's with us, and she, too, is signed up to one of those big offices. She says they haven't got her a date in two months but that she didn't mind because she was enjoying reading the magazines in the reception room. But now that she's finished them all they'll either have to bring in a new batch or get her a job. "It's one or the other," she writes, "and I'm determined."

Latin Dances Favored

NEW YORK, Nov. 9.—The current Latin picture trend in Hollywood is creating a new demand for teams who execute strong Latin routines. A number of movie scouts for RKO-Radio and Columbia have been combing local night clubs and hotel rooms for strong acts suitable for dance sequences in Latin American films.

Harris, Claire, and Shannon, who do a tango, have been tested by Columbia and are wanted by RKO-Radio. Negotiations are being held up by a previously signed contract which calls for the trio to open an eight-week run at the Copacabana in Rio de Janeiro this month.

More New Clubs Open in Chicago

CHICAGO, Nov. 9.—Upward trend of business in the local night clubs has brought a number of new spots. Several are making a strong bid for popularity.

Al Quodbach, former operator of several widely known night clubs, now has the Casanova Casino, on the far South Side. Fashioned on a much less pretentious scale than his earlier ventures, the Casanova nevertheless is building up among the sporting element. Excellent meals are served at moderate prices, and Bob Phillips and His Florida Ambassadors furnish music for dancing. Joe Fogarty, Irish tenor, entertains.

Another new South Side spot is the Baroque, cocktail lounge, opened last week by Alex Veck, sports promoter. Entertainment is furnished by Jack Joyce, who sings ballads and plays the piano and Solovox, and Frieda, pianist.

Alpine House, new spot on the near North Side, opened Saturday (2) under direction of Otto Kusse. Entertainment includes Eddie Hanson and his orchestra; Otto Muncke, concert pianist, and several vocalists.

Barney Ross, formerly in charge of the Morrison Hotel cocktail lounge, now has his own spot half a block away, and Jimmy Cassidy, pianist, has opened the Nook, opposite City Hall.

George Turner, who operates the Gateway, suburban spot, has completely redecorated the club, and a Latin motif prevails in both furnishings and entertainment. Paul Shubin, dance director, and staff give rumba, tango, and conga lessons, and music is furnished by Umberto Martinez's Sereenards.

Names for Boston Mayfair

BOSTON, Nov. 9.—The Mayfair here will follow Romo Vincent's current engagement with a crop of high-priced names. Sophie Tucker starts November 18 for one week and will be followed by Jerry Lester, who will double from the legit show *All in Fun*.

Raymond To Open N. Y. Night Club; Other New Spots

NEW YORK, Nov. 9.—Harold Raymond, co-owner of the Star, Brooklyn, burly house, joins Harold Minsky as a prospective night club owner with his planned opening of a night spot on the site of the old Zanzibar. Raymond will run the club along with Eddie Lynch, the producer at the Star. The spot is set to open around Thanksgiving Day and will have a girl show with a French accent.

Jimmy Ryan, former musical comedy singer and formerly with Ben Yost's Varsity Eight, has opened his own club on 52d Street on the site of the Troc, which folded several months ago.

Another performer, Jimmy Payne, is also set to open his own club. The site selected is near the Stork Club.

The Fiesta Danceteria has dropped its name band policy in favor of less expensive talent. Name bands will be brought in Sundays only. Business there has slowed up and not much of a pick-up is anticipated there until males of draft age put on uniform.

Mario, of the Hurricane, is blueprinting a Miami spot with the same name. Plans are still in the nebulous stage.

7 Trenton Clubs Using Floorshows

TRENTON, N. J., Nov. 9.—As the holiday season approaches, seven spots are offering floorshows, more than ever before. Town is mostly a week-end, with dance bands sufficing at most of the 30 spots in and about town.

Jack and Bob's is the top ranking in-town full week stand for floorshows. Out on the road, Leghorn Farms tops the field, offering Bernie Landis productions booked out of Philadelphia.

Week-end shows in town are at Club Eldorado, Dumplin's Grill, and Rue's.

Reform Wave Hits New Orleans Clubs

NEW ORLEANS, Nov. 9.—Night life has slumped with the closing of leading gambling palaces. The Vieux Carré (Latin Quarters), main attraction for the winter influx, has been quieted down by the police. Horse racing came to a halt when the old Fairgrounds track was sold for a half million dollars last month.

Song Slides in Nitery

COLUMBUS, O., Nov. 9.—An innovation in local night club entertainment has been introduced at the Cabana Bar of the Broad-Lincoln Club, where Clarence Leverenz is organist and emcee. Slides projecting pictures on a screen let down in front of the bar are being used under the caption of "An Autumn Concert."

Another Pitts Nut Club

PITTSBURGH, Nov. 9.—Al Mercur is planning a second Nut House to be opened somewhere near Hotel William Penn. The original nuttury, located at Hickey Park, near suburban Millvale, observes its third year in business last week. Rival Nut Club was opened last season by Jim Buchanan, former Nut House entertainer, in suburban Saw Mill Run Boulevard.

Mischa Auer on P. A. Tour

NEW YORK, Nov. 9.—Mischa Auer is readying a p.-a. tour. The only date lined up for him so far is the Chicago, Chicago, week of December 6.

Holding back further dates is the amount of time he will be allowed by the studio. Charles Allen is handling Auer.

Kitty Davis in Miami

CHICAGO, Nov. 9.—Kitty Davis, who until a few months ago operated a Loop cafe that bore her name, has left for Miami Beach, Fla., where she has taken over the Belmont Club. Club, which is one of six Miami spots having all-night licenses, will be operated as Kitty Davis Belmont Club. The local Kitty Davis spot was closed by police a few months ago because of alleged sale of liquor to minors.

Club Talent

New York:

BETTY HUTTON opens Wednesday at La Martinique. . . . PAUL SYDELL AND SPOTTY go to the Rainbow Room January 15 on the show with Cappella and Beatrice, dancers. . . . JULIAN ELTINGE says he has been signed for a new musical to open around the first of the year. He is current at the Diamond Horseshoe. Marion Edell is doubling between the Boots McKenna line at the Park Central Hotel and rehearsals for *Rips*, Gentlemen, legit musical.

Chicago:

THE DEBONAIRS have had their engagement at the La Salle Hotel extended to November 20. . . . JOHNNY JONES, magician, will play the Hawthorne Club for Western Electric November 29. . . . SALESIE SHARRAIT, soprano, is singing at Old Heidelberg. . . . FRANK PARIS and his marionettes will open at the Palmer House Thanksgiving Day. . . . ILDEGARDE closed at the Camellia House, Drake Hotel, Thursday (7), and Gracie Barrie opened the following night. Ildegarde heads the new show at Beverly Hills Country Club, Newport, Ky. . . . DOLLY KAY, singer, long a favorite at the Royale-Palace here, returns November 20 to head the new show at Harry's New Yorker. Also in the new show will be Mac Pepper, held over, and Billie May Shell, acro tap dancer. MAURICE AND BETTY WHALEN, adagio team, who opened at the Blackhawk last week, have had their option for two additional weeks picked up. VINCE AND ANITA, dance team current at Harry's New Yorker, Chicago, close there November 19 and open the following day at the Oriental Theater. . . . ROGERS AND MORRIS will be held over for the new show opening at Harry's New Yorker November 20.

Philadelphia:

BILLY DANIELS back at the Lork Club. . . . RAMON CRUZ AND LITA CENSINO leave the Cheena de Simons dancers at Jack Lynch's for Florida spots. . . . TOM COSMO, male member of the Cosmo and Anita terp twosome, now has a center-city dance studio. . . . BYRNES AND SWANSON return to town at Evergreen Casino. . . . MAZZONE-ARBOIT TROUPE back at Palumbo's. . . . PRINCESS SARELLE shows at McGee's Club 15. . . . CHICK MULLEERY back on the local scene at Lido-Venice Cafe. . . . CARLOTTA DALE, former Jan Savitt vocalist, set to single at Hotel Philadelphia.

Here and There:

HELEN MORGAN has opened at the Rancho San Pablo, Oakland, Calif. MCA booked. . . . CALGARY BROTHERS open at the Cocosanut Grove, Los Angeles, December 17. . . . SID TOMACK AND REIS BROTHERS go to the Club Ball, Philadelphia, November 13. The Digitaros are in the same show. . . . ESTELA AND PAPO have signed an exclusive management contract with Musco Corporation of America. . . . SALLY RAND starts her repeat run at the Bowers, Detroit, December 9. Miles Ingalls set the deal. . . . LEN FRES is a holdover at the Mayfair, Hazellet, Mich. . . . BENITO MORENI is included in the show at the Emerald Lodge, Studio City, Calif. Others are Sethna and Rudolph, Princess Vanessa, Tuliah and Myr, Gantu and Lynn Mayberry. . . . BOB AND THE TWINS are being held over at the Tavern, Steubenville, O., for four weeks. . . . BARNY AND LONJIE moved from the Edgewood Club, St. Joseph, Mo., to the Ritz Club, Des Moines, Ia., jumping to Denver this week. They describe things around Kansas City, Mo., as "very slow." . . . CROSS AND DUNN, set originally for

a week at Jimmy Brink's Lookout House, Covington, Ky., were held over to head the new show Tuesday (5). . . . DONN ARDEN, show producer at the Lookout House, Covington, Ky., and Truly McGee, who serves in a like capacity at Beverly Hills Country Club, Newport, Ky., are collaborating in producing dance routines for *Crazy With the Heat*, new Broadway show. They have been commuting between Cincy and the Big Town the last several weeks. . . . BUSTER AND BILLIE BURNELL, now at the Hotel Gibson Rathskeller, Cincinnati, begin a fortnight's stand at Club Royale, Detroit, November 15. Set by Phil Tyrrell.

TRIZA, who does a wine dance, opened a tour of Midwest cities at the Cat and Fiddle, Cincinnati, and follows with the Blitz, Columbus, O., for an indefinite run. . . . THE STARDUSTERS are current at the Airport Inn, Lancaster, Pa.

DAVE HACKER, of the Hackers, dance satirists, has started work with a new partner, Gwynne Verdun, operetta danseuse. They opened at the Casa Mahana, Culver City, Calif., October 23.

VIRGINIA VAUGHN, current at the Alpine Club, Cleveland, is slated for the Roxy Theater, New York, later this month.

Carroll Floorshow Will Tour as Unit

NEW YORK, Nov. 9.—The show at Earl Carroll's night spot in Hollywood will tour as a unit. The layout will be billed as Earl Carroll's *Venitians*. The unit will open at the Paramount, Los Angeles, week of December 13, and will follow with the Golden Gate, San Francisco, December 25. Will head east after those dates.

The cast will be capped with two film names. Already signed with the show are Bob Bromley, Slate Brothers, Sterner Sisters, Frances and Gray, and Bob Williams and Red Dust.

Miles Ingalls will agent the unit.

Connor's 2-Wk. Tampa Stand

TAMPA, Fla., Nov. 9.—Frankie Connor, CBS singer and summer headliner at Detroit's Colonial Theater, is going into his second week here tomorrow on the stage of the de Luxe Tampa Theater. The young tenor features old Irish songs with a mixture of current popular tunes and has to give at least two encores on both matinee and night performances.

Floorshow Into Vaude

MILWAUKEE, Nov. 9.—The vaudeville revue featuring local cafe talent and Kenney Salmon and His Key Notes, current at the Schroeder Hotel here, which clicked October 20 at Fox's Paradise and Zenith theaters, was repeated October 27 at the circuit's Riviera and Venetian. Two performances at each house. Donna Lu Pae, Phil Kestina, and Mona Henderson were featured.

L&Y Icer Big in Cincy

CINCINNATI, Nov. 9.—Lamb and Yeocum Ice Revue, which has just concluded an eight-week run in the Restaurant Continentale of the Hotel Netherland Plaza, more than doubled the business of the room during its run here, according to Max Schulman, hotel manager. The ice show gave luncheon, dinner, and supper performances. The supper session, while drawing above average business, was under dinner and luncheon draw. Saturday shows drew turnaway crowds thruout the run.

New Springfield Club

SPRINGFIELD, Mass., Nov. 9.—Frankie's night club has opened, and Halloween Night, first holiday for the new club, turned away crowds. They were attracted by the newspaper ads, no cover charge, music by Falvey, and chef Sante Oliari.

No Vaude Revival Here

COLUMBUS, O., Nov. 9.—The Laurel and Hardy in-person show, currently at Loew's Ohio here, gives that house its first stage presentation in five years. Management has not announced if other stage attractions will be offered later.

"Show Must Go On"—But Not in London Any More, Reveals Writer

The following is a letter from The Billboard's London representative, Edward Graves, explaining to the editor some of the reasons why the news he has been sending in has been censored. The letter, addressed to the editor, was not intended for publication—but it is so interesting that we feel it is well worth printing. It gives an intimate view of London show business trying to hold on despite total war from the air.

LONDON, Oct. 15, 1940.

Editor,
The Billboard,
New York City, U. S. A.

Dear Mr. Sugarman:
THERE comes a time when show business's slogan, "The Show Must Go On," means nothing, in view of the times. As for the closing of the theaters and night clubs, this is far from being a panic move. Under the circumstances, there was really nothing else to do.

In sending this summary of the theater and vaude situation as it stands today, please appreciate that for reasons of national security the censorship will not permit me to name any of the houses which have suffered thru air raid bombings. So far, places of entertainment have gotten off very lightly.

The closings were motivated by the risk of having a theater hit with an audience inside. Since the intensified raiding began, warnings of the long night session usually come around 8 p.m. There are also warnings thruout the day. Today, knock wood, it has been quiet so far. How long this will continue I don't know. When enemy aircraft came over last night they had the surprise of their lives. Never before has there been such a vast and violent anti-aircraft barrage. I cannot recall anything in the last war to touch it. Pardon this digression, but I can't help waxing enthusiastic on occasion.

Secondly, the managers had to consider the financial position. Evening business went to pot. The bombings cause disturbances in transportation conditions. Diversion of bus routes kept clear lanes for the vehicles and everyone gets to his destination somehow. The transport problem has, among other things, stopped the quaint custom of staying for a show after work. To ease this factor, people have been asked not to come to town unless on urgent business.

Another problem also had to be considered. A theater might remain open one day and be ordered to close the next, the zone in which it is located having become classed as dangerous. You've heard of those delayed action bombs. The sector in which they fall is roped off. An example has been seen today, with two theaters in such an area. Taking these things into consideration, closings seem to be the wisest thing.

Again, the fewer people that concentrate in any area at a time—the better. The Civil Defense folk have enough on their hands without being encumbered by pleasure seekers who might be listed the following morning as casualties. If any of the night clubs continue to operate, I can see the authorities imposing a ban.

On all sides one sees evidence that entertainment seekers are satisfied to remain home and listen to the radio.

No doubt you know that we are hitting back and hard. Soon we shall hit harder. We expect the enemy to pay us a visit on our shores. We are ready—come what may, and we shall survive and become the attackers instead of the defenders. The spirit of the people remains unbroken—we have the will to win.

Good luck,

EDWARD GRAVES.

Vaudeville Notes

CHARLIE MASTERS is en route to Australia to play the Tivoli Circuit. MARION EDDY filed a petition in bankruptcy in New York recently. Listed liabilities total \$85,140; no assets.

RUFUS DAVIS is heading east for three weeks of vaude. He is set for the Flatbush, Brooklyn, November 14 and follows with the Windsor, Bronx, New York, and Metropolitan, Providence, R. I. . . . SHEP

FIELDS is set for the Riverside, Milwaukee, November 22. . . . JACK TEAGARDEN goes to Loew's State, New York, November 24. . . . DIXIE DUNBAR is set with the Ken Murray show for the Earle, Philadelphia. . . . ANDREWS SISTERS go to the Roxy, Atlanta, November 17 with the Bunny Berigan ork. . . . TOMMY TUCKER booked for the State, Hartford, Conn., on the same bill as Ken Murray and Rosemary Lane.

AGENCIES ARE WONDERING whether it's safe to book units into the Stanley, Pittsburgh. The George Jessel unit wound up its activities there, and Louella Parsons will return to her columning exclusively after her date there week of November 29.

BLOCK AND SULLY are getting good press notices playing the leads in the tour of *See My Lawyer*. Also in the company are Madge Bellamy, of the silents, and Harry J. Lane, formerly of the Equity office. . . . THREE SPARKS have been signed for the Alex Aarons show, Hija, Gentlemen. . . . VINCENTE GOMEZ has been signed for two weekly shots over W.E. . . . GOLDEN GATE QUARTET opens at the Howard, Washington, week of November 8 and follows with the Royal, Baltimore, November 15. . . . NATIONAL VARIETY ARTISTS' POST of the American Legion will run a bazaar for its needy January 28 at its headquarters in New York.

IRENE VERMILLION is breaking in a new act with four girl harpists at the Harper Theater, Detroit, preparatory to taking it to Chicago.

ACTS APPEARING at the Firemen's Protective Association 21st Annual Charity Show at the Taft Theater, Cincinnati, November 8-11, were Marya Kramova, the Four Sidneys, Billy Farrell and Lucy Boots, Bill Talent, Lindsay Fabre and

Aussie, boxing kangaroo; Jamup and Honey, Speaker Lewis, Elmer Gliner, Marilyn Keller and Professor Cheer, Emily Darrell and Dogs, Ross Brothers, Guy Latren and Oinger, Three Daffydills, and Tom O'Neil, emcee. Smittie's orchestra played the show. Eddie Peabody was an added attraction Monday. Frank A. Gladden, of Chicago, booked the show.

LAUREL AND HARDY unit started at Loew's Ohio, Columbus, O., November 7. This is the first stageshow to play there since 1935. The refusal of the Cleveland musicians' union to allow stageshows caused this unit to be switched from the State Theater there.

Earl Carroll Accuses MGM of Stealing Gals

HOLLYWOOD, Nov. 9.—A protest to the Screen Actors' Guild has been sent by Earl Carroll. Carroll charged that while he was in the East on a business trip MGM persuaded several of the show girls at his night club to desert him and work in the MGM remake of *The Great Zigfield*. He claims that four girls have already given him notice.

Chattanooga Club Adds Act

CHATTANOOGA, Tenn., Nov. 9.—A change of policy that will bring floorshows to the Flamingo, newest night club, is planned by Manager Herbert Harris.

Opened late this summer, this spot has featured only dining and dancing to Marshal VanPool's orchestras.

Helen Savage has been booked as the first of the floorshow acts.

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue.

Strand Performers' Jinx

NEW YORK, Nov. 9.—Performers in the current Strand line-up are keeping their fingers crossed. The last two shows produced three casualties. During the run of the Bobby Byrne band the leader was stricken with appendicitis. The show which closed Thursday halted the engagement of the Whitson Brothers midway, the doctor ordering Clyde Whitson to an immediate rest, and sent Dillagena, Woody Herman's vocalist to bed suffering from a minor ailment.

Copacabana, New York

Talent policy: Dance and show band; Latin alternate band; floorshow at 12 and 2. Management: Monte Proser, owner; Jack Entzinger, host; Jack Diamond, publicity director. Prices: Minimum, \$3, except Saturday and holiday evenings, \$3.

After building up a considerable society business at his Broadway Beachcomber, Monte Proser follows up with a natural, his own East Side spot.

Taking over the Villa Valero, one-flight-down site just off Central Park, Proser had Clark Robinson redesign the huge room into an elegant, terraced, excellently lighted affair that has the bandstand and dance floor planted right in the middle, with tables and the bar behind the bandstand. It's an odd layout, but visibility is good from almost any corner. The big posts have been redesigned to resemble coconut trees with pin lights hidden in coconut shells. It's tricky thruout.

The bar is small but picturesque, the background being a vivid papier-mache replica of the harbor of Rio de Janeiro. Just one of the many touches of showmanship.

The big attraction here is the atmosphere and music, but the engaging floorshow holds attention, too. It is a pleasing, colorful, handsome affair—a sort of ritzy LaConga proposition—with lovely costumes designed by Beatrice Ammidown and Miles White, and staging by Marjery Fielding. The show is Brazilian (the original Copacabana is Rio's biggest casino). It has six beautiful girls doing parade and simple dances to Brazilian tempos, with Juanita Jaurez singing and strutting and displaying a vivid personality, and handsome Fernando Alvarez singing solo and Fernando and Renita did five numbers, too much, even though they are excellent ballroom dancers and Miss Renita is particularly attractive. Smooth team and just right for this spot, except for doing too much.

The finale has Ramon dancing with the girls, later joined by Renita in new resplendent gown. Pancho's band played the show excellently and handed dance music in its usual smart fashion. Patato Curbello (violin and maracas) alternates with rumba rhythm. Both bands use sambas liberally. Waltzes, tangos, and smooth fox-trots round out their dance sets.

This gives the so-called smart set five fancy night clubs fighting it out for their favor—Stork, El Morocco, Monte Carlo, Versailles, and now the Copacabana. Let's hope there's enough trade to take care of them all.

Paul Denis.

885 Club, Chicago

Talent policy: Band for show and dancing; shows at 9, 11, and 1. Management: Joe Miller, proprietor and manager. Prices: Dinner from \$1.25; drinks from 50 cents.

This Joe Miller spot, known for excellent food, discontinued entertainment early this year and returned to it only last week. It is an intimate cafe, with many competing places near by. Chief entertainment is offered by Don Pedro, popular violinist, and his orchestra. Pedro, a handsome Latin, specializes in Latin-styled music in response to the demand for rumbas, tangos, and so forth. But he also gives the customer a liberal sprinkling of pop ballads and novelties, and his violin solos are exceptionally popular.

Robert Louis and Theo Coffman are an entertaining rumba, conga, and tango duo who, besides offering colorful Latin routines, give instructions to patrons. Lovely Dorothy Dee vocalizes pleasingly,

offering both ballads and South American tunes.

Johnny Honnert, veteran pianist, is a wiz and well liked by the customers. The entertainment, tho somewhat limited, is pleasing thruout. Nat Green.

Hurricane, New York

Talent policy: Dance and relief band; floorshows at 8, 12, and 2. Management: Mario Tosatti; Dorothy Ross and Seanman Jacobs, press agents. Prices: Drinks from 35 cents; dinners from \$1.25.

Henry Youngman bows in at this spot to replace Romo Vincent, who all but established himself as a permanent institution here. Youngman, in these surroundings, impresses with an inexhaustible supply of gags. Is fast on the trigger with ad libs and gives a fine all-round account of himself.

Current show, as caught opening night, will have to be pruned. However, the layout impresses as a strong entertainment value.

One of the major rough spots of the show was the hoarseness of Beverly Roberts, due to laryngitis. While her voice could not be adequately judged, her delivery is punchy and is equally effective on ballads and rhythm numbers. Did Six Lessons From Madam La-Zonga, Nearness of You, and You Better Go Now. Encored with Down Argentine Way. Got a good hand.

Maurice and Cordoba likewise stayed overtime with two encores. This is a graceful and speedy ballroom team whose spins and twists are attention arresting. Routines are smooth and polished. They opened with a waltz and followed with a paso doble and tango, encoring with a rumba and fox trot. Bowled out to a big hand.

In a novelty turn Magna and Spenger work in the Buster Shaver and Olive style. The femme is a cute midget, easily handled by her regulation-sized partner, who is also a capable stepper in his own right. Altho adagio is their forte, they show up well in singing. Walked off to a fair hand after a trio of numbers. They left the show the following evening to be replaced by Jero MacMahan, dancer.

The Stanley Girls (5) contribute an opening act number, well done, and close with a conga. Maloha does a hula in the opening.

Eddie Bush's ork provides the musical backing and floor-filling dancipation afterwards. Chiquito does the relief Latin music.

Food and service are good.

Joe Cohen.

Club Bali, Philadelphia

Talent policy: Dance and show band; rumba relief band; floorshows at 8:15 and 12:30. Management: Max Joe, and Si Kaliner, proprietors; Si Kaliner, manager; Herman Toll, maitre de; Bill Haines, stage manager; Milt Shapiro, press agent; Music Corporation of America, booker. Prices: Dinners from \$1; Saturday luncheons from 50 cents; drinks from 50 cents; \$1 minimum weekdays, \$1.50 Friday and Saturday, no cover.

The marquee names to bring them in are not as strong as the previous three weeks with Sally Rand. But once inside, floorshow keeps the customers plenty entertained. It's a thoroly enjoyable show.

Marty May emcee and wisely doesn't try to wear down the ringiders as has been the custom of practically every emcee working this spot. Instead, he let's things fall where they may, saving his effort for his own spot on the wind-up, with the result that his own spe-

cialty is sock. Warms them up with Colossal, Stupendous, Terrific, a smartie song story with a Hollywood background. Comes into his own with his satires of radio singers getting off the rousing returns with his fiddle solo.

Pan-American Sextet, line of three mixed teams, opens the proceedings with a bolero and returns for the closing with conga kickings. Terping is synthetic, line totally lacking in Latin personality.

Dance appeal all belongs to Galente and Leonardo, dance duo new to the town. Plenty sweet on the spins, routines are in the South American style, pleasing no end with tango, bolero, and rumba.

Patricia Norman, the Of Men Mose song seller, follows. Gets over nicely but falls short of show-stopping because of ill-advised song selections. Opens well with Rumbaogie, following with the standard Night and Day. Instead of keeping the pitch up with a current pop rage or even her Mose music, rings in the shattered and shredded Loss It of the Astor. Then gives them You Made Me Love You before the long-awaited Mose. No denying the gal can sell, and a refreshing musical background is provided in Jack Meakin's arrangements; but some day a singer is going to do the obvious and scoop the show world by singing the hit parade songs-of-the-moment.

Three Nonchalants tie the show up. Lads provide plenty laughs with their comedy acrobatics, but the piece de resistance is the office routine of the shortest member of the trio, leading to a travesty on the Dick Tracy comic strips.

Betty Brandow, whirlwind tapster, follows, highlighting his traffic-stopping toe work on a set of miniature stairs.

Alan Fielding still beating out the stellar show and dance music with his crew of eight, with Juanita's fivesome for the Latin relief. M. H. Orodensker.

Adolphus Hotel, Hawaiian Century Room, Dallas

Talent policy: Dance and show band; floorshows at 1 p.m. and 9:30 and 11:30 p.m. Management: H. Fuller Stevens; A. J. Lee, room manager; Abe Burger, publicity. Prices: Dinners from \$1.50; minimum, 75 cents weekdays and \$1 Saturdays and holidays.

Following one of the niftiest decorating jobs ever attempted in these parts, the Adolphus Hotel opened its fall season October 1 with Malcomb Beelby's Royal Hawaiian Orchestra. The room has been the talk of the town. Playing a four-week engagement, Beelby's crew is a natural for this spot's South Sea Island decoration scheme.

Show opens with ork's theme song, Aloha Land. Beelby, doing neat emceeing, introduces three native femme dancers who score nicely with the band's pleasant handling of Paradise Isle. Girls got a nice hand on their final number, with vocals done by the band's male trio, Sam Kaapuni, Kapena Kalamai, and Joe Karvallo.

Kasaiki is the Hawaiian tune for the introduction of Eddie Umi Loo, male hula dancer, whose work is quite authentic but not as pleasing as his female counterparts. Gets good applause from his solo and does a very nifty job leading a couple of ensemble native dances.

Nohealani Pickard catches the crowd's fancy with her native songs but gets her best hand for her singing of the comic tune, What Am I To Do With My Red Opa? (Hawaiian for "stomach").

Highlight of the 30-minute show is Aggie Auld, hula dancer, who is introduced in a crescendo of thunder and lightning. The realistic transfer of a Hawaiian beach scene to the walls of the hotel room drew applause.

Miss Auld, easy on the eyes, makes her first appearance in a native dance while the band does The Hoala Hula. After appearing briefly in ensemble dance with Loo and band's femme dancers, Miss Auld does a clever comic hula to the liting tune of Little Brown Girl. Act closes nicely with a smart rendition of the Hawaiian-Polynesian medley, Papi Tom-Tom, ably assisted by the ensemble dancers and the male trio's vocals. Frank Wood.

Club Waikiki, New York

Talent policy: Hawaiian dance band and floorshow. Management: Tom Christy, manager; Louis, maitre d'hotel; Jimmy Healan; MacKenzie, press agent. Prices: Drinks from 75 cents; minimum, \$1.50, except Saturdays and holidays, \$2. Originally scheduled to be reopened

as the Club Samoa during the summer, this latest addition to 52d Street has at last opened for business as the Club Waikiki. Spot's chief attraction is a pleasant South Seas atmosphere in the prevailing Beachcomber mode. Decorations have been expertly done. Bamboo hatches decorate the place, murals depict tropical scenes, and the menu has foreign-sounding items. Atmosphere is restful and intimate.

Andy Iona's band provides the dancipation and musical backing, doing a good job at both. The ork has a good stock of Hawaiian novelty tunes.

Since a hula dancer is absolutely necessary in a spot such as this, Napua fills the role admirably. The gal is a personable looker and works barefoot in grass skirts. Also does a comic hula with good results.

Tuitama, a Samoan, does ceremonial dances. His first is done with the Samoan equivalent of a sword, which is preceded by a rather grisly explanation of how the weapon works on an opponent's neck. Squeamish patrons could do without the explanation nicely. However, his is a good novelty turn which goes over well.

Closing is Keola, a personable Oriental with a pleasant sense of humor. Does a Bing Crosby impression, sings When Irish Eyes Are Smiling, which he introduces as a Chinese lullaby, and winds up with a turn at the uke in Cliff Edwards style. Joe Cohen.

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

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

Lou Anne, attractive vocalist, returned this week after a brief illness and resumed singing with Terry Shand and orchestra.

Three acts joined the new floorshow over the week-end. Marcy and Rene Gunsett, brother and sister, present an unusually artistic dance act which includes a fast-moving adagio and a satirical conception of the Gay '90s. Both were warmly received.

A decided novelty was the offering of Carl and Faith Simpson and their Humanettes, a group of lifelike marionettes, which they operate in full view of the audience. Especially noteworthy was the sleight-of-hand performance by one of the puppets.

Shavo Sherman gave a very clever series of impersonations of Ted Lewis, Jimmy Durante, Hugh Herbert, Stan Laurel, Charles Butterworth, and Groucho Marx. George Herrick.

Roosevelt Hotel, Blue Room, New Orleans

Talent policy: Dance band; floorshow at 7:30 p.m. and 12:15 a.m., with Saturday and Sunday matinees at 4:15 p.m. Management: George V. Riley, hotel manager; Ray Samuels, publicity. Prices: Dinner from \$1.50.

Two unusually clever acts highlight the new show that introduces Art Jar-

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rett, singer-band leader, to New Orleans public for the first time.

It's the first time a ping-pong act like Coleman Clark ever appeared at a local nitery, and the audience cheered under the leadership of Bob Larimore, announcer, who taunts patrons to play Clark as he sits down and spots points.

While the Stuart Morgan dance act is similar to many seen at clubs, it is tops for spectacular effect. The Morgans, comprising three huskies and a tiny blonde, do good lady tossing.

The Dancing Theodores are a suave ballroom dance duo. Ginger Harmon, Ole Man Mose singer, clicks with a jitterbug routine.

The Cole Porter hit, *Lovely Day Tomorrow*, gives Jarrett a good show opening number. Jarrett's voice is pleasing and his debut a success. His dance music may be a bit too smooth for New Orleans but his rapid-fire chatter and good voice appeal to young and old.

Phil Muir.

Club Bali, Brooklyn

Talent policy: Dance and show band; floorshows at 11 and 1 a.m. Management: Sam Rosenberg, owner; Charles W. Zerweck, publicity. Prices: Minimum, 50 cents weekdays; \$1 week-ends.

Spot, located on the outskirts of Brooklyn and just a short walk from Coney Island, was taken over three months ago by Sam Rosenberg, co-owner of the neighborhood Barclay Club. It was re-done to keep in line with the current Tahitian atmosphere trend. It's a pleasant room and gives one a feeling of comfort.

Typical nabe club show on tap: four acts and six-piece dance band. Each act appears in two spots, padding the affair into a full hour show.

Eddie Kinley, emcee here since spot changed managerial hands, works entirely too hard and too long. A young, personable chap, he needs guidance and some clean material. His gags are too blue, even for a late-hour room, and some of his numbers don't rate public exhibition. Should get himself organized.

Marla Harris, cute toe tapper, delivers two sprightly numbers with lots of personality and showmanship. Refreshing item.

Evelyn Spear (announced as an Al Segel protegee) sings with rock but as yet has not developed fitting facial expressions. The kid has possibilities, however, as her lyrical voice lends plenty of appeal to pop and standard tunes. She appeared twice in this show, doing a set of numbers in each spot.

Ramon and Lucinda, good-looking ballroom team, do American, Latin, and primitive-type routines. Work itself did not look impressive on this limited floor space.

Tommy Varrel's ork plays good dance music but is weak on show support. Honeychild, woman pianist, entertains at intermissions. Singing waiters offer request songs. Sam Honigberg.

Zimmerman's Hungaria, New York

Talent policy: Dance band; Gypsy string orchestra; shows at 7:30 and 12. Management: Louis Zimmerman and Joseph Balaban, owners; Charles Schaffer, maitre d'hotel; Hecht - O'Rourke, publicity. Prices: Dinner from \$1; \$1.50 minimum Saturdays only.

For two years this Hungarian restaurant in the heart of Times Square has been doing a capacity dinner business. It is a gay, warm place, well managed and dispensing delicious Hungarian dishes. The entertainment is informal and many performers stay on for indefinite periods.

Take the Hungarian talent, for example, "Mammi" Bony Thury, 73-year-old "jitterbug"; Dr. Lajos Barosny, baritone, and Charles Benet and His Musical Gypsies have been here since the place opened. And Gene Kardos, and his dance band have been around for a similar period. For show time Kardos combines with the Benet group to furnish strong musical accompaniment.

Four additional acts are currently supporting the Zimmerman stock company. Best of these are DeMar and Denise, polished ballroom pair, who execute versatile numbers smoothly, with good taste. Appearance is fine and the girl is a winning blonde who is very natural on the floor. Set included a waltz, musical comedy concoction, and a Latin routine, all climaxed with a strong tricks which begin and end in a natural course.

Tourle and Yoder, Continental dance pair, exhibit a Hungarian folk number

To Help Vaudeville We Must First Study Its Problems Realistically

LIKE a man whose leg has just been cut off but who insists he can still feel his toes twitching, many vaudevillians insist that the great revival of vaudeville is just around the corner. But like the famous "prosperity around the corner," the corner somehow is never reached.

As the years pass we are coming to the sad conclusion that a vaudeville revival is wishful thinking. The best we can hope for is for present vaudeville to at least hold its ground and to gain somewhat. But no big-scale revival.

Let's not forget that theater vaudeville is not an independent entertainment any more. It is part and parcel of the film industry. Vaudeville is something a theater owner uses when his pictures fail to turn in a profit and when, for one reason or another, the conventional hypos of lower prices, bingo, banko, dish nights, and so forth cannot pull the house out of the red.

Vaudeville is like adrenalin to the faltering heart. It is an emergency hypo administered by theater men who usually hate vaudeville and who use it between curses against the unions, the film exchanges, and the landlords. Vaudeville is usually the last stand of a theater owner—for what theater owner doesn't prefer the comparatively simple job of a straight film policy? Vaudeville is the woodshed beating a theater owner gets when his film-buying situation is hopeless.

In other words, every vaudeville policy is a last resort proposition. Every vaudeville show is fought bitterly by the film industry. Every circuit vaude show is the result of a tough competitive situation, especially when concerning first runs of the circuits' own films. Every indie theater vaude show is the war-battered shield in the historic battle with circuit opposition and the major film producers.

EVERY vaudeville show booked today is really a minor miracle of show business. If it's an independent house, then somewhere, somehow the owner of that theater went thru his own profound struggle with real estate interests, with local unions, and the film exchanges, and somehow came up with nerve enough (and capital enough) to try vaudeville. If it's a circuit house, the vaudeville policy was oked only after endless meetings of theater department executives, labor advisers, film department executives, vaude bookers, and what not.

Whether indie or circuit, each vaude policy today is the result of long and careful deliberations of a hundred and one factors. Even when circuits fight each other (and they would like the Department of Justice to believe they compete bitterly) they learned long ago the loss of operating pools that eliminate vaudeville, apportion the available films, split the profits, etc. And thus we have the operating pool or the "friendly understanding" that has killed vaudeville in many places (downtown Brooklyn and Pittsburgh, for example).

Perhaps the limiting of film book booking will help; perhaps divorcement of film producing and theater exhibition will help. We don't know—alho we do know that big circuits and major film companies have a genius (and the capital) for confounding the law.

Perhaps the first step in helping vaudeville regain some of its power is for all of us to start thinking of vaudeville as vaudefilms, to realize its limitations, to stop wishful thinking and excessive reminiscing, and to organize vaudeville's friends into powerful associations that can lobby for favorable legislation and also prove their strength at the box office.

Paul Dents.

and a flashy Ukranian dance. Man stands out with fast turns and Russian footsteps. Anita Dillon, tall chanteuse, is fair on standards. Amelia Gilmore is a better tapper than ballet dancer.

The Hungarian talent is standard. Each act has many friends who keep coming back. Zimmerman himself is quite a character with his long mustache and appealing accent. A colorful host. Sam Honigberg.

Henry Gray Hotel, Atlanta

Talent policy: Dance and show band; floorshow three times nightly. Management: Juddie Johnson, manager.

The hotel's Spanish Room offers the music of Jimmy Richards and a floor-show featuring variety dancing plus a roller skating act and harmony singing.

Richards has an acceptable small-room orchestra of eight pieces plus the Carol sisters, harmony singers with a hillbilly twang to their voices.

The show opens with Charley and Shirley doing a black and white contrasting tap dance featuring a hip-swing, toe-dragging step.

Top spot goes to The (Bill and Marie) DeMayos, specializing in South American steps and dances with variations and working in some startlingly fast spins. Work in full evening dress.

Arleen and Wharton do the most entertaining act on the program, which is just a variation of the old chain dance—a tap dance and spins while chained together. Arleen has a shapely figure and good legs, and she's slightly taller than her partner.

Miller Duo closes the show with some fancy skating, after which they work with the crowd doing spins and taking pictures.

Juddie Johnson, manager of the rooms, emcees. Lee Rogers.

Odenbach's, Rochester, N. Y.

Talent policy: Band; floorshow at 8 and 9, 12 and 1. Management: Fred Odenbach, manager; Arthur Apples, floorshow booker. Prices: \$1 minimum.

Celebrating its 50 anniversary is this large restaurant and lounge in the Hayward Hotel. And like many established eating spots, this one gave in to the trend to entertainment and added a floorshow three months ago.

Current show is hampered by lack of facilities. The room is too huge and ceiling too high for the acts to achieve

intimacy. The floor is stone and the room lacks warmth and atmosphere.

Benny Thompson and four men (bass, drums, sax, trumpet) compose the MCA band that opened here Friday (1). The band is a well-knit group that provides good danceable music under Thompson's piano lead. The floorshow goes on in two short sections twice a night.

In the show caught, the standard dance turn of Blanche and Elliott did a slinky bolero embellished by good spins and lifts. They do an adagio routine in the earlier show. Montrose and Pearl do a Gay '90s satire in period costumes, with the girl singing and the man dancing. Good. The girl doubles at leading community singing between shows. Velayne Hague, a shapely blonde, snaps thru a quick, lively toe and kick dance. The band vocalist, a brunette, sings pops in good contrast.

Karen Toney plays the harp and piano for good intermission music.

George Kirsoff, astrologist, gives table readings and grabs a good part of the 2,000 to 3,000 patrons passing thru this spot each day. He works in tarban and entertains with fascinating predictions. Paul Dents.

Washington Hotel, Sapphire Room, Indianapolis

Talent policy: Dance and show band; floorshows at 8 and 12. Management: A.

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VIRGINIA VAUGHAN

Twinkling Toes Atop A Xylophone

ALPINE CLUB CLEVELAND, OHIO

Webber, hotel manager. Prices: No cover; \$1 minimum; drinks from 45 cents.

In the Washington Hotel's basement is located this city's finest night spot. Recently opened, it is luxuriously modern. It takes its name, Sapphire Room, from the jewel-like emblem which dominates the ceiling above the small dance floor.

The intimate atmosphere is carried out in the Jack Chapman orchestra which was recalled after it left several weeks ago. Chapman, pianist, also fronts for the six-piece group, which plays fair enough dance music and backs up the acts in good style.

Featured with the orchestra is Al Bottoni, marmba player extraordinary, whose melodies went over big. Doubles on the sax. Russell Morrison, doubling on drums, opens the show with two vocals and also emcees in pleasant style. Nedra Gordinier supplies the feminine vocals in adequate style.

Real highlight is the smart dancing of Ted and Mary Taft. In one group they do a high kick number, a jitterbug routine which seems as if it was inspired by the Trudi Schoop technique, and a burlesque on a Virginia Reel done in eccentric style. These two are not only excellent dancers as to fundamentals, but also have the gift of being able to entertain. H. Kenney.

Ams Get Week at Grove

BOSTON, Nov. 9.—Winners of the WEEK amateur program conducted by Phil Saltman and sponsored by Summerfield's Furniture Company are being given a one-week engagement at the Coconut Grove.

Mickey Alpert, who emcees show and leads the Grove band, says there is a scarcity of good night club performers.

Paramount, New York

(Reviewed Wednesday Evening, Nov. 6)

Red Skelton, that young, energetic comedian who dares emphasize clean material and, more important, proves that he can get belly-laughs with it, has little trouble stealing the current four-week stage bill which is part of the theater's 14th anniversary show (the screen has Cecil B. DeMille's latest spectacle, *North West Mounted Police*.)

He is never offensive and always entertaining—what more can be said about a good comedian? Doubling as emcee, he gets three chances to dispense his harmless nonsense, based mostly on impressions of people and incidents. They are extremely funny. His attractive partner, Edna Stillwell, assists in a couple of the skits.

Bandstand is occupied by Glen Gray and His Casa Loma Boys, who were here originally to usher in the Paramount's band policy. Still a good, standard attraction and up to date musically. The orchestra is in and out of the spotlight throughout the show, starting with a lively opening number, followed by a classy bolero arrangement of *Temptation*. Individual entertainers employed from the band include Cy Baker, who delivers a corking trumpet solo, and Kenny Sargent, tenor, who warbles *Only Forever* and, with the assistance of the boys, *It's the Talk of the Town*. Walter (Pee Wee) Hunt is the outfit's corpulent comedy singer with *I'm Nobody's Baby* and a production novelty, *The Ghost Upstairs*.

Remaining two acts are the Knight Sisters and Connie Russell. The Knight Sisters, cute-looking adagio pair, work with complete grace and harmony and display a brief but fine set of tricks executed with abundant ease. Off to a big hand.

Connie Russell, a young singer of the Ethel Merman school, is the latest protégée trained by Al Siegel who, incidentally, accompanies her at the piano. Does not work with as much ease in theaters as yet as in cafes but has definite possibilities. Her striking personality is an important part of her work, and as soon as it is effectively projected across the footlights she will have little trouble stopping shows. Her set included Siegel arrangements of *Lisa*, *Down Argentine Way*, and *Love, Love, Love*. Faxed Up My Soul. Skelton brings her back for a thank-you speech in which she introduces Siegel.

Skelton will be held over for the next bill, scheduled to open December 4. It will include Rosemary Lane, Ray Herbeck and band, and the Inkspots, and, on the screen, Fred Astaire in *Second Chorus*.

While current combo affair is strong, it is doubtful whether it can draw big business for four weeks. It will need plenty of assistance from the advertising office.

Saw Honigberg.

Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 8)

This week's stage layout should be popular with Oriental patrons. Herbie Kay is immensely popular hereabouts and he's giving out generously and with

a pleasing variety of tunes. No big names among the three acts, but they're all good. Picture, *Diamond Frontier*, has only moderate appeal. Business opening day just fair.

Kay, who has a friendly, unspectacular style, leads off with his theme, *Violets*, following with *Our Love Affair* and *Beat Me Daddy, Eight to a Bar*. Marie Hollis, attractive blonde in white-feathered black net, sells her acrobatic dance act cleverly. Graceful high kicks, flips, and splits, done with nonchalant ease, put her over nicely.

Again the band takes over, this time offering *Rose of Washington Square*, featuring Billy Hanlon at the drums; Mr. Meedelerk, sung by Kay and his vocalist, Ellen Connor, and a rumba-conga number. Ken Healy, accordionist and vocalist with the band, scored solidly with his singing of *We Three*, encored with *For You*, and responded to insistent calls for more with *Stardust*, for a sock hand.

Sue Ryan, blond comedienne, satirized magazine cover girls in song with engaging wit and cleverness, then offered *I Didn't Want To Do It* as sung in 1913 and in present-day jitterbug tempo. In her bits of straight singing she revealed a magnificent voice. Roundly applauded, and encored with *I Want To Go Back To Bash*.

A medley of half a dozen tunes by the band brought repeated demands for more. They responded with *Only Forever*, vocalized by Ellen Connor. This attractive lass has an easy-going style that goes over big with the customers and she was repeatedly called back. Sang *Ma, He's Making Eyes of Me*; *Willie, Willie, Willie, Will You Love Me*, and *That's Me* for a show-stop.

Peggy Bates, one-legged colored tap dancer, closed the bill. He's lost none of his pep and stepping ability and scored nicely.

Nat Green.

Strand, New York

(Reviewed Friday Afternoon, November 8)

A good box-office show and should have little trouble drawing good houses for its scheduled two weeks. Stage has Jack Haley, Priscilla Lane, Teddy Powell's band, Condos Brothers, and Bob DuPont. On the screen is Warner's *Tugboat Annie*, with Marjorie Rambeau in the title role originally portrayed by the late Marie Dressler.

While the stage entertainment is not always fast and furious, it is more or less pleasing. Weak spot is in the final chapter centered around Haley and Miss Lane. Haley is on first and, removed from a book show, his comedy material lacks potency. So long as he concentrates on his medley of tunes he introduced, he has the customers with him a 100 per cent. Starts off with gags, most of them old, and reads a long army conscription letter which contains few good laughs. At second show opening day he capably handled a couple of first-show hecklers who stirred up some guffaws. In the final portion of his own act an umbilical sawlow, derbed stooge shows up well in a Jolson satire and an eccentric dance finish.

Priscilla Lane, refreshing looking, works alone and with Haley. She, too, would be better off limiting her act to a set of songs and a thank-you speech. The comedy efforts with Haley were forced and, therefore, without effect. From a personality standpoint, Hollywood certainly did great things for her.

Vaudeville Reviews

She never appeared lovelier. Her songs include *That's for Me* and *Now I Lay Me Down to Dream*. After some nonsense chatter with Haley, she winds up the bill singing with him *I'm Nobody's Baby*. Her voice is quite pleasant.

Teddy Powell, a sunny personality, conducts a well-organized swing outfit. The boys don't play in any revolutionary style, but what they do is commercial and well played. The efforts of Powell and company include a lively opening, a good arrangement of Ray Noble's fadler *War Dance*, and acceptable vocals by Jimmy Blair, ballad dispenser whose shortcoming is a lack of proper racial mannerisms, and by Ruth Gaylor, cute rhythm singing brunette.

Condos Brothers are a pair of fast and hard tappers. Their tricks are very effective, altho their routines are along old-fashioned lines. A few more modern touches here and there would help. Bob DuPont, juggling clown, holds his own with his peculiarly funny style. Works with balls, clubs, cigar boxes, and winds up juggling a napkin, plate, and apple, which he eats up during the process of the trick. Good novelty.

Saw Honigberg.

Earle, Washington

(Reviewed Friday Evening, November 8)

Forty minutes are devoted to the Earle stage this week to present a revue by Harry Anger called *Frids and Fun*. It opens with the Roxettes dancing and singing about football heroes to pave the way for the Lime Trio, who please the customers with excellent pantomime, featuring a rubber-jointed member of the act. Two of the boys tote out a closed box, which is opened to reveal a cramped figure which springs into momentary life. Balance of act is given over to attempts to straighten out the sawdust character. Highlight comes when the two members twist the third's legs in opposite directions.

Mark Dawson's singing is not bad as far as baritones go, going in for the heroic tunes characteristic with baritones.

Roxettes are cleverly used to simulate puppets for the introduction of Frank Paris, who parades a number of excellent puppets for a good hand. In succession he used ballet, carraoco, and jitterbug dancers, and drew excellent applause with a cyelist. His final number featured a skeleton which did a boogie-woogie dance, went luminous, and finally scattered into separate piles of bones.

Next number brought memories of Ziegfeld method of "pretty numbers." Four of the more statuesque Roxettes posed while the remaining dozen pranced around with trailing cloth and contributed to general colorful effect. When this had reached a logical conclusion, gals dropped to floor and Niraka arose in rear of stage to please house with butterfly dance. Niraka fluttered under constantly changing lights and ended the entertainment on a restful note.

Picture is *Dispatch From Reuters*.
Edgar Jones.

RKO Palace, Columbus, O.

(Reviewed Friday Afternoon, Nov. 8)

Ben Blue, a bunch of good-looking girls, and a group of variety entertainers comprise George White's *Seandals*, current offering.

There were four shows today, there'll be five tomorrow and four a day for the remainder of the engagement. Admission 80 cents from 11 a.m. till 1 p.m., 40 cents from 1 to 5 p.m., and 60 cents from then on, with children 15 cents at all times.

Criticism at the opening performances was that the line of girls which works in and out of the production was a disappointment in that it was seen too infrequently. The same goes for Blue.

Blue does a Cossack dance, as well as his usual comedy routine, and then takes part in a DuBarry scene with Lela Rayes that is a knockout. It brings down the house.

Billy Rays puts on a good act as a juggler-monologist, and little Boss Wise and big June Mann are good in their solo and duo dance numbers, with the former doing splendidly in his contortionist dance.

Mildred Fenton, well known to local night club fans, sings and dances to perfection, especially in the *Good Night, My Beautiful: Are You Having Any Fun?* and the *Merleonggo* numbers.

The Kim Loo Sisters (4) handle the

mistress of ceremonies duties very well in addition to singing and taking part in various skits. Then there are the Margo Sisters in their adagio dances, Axie Dunlap, Ethnor Counts, Jimmy Counts, Jimmy French, Audrey Young, Frank Swick, and Kay Evans.

The whole is good clean fun and pleased the audience. Unit carries a leader, pianist, and drummer to augment the 12-piece local pit group. Picture, *Dispatch From Reuters*.

Albert E. Redman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 8)

Not much in this week's stage bill to attract the customers. Film fare, *Dr. Kiddare Goes Home*, only ordinary, and a light week is in prospect. Charlie Barnett and band will attract those who like the Harlem type of music, but music lovers will shy away from it. In his particular field Barnett does a great job, almost out-Harleming Harlem. Instrumentation is eight brass, four sax, and four rhythm, and Barnett offers numbers like *Rhumbogee*, *Shadrock*, and *Old Man Rifer* in swing. Parts of Duke Ellington's *Solitude* are played beautifully, and the same may be said of the *Indian Suite* that includes *Cherokee* and *Comanche War Dance*, but there is too much blasting to make the music as a whole enjoyable in a theater. Ford Leaning, trombonist, does an excellent vocalizing job on the Harlem numbers.

Dick, Don, and Dinah, comedy dancers and acrobats, have a novel and enjoyable turn. The acrobatic portion is the most of the act. Girl is cute and attractive and offers several novel stunts, both alone and with the two boys. Difficult tumbling, balancing, and other stunts put them over nicely.

Allen Conroy, mimic, does a splendid job of impersonating movie stars and national characters. He wisely picks those that lend themselves well to his particular physique, and his impressions are convincing. Finishes with a clever drunk bit that sends him off to a big hand.

Nat Green.

Earle, Philadelphia

(Reviewed Friday Evening, November 8)

Ken Murray, Milt Herth Trio, Dixie Dunbar, Wynn Murray, Betty Atkinson, and Park and Clifford linking their individual efforts make for a swell show on paper but running off on the boards it makes for a different story. Not that there is any fault-finding with the individual efforts of each; each act standing well on its own. But the talents on tap deserve better staging, lighting, and all the other elements that go for a showmanly production than the middle-age setting provided by the Earle house manager, who might profit by taking six lessons from the babe managers in town who have to "sell" their stage shows.

In face of no show competition in the downtown zone, the show is dragged out on the boards and it's for the patronage to take or leave alone. And while they may take it in this town, they don't necessarily like it.

Still smoking his big cigar and still using the same material, Ken Murray makes a yeoman effort to tie the presentation together with his drollery and archaic gags. Milton Charleston is still stooging, but Murray is at best advantage when getting involved with Park and Clifford, male gymnasts, who make for the most enthusiasm with their equilibrium and athletic feats.

Milt Herth at the electric organ, with Wilson McGrath at the piano, and Jack Connors at the drums, making for the well-known trio, make music magic for the curtaining closing. Paced by Herth's masterful fingering of the watted bellows, threesome puts the house in a swingy frame of mind with *Rhumbogee*, *The Whistler and His Dog*, and *The Skit of Arab*, last-named number giving Herth an opportunity to flash with solo

Banquet—Army Permitting

NEW YORK, Nov. 9.—George Levy, former secretary to Charles Freeman during Freeman's stay with Consolidated Radio Artists, has made application for enlistment in the army. Having drawn position 828 in the national lottery, he hopes to beat the compulsory call by voluntary action.

Murray Taub and Herman Potsdam, assistants to Sidney Piermont, Loew booker, are co-chairmen of a committee to give him a farewell banquet as soon as he is accepted by enlistment officials.

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pedal work. Drummer boy adds a delightful interlude at the marimba, beating the wood-pile for *After You're Gone*. Petite Dixie Dunbar and her four male rhythmaires add tuneful tapping. Opening with a rhythmic routine, Miss Dunbar does her familiar *Cowes Love Tap* turn from *Yokel Boy*, with a conga-rumba twist to the footwork for the all-out finish.

"Majorette" Betty Atkinson first on for some fancy baton twirls, tossing around band batons for varying sizes

and weights. Wynn Murray, trimmer since last seen on the musical-comedy stage, rounds out the show with her svelte singing. Her song selection, however, is not in keeping with these ticket-buying tastes. Gives them *Great Day, A Million Dreams Ago, and Tennessee Fish Fry*.

Business fairish at late supper show, and while house was in a receptive mood, there wasn't a single encore in the show-load. Pit band moves up on the stage for this one. Screen supports with *I Want a Divorce*. M. H. Orodener.

Club Turns Misfortune Into Clever Ad Next Day

MIAMI, Nov. 9.—Something that spery cafe owner dreads happened here, but instead of mourning the misfortune the management of Ziesen's Bowery ran an ad in Monday's *Miami Herald* making capital of the "tragedy."
The ad ran, "With the house loaded like a refugee ship, we ran out of beer Saturday night."

Talent Agencies

Hollywood branch of the WGN Concerts Division is unofficially open under management of VICTOR KENDALL in Hollywood. . . . REGINALD VOORHEES' office reports the hiring of two CRA men, Bob Peary and Merbie Mintz. The boys themselves, however, say there's nothing definite about the deal.

HARRY KALCHEIM, Paramount booker, returns Monday from a short trip to Chicago. . . . JACK HART has left the Morrison & Curtis office, New York, to open his own agency. . . . MOE GALE has signed Vivian Phillips, singer, to a management contract. Miss Phillips is being pointed toward the concert stage. . . . REED LAWTON leaves on a tour set by the American Concert Association. Also handled by this group are Pray and Bragiotto, Henry Hadley Trio, Betty Jane Atkinson, Lois Bennermann, and Channon Gelsin. . . . SAM SHAYON will return Monday from a trip to Bradford, Pa., to open the *Night in Rio* unit.

No move has as yet been made to appoint a successor to MAX TURNER as booker for Baibian & Katz. Meanwhile all bookings are being handled by Nate Platt.

JAUNITA BALLARD, manager of the Paragon Theatrical Enterprises, Kansas City, Mo., has added Peggy Keenan to take care of banquets. Bruce Fraser is still in charge of the orchestra department. Paragon is booking night clubs in St. Joseph and Kansas City, Mo.; Des Moines and Sioux City, Ia., and Omaha, Neb.

Caprice, Ciney, Using Shows

CINCINNATI, Nov. 9.—Pavilion Caprice of the Hotel Netherland Plaza, which cracked its fall season October 24 with Larry Clinton's ork, will use three-act floorshows thru the fall and winter. Opening with the Lou Breese orchestra Thursday (7) were Roberts and White, Jim Hadreas, and Bobby Belmont. Breese is in for two weeks and will be followed by Xavier Cugat. Floorshows will hold over three weeks, with the exception of Belmont, puppeteer, who leaves at the end of two weeks to open at the Edgewater Beach Hotel, Chicago. MOA set the current acts.

Nix N. J. Mixing

TRENTON, N. J., Nov. 9.—Hostesses are technically no more in New Jersey clubs. Effective November 1, E. W. Garrett, acting State commissioner of Alcoholic Beverage Control, ruled operators shall not allow "any female employee to accept any food or beverage, alcoholic or otherwise, at the expense of, or as a gift from, any customer or patron."

New Clubs in Wilkes-Barre

WILKES-BARRE, Pa., Nov. 9.—Two more night clubs have opened. Pomichter's Green Lantern Tavern in near-by Hanover Township and Wallace's on the Plymouth-Kingston Highway. Both spots will use house orchestras.

In the past month three other spots reopened, including the Travelers' Club; Shards, on the site of the former Club Mayfair, and Pat Toole's Cafe.

Fire Closes Hub Spot

BILERICA, Mass., Nov. 9.—Fire swept thru the Billrica Hofbrau last week, causing damage estimated at \$25,000. The spot may not reopen.
Owner is John O'Connell. A new electric organ and orchestra equipment were lost.

BEVERLY ROBERTS has left the current Hurricane, New York, floorshow, due to laryngitis. Her place has been taken by Carolyn Marsh.

Barry New Siegel Acts Rep in N. Y.

NEW YORK, Nov. 9.—Al Siegel's proteges will be represented by Jack Barry while Siegel goes to Hollywood to work for MGM. Siegel is due on the Coast January 1, along with Connie Russell, who has also been signed by MGM. George E. Woods set the film deal.

Siegel's attractions include Beverly Roberts, Wini Shaw, Joan Merrill, Ethel Barrymore Colt, Paula Stone, Patricia Ellis, and Connie Russell when available for night club or vaude dates. Barry will use Siegel's present offices, and Sidney R. Gluck will be his associate.

Harry Kane, Siegel's assistant, will also go to the Coast.

S. F. Burly House Closed

SAN FRANCISCO, Nov. 9.—Unsettled labor claims and non-payment of State and federal taxes have forced owners to close the Liberty, North Beach burly house, which has been operating on and off for six years.

Manager Eddie Skolak of the Capitol Polles has Ginger Britton opening today heading a new unit which includes Charles Fritcher, Bob Fitzsimmons, Eddie Heywood, Renee, Margie Sullivan, Doris Doreen, Roxann, Kay Johnson, and Yvonne.

Oliver Fuller is now producing at the Capitol.

Spot Adds New Mikes For Durante—In Case

DETROIT, Nov. 9.—The Bowery Cafe installed two new mikes last week because of the engagement of Jimmy Durante there. Durante's act includes plenty of ad lib hecking by the rest of the performers and he gets progressively mad during it, ultimately throwing things around.

Earlier casualties included a number of lamps, music instruments, etc., climaxed by the piano top tossed at a pianist, and two mikes thrown away in mock disgust.

New N. Y. Agency

ALBANY, N. Y., Nov. 9.—The Seydel-Stiles Entertainment Service, Inc., of Nashua, N. H., was authorized by the secretary of state to operate a theatrical booking agency in New York. The company has a capitalization of 140 shares of preferred stock at \$50 per share and 120 shares of common stock of no par. Emerson J. Stiles is president. The certificate was filed by Attorney James Maxwell Passet, New York.

Agency will handle amateur shows.

Tit for Tat

PHILADELPHIA, Nov. 9.—One good turn continues to deserve another. When Benny Fogelman reopened his Benny the Bum's last year he hired as maitre Phil Cappello, who hired an assistant, Herman Toll.

This season, with the Bum's operated as Club Ball by the Kallner brothers, Toll was selected maitre. He hired an assistant—Phil Cappello.

From Nitery to Farm

ATLANTIC CITY, Nov. 9.—Atlantic City Casino has been sold to the K. T. M. Corporation to be turned into a farm to raise guinea pigs for scientific research work.

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Reviews Of Units

"Glamour Girl Revue"

(Reviewed Sunday Afternoon, November 4, at the Grandby Theater, Norfolk, Va.)

Poorly put together and embracing little or no talent, this one has nevertheless gotten off to sock business in this area. This is due largely to effective selling of the novelty presentation, *How To Undress Before Your Husband*.

Show makes up for paucity of features by prolonging them—some almost interminably. Ray Martel, emcee, is worked to death in three lengthy appearances. A little adonoidal in delivery, he still gets his stuff—some new and some pretty ancient—across well. In his longest appearance he goes thru a series of impersonations which could well be improved by concentrating on his Roosevelt, Petchit, Boyer, and Amos and Andy.

Ray and Lynn, man and girl comic knockabout team, are so-so. Work too hard. Hank Seamon and Archie, ventriloquist, went across to a solid hand here despite age of some gags. Voice-tosser has splendid lip control.

How To Undress features Ellen Drew and offers first how not to undress before your husband. Contrast was lost on this reviewer, however, because one gal's peeing looked just about like the other's, and neither was any particular masterpiece.

Three Cards, two men and a girl, teeterboard act, are hard workers but not more than standard for this type of presentation.

Eight ponies, fair lookers and not so bad as to stepping, round out show. Nice-looking blonde is presented in feeble vocal and soft-shoe specialty with chorus but should eliminate the weak piping.

New costuming, among other things, would help show considerably.

Warner Tazeford.

classical Spanish dance and the dance girls follow to the music of *La Cucaracha*. A mixed-up Latin number, but it comes off well enough.

The Three Diamond Boys are on for 14 minutes of fast horseplay, including a lot of prat falls, gags, singing, eccentric dancing, and mauling. Swell sight stuff; went over big. A Greek warrior number follows, with the girls in shields and swords and paving the way for Martin and Allen, a couple of good-looking muscle boys doing sock hand-to-hand balancing and lifts.

A who's-crazy-now bit, with Morris doing swell comedy and Wilma Horner also really scoring, won plenty of laughs. Next is a Ziegfeld ensemble number, with the girls parading down a flight of stairs as Kelson sings. Eye-filling stuff. This brings on the whole cast, with Six Lindy Hoppers piling up a quick show-stop with their fast and furious stepping. Morris and straight man Lester Mack, along with most of the cast, then clown thru their very funny prize-fight bit. All of the blackouts are burlesque material, but cleaned up, of course.

Mack Davis leads the pit band. Clark Robinson designed the fancy sets. Harry Crossley staged the lively dances and Mme. Bertha executed the costumes. George Oshrin is advance man and Bob Barry company manager.

Film was *Meet the Wildcats*, a smeller. Three-a-day, and four week-ends; 50 cents top, 1,500 seats. Unit gets off to a good start in each city with a Kleig light opening the evening of the first day.
Paul Denis.

Flying High Revue

(Reviewed Monday Evening, November 4, at the Tabor Theater, Denver)

Altho short on scenery and production, the review moved along at a nice pace and was varied enough to make it a nice sell.

The girl line opened the show with a French can-can which, altho following the usual routine of such a dance, revealed a nice working line with cute faces and figures. Don La Voia, a wire act, got a nice hand on his single foot, sitting, and prone wire work, and they displayed a good many tricks. Allen and Allen, terp team, displayed clever tap routines. Their baseball number got a nice hand, as did impersonations of famous dancers.

The line's execution of a Viennese dance was a bit on the dull side and, while appropriate for a recital, needed more kick for vaude. The King Brothers, in their strong-arm stint, got the hand of the evening. The boys are smooth in their body tossing and displayed nice showmanship, notably the block build-up in which one of them, in a handstand on a table, gradually keeps increasing the blocks supporting him.

Andrillita and Company, a Spanish miss working with a hillbilly comedian, were good for nice laughs. Andrillita sang *Rancho Grande* and *Chapeneas* in Spanish and, while not possessed of an outstanding voice, has an applause-getting manner. Her partner plays a variety of homemade contraptions, from a gas pipe to a tire pump, and is good for laughs. The baton twirling military number of the line was a fine flash presentation, with the girls displaying marked ability. Finale was a call back of all the performers, climaxed in a patriotic manner with *God Bless America*. Al Allen emceed. House fair when caught.

Pictures, *Argentine Nights* and *The Mummy's Hand*. Herb Trackman.

Levene Late Bookings

NEW YORK, Nov. 9.—Tommy Levene's bookings last week included Manya Del Rey, Al Pharr, Dorothy Lawrence, Helen Jean, Valda, and Buddy Leonard at the Triboro November 8, and Paul Lind to Midwest Circuit November 15.

San Francisco Spook Show

(Reviewed on Midnight Show, Stuart Theater, Lincoln, Neb.)

The San Francisco spookerte is mostly magic, with only enough of the scare stuff to make about five minutes of whoops and hollers for the blowoff. Francisco works with a couple of male assistants and takes up about an hour's time.

His magic repertoire includes guillotining a human being, the trunk trick, taking off a coat with wrists cuffed, and several other stunts which take from three to five minutes to get off.

The spook formula is no different than that of other tourers of the same kind, an explosion, and the aides trouped with assistants luging phosphorescent replicas of spiders, skulls, and other witchery. These gadgets, many of them on the end of poles, are dangled over the heads of the audience, which is sitting in complete darkness.

Film usually booked with it is *Son of Frankenstein* (U), and business was good here.
Barney Oldfield.

Hollywood Hotel Revue

(Reviewed Monday Afternoon, November 4, at the Temple Theater, Rochester, N. Y.)

Harry Howard's third edition of this unit, which at times blossoms out into a full two-and-a-half-hour show, has been on the road four weeks and shapes up as a colorful, amusing, entertaining hour unit. It has pretty girls, funny hour unit. It has pretty girls, funny low comedy, good enough dancing and singing, and colorful sets and costumes.

Opens with a switchboard set and the girls saying, "This is Hollywood Hotel," and some of the gals impersonating film stars. From this point on, the title theme is dropped. An escort bureau knockout, with Bobby Morris drawing a lot of laughs, follows. Then Barbara Vernon sings a conga rhythm while the 14 dancers and 4 show girls form background and partone Lee Kelson sings *Bepin the Beguine*. The Del Oros, mixed dance team in Latin dress, offer a good

Vaudefilm Grosses

Election Night Slows B'way; MH 92G; Roxy 55G; State 30G;

NEW YORK.—Now that the election has been settled, Broadway looks for a resumption of normal business. Election night, as on night preceding, most of the vaudefilmers were doing desolately. Sole exception was the Music Hall, which did capacity business that evening.

The Paramount (3,684 seats; house average, \$37,000) tallied a big \$38,000 for week ended Tuesday (5), the third week of the bill with Frances Langford, Jon Hall, Romeo Vincent, and Tommy Reynolds' band. Pic was *Arise My Love*. New bill in Wednesday (6) has Glenn Gray ork, Red Skelton, and Connie Russell and Al Siegel. First week should do around \$48,000. Previous weeks of the Langford-Hall bill did \$56,000 and \$42,000.

The Strand (2,758 seats; house average, \$33,500), did a passable \$34,000 for week ended Thursday (7), the third week of the bill with Woody Herman's band and Kruste Rockie. First two weeks of this layout brought \$48,000 and \$28,000. New bill came in Friday (8) with Teddy Powell, Jack Haley, and Priscilla Lane, and film *Tugboat Annie Sails Again*. First week should pull around \$40,000.

Loew's State (3,327 seats; house average, \$22,500) did a fine \$30,000 for week ended Wednesday (6), with Harry Rich-

man, Sophie Tucker, Joe E. Lewis, and Chandra Kaly dancers plus *The Howards of Virginia*. Bill holds another week, but film has been replaced with *Strike Up the Band*. Should pull around \$24,000 in the second stanza.

The Roxy (3,664 seats; house average, \$36,000) did a terrific \$55,000 for the first week (ended Friday 8) of bill with *Mark of Zorro* and Lowe, Hite, and Stanley; Hudson Wonders and Frank Gaby on stage. Bill holds over another week. Should pull around \$40,000.

The Music Hall (6,200 seats; house average, \$84,000) had a prosperous b.-o. session with a \$92,000 gross for week ended Wednesday (6), the first week of *Escape* and stage presentation of *Mopeline* Rank. Second week looks like a big \$80,000.

Buffalo Looks for Above-Average Biz With Straight Pix

BUFFALO.—Despite the draft and election activities, which diverted the public's mind from theatergoing, local vaude-film houses fared okeh last week, aided by good weather. Grosses for this week look promising, too.

The Buffalo (seating capacity, 3,500; house average, \$12,500) opened big with its much publicized picture, *Escape*, which is expected to draw around \$15,000 for week of November 8 despite lack of names on stage. For the first time in years the Buffalo is also featuring a second pic, *Denouing on a Dime*. Added to that is an *Information, Please* short.

Week ended November 7 the Buffalo piled up a neat \$17,500 with strong stage bill headlining Charlie Barnett's band and Bud Abbott and Lou Costello. Added acts were Dick, Don, & Dinah, and Don Loper and Maxine Barrat. Band starred Bob Carroll, Harriet Clark, Ford Leary, and Cliff Leeman. Pic, *No Time for Comedy*, was a help.

The 20th Century (seating capacity, 3,200; house average, \$8,000) opened week of November 8 with the strongest celluloid layout in weeks. The film, *They Knew What They Wanted*, was heavily advertised and will have to make up for lack of vaude this week. Second feature is Mexican *Spiffie Out West*. Gross anticipated to run around \$10,000 and may be juicy enough for a holdover.

Week ended November 7, the Century all below anticipations, due to election agitation which killed week-end biz. Despite name layout, box-office tallied only \$10,500, lowest take for a combo bill in some time. Jimmie Lunceford's ork was popular with patrons. Acts included Swan and Lee, Miller Brothers and Lols, and Peters Sisters. Pic, *Queen of the Yukon*.

Elsa Maxwell Unit Detroit 20G Okeh

DETROIT.—Elsa Maxwell's unit at the Fox Theater drew average business, \$20,000 for week ended Thursday. Appeared with her own film, *Public Deb No. 1*. Week started off well, but slackened after Sunday. Drop was blamed on the election, which hit all local attractions.

The Fox, which has been running stageshows about one week out of five for the past several months, is now set for its steadiest flesh diet in a year. Louella Parsons' show opens November 15, followed by one straight picture week, with Woody Herman and band coming in November 29 and the *Streets of Paris* unit returning the following week.

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Movie Personalities Give Oriental, S-L Poor Grosses; "Mounties" HO 37G

CHICAGO.—Election week didn't do the local vaudefilmers any good; in fact, grosses for the week dropped below expected figures. A combo of poor shows kept two houses and stay-at-homes who kept close to their radios on election night and the night preceding was responsible for the drop. The movie personalities who dominated the State-Lake bill were not sufficiently strong in entertainment value to attract any great number of people and the house did only a fair 14G. Same was true at the Oriental, where Elsa Maxwell and her Hollywood Debs made a very mediocre

showing, house hitting a poor \$14,500. The North West Mounted Police, hold-over at the Chicago, did not get the expected play, the gross slipping to around \$37,000.

Nothing big is expected at any house this week. The Chicago has the Louella Parsons unit with more Hollywood personalities and a Dorothy Lamour picture *Moog Over Burma*. Probably will do a fair 39G. At the State-Lake Charlie Barnett's band, a very ordinary stage bill, and a fair pic, *Dr. Kildare Goes Home*, will draw only a weak 14G. The Oriental has a drawing card in Herbie Kay, but supporting acts and picture are ordinary and no more than a fair \$16,000 can be expected. Week starting Friday (15) the Oriental will offer George White's *Scandals*.

"Barn Dance" Unit Fair in Spokane

SPOKANE, Wash.—Large and Morgner, Foley and Lateur, Paul Kirkland and Company, Dimitri and Francis, and Duke Jordan (Bert Levey circuit vaudeville) drew average \$1,750 business to the Post Street Theater November 1-3. *The Island of Doomed Men* and *That Gang of Mine* on the screen.

"Fair" business was done by Orpheum October 30 and 31 with Smith's *Barn Dance Frolic* on stage and *Hot Steel* on screen. Manager Willard B. Seale reported show did not come up to expectations, with exception of Molasses and January, radio entertainers. The Halloween audience was capacity.

"Flying High" 48C in Denver

DENVER.—The *Flying High Beebe* drew a \$4,800 gross for week of November 1 to 7 at the Tabor Theater. Companion pictures, *Argentine Nights* and *The Mummy's Hand*. Competition: stage show at New Victory first part of engagement and Auto Show latter part. Regular weekly hypotes: Bank Night and Country Store.

Gross compares favorably with last vaudeville presentation at the house, *Major Jones' Sixth Anniversary Unit*, October 4 to 10, which grossed \$5,080. *Flying High* unit, which has been playing the Rocky Mountain region, will disband after this engagement.

Blackstone Strong In Albany, Roch'er

ALBANY, N. Y.—Blackstone, magician, and a cast of 12, are proving a strong draw this week at the Grand Theater, with an hour show. Entertained crowded houses at each performance.

ROCHESTER, N. Y.—Blackstone's unit played the RKO Temple Theater (1,500 seats) week of October 25 on a split from the first dollar, grossing \$6,200.

This was the theater's first stageshow in several years. At one performance the house had to announce free chocolate bars to those leaving, in order to get the kids out of the seats. Gross was kept down by kids who sat thru more than one performance.

Jessel Unit Nifty \$18,800 in Mil'kee

MILWAUKEE.—Show headed by George Jessel turned in a nifty \$18,800 at the Riverdale Theater for week ended November 7. Due to big business, the regular Monday night amateur show was suspended for the week.

Others on the bill included Rochelle Hudson, Jean Parker, Isabel Jewell, Lya Lys, Lois Andrew, Jean Gary, Fred Sullivan, and Mario Silva.

Pic, *Girls Under 21* (Col.).

T. Tucker Surprise \$10,400 in Ind'p'lis

INDIANAPOLIS.—Lyric (1,892 seats) surprised all by taking in \$10,400 on the week with Tommy Tucker's orchestra. Gross considered very good in light of fact that engagement coincided with election day, which, however, was better than both Monday and Wednesday for some unexplained reason.

Pix, which helped, was *Tugboat Annie Sails Again*.

Philly B. O. Off; Parsons \$20,800; Fay's Does \$6,700

PHILADELPHIA.—The national elections, both pre and post periods, had a devastating effect on local grosses. Earle Theater (seating capacity, 4,000; house average, \$14,000) for the week ended Thursday (7) did a desultory \$20,800 with Louella Parsons' movieland unit, with Iona Massey, Binney Barnes, Sabu, Brenda Joyce, Robert Stack, William Orr, and Mike Frankovitch, with *The Quarterback* on the screen.

Current bill, opened Friday (8), made for little excitement on opening day and, unless it drums up some enthusiasm on the later weekdays, points to a feeble \$20,000 for the week. Ken Murray, carrying Milton Charleston, heads the bill, including Dixie Dunbar and Her Rhythmaires, MSt Dunbar and his trio, Park and Clifford, Wynn Murray, and Betty Atkinson. Screen shows *I Want a Divorce*.

Fay's Theater (seating capacity, 2,100; house average, \$6,800) also found the election excitement too tough to crack for the week ended Wednesday (6), just getting over the \$6,700 mark, with Gladys Fox and Eve Arden from the burly field topping the bill. Vaude turns for the house-produced revue, embellished by the 16 Lonergan Girls and Harry Kohn's house ork, included George Beatty; Mills, King, and Ray; Al Gordon and His Racketeers, Bobbets and White, with Mergie making the screen support.

New show opened Thursday (8) points to several hundred dollars to the better; figured on finding \$6,900 at the end of the week. Bill brings Marnee from burly, splitting the lead with St. Clare and Yvonne, with the vaude specialties in Marty Collins and Harry Peterson, Senator Murphy, Jerry and Lilian, Roy Smek, and *The Great Profile* silver-sheeted.

"Scandals" Big 24G Opens Pitt Vaude

PITTSBURGH.—George White's *Scandals* grossed a big \$24,000 for the week ended yesterday (8) at the Stanley, the first vaude show here since last spring. Despite competition from pre-election broadcasts and a day's rain, the six days of stage plus Sunday with movies only was but a few thousand dollars short of the gate for the full-length *Scandals* last year at the Nixon at \$3,30 top. On the screen, adjudged a help, *A Dispatch From Reuters*.

George Jessel's unit is current, with Stan Laurel and Oliver Hardy unit scheduled for next week.

Loew, D. C., 12½G; Earle Expects 15G

WASHINGTON.—Loew's Capitol, showing *Hullabaloo* for week ending November 13, expects to do \$12,500. On stage are Fague Springman Chorus, Don Alfonso Zelaya, Boyd Triplatta, and Don Francisco. Last week *Third Finger, Left Hand* did much better than expected, returning \$31,500.

Warner's Earle, showing for week ending November 14 *Dispatch From Reuters*, anticipates a moderate \$14,000. *Line Trio*, Mark Dawson, Frank Paris, Niska, and the Roxyettes appear on stage. Last week *Rhythm on River* did \$15,000.

"Beauties" Unit SRO in Spring'd

SPRINGFIELD, Mass.—With standing room sold out, it was necessary for the Court Square Theater (6,250 seats) to stop selling tickets every night during the three-day vaudefilm bill ended Saturday (3). Business was "terrific," said Manager Bert Jackson, and he added the chorus, billed as winners at the Atlantic City beauty pageant of 1940, was the cause of the turnout.

The stageshow, Mickey Ferris's *American Beauties on Parade*, pleased audiences when the girls showed they could dance and sing, as well as look beautiful. The rest of the cast, all well liked, were Joe Besser, Jimmy Little, Arnot Brothers and Nellie, Eve Carmen, Three Cirillo Brothers, and Louise Borday.

On the screen, *Private Affairs*.

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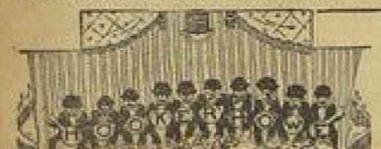
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(Routes are for current week when no dates are given.)

Abbott & Costello (Michigan) Detroit, t.
Abbott Dancers (Palmer House) Chi. h.
Adorables, Six (Primrose) Newport, Ky., cc.

Backlanova, Olga (Casino Russe) NYC, nc.
Bacon, Faith (Tower) Kansas City, Mo., t.
Baker, Bonnie (Golden Gate) San Francisco 13-15.

Barlow, Major, Unit (Orpheum) Omaha, t.
Bawley, Kay (Old Heidelberg) Milwaukee, nc.
Beyl Tripletts (Capitol) Washington, t.

Callahan Sisters (Hi Hat) Chi. nc.
Campbell, Lorina; S. New Berlin, N. Y., 13;
Sherburne 14; Waterville 15; Hartwick 16;

Carroll, Janet (Latin Quarter) Boston, nc.
Carson, Shorty (Bismarck B-Bar-H) Chi. h.
Carson, Bobbie (Southland) Boston, c.

D'Arcy, Alexander (Riverside) Milwaukee, t.
Dagmar, Magician (River) Mass.
Dagmar (Colosimo's) Chi. nc.

DeBora, Maxine (686) Chi. nc.
DeWood, Johnny (Beverly Hills) Newport, Ky., cc.
DeWoe & Dinah (State-Lake) Chi. t.

Dixon, Guy (Carroll's) Phila. nc.
Donahue, Walter (Leon & Eddie's) NYC, nc.
Dore, Edie (Casino Russe) NYC, nc.

Howard, Eddie (Rodeo) Boston Garden, Boston, 1-13.
Howard, Mysterious: San Antonio, Tex.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of Billboard
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; r-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dixon, Guy (Carroll's) Phila. nc.
Donahue, Walter (Leon & Eddie's) NYC, nc.
Dore, Edie (Casino Russe) NYC, nc.

Hings, Julian (Diamond Horseshoe) NYC, nc.
Kraus & Sauter (Club Nomad) Atlantic City, nc.
English, Margaret (Stevens) Chi. h.

Phelan, Don, & Marie (Blue Willow) Akron, c.
Falcon, Norbert (Brookway) NYC, h.
Farney, Evelyn (Stanley) Pittsburgh, t.

Franklin, Cass (Top Hat) Union City, N. J., nc.
Frankovitch, Mike (Chicago) Chi. t.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Freshmen, Three (Lyric) Indianapolis, t.
Friars, Three (Chicagoan) Chi. h.
Froman, Jane (Versailles) NYC, nc.

Gaby, Frank (Roxy) NYC, t.
Gale, Alan (Stock Club) Phila. nc.
Gale, Lenora (Madric) Milwaukee, nc.

Haskon, Paul (Piazza) NYC, h.
Hedra, Jimmy (Netherland Plaza) Cincinnati, h.
Helen, Clyde (Beverly Hills) Newport, Ky., cc.

Howard, Eddie (Rodeo) Boston Garden, Boston, 1-13.
Howard, Mysterious: San Antonio, Tex.

Mark, Carl (Sherman) Chi. h.
Massey Bros. (Cheese) Chi. t.
Massey Bros. (Cheese) Buffalo, nc.
Mathews, Emmet (Seaside) Boston, c.

Howard, Marguerite (Evergreen) Phila. nc.
Hudson, Rochelle (Stanley) Pittsburgh, t.
Hudson Wonders (Roxy) NYC, t.

Jess, Steven (Weylin) NYC, h.
Imagard & Alan (White) NYC, h.

Jessel, George (Stanley) Pittsburgh, t.
Jewell, Isabel (Stanley) Pittsburgh, t.
Johnson, Alaida (Club Caba) NYC, nc.

Kahler, Jerry (Neil House) Columbus, O., h.
Katy, Candice (Bancroft) Phila. NYC, t.
Karavasev, Simeon (Russian Kretchma) NYC, nc.

Keane, Betty (Beverly Hills) Newport, Ky., cc.
Keller, Greta (Algonquin) NYC, h.
Kellerman, Mimi (Troika) Washington, re.

La Fond, Baron (Ken) Boston, nc.
La Granda, (Gascho) NYC, nc.
Lane Bro. (Diamond Horseshoe) NYC, nc.

LeBato, Paddy (Wonder Bar) Detroit, nc.
Leon, De Lyon, Great: Eutan, Ala., 13; Tupelo 14; Amory 15-16.
Leonard, Eddie (Diamond Horseshoe) NYC, nc.

McKay, Delroy (Club Ball) Phila. nc.
MacK, Eileen (Village Nut Club) NYC, nc.
Madden & Hargrove (The Red Room) cb.

Massey Bros. (Cheese) Buffalo, nc.
Mathews, Emmet (Seaside) Boston, c.
Maurice & Corbala (Harricane) NYC, nc.

Nissen, George (Ruth's Grill) Fall River, Mass., h.
Nightingales, Three (Park Central) NYC, h.

Oakie, Joe (State-Lake) Chi. t.
O'Connell, Tom (Seaside) Atlantic City, h.

Page, Virginia (The Toci) Boston, cb.
Paris, Billy (Cocoanut Grove) Boston, nc.

Rankbeed, Tallulah: Rochester, Minn., 13; (Auditorium) St. Paul 13; (Lyceum) Minneapolis 14-16.
Caterpillar, Fred: (Case) Detroit.

Reinhardt, Fred (Case) Detroit.
Conquest in April: (Lougus St.) Phila.
Corn la Green: (Ford) Baltimore 14-16.

Shirley, Cordelia Otis (Metropolitan) Seattle, Wash., 14.
Time of Your Life: (Erlanger) Chi.
Tonight at 8:30: (Curran) San Francisco.

St. Louis, (Case) Detroit.
Tracy, Lew: (Geary) San Francisco.
Stor's, L. Verne, Theater Workshop: Draper, Utah, 12; Mount Pleasant 13; Monroe 14; Salina 15; Circleville 16-18; Beaver 19; Delta 20; Price 21; Duchesne 22.

Stor's, L. Verne, Theater Workshop: Draper, Utah, 12; Mount Pleasant 13; Monroe 14; Salina 15; Circleville 16-18; Beaver 19; Delta 20; Price 21; Duchesne 22.

Miller, Al H., Show: Poulton, Ga., 11-16.
Walters Comedians: Cyril, Okla., 11-16.

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DRAMATIC AND MUSICAL

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

Bankbeed, Tallulah: Rochester, Minn., 13; (Auditorium) St. Paul 13; (Lyceum) Minneapolis 14-16.
Caterpillar, Fred: (Case) Detroit.

Shirley, Cordelia Otis (Metropolitan) Seattle, Wash., 14.
Time of Your Life: (Erlanger) Chi.
Tonight at 8:30: (Curran) San Francisco.

St. Louis, (Case) Detroit.
Tracy, Lew: (Geary) San Francisco.
Stor's, L. Verne, Theater Workshop: Draper, Utah, 12; Mount Pleasant 13; Monroe 14; Salina 15; Circleville 16-18; Beaver 19; Delta 20; Price 21; Duchesne 22.

BURLESQUE

(First Circuit Shows)

Baroque Parade: (Colonial) Utica, N. Y., 13-15.
Pins & Pencils: (National) Detroit 8-14.
Puns a Fire: (Gayety) Baltimore 10-14.

ICE SHOWS ON TOUR

Henri's, Benja, Hollywood Ice Revue of 1941: (Coliseum) Houston, Tex., 21-27; (Coliseum) Dallas, Tex., 28-Dec. 7.
Ice-Capades of 1941: (Produced by Arena Managers Association) Arena New Haven, Conn. 28-29.

REPERTOIRE-TENT SHOWS

Miller, Al H., Show: Poulton, Ga., 11-16.
Walters Comedians: Cyril, Okla., 11-16.

6 Big Reasons why The Billboard

Music Coverage EVERY WEEK
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- 1 **MUSIC POPULARITY CHART**—The BEST SELLING RETAIL RECORDS and SHEET MUSIC BEST SELLERS are listed Nationally as well as Regionally according to East, West Coast, South and Midwest. SONGS WITH MOST RADIO PLAYS are listed showing position held last two weeks, which indicates whether number is going up or coming down. Records most popular on Music Machines are also listed.
- 2 **SERVICE FEATURES INCLUDE SELLING THE BAND**, a weekly review of outstanding exploitation, promotion and showmanship ideas being used by foremost bands. ROUTES of approximately 500 orchestras are listed in every issue. BANDS ON TOUR are listed when ADVANCE bookings of orchestras are available.
- 3 **COMPLETE REVIEW COVERAGE** includes "ON THE STAND"—authoritative reviews of bands on location, in hotels, night clubs, ballrooms, theaters. ON THE AIR—reviews of orchestras on dance remotes. ON THE RECORDS—detailed reviews of LATEST RELEASES stressing the COMMERCIAL VALUE (not artistic performance) of RECORD RETAILERS AND COIN PHONOGRAPH OPERATORS.
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- 5 **WEEKLY COLUMNS** are "ORCHESTRA NOTES"—pertinent facts on music business in capsule form. "TALENT AND TUNES ON MUSIC MACHINES"—news of recording bands of importance to coin phonograph operators.
- 6 **GROSSES**—Ballroom and theater grosses and attendance figures INCLUDING COMPARISONS WITH OTHER BANDS AT THE SAME SPOTS.

RECORD ARTIST



Bing Crosby

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Magic

By BILL SACHS

PACIFIC COAST Association of Magicians honored the Great Leon with a testimonial week-end ending, October 25-27, with festivities centered around the American Legion Clubhouse, Pasadena, Calif. The Saturday night magic show, open to the public, featured Harry Mendoza, L. O. Gunn, Max Terhune, Jack Gwynne and Company, Senor Maldo, Walter Pratt, Buddy Gwynne, Marvin, Frank Herman, Gerry Larsen, Jim Conley, Harry and Frances Usher, and Bernardini. On the program at the Sunday afternoon show for magicians only were Bob Hunter, Frank Herman, Bill Bailey, Frank Stratton, Dr. Victor Trask, Dr. Ray Beebe, Spence Crilly, Murray Kalna, the Great Leon, Bill McCaffrey, Phil Dillinger, Homer Hudson, Frank Fawins, Bert Alberton, J. Osavin, Bill Brown, and Bill Harden. At the Leon Testimonial Banquet on Sunday evening Mrs. Harry Houdini was an honor guest and made an address. . . .

ELEONOR DE LEON, who formerly presented her mental act with Johnny Flatt, magician, is now doing a magic turn on her own. She's current at the Hilltop Casino, East Dubuque, Ia. . . .

BOSCAERT THE MAGICIAN, playing his third season in Florida schools, opened November 1 in Tampa, with Dover, Plant City, Palmetto, Bradenton, Sarasota, and St. Petersburg following. Jack Baughman, out in front, has Boscart set until early in December. . . .

ROBERT KINSLEY, Boston mystery worker, is keeping busy in Massachusetts schools and churches with his magic and showings of 16mm. educational films. . . .

EVANS BROWN, musical magician, who put in nine weeks the past summer at Chula Vista Resort, Wisconsin Dells, Wis., is now in his ninth week in the Cocktail Lounge of Hotel Witter, Wisconsin Rapids, Wis. While in Oshkosh, Wis., recently to attend the Wisconsin Hotel Association Convention, Brown says he bumped into Mr. Slyter, who presented his magic before the hotel men and clicked so well that he was held over a second night. Mr. Slyter, late of San Francisco, recently concluded a 10-week stand at Pock's Club Madrid, Milwaukee.

The November 10 issue of *Grit* magazine carries a five-picture layout of Neff the Magician presenting his serial suspension illusion. The pictures include a shot of Gene Autry, who provides the punch by whirling his lasso around the girl in the trick (Mrs. Neff) while she is suspended in mid-air. The photos were made at Autry's home on the Coast the past summer, and Neff swears that the cowboy star still doesn't know how the trick is done. The Neffs are making a series for *Grit*, and the second release is slated for the December 8 issue. It will be another five-picture sequence, showing their presentation of the *Spirit States*. There is no exposure, Neff says; not even an attempt to say that mediums are the bunk. . . .

DEB BREECE concluded a three-week stand at Club 67, Columbus, O., last Saturday (9). He was originally tabbed for two weeks there. . . .

ROBERTA AND MARION, youthful magic team, headline the entertainment program at the Golden Anniversary Food Show at Commercial Museum, Philadelphia, November 7 to 15. . . .

PLATO AND JEWEL are appearing in the Peoria Room of Hotel Pere Marquette, Peoria, Ill. . . .

AL DELAGE and Company return to the States this week after winding up on a string

Hot Show in Fire House Stopped by Police Chief

COLLINGDALE, N. J., Nov. 9.—An entertainment for which a Philadelphia labor union had rented Collingdale Fire House No. 2 was called off last week by Police Chief Fitzpatrick, who said his traffic squad had learned tickets for the show had been sold in Philadelphia with such advertising slogans as "real hot show" and "the girls will go the limit."

When Fitzpatrick arrived at the fire house, he said, eight performers were preparing to entertain 500 patrons, resided for a strip-tease fest. Those in charge, according to Fitzpatrick, wanted to know whether it would be all right if the girls stripped only to the waist. The police chief instead sent them all home and is now trying to find out who rented the hall in the first place.

Burlesque Reviews

"Election Belles" (HIRST)

(Reviewed at Troc, Philadelphia, Monday Evening, November 4)

It's the makings of a right tight unit that Jack Montgomery has whipped together, once the running is smoothed out and the scenes tightened. Belles is top-heavy in potential comic timber, but the mass of material makes it impossible for any of the three funny-men to tune up. Bill Ainsley, in hobo habilliment, leads the laugh parade. His material has been milked dry at this house but manages to make *A Quiet Night* an outstander.

Other comedy bits are split between Harry Evanson and Al Rio. Latter is a welcome addition to the burly field, formerly one of the Three Lunatics playing niteries here. Dudley Douglass and Denny Lyons give excellent straight supports. Lyons also provides the off-stage singing and steps out with a sock ventriloquist specialty of his own, topping the antics of his "Oscar" dummy with a singing and whistling interlude.

Stripping contingent is equally strong, teeing off with Linda Powers with a likely and lackadaisical peel. Gal is a powerful brunet looker. Dian Burton embellishes her epidermis display with hip-swaying.

Leading the undress is petite and blond Scarlett Kelley, prefacing her peel with an explanatory song story. Gal is a bombshell beauty.

Ballet numbers are nice because of the interpretative dancing of Dorothy Whal. Adds a toe dance routine to Circus Daze, using illuminated toy balloons hanging from the waist for the grotesque finish. Makes a statuesque figure in a paint dance. Chorus of 12, with four added for show, makes an appropriate setting for the dance scenes, gals having more on the face, however, than on the feet.

Youthful Al Bianco offers harmonica playing. Handles the mouth organ in swing style for a medley of college songs and *Song of India*, changes the musical mood for Wayne King's thyme waltz, and then has a sock finish playing five miniature harmonicas without use of hands. Takes one at a time out of his mouth, with a single four-noted instrument remaining on the finish for *God Bless America*.

Merrick Valinote the pit conductor. Business good when caught.

Next unit in brings Georgia Sothern, Joan Mavis, Zara, and Reggie DuVan. M. H. Orosdenker.

of theater dates in Northern Canada. They open November 15 in the Rainbow Room of the New Kenmore Hotel, Albany, N. Y. . . .

THE GREAT JAXON, ventriloquist, was a visitor at the magic desk last Wednesday (9) while in Cincinnati for a week's stand at Kelly's niterly for Jack Middleton, Cincy booker. He doubled last Saturday (9) at the Strand Theater, Cincinnati. Jaxon opened Monday (11) for Middleton at the Neon Club, Louisville, Ky., with other dates to follow for the same office. . . .

NELMAR ALBINO reports that the Wizard Club held its annual Auction Night at the Hotel Morrison, Chicago, November 6. The Wizard Club, Nelmar says, invites out-of-town visitors to attend the club's meetings at the Hotel Morrison the first Wednesday in each month. At a banquet and show to be held soon the Wizard Club will select the three best performers of the year from among its ranks. The winners will be awarded trophies. At each monthly meeting of the club a winner is selected to compete with nine other winners in the finals.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

HELEN JEAN, new stripper here and recently at the Republic, became known while playing Western houses as the Oh, Johnny Girl thru her theme song, Oh, Johnnie. . . .

NORA FORD left the Triboro November 7 to return to Boston niteries. . . .

EDDIE JAFFEE is now press agenting Margie Hart and Valerie Parks. . . .

NED McGURN, who has produced ensembles for burly and niteries, now busy drilling 24 girls and 14 boys for *Hiya, Gentlemen*, musical. . . .

DIANE FAYE left the Republic for the Grand, Canton, O., to be a Betty Keane show girl, and co-chorines at the Republic gifted her with perfume. . . .

PAT PABER Billy (Bumps) Mack, and Clotria new at the Ettinge November 8. . . .

HAROLD MINSKY is collecting autographed photos of burly performers to adorn the walls of his new niterly, the Club 51, due to open November 25. Show to comprise specialties, an emcee, and a pianist.

MANYA DEL REY, dancer new to burly, at the Triboro November 1, recently finished three months at Escambron Beach Club, Porto Rico. Features *The Dance of the Fire Goddess*. . . .

AL PHARR, comic, celebrated a birthday November 4. . . .

TERRY KING, Helen Jean, Valda, and Al Pharr new at the Triboro November 8. Dorothy Lawrence came in the week before. . . .

ROSE LA ROSE returned to the Hirst Circuit in Union City, N. J., November 10 after a week at the Republic. . . .

RED MARSHALL still another comic to desert burly for a try at legit. To debut in *All in Fun*, a Broadway musical, which will feature Bill Robinson and Phil Baker. . . .

LOVE ASTRID, who spent two years in Los Angeles, Panama, and Venezuela burly and niteries, is in constant communication with her husband, Albert Robbins, a test pilot now in Scotland. . . .

HANK HENRY, comic, turned out to be one of the 158ers in the draft lottery.

VALERIE PARKS returned to the Midwest Circuit at the Palace, Buffalo, following an extra-attraction week at the Ettinge. . . .

TONY MICCIO, former burly operator, is now interested in the Roma Bar and Grill when he is not disposing of distilled water bottled at his up-state farm. . . .

LOUISE STEWART and Stella Mills new at the Gaiety November 8. **VIRGINIA JONES** back to burly lighter by 18 pounds via a diet. She's now a blonde instead of a brunette. . . .

DIANE KING has a new pet, an Irish terrier pup. Opened at the Casino, Boston, November 4. . . .

MARLANE and Noel Carter opened thru Phil Rosenberg at the Republic November 10, and Nona Martin at the Ettinge November 15. . . .

PETITE CARROLL missed a performance with the Hirst show Wednesday in Newark, N. J., week of October 27. Bobbie Miller, of the chorus, substituted the balance of the week.

MARIANE MILLER, featured on the Hirst Circuit, flew from Norfolk, Va., to Utica, N. Y., to spend a four-day layoff with friends. Then planned to Detroit for rehearsals. . . .

CHARLES ABBOTT, whose wife, Ruth Mason, is straggling and stripping at the Ettinge, was a comic in former Mutual wheel burly shows. Later did specialties in vaudeville. Ariene and Abbott was the team name. . . .

JEAN CARROLL, Betty DuVal, Valda, Danny Tucker, and Eddie Emerson, new principals at the Star, Brooklyn, November 1. All booked by Dave Cohn. . . .

ROBITA ROYCE back to extra-attraction bookings thru Phil Rosenberg. Was in Bridgeport, Conn., November 4 week. **UNO**.

CHICAGO:

CHIQUITA GARCIA is featured at the Empress, Milwaukee, this week. . . .

CHUCK GREGORY, who closed at Gayety, Boston, when that house eliminated burlesque, is now producer at the Casino Theater in the same city. . . .

MARVIN HARMON and **MELANIE LABEAU** will open on the Midwest Circuit in Chicago November 15. . . .

MARGIA is added attraction this week at the Avenue, Detroit. . . . Midwest Circuit expects to add a few houses shortly.

FROM ALL AROUND:

RUTH BAILEY, chorine at the Avenue, Detroit, motored to Cleveland last week to visit her family and two daughters. . . .

MOSES GEORGE, former candy

butcher at the Avenue, Detroit, is now working at the Chrysler Motor Company. . . .

"JO JO" JORDAN, former tabster, who closed with Raynell on the Royal American Shows two years ago, writes that she is still appearing each Saturday with the tab-burly unit at the Broadway Theater, Tampa, Fla. . . .

THE MANAGER of the Broadway, Tampa, Fla., is opening the Howard Theater, on Tampa's West Side, November 28 with a stock burly-picture policy.

Late Dave Cohn Bookings

NEW YORK, Nov. 9.—Dave Cohn last week booked Honey Bee Keller, Peaches Strange, Herbie Paye, and Pat Joyce for the Star, Brooklyn, opening November 15; Rene Andre, Rialto, Chicago, November 8; Gladys Fox, Casino Boston, November 10; Marnie, Howard, Boston, 18; Charmaine Fay's, Philadelphia, 28; Jean Mode, Pay's, Philadelphia, 21; Terry King and Valda, Triboro, here, 8; Peaches Strange, Gaiety, here, 23; Stella Mills, Gaiety, 8, and Star, Brooklyn, 22; Irma Vogelee and Louise Stewart, Gaiety, 8; Looney Lewis, Gaiety, 15; Billy (Bumps) Back, Ettinge, 8, and Irene Cornell, Follies, Los Angeles, 9.

Burly Strong in Canton

CANTON, O., Nov. 9.—The Midwest Circuit show headed by "Bozo" Snyder gave the Grand Theater here its best week of the current seven-week season, reports Jimmy Walters, resident manager. House did capacity opening week-end, and both matinee and evening performances remainder of the week topped any similar period since the current season was launched.

Six-day-a-week policy, with Thursday out to give the unit time to move to Boston, will be continued.

Join Bridgeport House

BRIDGEPORT, Conn., Nov. 9.—William (Jenks) Schrayman, formerly connected with the Ringling show, is handling advertising now with the Loew-Lyric Theater, local Hirst house. Another addition to Eddie Madden's house staff is Fred Perry, formerly with Comerford, who is handling band and vaude bookings for the Sunday shows for the Dow booking agency.

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WARREN B. IRONS

Cosetel Theatre, Wheeling, W. Va.

Aulgers Prosper In Hotel Field

Now in eighth week at Hotel Seelbach, Louisville, Ky., with synthetic meller

LOUISVILLE, Ky., Nov. 9.—After 10 weeks in the Twin Cities and a nine-month run in Omaha, Neb., Addison M. and J. Harrison Aulgers, for years among the leading tent show operators in the business, opened at the Hotel Seelbach here with their old-time synthetic melodrama, *Adrift in New York or Her First False Step*. Unit is now in its eighth week here and from the present outlook the Aulgers can expect the local engagement to run until Derby Week next May.

The item of long runs makes this phase of show business most pleasant touting, J. Harrison Aulgers reports. Group presents only one bill throughout the engagement, with six shows on the week. An encouraging feature of this new angle of show business, says Aulgers, is that so-called "best people" find this type of entertainment entirely to their liking. As a result the audiences are orderly, and enthusiastic, despite the fact that the patrons are invited to participate in the program with their cheers, boos, hisses, and occasional bon mots.

"We took on the old-time drama idea as an experiment," states J. Harrison Aulgers, "and from the way it is going over we are inclined to think we will stick with it. However, if business conditions improve greatly we will play our regular summer territory with our rep show next year. We will not close any of our units which may be operating in hotels at the time, however. We anticipate organizing several more companies as we go along."

"Our problem is not in finding hotels that want the show, but to find hotels with a ballroom, auditorium, or other room large enough to handle the crowds. We have three hotels asking for units at this time."

In addition to the show at the Hotel Seelbach here, the Aulgers have another unit operating in Duluth, Minn., with Johnny Caylor as partner and manager. The Duluth unit is now in its 25th week, but with the coming of cold weather is slated to move south soon.

In the roster of the Duluth company are John and Myra Caylor, Corinne Longdon, Elden Johnson, Monty Montrose, Mildred Harris, Neil Hickey, and Glen Morris. The Louisville line-up has Ad Aulger, Louise Sherwood, Joey Gregg, Madge Thurston, Earl Greff, Don Muckel, Jane Oiddings, Tom (Peck) Brown, Mr. and Mrs. Carl Hoffman, and Harrison Aulger. There are 15 characters in the play, but it can be done handily with a cast of eight.

The outfit of the Aulger summer show is stored in St. Paul, and the Aulgers still make headquarters in Mankato, Minn.

Doss & Mae Find Ariz. Okeh

CORTARO, Ariz., Nov. 9.—Doss & Mae Show, vaude and old-fashioned picture show, are playing schools and halls thru Pima County, Arizona, to reported satisfactory business. Pictures are stills, such as *Persian Pearls* and *Ten Nights*. For the flesh entertainment the short rep bills, *A Night of Toppen* and *Out in the Streets*, both by E. P. Hannan, are used. There are four people in the cast.

JACKIE WILLIAMS types from Philadelphia that, due to the fine comic work by Harry Meyers, Mildred Boyer, and Johnny Guilfoyle, their show has been held over there and it looks like a sure winner. Jackie adds that Johnny will be leaving the troupe soon.

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WANTED

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MORRIS NELSON

Gen. Del., Baltimore, Md., Nov. 17th

"10-20-30— And Up"

By WALTER D. NEALAND

Dealing with professionals who came up from repertoire and made good in Hollywood and on the Broadway stage, this article

will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

Billy Armond Unit On Nitery Dates

TERRE HAUTE, Ind., Nov. 9.—Billy Armond's unit, *Stars of Midnight*, which furnished the concert and specialty features with the John Lawrence Players under canvas in Indiana the past summer, has gone into night clubs for the fall and winter.

Unit opened at the Rex Club here October 23 and was held over for this week. Burton office, Indianapolis, is booking the group.

In the unit, besides Armond, are Jacqueline Roy, Joe and Lucille O'Neill, Marigold Lawrence, and the Four Starlettes, line girls.

The Lawrence tent show went into the barn at Worthington, Ind., October 23.

Maine Okeh for Cobb Unit

WINTERTOWN, Me., Nov. 9.—Forrest Cobb reports satisfactory business with his picture and vaude show playing Aroostook County, Maine. He has a string of dates already booked for holiday shows under church and lodge auspices, and is set for a Lewiston, Me., department store during the Christmas sales season. Cobb transports his outfit by truck, which he also uses for street bally.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

One Year Ago

FRANK RAVESSE's contest in Baltimore was pulling hefty crowds. Archie Gayer and Jerry Green were emceeing the show. . . . JOE BRANDT, former contestant, had settled down to home life in Los Angeles. . . . MURRAY SHERMAN, Paul Boyd, and R. M. (Dick) Edwards had formed a partnership for endurance show operations under the title Continental Walkatons, Inc., a Tennessee corporation. . . . RAJAH BEROMAN, Lenny Paige, Art Wolf, and Hal Brown were callers at the endurance desk. . . . AL HOWARD was manager of the Milner Hotel, Fort Smith, Ark. . . . KAYE MANNING was working in Danville, Ill. . . . BESCHER STAIR, night manager, and his wife were holed up for the winter in their cottage on the shores of Lake Minnetonka in Minnesota. . . . POP DUNLAP had closed the season with his guess-your-weight scales, frozen custard, and frozen alive show at the New York World's Fair. . . . JOHNNY GUILFOYLE had been contracted for a five-week return engagement at the Log Cabin Inn, Kenosha, Wis.

BOBBY BURNS JR. recently returned to Chicago from Los Angeles. Bobby has been out of the endurance show field for three years and inquires about Skippy Williams, Tony Lewis, Bob Lee, and Pat O'Day.

WHAT HAS HAPPENED to Marge Sheffield? The column hasn't heard of

Hayworth Is Off To Bang-Up Start

GOLDSBORO, N. C., Nov. 9.—"SeaBee" Hayworth, on the first week around his North Carolina circle, experienced what he described as the best business he has ever enjoyed in the three seasons he has been making the territory. At the Circle Theater, High Point, the Paramount and Carolina theaters, Wilson, and the Carolina, Rocky Mount, the unit was forced to do an extra show on the day to take care of business, Hayworth reports.

Hayworth is totting a bigger show around the circle than on previous seasons, with the ante on the houses being upped accordingly. In addition to his regular cast the unit carries several novelty turns and a five-piece orchestra. Hob Rankin this week replaced Dick Breed on drums.

Hayworth is using all royalty plays leased from the Simpson, Wayne, and Ford play bureaus of Kansas City, Mo. Gus Schell Studios, Columbus, O., has turned out several new sets of scenery for the unit.

Hayworth reports two boom towns on his circle this season, Kannapolis, N. C., with the Cannon Towel Factory running on a 24-hour schedule, and Fayetteville, N. C., with its Port Bragg adding 75,000 people to the population.

Rep Ripples

ALLEN KLASSEN typewrites that he has just finished playing school dates in Northern Kansas with his combination dramatic and picture show. He is offering *Cavalcade of Crime* and *American Gangbusters* on the screen, and reports that the new idea has been working out well in schools. With business conditions a bit off in Kansas, Klassen headed southward November 8.

WALTER (PAPPY) PRUITT, of the Allen Bros.' Show, was operated on for appendicitis at Dickson Memorial Hospital, Paragould, Ark., November 1. He'd like to hear from old friends. . . . BILLY (HANK) KENT, formerly with the Merry Madcaps, Marshall Walker, and Rube Fulkerson's shows, is confined in the federal jail at Fort Smith, Ark., with his trial set for December 16. He writes that he is badly in need of funds to assist in his defense and is anxious to hear from friends in show business. . . . E. C. WARD Princess Stock Company closed a 28-week season at Swifton, Ark., November 9. . . . LILY MAE CLAW-

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

SON, cousin of Alsen Klassen, well known in the rep field, has an interesting story on the Sport North and Ted North families in the November issue of the *Spastic Review*, a mag published by spastic paralytics—youth people with speech defects. . . . CHARLES KOUNS, after the closing of the E. C. Ward rep last Saturday (9), headed for Memphis, Tenn., where he will spend a week before journeying on to his home in Vinton, Ia.

LEO AND MAXINE LACEY have closed with the Ogle Players in Alabama and joined the J. G. Bisbee Show in Tennessee. . . . ALLAN JAMISON is organizing a small circle to operate in Central South Dakota, with the picture and short rep bill idea. He recently closed his small tent outfit in that section. . . . A. L. BRINNOCK has a vaude-picture show operating in the Gastonia, N. C., area. He gives a dance after the show, using a three-piece combo. . . . FORREST BROWN, in charge of the billing crew with Billroy's Comedian, recently enjoyed a powwow with his old friends, Mr. and Mrs. Banks Goddard, of the Rabbit Foot Show. . . . GEORGE O'BRIAN and wife, Lucille Blackburn, have closed with the Kinsey Show, playing an Ohio circle, and jumped into Columbus, O., to work clubs for Ernie Creech, of the Gus Sun office.

RAY AND BESS CLARKE, who recently wound up the season with the Ogle Show, are vacationing with Bess's mother in Southern Missouri before going on a winter job. . . . J. RICHMOND AND IDA MAY ROY, with *The Hidden Guest*, showing the Houston, Tex., territory, recently enjoyed a visit with Phil and Madelyn Pine in Galveston. The Pines are doing the leads in *Seven Wishes*, one of Clair Tree Major's New York units. . . . BOB DRISCOLL, dancer, who was forced to leave the Billy Barty Company in Lancaster, O., recently, due to illness, has been released from McKinley Hospital, Columbus, O., after a week's stay there, and has gone to his home in Springfield, O., to recuperate. His condition is said to be improving. . . . NED HAVERLY AND BOB DRAKE, former minstrel men also well known in the rep field, are being featured on Station WROL, Knoxville, Tenn., as the "Two Black Dots—Mr. H. and Mr. D." . . . HOMER KIRK pens that he has the Billy Barty unit booked thru West Virginia and Kentucky, headed southward.

EDWARD (TED) GORDON, formerly of Alan Moore's Showboat Players, reports that he's organizing a small unit to play one-nighters in New York State, opening in December. . . . J. D. BOLDUC, working schools, lodges, and occasional merchant-sponsored shows in the Cape Cod section of Massachusetts with his film-vaude combo, has bookings that will take him into Southern New Hampshire soon. Working with Bolduc are Adrienne

(See REP RIPPLES on page 53)

OPENING NOV. 29 COLISEUM WALKATHON

CHICAGO, ILLINOIS
Tenth Consecutive Successful
PRIZE MONEY ALWAYS PAID
SID COHEN

Write to
PHIL MURPHY
DALTON HOTEL

TUCSON, ARIZONA, DERBYSHOW

Opens December 5th
City expecting fifty thousand winter visitors this year. Copies sent free, entire card contact

HAL J. ROSS
Santa Rita Hotel, TUCSON, ARIZ.

her since her fling into the fruit business in Chicago. Same goes for fan Joe Banana. What's going on, folks?

THE BILLBOARD'S Letter List Department is maintained for your convenience. When you want to get in touch with friends, write them a letter in care of The Billboard, 25 Opera Place, Cincinnati. The service is free. Also get into the habit of looking thru the Letter List every week for your name.

RE INQUIRES on Chad Alviso, Louis Meredith, Stanley West, and Margie Bright—according to last reports they were participating in Sam Fox's Derby show at Waterloo, Ia.

CURLY LINDEE, who joined the rank of benedicts over a year ago, owns a filling station and hotel in Denver, and is doing okeh by himself, according to info received from a friend.

CHARLEY BALDWIN cards that he is confined in an Anderson, Ind., hospital, where he recently underwent an operation on an injured leg. Charley says he will never be able to dance again, or even walk very well, so bids adieu to his walkie days.

HAL J. ROSS has started negotiations for a Tucson, Ariz., Derbyshow, slated to open early in December. Ross info that the city is expecting 50,000 winter visitors this year.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Milwaukee Hotel Finds Movies Increase Restaurant Business; Programs Daily for 19 Months

MILWAUKEE, Nov. 9. — Old-time movies continue to click solidly in the English Room of the Hotel Pfister here, Larry Smith, assistant manager, announces.

The movie policy was inaugurated 19 months ago and the show has been continuous daily and Sunday since that time. Programs consist of comedies, mystery thrillers, and melodramas. Stars that have appeared on the screen in this spot include Charlie Chaplin, Rudolph Valentino, Monte Blue, Warner Baxter, Mary Pickford, Norma Talmond, Bebe Daniels, and Blanche Sweet.

Movies are projected on a 6 by 8-foot screen. Subdued lighting is used to enable the waiters to continue serving. Waiters are instructed that "if they must clutter tables to please time the noise with the audience's laughter." Throw is about 15 feet.

To tally the shows, a thousand movie

announcements are printed every other week with two weeks' program listed. These are mailed to a mailing list and distributed by the various Pfister departments. Catch lines include "Yesterday's Movies Are More Fun Today" and "Something Old—Something New." Announcements are 3 1/2 by 6 inches and printed on colored stock.

Hotel Pfister programs for the next two weeks will include *Below the Deadline*, *Cohen and Kelly in Africa*, *Court Martial*, *Daddies*, *Fifth Avenue Models*, *East Side-West Side*, *Forbidden City*, *Grey Vulture*, *The Wife's Relations*, *Walking Back*, *Superstition*, *Shyrapers*, *Second Fiddle*, and *The Man on the Box*. Coming attractions listed are *A Pair of Silk Stockings* with Constance Talmadge, *Why Mules Leave Home*, *Do Detectives Think?* and *Behind the Front* with Wallace Beery and Mary Brian.

Interest in the nightly old-time movies is evidenced by the fact that there are numerous requests for the program and for specific movies. *The Shiek*, *Phantom of the Opera*, and *The Covered Wagon* are among the audience's choices and have had repeat business, Smith said.

Films Add Interest To Science Courses

NEW YORK, Nov. 9. — Roadshowmen playing school dates report a growing demand for films to be used in connection with science courses. Realizing that such movies tend to impress students in courses that may not otherwise attract a sincere interest, operators report that more and more teachers are supplementing lectures with films.

Physical science films reported being shown include *Thru Galileo's Telescope* and *Mount Wilson Observatory*, a one-reel film showing the optic tube invented by the Dutch spectacle maker, with which, by his observation of the movements of Jupiter and Venus, he proved conclusively the Copernican theory, and the 100-inch Hooker reflector which magnifies the power of the eye 100,000 times to make objects 19 light miles away visible; *Tidal Theory of the Earth's and Moon's Creation* and *The Moon in Close-Up*, a graphic description of the earth's evolution with animated drawings, and *Seasons and Their Causes*, showing how the various seasons are caused by the relative positions of the earth and the sun.

Other films of this type that are being used, especially in the Southwest and South, include *Earthquakes*, two-reels sound, showing the seismological instruments and their use in the study, causes, effects, and prevention of damage by earthquakes; *Evolution*, the picture story of the world and its inhabitants of land, sea, and air, and *Mysteries of Water*, depicting the power of water both from a constructive and destructive angle.

Joseph Gormari, Long Island roadshowman, has started on his school circuits. He plans to use a number of teaching films and include them in his regular program. Several bookings, he said, have been secured to show the educational movies after school hours to students who are studying the subject covered by the film.

Ernest Romeo, another Long Island roadshowman, was in New York recently viewing films for his circuits of community halls. This operator is sold on serials and sees to it that each program includes a chapter. By using continued pictures, he said, he has booted attendances.

Roadshowmen! What have you planned for the Christmas season? Write the Roadshowman, *The Billboard*, 1564 Broadway, New York City, about your holiday bookings.

Cutting It Short

By THE ROADSHOWMAN

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New and Recent Releases

(Running times are approximate)

- LIFE OF VERDI**, released by Garrison Films. Musical feature starring leading operatic talent. Italian dialog. English titles. Running time, 112 minutes.
- HAWAIIAN BUCKAROO**, released by Nu-Art Films, Inc. Cast includes Smith Ballew, Evelyn Knapp, and Pat O'Brien. Ballew brings action and adventure of his own Southwest to romantic Waikiki as he sings *Riding to the Rhythm of the Round-up* and *I Left Her on the Beach of Waikiki*. Running time, 60 minutes.
- PANAMINT'S BAD MAN**, released by Nu-Art Films, Inc. Cast includes Smith Ballew, Evelyn Daw, and Noah Beery Sr. Ballew sings *I've Got Some Riding to Do* and other rousing outdoor songs while he shoots it out with outlaws to clear the trail for the Wells-Fargo Express. Running time, 60 minutes.
- NAVY SPY**, released by Post Pictures Corporation. A G-Man, played by Conrad Nagel, rescues a naval officer from a gang of international spies and crooks. Cast also includes Eleanor Hunt, Judith Allen, and Jack Doyle. Running time, 56 minutes.
- SHADOW OF THE ORIENT**, released by Post Pictures Corporation. A movie of Chinese smuggling via airplane. Shows the immigration

service in action. In the cast are Esther Ralston, Regis Toomey, J. Farrell MacDonald, Sidney Blackmer, Matty Fain, and James Leong. Running time, 71 minutes.

BARNET EXPELLED

(Continued from page 10)

tember, when Barnet decided to play no more dates which CRA booked for him. Entire affair is an outgrowth of Barnet's action of last September when he booked himself into the Fiesta Dancoeteria, New York, and announced that in the future he would only honor contracts for work which he signed himself. As a result CRA had to cancel more than two weeks of one-nighters that it had set for Barnet.

While the whole thing is seemingly settled as far as the union and Barnet are concerned, the legality of Barnet's contract with CRA is still in the hands of the New York State Supreme Court. Barnet sued for a cancellation of his contract after the union told him that he could take the matter to court but would have to govern himself according to union rules "or else take the consequences."

Green was later notified by his Chicago office that Petrillo had thrown Barnet out of the union and, as a booker licensed by the AFM, he was not to secure any future bookings for the band. Green's only comment was "that it's entirely out of my hands and is a federation matter, and it is the sole authority as far as I'm concerned."

Samuel Gottlieb, attorney for Barnet, however, said that while the only notification he received was the call from *The Billboard*, if the action were true "we'll have to vindicate Barnet's rights in court."

Gottlieb stated that if the court found Barnet's complaint to be valid it will place the union in a peculiar position of having to reverse itself. "There must be some court that won't allow the union to get away with it, and Barnet is determined to fight it thru," said Gottlieb.

CHICAGO, Nov. 9.—Charlie Barnet, interviewed Friday afternoon backstage at the State-Lake Theater, refused to comment on his expulsion from the AFM. Barnet denied having received notification of expulsion from the union. Peculiarly enough, however, James C. Petrillo was in the building at the time waiting to address the boys in the band.

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ORCHESTRA ROUTES

(Continued from page 15)

- Spiwak, Charlie: (Ogen Island Casino) New Rochelle, N. Y., 10.
- Spor, Paul: (New Willard) Toledo, 8.
- Stanley, Roger: (London Coop House) Detroit, 10.
- Straeter, Ted: (Monte Carlo) NYC, 10.
- Steck, Gus: (The Brook) Summit, N. J., 10.
- Sterling, Frank: (Zack's Log Cabin) Atlantic City.
- Sterling, Dan, & Dukes & the Duchess: (Villa Moderne) Chi, 10.
- Stevens, Harold: (Golden Pheasant Club) Hancock, Mich, 10.
- Stoffer, Wally: (Belvedere) Baltimore, 8.
- Story, Lew: (Oranmore) Chi, 8.
- Strong, Benny: (Paxton) Omaha, 8.
- Stull, Gene: (Palm Grove) Cedar Grove, N. J., 10.
- Sullivan, Mickey: (Lido) Worcester, Mass., 8.
- Sullivan, Joe: (Cafe Society) NYC, 10.
- Suns, Three: (Bryant) Buffalo, 8.
- Syrino, Don: (Bertolotti's) NYC, 10.

- Tan, Jimmie: (Kaufman's) Buffalo, 10.
- Taylor, Russ: (Wagon Wheel) Pleasantville, 10.
- Tegarden, Jack: (Brunswick) Boston, 8.
- Terry, Frank: (McVan's) Buffalo, 10.
- Thal, Pearson: (La Salle) Chi, 8.
- Thomas, Joe: (Royal) Wilmington, Del., 8.
- Thornton, Claude: (Mark Hopkins) San Francisco, 8.
- Tison, Paul: (Commodore) NYC, 8.
- Tovara, Pedro: (Hector) Pittsburgh, 8.
- Towne, Jack: (El Morocco) NYC, 10.
- Trice, Al: (Ivanhoe) Chi, 10.
- Travers, Woody: (Covered Wagon Inn) Stratford, Pa., 10.
- Trine, Andy: (Greenwich Village Inn) NYC, 10.
- Tucker, Tommy: (Lyric) Indianapolis, 8.
- Tucker, Orrin: (Golden Gate) San Francisco, 10.
- Tucker, Tommy: (Roxy) Atlanta, 8.
- Uneff, Dave: (Alabam) Chi, 10.
- Vakro Sisters: (Monte Carlo) NYC, 10.
- Vandor, Walter: (President) Atlantic City, 8.
- Varro, Tommy: (Club Ball) Brooklyn, 10.
- Vera, Joe: (Congress) Chi, 8.
- Verree, Danny: (College Inn) Phila, 10.
- Verson, Eddie: (El Morocco) NYC, 10.
- Vera, Pete: (Coca Loma) Phila, Mich., 10.
- Vierra, Al: (Ivanhoe) Chi, 10.
- Wald, Jerry: (Child's Spanish Gardens) NYC, 10.
- Wald, Jean: (Port Hayes) Columbus, O., 8.
- Wall, Jimmie: (Ed's) Worcester, Phila, 8.
- Walker, Art: (Sherman) Chi, 8.
- Walters, Lee: (Blue Lantern) Detroit, 10.
- Wasson, Hal: (Plantation) Grand Rapids, Mich., 8.

46th YEAR

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week

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Vol. 52 NOVEMBER 16, 1940 No. 46

- Watson, Leo: (Onyx) NYC, 8.
- Weber, Jack: (Lobby's Club Era) Chi, 10.
- Weeks, Ranny: (Mayfair) Boston, 10.
- Wells, Lawrence: (Trianon) Chi, 8.
- Wendell, Connie: (Ace of Clubs) Odesa, Tex., 10.
- Williams, Chick: (Gay '36s Cafe) Phila, 10.
- Williams, Clem: (Spread-Eagle Inn) Stratford, Pa., 10.
- Williams, Cliff: (Stevens) Chi, 8.
- Williams, Bill: (Manafawny Log Cabin) Earlville, Pa., 10.
- Williams, Sando: (Astor) NYC, 8.
- Willis, Forrest: (Emerald Inn) Albany, N. Y., 10.
- Winton, Teddy: (Cafe Society Uptown) NYC, 10.
- Woods, Barry: (Rainbow Grill) NYC, 10.
- Woods, Howard: (Tantilla Gardens) Richmond, Va., 8.
- Wright, Charlie: (Club Cuba) NYC, 10.

Young, Roland: (Lombard's) Bridgeport, Conn.

Zahler, Al: (Log Cabin) Trenton, N. J., 10.

Zipp, Eddie: (Old Heidelberg) Milwaukee, 10.

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Sunday Permit Is Refused R-B In Orlando, Fla.

ORLANDO, Fla., Nov. 9.—Permission for Ringling Bros. and Barnum & Bailey Circus to show here tomorrow (Sunday) was denied Tuesday by the city fathers in a special meeting of the council called by Mayor Way at the insistence of the Orlando Ministerial Association. After granting the petition two weeks ago, the council withheld the license until the ministers could present their case. The mayor held a middle-of-the-road policy throughout, but stated he disapproved of the issue.

Dr. Fred Turner, representing the churches, said: "We do not speak only from the Christian angle, but feel that it will be a demerit on the entire community if the circus is allowed to operate here Sunday."

Captain Davis, representing the American Legion, retorted: "It isn't any worse than ball games, tennis or motion pictures on Sunday. Ringling Brothers are noted for their clean show and its manageric of living, educational entertainment."

"Those things are wrong too," replied Dr. Turner, "but the time has come to stop such things. Forty or 50 years ago this was a Sabbath keeping town and we've gradually allowed shows and baseball to be played on Sunday."

The Legionnaires insisted: "We are not hurting the citizenship but rather are helping it by keeping the people from other entertainments they usually seek on Sunday."

The churchmen declared the idea was inconsistent—that both the church and the circus could not do business on the same day.

Mayor Way, in denying the permit, declared his action was determined by "the welfare of the people."

The entire city awaited the outcome of the case and observers estimated that at least 75 per cent of the citizens were disappointed.

Sarasota Planning Welcome

SARASOTA, Fla., Nov. 9.—Sarasota is planning a rousing welcome for the Ringling-Barnum circus and personnel when the Big Show returns to its home base.

The county school board has decreed a half holiday November 18, when the circus will end the season here with afternoon and night performances, so that pupils can see the show.

Welcome slogans will be hung throughout the city, with both officials and individuals lending the welcome hand. The local newspaper will publish a special circus edition.

As usual, hundreds will be on hand when the circus years start rolling into town, greeting friends they haven't seen for months.

Atlanta Turns Out

ATLANTA, Nov. 9.—Enjoying the best weather for Monday's performance in many seasons, the Ringling-Barnum circus played its streamlined show to an overflow crowd Monday night and filled the tent to seating capacity Tuesday night despite rain and the election.

Both matinees were good also. Thirteen thousand or better saw Monday night's performance. Weather then was clear and warm. The overflow crowd was seated on canvas on the track. Rain cut the crowd Tuesday. John Ringling North said it has been a great season.

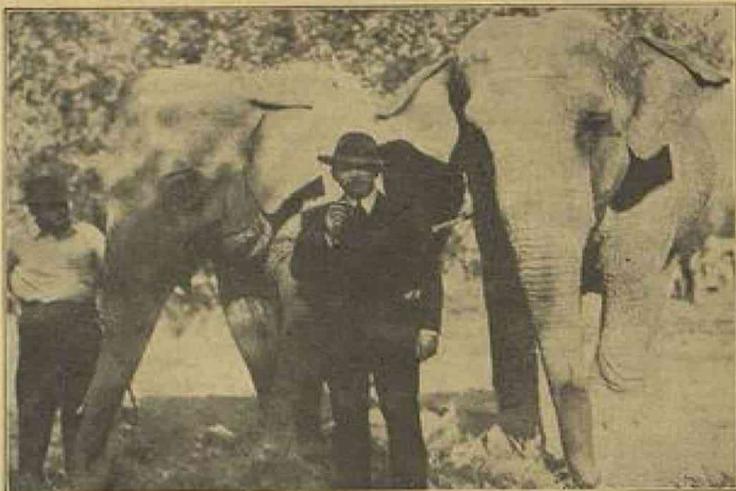
Frank Braden, publicity man, worked the town, as usual. He has many friends here.

Atlanta fans liked the new show and proclaimed it the best circus they had ever seen. Typical comment—"This has got the old circus beat a mile."

Bell Bros.' Show Closes; In Quarters Near Baltimore

BOWIE, Md., Nov. 9.—Bell Bros.' Circus, managed by Sam Dock, closed here October 29 and is in quarters on Governor Ritchie Highway, nine miles from Baltimore. The show has plenty of space with lots of stables and barns. Dock is spending a few weeks in Reading, Pa.

Dave Maccorn, clown juggler, did 10 weeks at the New York World's Fair and opens a Christmas engagement on November 18 at a New York emporium.



HARRY THOMAS, with portable broadcasting microphone; Alonso Deepers and two of his bulls on Cole Bros. Circus snapped in Albuquerque, N. M. Thomas is with Station KGGM in Albuquerque.

HM Off to Fine Start in Baltimore

BALTIMORE, Md., Nov. 9.—Hamid-Morton Circus got off to a fine start here under the sponsorship of the Bountiful Temple Shrine. Playing week of November 3-9, inclusive, at the Fifth Regiment Armory, attendance figures for the first four days were about 20 per cent ahead of the same period last year with advance sales for the remainder of the week 35 per cent ahead of last year.

For the second consecutive year this circus has been presented in Baltimore under the Shrine sponsorship, profits from which are used for orphans and underprivileged children in Baltimore and vicinity, as well as other charitable Shrine activities.

Joe Basile's band is again on hand to furnish the music. Outstanding are Proske's tigers, the Antelecks, Les Kimris, the Great Peters, Peaches Aerial Revue, Flying Bebees, the Wallendas, the Riding Hannefords, and Christy's elephants. There are two performances daily with admission 40 cents for matinees and 50 cents at night.

Business was considered good for the concert with about a 40 per cent hold. This after-show, with 15-cent admission, includes Les Powell, Baron Nowak, Texas Slim Collins, Montana Nell, and the Shooting Mansfields.

Actively engaged in the conduct of the circus was Robert Morton, director; Howard Y. Bary, public relations director; and Bill Tember, publicity. The Shrine Circus executive committee included Elmer Langrall, potentate, and John M. Curlett, general chairman.

Hopper Leaves Hospital

HOT SPRINGS, Ark., Nov. 9.—Arthur Hopper, outdoor advertising manager of the Ringling Bros. and Barnum & Bailey Circus, was discharged from Army and Navy Hospital here today. He will remain at the springs to take the baths.

Fanchon and Marco Again To Produce St. Louis Police Show

ST. LOUIS, Nov. 9.—The St. Louis Police Relief Committee, at a meeting held Tuesday afternoon, November 5, awarded the contract for the 1941 St. Louis Police Circus, one of the largest indoor circuses held annually in America, to Fanchon and Marco. The circus will be held at the Arena.

Fanchon and Marco will act as producers for the St. Louis Police Department and will work with an Act Committee appointed from the general St. Louis Police Relief Committee. Connie Powers, secretary of the committee, advised *The Billboard* that answers from many acts throughout the country in

European War Hurts Scandinavian Shows

COPENHAGEN, Nov. 1.—The spreading European war practically killed the circus business in the Scandinavian countries during the past season. Black-out regulations, transportation difficulties, and inability to book needed foreign talent were the major handicaps.

Cirkus Mieshe, in the former Cirkus Schumann indoor arena at Copenhagen, played six weeks of circus to poor business and then switched to circus-revue with even poorer results. House closed on September 22, with the Mieshes taking a loss of 120,000 crowns for the season. Fritzl Bartoni, aerialist, who was injured in a fall while working with the Ringling show in Boston; DeKok's panthers and the Reinsch Brothers, jockeys, were featured on the circus program. Shows were weak due to dearth of foreign talent. Mieshe lost two elephants thru sickness during the season.

The only big circus on tour in Denmark was Cirkus Belli, featuring the Schumann horses. Business was excellent despite the many handicaps. Schumanns lost nine Shetland ponies when one of their wagons was destroyed by fire.

About the only American act remaining in Copenhagen is Valaida Snow, fem trumpet player and revue star.

Swedish Circuses

Jean Houcke, the French circus operator, tried putting on circus-cabaret-jazz band shows in the indoor circus arena at Stockholm during August, but registered an unparalleled flop for that spot.

Cirkus Mijares-Schreiber toured Sweden under canvas, featuring the Nivels Family, all-round circus troupe. Played to good business. Mijares is the former wire walker, well known to American circus fans of some years back.

MRS. EDDIE WOECKENER returned home to Peru, Ind., after playing rodeos and fairs.

Excellent Business For Fernandez Show Is Rule in Hawaii

HONOLULU, Nov. 2.—The E. K. Fernandez All-American Circus played the 254 Maui County Fair October 10-13 to capacity matinees each day and straw houses nearly every night, according to R. E. Rolling. On Friday and Saturday five shows were given. Performance is given under a 100-foot round top, with three 50-foot middles. Blues are on both ends and reserves on one side. Seating capacity is about 2,700. General admission is 50 cents, with reserves 75 cents and 81.

The show opened in Honolulu October 17 and closed October 28, playing under auspices of the Latter Day Saints (Mormons). All matinees were good and two nights were capacity. On Saturday four shows were given, with capacity at two matinees and at both night shows people were on the straw. On the midway, which was packed from 1:30 p.m. to midnight, were a girl show, side show, pit show, and rides. Free attraction was Lucille Anderson, high diver, diving twice daily from 100-foot ladder.

The circus left Honolulu October 29 Hilo, T. H., for a 10-day stand under American Legion auspices. It was scheduled to open there November 2. After that the unit is scheduled to go to Kaula for another 10-day stand, returning to Honolulu about November 26 for several more engagements.

Mr. and Mrs. R. E. Rolling have spent several days on the lot and expect to spend plenty of time at the remainder of the stands in and around Honolulu with the Joyces and Pallenbergs. The Rollings are down there on the defense project. They are members of the Joseph Andrew Howe Tent No. 6, CPA, Los Angeles, and believe they are the only Circus Fans on the Islands.

The Program

Program is composed of big name acts, formerly of the Ringling-Barnum, Al G. Barnes, Cole Bros., and Hagenbeck-Wallace circuses. Bert Nelson spends 14 hours a day on the lot with his cats and puts on a good act in the arena with his four lions and three tigers. Jack and Martha Joyce with their Liberty act. (See FERNANDEZ SHOW on page 59)

Youngstown Club Elects Officers

YOUNGSTOWN, O., Nov. 9.—Meeting in headquarters at the Ohio Hotel here, 50 members of the Youngstown Showmen's Club elected the following officers: President, Carl A. Klein, general manager of Klein's Attractions; Jack McNulty, vice-president; Beatrice Cassidy, secretary-treasurer. Directors, Earl Kurts, Harry Delidrich, Harry Dunsbaugh, Floyd Camp, Louis J. Toupin, and Al McGuirk. Plans are under way for a banquet and ball to be held at the Ohio Hotel ballroom, Sunday December 8. A membership drive to enroll showmen in all classifications within 80 miles of Youngstown is now in progress, Klein reports.

Myers Leads 2 Different Bands on Same Program

L. Claude Myers, with the Great American Circus, is experiencing a new kind of circus business. He has one hour every day in which to convert a high school band into a circus band.

Writing from Noblesville, Ind., October 25, he says: "Today I had a record for myself and maybe for anybody else. I used two different bands in one day to play the same circus program. At the matinee I directed an 80-piece high school band and at the night show had a 25-piece EKS' band. Had a very fine band at Anderson—the Eagles' band, a union organization. The show had to give three performances there. I had a nice visit with Jack Baum when we played his town; Tipton, Ind. I trouped with Jack on Russell Bros.' Circus. Mr. and Mrs. Eddie Woekener visited at Jonesboro, Ind. Eugene Slick, former Big Show clarinet player, has a music store in Muncie, and the boy played clarinet in my high school band when we played there recently. I talked shop in Noblesville with Charley Oliver, cook on several circuses that I have been on. He was with the Russell show the past season."

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

TOTAL mileage of Cole Bros.' Circus (railroad) this season was 15,025.

JACK AND REBA HARRISON caught Cole Bros.' Circus at Amarillo, Tex., and visited with Lou Walton and Huffy Hoffman. They were extended every courtesy by the management.

AFTER CLOSING a good season with Mills' Bros.' Circus on September 12, Fred Franklin, trap drummer, is back at the Roberts Hotel, Macon, Ga., for the winter.

BERT AND CORINNE DEARO, who have been playing dates in Kentucky and Indiana, will play the Evansville (Ind.) Shrine Circus, then go to Jacksonville, Fla., for a brief stay and on to Tampa until after the holidays.

EDDIE DELOY saw the last performance of the 1940 season of Cole Bros.' Circus at El Reno, Okla., November 5. Cool weather and good business ushered out the final show. Deloy visited with Horace Laird.

Agents that are chair jockeys in hotel lobbies wonder why their show never has a red one.

E. T. CARSEY joined Polack Bros. Circus at Port Arthur, Tex., October 24 as bandmaster. Program runs two hours and 45 minutes with a 15-minute intermission. Mr. and Mrs. Terrell Jacobs visited at Galveston, Tex., driving from Houston.

ROBERT AND LOIS STANLEY, who were with Haag Bros.' Circus until its close, are working night clubs with their wife and dog act. They have a new Dodge car. They are at present in Indiana awaiting delivery on a new National trailer.

DORIS AND TED MILLIGAN recently closed their second season with Russell Bros.' Circus Side Show. Ted now has charge of the front of the new Goldfield Theater in Baltimore. Any friends passing by are invited to stop in and make the flag. The Milligan home is located on Randall Street, W. Annapolis, Md.

CHIEF KEYS and family had a splendid visit with the Al G. Kelley-Miller Bros.' Circus at Soper and Port Towson, Okla., October 28 and 29. Show had fair matinee and strawed them both nights. Keys says the performance was good, also the wardrobe. Keys visited with Ted La Velda, side-show manager, and wife.

MIDWAY ATTRACTIONS playing with the E. K. Fernandez Circus in Hawaii include Sailor Jim White, strong man; Basium Nielsen, tattooed weight lifter; Alfred Longevin, man who smokes with his eyes; Walter Trichter, man and bottle phonics; B. James E. Pearson, Congo Sorolla-faced man; sacred long-tail rosetta, talks 25 feet long, presented by J. E. Pepin.

FRANK B. HUBIN was presented with a gold emblem of Odd Fellowship by Mayor Tom Taggart, of Atlantic City. The emblem was a gift of members of the American Star Lodge, No. 148, of Atlantic City. Many prominent persons, including State officials, were present at the presentation and Hubin was complimented for his work in building up Odd Fellowship.

CHARLES (KID) KOSTER, agent for the Tallulah Bankhead company, writes from Minneapolis, November 3: "Charlie Bragg and Johnny Brassill, who managed the No. 1 car of the Ringling-Barnum circus, are ahead of The Man Who Came to Dinner. Al Butler, contracting agent on the B-B show, is here with his Holy Land exhibit. We are headed to the Pacific Coast with the Bankhead show. Our business has been grand everywhere. St. Louis was a record for the house."

THE REPORT in last week's issue that Bernice Stankevich is a member of the D'Arcy Girls is incorrect, according

to Leo Hamilton, owner-manager of the D'Arcy Girls, who says that Bernice has not been a member of the act since the fall of 1939. She was a member of another act this season, he says. Ethel Hamilton is not Bernice's partner, as was reported, but with Leo Hamilton manages the D'Arcy Girls. Marlon E-way, Hamilton corrects, was a member of the D'Arcy Girls this season, and the D'Arcy Girls were not in Toronto during the Hamid-Morton Shrine Circus.

Keep that cigarette out of your mouth while on duty. It is not seen around the movie houses.

H. B. (DOC) KERR, Akron, (O.) Beacon-Journal columnist, devoted more than half his November 4 stint to Doc Waddell. Kerr related highlights of his talk with Waddell on the occasion of a luncheon of the Akron Shrine Club, at which Waddell was the speaker. "Fifteen years had rolled around since I had last seen Doc," related Kerr. "On that occasion I was managing editor of a Marion, O. newspaper and Doc was press representative of a circus." While in Akron, Doc was the guest of Basil McHenry, a showman with years of circus and stage trouping background. The two have been friends for years.

THREE well-known former circus hostlers are identified with the famous Genesee 12-horse team, now en route thru Eastern Ohio. Jack Doyle, former eight-hitch driver with the Ringling-Barnum circus for many years, is in charge of the Belgian horse outfit and is riding a lead pony with the hitch. Chick Mackey, formerly with Ringling Bros., Sells-Floto, and Cole Bros.' shows as a driver and elephant man, is one of the drivers, and Blackie Collins, former elephant man and driver with many of the major circuses, is assisting Mackey with the driving. Tour ends at Youngstown, O., and the outfit will return to Rochester, N. Y., for the winter.

HARRY L. HOLMES has been working schools and clubs since closing with El Dorado, the magician, and has been

Hub Rodeo Draw Is 40% Over Last Year's First Six Days

BOSTON, Nov. 9.—Attendance at Boston Garden Rodeo November 1-11, for the first eight performances ending Wednesday (8) was 40 per cent over last year's, according to figures released today by Treasurer Powers. About 80,000 viewed the first eight shows. However, Powers pointed out that this does not mean that box-office receipts increased in the same large proportion, since much of this year's hike has been due to a huge increase in children's patronage at half price. Many hundreds more of half-price tickets have been sold than in the past years but the Hub Garden regards this as a hopeful sign, indicating the interest being built in rodeos in this section.

Advance sale for rest of show's run is said to be the largest in local rodeo history and sellouts were predicted for today and Sunday. This year 16 performances are being given instead of the 14 in former years. Patrons are spending plenty of money this year and concessionaires report business is up more than 30 per cent. Matinee attendance has been much larger than that of previous years.

No figures as to prize winners are released until the end of the engagement, but it was announced that winnings will be far in excess of other years. Leaders in the various contests thru Wednesday were: Bareback Bronk Riding—Smoky Snyder, Hoyt Heffner, George Mills, Cowgirls Bronk Riding—Rose Davis, Mary Parks, Alice Greenough, Calif. Roping—Dave Campbell, Buckshot Sorrells, Dee Burk.

Saddle Bronk Riding—Bart Clennon and Gene Pruett split first, Burel Mulkey, Steer Wrestling—Bud Spillsbury, whose 61.5 seconds set a new record in that event for local rodeos, and Rusty McGinty and Carlos Green split second. Wild Cow Milking Contest—Carl Shepard; Everett Shaw and Bud Spillsbury split second. Brahma Bull Riding—Gerald Roberts, John Effic, Cecil Jones.

Wild Horse Race—Tommy Smith, Kid

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

opening quite a few spots in Michigan. He and Harold Conn worked the Rock Tavern in Lansing recently and will repeat there in January. In Lansing, Holmes saw Buddy Wedin, midget clown, formerly with Sells-Sterling Circus. Buddy is tending gate at the Capitol there. Harry says he has several good spots for the deer season in Michigan. He worked the Apple and Potato Show in Petoskey, Mich., October 25-26. Conn is clowning at Knapp's department store, Lansing, his second season there. Holmes caught Heaney, the Magician, at Alma and Mount Pleasant, Mich. He has a very good show working schools.

JAMES E. HUNT, of Chicago, writes: "The death of Tom Mix on October 12 ended the career of the greatest and most colorful showman of all time. When he first rode across the silver screen 20 years ago he captured my heart. He stood for everything that was clean and honest in life. He was in real life, as he was portrayed in reel life, just a cowboy. I had the opportunity to meet him on April 29, 1928, their appest day of my life. Tom and I became fast friends and many is the time I have traveled hundreds of miles to spend an hour or two with him on the show. His passing leaves a great vacancy in my heart that can be filled only when I meet him in that land beyond the sky. So until then, farewell, Tom."

The advance is your sales organization. Seems like poor economy to whittle down on that department. The advance will make or break you.

E. W. ADAMS saw the No. 2 car of the Ringling-Barnum show in Atlanta, Ga., October 26 and visited with its crew, which include F. Bernie Head, manager; W. C. St. Clair, cards; Clyde Carlton, boss billposter; Siva Boudinot, Ernest (See UNDER THE MARQUEE on page 59)

Fletcher, Carl Dossey, Wild Ride—Andy Oja. More than 200 cowboys and cowgirls are participating and since the coming the struggle for top money has been the most keen in the local rodeo's history.

Gene Autry is exhibiting his screen horses of note, Champion and Champion Jr. He's doing several of his cowboy and range songs. He was host to 20 youngsters from the Burroughs Newsboys' Foundation at an airplane party at East Boston Airport here this morning. Manager Walter Brown, of the Garden, says the current show is one of the most exciting and interesting held here. Les Stout, Howie McHugh, and their associates are doing a swell publicity job.

California Frank Tendered Military Funeral in Colo.

CINCINNATI, Nov. 9.—Funeral services for Frank Hailey, better known as California Frank, Wild West showman, were of a military nature conducted by Uncompahgre Camp No. 200, Montrose, Colo. It was learned this week from a communication from his widow, Mamie Frances Hailey. Hailey's white horse, Silver, followed the funeral car, carrying his empty saddle and boots, which were not reversed, because of Hailey's wish to go onward.

As requested by the deceased, two songs, There's a Gold Mine in the Sky and Silver Threads Among the Gold, were sung. Hailey was a perfect horseman and marksman and he and his widow, Mamie Frances, worked as a shooting team for 30 years. She is known as the female Buffalo Bill. Hailey's comrades fired three volleys over his grave in Veterans' Plot, Cedar Cemetery, Montrose. Among those attending the funeral were Hailey's daughter, Rene Shelton Hailey, Her husband, Dick Shelton, all-round cowboy, was too badly injured in a bull-dogging contest at Beeville, Tex., on October 1, to attend.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

POTEST (Tex.) American Legion Post sponsored an Armistice Day Rodeo, with Jess Akers, San Antonio, directing the arena. Two performances were presented.

DIAMOND TED LEWIS is in Hawaii with the E. K. Fernandez Circus. He says weather has been good and show-folk are well treated by the natives. He plans to remain there until the first of the year, and then return to Glendale, Calif.

ROY VINCENT, trick roper and rider, is requested to contact his home immediately because of his brother's death. Anyone knowing Roy's whereabouts is asked to inform him of his brother's death, news of which was received by The Billboard last week from Art Vincent, Cloverville, N. Y.

FRED S. McCARGAR, secretary of the Rodeo Association of America, informs from Salinas, Calif., that the All-American Rodeo and Horse Show at the Will Rogers Memorial Coliseum in Fort Worth, Tex., is not sponsored by the RAA as was reported in the November 2 issue.

COL. A. L. GATEWOOD, whose Flying X Rodeo will be held in the Coliseum, Chicago, has left the Windy City for Miles City, Mont., to pick up some fresh bronks for the event. Gatewood said he will have about 350 head of stock at the event. Date will mark the first time he has staged a rodeo under roof. Frank Burke is handling publicity.

THREE PERFORMANCES of the Boyd Ranch Rodeo at Liberty, Tex., November 1-2 drew record crowd for the annual event. Jo-Mill Boys of Beaumont, Tex., furnished music. Contracted performers included Lloyd and Blanche McEee, clowning and trick riding; Wylie McCray, fancy riding, and trick mule. Finals: Calf Breakaway—Buck Eekies, E. S. Abbott, Amyr Ganbyan, Clint Booth. Calf Tie-Down—Lem Reeves and Bill Eaton split first, Charlie Broadmax, third. Bareback Bronk Riding—Tubert Taylor Jr., Eddie Cameron, Allen Cameron, Steer Wrestling—Charlie Colbert, Dub Phillips, Charlie Broadmax. Women's Flag Race—Mildred Burden, Mrs. Tap Gents, Sis Martin.

"THE RECENT STORY in The Billboard which referred to the Police-Islam Grotto-sponsored rodeo in Pittsburgh as a flop surprised me a great deal," Tex Sherman, press representative for the event, writes from Tampa. "Here is the exact story: Event was staged by Charles Watts, who ventured into the rodeo field for the first time. Harry Hirsch, who was formerly with Hort Campbell and Fred Beebe, was engaged as manager, and I was signed to direct the publicity, which was the extent of my connection in an official capacity. Watts admitted he knew little about rodeos. He handled the books and wrote all checks. Martin O'Toole, head of the Fraternal Order of Police, and Jack Nicklas, representing the Islam Grotto, tied up the money, having signed a note for \$2,800 to keep the show going after the publicity campaign. This was not known to anyone except Watts, Hirsch, and members of both committees.

"George V. Adams, who furnished the stock and staged the show, was paid off in full. Before the police officials left for Phoenix, Ariz., to attend a police convention, O'Toole phoned me at my hotel and told me to report to headquarters where my salary was paid in full. Watts released a story which I gave to the papers that the advance sale of tickets was \$13,000, but your correspondent was in error when he said I told him \$60,000 was taken in as gross receipts. To insure their getting the money they gave Watts, the members who signed notes guaranteeing the money took over the box office and all receipts. Program ads brought in nearly \$6,000 and the box-office sale and other monies were enough to cover the cost of the show. I am sincere when I say that when all tickets are in there should be plenty money to take care of all bills. Weather (See CORRAL on page 59)

CAN USE

A few more Cowboys and Lady Brown Riders for Coliseum, Detroit, Nov. 17-24. State your interest.

TOM AUMANN

Care Royal Palm Hotel, Detroit, Michigan

WANT CIRCUS ACTS

Family Acts doing routine of acts preferred, two week of Nov. 25. All corners, wire me collect. All others write.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

RSROA Heads Go To ASU Meeting

BUFFALO, Nov. 9.—President Victor J. Brown and Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association of the United States, attended the annual convention of the Amateur Skating Union of the United States here on October 26 and 27 and reported on progress of the RSROA during the previous year. Officials of the ASU, senior body over all skating sport in the United States, lauded the expansion of roller skating and expressed hope that it would continue. Delegates were from all skating bodies of the country. Officers re-elected for a second term were Ted Young, president, St. Louis; Lamar Otzen, secretary-treasurer, St. Louis; Pete Miller, first vice-president, Chicago; G. R. Petersen, second vice-president, Milwaukee, and J. F. Shannon, third vice-president, Troy, N. Y.

\$60,000 Ind. Spot Bows to Big Crowds

ANDERSON, Ind., Nov. 9.—Open-house preview on October 27 of Anderson Roller Rink, a new \$60,000 establishment, drew over 4,000, and an overflow crowd of about 1,600 skaters attended the opening of regular sessions on October 29, reported President George W. Pierce. For the preview there were professional exhibitions and organ music. The block-long building is situated in the heart of the city and has an unobstructed skating area of over 12,000 square feet. All equipment is new. Since opening a number of parties have been booked and it has been necessary to operate nightly, said President Pierce.

WRITING from Wakefield, Yorkshire, England, under date of October 22 to William Sefferino, general manager of

Sefferino's Roller-drome, Cincinnati, Billy Watson and his wife, the former Joan Lidstone, who with Jimmy Lidstone gave amateur figure and dance skating exhibitions on their 1938 tour of United States rinks under sponsorship of the Roller Skating Rink Operators' Association of the United States, say in part that they are well, but have little time for skating, especially since they now have a son, born on September 28. Billy is in the police force and does air-raid duty. News from Jimmy is scarce, as he is now in the navy and on duty. In writing some time ago to Victor J. Brown, RSROA president and operator of Hy-Way Arena, Union, N. J., Billy says he commented on the wonderful time he and the Lidstones had on their tour and promised President Brown that they would pay a return visit to this country "if they had to wait until they were 90 years old." He also expressed progressing in dance and figure lines, giving hard work as the only prescription for proficiency, and asked General Manager Sefferino to convey their regards to the many friends they made in this country.

GLENN C. HUBBARD, operator of Monterey Roller Rink, Spokane, Wash., staged a circle waltz contest on November 2, Vivian Willard and Wilbur Purdy, Avalon Rink, Missoula, Mont., winning first prize, followed by Barbara Grant and Bud Clayton, Monterey Rink, and Joy Miller and Les Oaks, Kellogg (Idaho) Rink. Winners and other skaters also gave spinning exhibitions and a pot-luck dinner was served. Manager Hubbard has installed a new maple floor and has redecorated the rink in light colors. An addition is a spotlighted cut-out display of two skaters. Louis Burgman, Chicago, was a recent visitor and demonstrated figure skating.

ARCADIA Roller Rink, Walls Walls, Wash., with Dick Day at the electric organ, features skating five nights weekly and on Sunday afternoons, with dancing on Saturday nights. Mr. and Mrs. John Hill operated the rink continuously last summer and reported good business.

JAMES WILLIAMS, who operated Riverside Park Roller Rink, Lewiston, Ida., is now working at the Bremerton (Wash.) Navy Yard. Rink is under new management.

KELLOGG (Idaho) Roller Rink is operating four nights weekly under management of J. B. Pendergast.

YAKIMA (Wash.) Roller Rink, managed by Mrs. Jay LaVergne, is operating on Monday, Wednesday, Friday, and Saturday nights, with matinees on Saturday.

LARGEST crowd of the season for Myers Bros' portable roller rink in Harlan, Ky., attended a Halloween party staged by the high school band, reported Manager Lucy Myers. Band, dressed in costumes, marched from the school to the rink, attracting much attention. There was a costume contest, first prize being a 12-pound cake donated by a baker.

NEW Skateland Roller Rink, Buffalo, operated by Edward J. Scott, opened to the public on November 9. On November 8 a hospital booked the rink for a private party. It is situated on Main Street and has new equipment. Manager Scott reported good business for his downtown rink and that he plans to continue its operation.

FRED A. MARTIN'S Arena Gardens Roller Rink, Detroit, will celebrate the fifth anniversary of its inception on November 13. On that night the annual 10-week treasure chest contest will come to a close and cash contents will be awarded to the skater guessing closest to the correct amount. There will be another contest on that night and 25 prizes will be offered, including skating jewelry, skates, boots, sets of dance skates and boots, and costumes. Management inaugurated a weekly grand prize contest on November 2. Prizes will be two pairs of boots and skates, one each to be awarded to a man and woman skater. Most Tuesday nights at the rink, set aside for private parties, are reported booked. On Thanksgiving Eve and the following night the management will stage turkey hunts, and

"Speed Skating—What of Its Future?"

By CAP SEFFERINO
will be a feature of the
Christmas Number of The Billboard
Watch for it in the issue dated November 30

a matinee will be held on the holiday. For skaters unable to attend night sessions, rink schedule has been adjusted to permit practice skating in the morning and afternoon daily.

HALLOWEEN parties staged on October 31 at Fred A. Freeman-managed Winter Garden Rollerway, Boston; Ches Youss Rollerway, Dorchester, Mass., and Lyonhurst Rollerway, Marlboro, Mass., were successful, large crowds attending. Novelties were furnished by the management. Monday night novice dance class, most popular class ever to be conducted at Winter Garden, will be opened one night to take in new members and some old members will be advanced to the Thursday night class in which actual dancing is taught. Some Thursday night pupils will be advanced to Saturday night classes.

HALLOWEEN costume parties attracted crowds to new Carbondale (Pa.) Roller Rink and Scranton (Pa.) Roller-cade on October 31.

TEAM of Cincinnati speed skaters from Sefferino's Roller-drome, headed by George Moore, national senior speed-skating champion, was to journey to Columbus and Detroit, reported Cap Sefferino, chairman of the speed skating committee, Roller Skating Rink Operators' Association of the United States. Trip, a good-will mission, was arranged by Fred A. Martin, general manager of Arena Gardens Roller Rink, Detroit, and secretary-treasurer of the RSROA. Contests mark inauguration of speed skating classes at George E. Anagnostis' Skateland Rink. Chairman Sefferino said that bronze medal tests in speed skating are given each Sunday night at the Roller-drome. Out-of-town skaters are permitted to take tests in Cincinnati provided they are not available at home rinks.

FIRE of undetermined origin recently damaged Olympia Roller Rink, McKeesport, Pa.

REMODELING work on Idyl Wyld Roller Rink, Marion, Ind., was completed recently, reported D. H. Trueman, proprietor. Changes include new arched entrance, inside of which is a new ticket office. On the opposite side of the lobby an equipment room has been installed. Skating area has been enlarged to 70 by 120 feet, increase amounting to 1,200 square feet. New decorations include a large neon American flag and red, white, and blue fluorescent lights along walls. Circular refreshment stand, check and clubrooms, rest rooms, and gas heating equipment are additions.

IN his report for September, C. V. (Cap) Sefferino, chairman of the speed skating committee, Roller Skating Operators' Association of the United States, said that Phil Hays, Arcadia Roller Rink, Chicago, has been added to the committee, succeeding Jack Schuten, Madison Gardens Rink, Chicago. It was also reported that the book of competitive

rules for speed skating is being printed and that it will be available soon for distribution. Robert D. Martin, chairman of the figure-skating committee, reported that since July 1, 257 tests were taken and registered in figure and skate dance divisions, 248 of which were successful. Margot Alred, 1940 senior women's figure-kating champion representing Fred Bergin's Skateland, Dayton, O., turned professional in October to teach at Uptown Roller Rink, Oklahoma City, Okla. She recently married Jack Werts, Dayton, who also turned professional and will teach there.

ED YOUNG, manager of Ventnor (N. J.) Athletic Center, is mapping plans for a roller hockey league, composed of at least four teams from Atlantic City and vicinity, to compete at the rink.

DATES of finals in the Texas State race tournament, originally slated for December 8-10 at Fair Park Roller Rink, Dallas, have been changed to December 1-3 because many competitors expect to be called for military training soon. Deaper Derby held on October 2 at the rink was witnessed by more than 800. Rilda, of Forrest and Rilda, skating team, recently visited Manager Sherman Johnson.

MAYOR HENRY TOEFFERT, Holyoke, Mass., announced on November 1 that an auditorium in Holyoke, formerly owned by a business group and now held jointly by the group and city because of tax arrearage, has been taken over by Elbert Aldrich, operator of a resort at Aldrich Lake near Holyoke, who plans to transform it into a roller rink. Aldrich has leased the building and has an option to buy on or before March 31, Mayor Toeffert said. Purchase price is said to be \$30,000. Considerable remodeling work is necessary, including installation of a new floor.

WILLIAM J. BIEHL reports his Washington Roller Rink, Baltimore, will close on November 12 and that his new Crystal Bowl Rink will open in that city on November 15.

ANZ AND ANZ, roller figure skaters, recently played a seven-day stand in Tampa, Fla., splitting between Coliseum Roller Rink and the Palm Room of Hotel Tampa Terrace. Featuring Frieda and Junior Anz, act uses an electrified mat with illuminated bottles, providing a (See RINKS on page 61)



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GENUINE GOODYEAR
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NO TRADE SHOW FEE

Industry Asked To View Exhibit

NAAPPB-AREA display to be same size but more attractive, says Hodge

CHICAGO, Nov. 9.—Ground plan of the exhibition hall on view in offices here of A. R. Hodge, executive secretary of the National Association of Amusement Parks, Pools, and Beaches, who has charge of the trade show being sponsored by the NAAPPB and American Recreational Equipment Association, indicates the show will be about the same size as that of last year in New York. Secretary Hodge said that it is being limited only by available space in the Hotel LaSalle, where the 22d annual convention will be held on December 2-6.

In his opinion, the show will be more attractive and interesting than previously because of attractiveness of the halls, which occupy the entire 19th floor of the hotel and are free from posts or other obstructions. He said it was gratifying to note the large sale of exhibit space and enthusiasm regarding the convention in spite of uncertainties which have prevailed previous to the election and of the European war situation.

Open on Four Days

"President Gurtler is bending every effort to drive home to fair and carnival men the fact that they are cordially welcome to inspect the exhibits as often as they desire, and particularly to have them understand that there is no registration fee to anyone," said Secretary Hodge. "Season tickets will be issued to all branches of the industry when they register at the registration desk on the 19th floor of the Hotel LaSalle adjoining the exhibition halls. Tickets also may be had by mail by application to the secretary, 201 North Wain Building, Chicago, or to R. S. Unzell, secretary, AREA, 130 West 42d Street, New York City."

This is the schedule of hours during which exhibition halls will be open:

Tuesday, December 3—9 a.m. to 11:30 p.m.

Wednesday, December 4—9 a.m. to 1:30 p.m.; 4 p.m. to 11:30 p.m.

Thursday, December 5—9 a.m. to 1:30 p.m.; 4 p.m. to 11:30 p.m.

(See TRADE SHOW PLANS on page 61)

Cincy Coney Pays Dividend Altho Net Is Hit by Weather

CINCINNATI, Nov. 9.—Exceptionally poor weather conditions during a large part of the season and the spring and fall out-of-town cruises of the steamer Island Queen reduced profits of Coney Island Company for the 1940 season somewhat below the 1939 level. Edward L. Schott, president and general manager, reported at the annual meeting of stockholders on November 4. There was, however, a profit, and a dividend was declared.

President Schott outlined plans for a continuance of the policy of improvements in the park and on the boat. In accordance with this, new attractions will be introduced next season. Ralph G. Wachs, who has served as park manager during the past five years, was added to the board of directors and, when the board reorganized, he was elected secretary. He is a brother-in-law of President Schott.

These directors were re-elected: Fred E. Wesselmann, Charles Sawyer, E. W. Edwards, Col. M. E. Lyons, John M. Towle, John W. Friedlander, Robert B. McClure, Joseph P. Brandewie, and Schott. Board reorganized by re-electing Schott president and general manager; Wesselmann, vice-president and chairman of the board; Brandewie, treasurer, and Wachs, secretary. Howard N. Ragland was reappointed general counsel for the company.



HERE ARE THE MEN who will control destinies of Coney Island, Cincinnati, and its navy—the Island Queen—during the coming year. They were chosen at the annual stockholders' meeting of the Coney Island Company on November 4. They are, left to right: Seated, William Murphy, Joseph P. Brandewie, treasurer; Edward L. Schott, president and general manager; Fred E. Wesselmann, vice-president and chairman of the board, and Howard N. Ragland, standing, John Towle, Charles Sawyer, Robert B. McClure, E. W. Edwards, Col. M. E. Lyons, and Ralph Wachs, secretary. All are directors except Ragland and Murphy, who were reappointed attorneys for the company. John W. Friedlander, also elected a director, was not present when the picture was taken. Photo by Myron Benson.

Season in Denmark Is Large Headache

COPENHAGEN, Nov. 1.—Copenhagen's popular amusement parks, Tivoli and Dyrehavsbakken, report poor business the past season due to rigid black-out regulations, bad weather, and disturbed conditions. Thru June and July the parks were permitted to remain open until 11 p.m., but for remainder of the season were compelled to close at 8 o'clock, which was a serious blow, as biggest crowds had been arriving between 8 and 9 p.m. Thru July and first half of August business was cut by unseasonably cold weather and rains. Rides, small shows, and Penny Arcades did fair business. (See SEASON IN DENMARK on page 61)

Rules Minor Hurt on Ride Not Entitled to Damages

SCRANTON, Pa., Nov. 9.—A \$20,000 trespass action against Lake Ariel Park & Amusement Company was declared "dismissed" by Judge Alfred E. Swoyer in Common Pleas Court this week. Plaintiffs were Barbara Johnson, a minor, and her parents, who sought the damages on the ground of alleged injury to the child on August 22, 1939, during a ride on a Dodgem at the Wayne County park and beach spot. Judge ruled that evidence presented failed to place blame on the defendant company in permitting the child to ride the device.

F. Burton Derby, president of Lake Ariel Park and Beach, described the ruling as "of interest to every ride operator."

Hero Medal for Merit Follows Publicity Given to Lion Trainer

By ALFRED W. NICHOLS

NASHUA, N. H.—Showmen have resorted to all sorts of stunts to get publicity, but now we have an example of a showman getting fame thru real merit. The Carnegie Hero Fund Commission, in awarding a Carnegie medal, would naturally be skeptical in the case of a man whose business is to stress danger and thrill in his daily work, that of lion training, but in the matter of the award to Joe Arcaris we can rest assured that there must have been real merit for the award.

The Carnegie bronze medal was given for exceptional bravery in rescuing Chester Czaja from a den of five full-grown lions, wild lions that had never been broken to obey the command of man, at the Clyde Beatty Animal Jungle Farm and Zoo, Fort Lauderdale, Fla., on February 9 of this year.

Czaja, a caretaker at the Beatty farm, had for some unknown reason entered the den or barless moat-enclosed grotto, when the wild lions instantly turned upon him. A few hundred farm visitors stood aghast as the five big lions trampled Czaja on the ground and were biting and clawing him, when Arcaris, armed only with a wooden stick, climbed into the enclosure, beating the lions back by hitting them on their heads and holding them with great difficulty as he managed to drag the mangled man to the edge of the big pen. Czaja was in a



JOE ARCARIS

Florida hospital for over two months as a result of the injuries. Joseph R. Arcaris, this past season employed at the John T. Benson Wild Animal Farm, Nashua, N. H., has thrilled (See MEDAL FOR TRAINER on page 61)

"Parks Versus Concessionaires Legal Decisions"

By LEO T. PARKER

will be a feature of the Christmas Number of The Billboard Watch for it in the issue dated November 30

Pool Subjects Are Put Up to Trade for Study

PORTLAND, Ore., Nov. 9.—Tentative program for the beach and pool section at the 22d annual convention of the National Association of Amusement Parks, Pools, and Beaches in the Hotel LaSalle, Chicago, on December 2-6 has been released by Chairman Paul H. Huedepohl, general manager of Jantzen Beach Park here. Pool and beach sessions will be held on three days.

"The purpose of the committee in sending out a tentative program in advance," said Chairman Huedepohl, "is to give everyone an opportunity, if they desire, to acquaint themselves with the subjects and enable them to participate in the discussions. Do not hesitate to make suggestions regarding the topics that have been selected. Should you feel other related topics should be added, please let us know what they are and your willingness to prepare yourself to open the discussion on them. The program:

Wednesday, December 4

Arthur French, chairman. Introduction. Roll call.

What's New in Pools? Construction (a) The bench-type overflow gutter; (b) improved cleaning tools; (c) automatic filter controls; (d) open and closed systems. (See PROGRAM FOR POOLS on page 61)

Lighted Surf One of Ideas For Pulling Visitors to AC

ATLANTIC CITY, Nov. 9.—A plan to illuminate ocean breakers at night as a Boardwalk attraction for visitors next summer was placed before the city commission this week by the Council of Service Club presidents as a part of a four-point program of betterment of Atlantic City. It is said Mayor Thomas D. Taggart Jr. and most of the commissioners are in favor of the entire program submitted, especially the plan for lighting the ocean.

The surf was flooded in this manner when Convention Hall was first opened and the idea received favorable comment from visitors. Beach-front hotels will be urged to furnish light for sea illumination in front of their properties, with the city supplying light for its own areas. Lighting effects, it is said, will be much the same as those at Niagara Falls.

As another summer promotion, council suggested a hydrangea festival, with Mayor Taggart proclaiming Hydrangea Week. Flowers will be planted in city parks, and beach-front hotels and home owners will be asked to co-operate. Other suggestions called for building an airport capable of accommodating large commercial and private planes, and the building of a yacht basin on city-owned land.

ATLANTIC CITY.—Firemen ran apparatus onto the Boardwalk on November 2 shortly after noon to fight a blaze in the closed Steel Pier, caused, firemen said, by a short circuit in an electric switch box below the Boardwalk level in the rear of one of the pier's stages. Chemicals extinguished the fire.

American Recreational Equipment Association

By R. S. UZZELL

The executive committee of the American Recreational Equipment Association held its October meeting at the office of R. S. Uzzell, executive secretary, in New York City. Present were C. V. Starkweather, president; George A. Hamid, Cy D. Bond, R. E. Chambers, Raymond Lusse, and your secretary. The dinner meeting in the Hotel La Salle, Chicago, at 7:30 p.m. on December 2 will be for members, wives, employees, friends, and invited guests. Immediately after the dinner our president will make his annual address and invite the president and secretary of the NAAPPB to speak. We then go into executive session with none present except members in good standing whose 1940 dues are paid. Reports of committees and treasurer's report will be next in order before election of officers for the ensuing year.

Future of Trade Shows?

Then the big event of our entire history will have the spotlight. Every member is invited and urged to express his opinion at this meeting about the future of our annual exhibit of amusement rides and equipment. This has been a red-hot subject since January of this year.

Our executive committee has decided that this is the most satisfactory procedure. A record of the entire proceedings will be kept so there can never be a doubt as to what was said at this meeting. Out of it all will come the appointment of a committee from our organization to meet with a committee from the Showmen's League of America and one from the NAAPPB to arrive at some agreeable procedure for the future conduct of our exhibits.

This meeting is an outcome of the situation on this subject which has stirred our membership since our meeting in New York City last December. More correspondence has passed thru the office of your secretary on this subject than on any other one subject since the organization of our manufacturers in 1924.

The annual meeting of the committee is always held earlier in October but this year it was delayed for the convenience of our president, who was traveling most of the month. Our president of the past two years, George A. Hamid, as usual took an animated interest in the meeting and stated his position emphatically. He is for no break with the NAAPPB but for an additional alliance with Showmen's League if possible. He did not know until this meeting that the exhibit in the Hotel Sherman, Chicago, is not to be run by the Showmen's League but by a company incorporated for the purpose.

Many Exhibit Angles

League members of prominence have expressed a desire and a willingness to co-operate with the AREA and NAAPPB for one large exhibit each year that will be a credit and a benefit to all concerned. President Starkweather's contacts in the carnival field reveal the same attitude. Cy Bond wants to pursue a conservative course with justice for all and seeks instructions from anyone who wishes to write him. R. E. Chambers wants to see a successful solu-

tion come out of our Chicago meeting. Raymond Lusse tells what we will meet with a long-drawn-out exhibit. We can get no help to do anything outside of a hotel on a Saturday and a Sunday because of the 40-hour week. Few except active participants realize what it means to work hard all day placing exhibits and then rush to rooms to clean up and dress for a dinner and meeting that usually runs until near midnight. There are a lot of angles to consider in making any departure from our custom and they should have the best thought of all members.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care, New York Office, The Billboard)

Unearthing New Pools

No matter how long one has been around New York City he always seems to discover a building or hotel which has been housing a swim pool for many years unbeknown to the public. Those who have been reading this column for a few years will recall the surprise of the writer back in '38 when he learned that Gotham's McAlpin Hotel had a swim tank on its roof. Not many know that. And until last week I never knew that there was a natatorium in the American Women's Club buildings on West 87th Street.

As a matter of fact, I never knew that the American Women's Club now permitted men within its portals and that it was being operated like a regular New York hostelry. Bossman Stack, who just took over the operation of the A. W. C., invited me to look over the plunge and, believe me, it's as fine as can be found in that district. At present the aquadrome is for exclusive use of Club members and guests of the hotel. However, there is talk of running the pool on a public basis, just as near-by Park Central indoor tank operates. There are three indoor pools open at present, all within a few blocks of one another, Park Central, Park Vendome, and American Women's Club. And there is even a fourth one at the New York A. C. but that is strictly private and will remain that way for a long time to come. Manager Stack has done wonders to the hotel and swim his in general could stand a man of his caliber as a part of it.

Men and Mentions

Bill Treadwell, former New York publicity man now doing special promotional work for the Roosevelt-Mills combo on Seaside, says it is planning to release machines to swim pools for cafeteria operation.

Mort Mencher is back in Miami Beach getting ready for his weekly water shows at Floridian tank. It looks as if Capt. Jimmy Jamison will return to do high diving.

Interesting subject, that Here We Reached Saturation Point in Municipal Construction and Competition, which is scheduled for NAAPPB confab next month. Don't like to beat the gun, but I'd like to state right now that I think the saturation point has been reached insofar as New York City is concerned to those interested in learning what pool men think and what prospects in other cities are that discussion alone should be worth a trip to Chl.

Manager Fiducioia, of Van Cortlandt Olympia outdoor tank, Bronx, N. Y., has become a roller skating rink chain operator. Besides the rink adjacent to Van Cortlandt tank, which he operates all year around, he also runs a rink in Westchester, N. Y., and is now plotting one in Brooklyn.

That old story about Eleanor Holm retiring has come up again. According to The New York World-Telegram, Eleanor is supposed to have sworn that she will never swim professionally again. Wanna bet?

Balance will be sought of the Reconstruction Finance Corporation thru a delegation going to Washington soon to contact RFC officials.

Bond issue would be retired in 25 years thru the Pleasure Pier development which would be self-liquidating by means of small charges for admission to pier facilities, auto parking, and concessions. Chamber officials told the commission that the amusement center would draw many tourists and would create an estimated surplus of more than \$27,000 a year for the first five years and \$60,000 yearly thereafter.

Included in the improvements would be a \$10,000 fountain, parking lot for 1,600 cars, five tennis courts, Roller Coaster, Merry-Go-Rounds, golf course,

playground, free picnic grounds, and beach, barbecue pits, swimming pool, and boating facilities. There would also be a building 500 feet long set back 100 feet from the lake-front revetment. It would house the swimming pool, seating facilities for 1,500, cafe, aquarium, museum, bowling alley, roller rink, drug-store, and concessions. On the second floor would be a convention hall capable of seating 4,500. It would have a balcony and stage at one end and an observation deck facing the pool.

PHILADELPHIA—Three-foot box constructor, found coiled around a bunch of bananas delivered to a wholesale fruit merchant here, was given to the Philadelphia Zoo.

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*To see all that is latest and best in
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ROLLER RINKS, OLD MILLS
ARCHITECTS, 20 YEARS EXPERIENCE - BUREAU
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Port Arthur To Vote On Pier Bond Issue

PORT ARTHUR, Tex., Nov. 9.—Carrying with it a proposal to call a city bond issue election for \$200,000 to help finance the project, approval of plans for a \$600,000 improvement of Pleasure Pier here was given by the city commission on October 20 upon request of a delegation from the Chamber of Commerce.

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14-Car Snapper (Cuddle-Up) \$7,500

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Apply: R. E. OVIATT, Coaster Office, N. Y. World's Fair, HARRY BLOOM, 205 East 42nd St., N. Y. City. NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.

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17 Acre Amusement Park located at Atlantic Highlands, N. J. Shore front 1500 feet, with complete bathing establishment. Rides: Scenic Railway, two-mile Miniature Railway, Whip, Carousel, Arcade and twenty Concession buildings. Outdoor Dance Floor. Pier on property for excursion and daily boat run. This property must be sold before December 1, 1940. Can be bought at a sacrifice.

AARON VAN POZNAK, Attorney
744 BROAD STREET, NEWARK, N. J.

LA FE Jubilee Is Big Magnet

Outpouring Due At Chi Meeting

All prominents in fairdom expected at important sessions on anniversary

CHICAGO, Nov. 9.—Indications that this year's annual convention of the International Association of Fairs and Expositions will far eclipse those of former years is seen in numerous early reservations being made at the Hotel Sherman, where the convention will be held December 2-5. Many fair men will arrive several days prior to the opening day, and there will be a general influx of showmen during the week of November 29-30.

This year's convention will be an important one. Marking as it does the 50th anniversary of the association, there will, of course, be special golden jubilee features. There are also many important fair problems to be considered and these will be dealt with by speakers well versed in the fair field. At least nine past presidents are expected to attend, C. A. Nash, W. R. Hirsch, P. W. Abbott, A. R. Corey, Elwood A. Hughes, Raymond A. Lee, Maurice W. Jencks, Ralph E. Ammon, and Sid W. Johns. In addition, practically every fair man of prominence will be on hand.

In addition to the association's activities, convention visitors will find plenty of other interests. Meetings of the International Motor Contest Association and the American Trotting Association will be held, the Showmen's League of America will hold open house, and the International Livestock Show will be in progress.

Savannah Pulls Top of 102,800

SAVANNAH, Ga., Nov. 9.—An all-time gate record of 102,800 was made at Coastal Empire Fair here on October 28-November 3, reported Sam Burgdorf, Cocoa, Fla., executive manager, who was re-elected to the post for 1941. Dick O'Brien, business manager of the James E. Strates Shows, said midway business was good. Strates Shows, which have played the fairs here since 1937, will winter here for the fourth consecutive year.

Paid attendance was estimated at 84,800. Admission was 10 and 25 cents and it was estimated that gate receipts topped \$15,000, declared to be gratifying, considering the fact that no grandstand acts were presented. On the first four days weather was ideal but, despite

(See SAVANNAH PULLS on page 47)

Orangeburg Makes Gains Despite Rain

ORANGEBURG, S. C., Nov. 9.—Altho rain fell Tuesday afternoon and Wednesday morning and there was a heavy downpour Friday afternoon, estimated attendance of 75,000 at Orangeburg Fair on October 28-November 2 exceeded that of 1939 and the fair was able to pay all expenses and show a good profit, said Secretary J. M. Hughes. Big improvements are planned for 1941.

Grandstand attendance Thursday night was largest in history and it showed a gain over 1939 on the week. Despite unfavorable weather on Friday, which left the grandstand and stage wet for the night show, performers gave excellent co-operation, and Secretary Hughes said he believed that if weather had been favorable there would have been a record crowd. Patrons were generous in praise of the program, booked thru M. B. Howard, George A. Hamel representative. It included Smith's Superba Band, Pearl Haines' Glascow Girl Frolics, Victoria Troupe, Wilcox-Mae Trio, Decosta and Lenore, and Watkins Animal Circus.

Johnny J. Jones Exposition did good business on the midway, but it was handicapped to some extent by rain.



HAROLD F. DePUE, secretary-manager of North Montana State Fair, Great Falls, who reports net profit of \$32,368.22 on operations for 1940 of the 10-year-old annual. The exceptionally successful fair this year drew 274,009 in a State where fewer than 50,000 persons live within a 150-mile radius of the fairgrounds. He has been executive head of the fair since its inception and for a number of years has been a director of the International Association of Fairs and Expositions.

Teter Is Buyer Of Hankinson's Langhorne Oval

ORANGE CITY, Fla., Nov. 9.—Ralph A. Hankinson celebrated conclusion of his 30th year in automotive speed circles by announcing on November 1 the sale of his Langhorne Speedway, near Philadelphia, to Earl M. (Lucky) Teter, Noblesville, Ind. Purchase price was not revealed.

Teter and Hankinson have been close business associates and friends for five years. It was Hankinson who first persuaded Teter to come east with his thrill show. Since his invasion of the East

(See Langhorne to Teter on page 47)

Danbury Plant May Be Sold

DANBURY, Conn., Nov. 9.—An airplane parts manufacturer is interested in purchase of Danbury Fairgrounds for a plant site and has been quoted a price, reportedly over \$400,000, for the 25-acre tract. G. M. Rundle, president of Danbury Agricultural Society, owner of the grounds, admitted that the society had listened to a proposal to sell the tract in September, but declined to disclose what price had been submitted. Federal engineers have visited the grounds. Another report is that the tract may be used for an army training camp.

Trucks Roll in NYWF Demolition After Strike; Drivers Win Point

NEW YORK, Nov. 9.—Thru the mediation skill of Mayor F. H. La Guardia the trucking strike at the World's Fair was settled two days after election following a huddle of hizzoner with union reps, officials of the Park Department, and of the expo. Trucks began rolling yesterday after trying up demolition and removal activities since October 22. All the other workers, estimated at 1,200, who struck in sympathy with teamsters, went back on their jobs, and pickets were removed.

Drivers won a point in that only union men may be used to haul property transferred by the fair to the Park Department. A few days after the strike was called Murray Goldberg, scale-age con-

Great Falls Season Best

Largest profit and highest gate has 10-year-old Montana annual sitting pretty

GREAT FALLS, Mont., Nov. 9.—Celebration of the 50th anniversary of the International Association of Fairs and Expositions has a minor counterpart here, where North Montana State Fair is celebrating ending of its 10th fiscal year with a financial report showing the past season was the most successful in its history. The report shows revenues of \$156,368.24 and expenditures of \$124,000.02 for the year, leaving a net profit of \$32,368.22. As of October 31, the report shows, there was not a cent of outstanding indebtedness, and assets included a \$750,000 plant, fully paid for.

Only fly in the ointment, Secretary-Manager Harold F. DePue said, was a fire which resulted in total destruction of the bleachers on August 11, on the morning after the fair closed. Plans for replacing the wooden bleacher structure with a modern \$49,000 steel section have been completed.

Bids for Top Six-Day

Report of accountants concerning the success this year was not unexpected, since attendance at the fair on August 3-10 totaled 274,009, an all-time record, giving it the right to bid for a place among top-ranking six-day fairs of the nation.

Unusual significance of the attendance figures is evident when it is considered that Montana, altho considerably larger than the New England States, has a population of only 554,000. Less than 90,000 persons live within a 150-mile radius of (See BEST IN GREAT FALLS on page 47)

Michigan State in Black With Revenue From Leases

DETROIT, Nov. 9.—Michigan State Fair here will be in the black for this season, despite absence of any State aid. Dr. Linwood W. Snow, fair manager, said this week. Part of the financial success is attributed to revenue obtained from lease of part of the grounds for other purposes during the remainder of the year.

At present buildings are used for automobile storage by manufacturers and wholesalers. Revenue from this source was \$7,500 last year and may be doubled this year, as storage is starting now instead of in February as last year.

Threat of loss of the property for fair purposes because of a proposal to turn it over to the National Guard has apparently disappeared. Check-up by guard officers showed the property would be unsuitable for training, inasmuch as a site for artillery practice was one of the prime demands of the National Guard, and the grounds are inside of city limits.

cessionaire, attempted to move his property out of the grounds and the tires of his truck were punctured. Other incidents were precipitated.

Paul Winkler, concessionaire of last year's Winery, filed a voluntary petition in bankruptcy, listing liab. of \$25,692 and no assets except insurance.

A number of auctions, including those by restaurants, occurred all over the plant and parts of midway this week.

Milton Sheen, lessee of Luna Park, Coney Island, announced an expo-influenced midway for the resort spot next season. In the new set-up Billy Jackson, talent agent with several fingers in the fair, becomes transformer of park's (See NYWF DEMOLITION on page 47)

"Advertising Ideas for Fairs"

Dealing with printing, lithographing, and advertising that cost a tidy \$5,000,000 a year, this article

By JAMES K. HUTSELL will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

Voters' Veto Puts Davenport in Doubt

DAVENPORT, Ia., Nov. 9.—Future of Mississippi Valley Fair and Exposition here is in doubt following refusal of Scott County voters to approve purchase of the plant for \$50,000. Vote was 6,180 against and 5,171 in favor of purchase. Liquidation Corporation purchased the \$50,000 plant at sheriff's sale in 1938 and offered to sell it for \$50,000. County supervisors placed the proposition on the ballot after petitions had been signed by over 6,000 persons. A net loss of \$2,000 for the 1940 fair was reported.

Ned B. Curtis, president of the fair association, said: "The proposition was vital to plans for putting the fair on a firm foundation. If the receiver for the mortgage holders wants to continue to lease the property to the fair corporation there will be a fair in 1941."

There are reports that St. Ambrose College is considering purchase of the site for a stadium.

\$7,682 Surplus at Calgary; Changes in Executive Staff

CALGARY, Alta.—Surplus of \$7,682 on operations for the year ended September 30 was reported recently when shareholders of Calgary Exhibition and Stampede met in annual session. Surplus was recorded despite loss of government grants totaling \$4,000 and expenditure of \$7,682 on plant improvements.

Income was \$166,902, most of which accrued from the exhibition and stampede, while expenditures amounted to \$159,219. Of revenue, \$94,615 was realized from gate and grandstand receipts; \$80,051, exhibit space and concessions; \$25,705, part-mutual; \$9,263, rents on buildings; and \$3,363, stampede entry fees.

Of expenditures, \$13,048 was paid in general prizes; \$17,050, races; \$12,725, stampede prizes; \$13,211, stampede expenses; \$10,516, music and attractions; \$9,935, advertising and printing; \$11,429, special wages; \$28,184, plant upkeep; \$22,505, administration expenses; \$4,346, insurance, and \$2,333, stampede parade.

First vice-president for several years, T. A. Hornbrook was elected president, succeeding J. Charles Yule, who resigned following his appointment as general manager. R. W. Ward was named first vice-president and A. H. McGuire was elected second vice-president.

Memphis Profit, After All

MEMPHIS, Tenn., Nov. 9.—Altho officials had forecast a loss of about \$12,000 immediately after the annual MidSouth Fair here on September 23-28, preliminary report indicates that it was well on black side of ledger. Receipts from advance sales were \$4,200 over 1939 returns and in addition Secretary-Manager Henry Brando reported the saving of \$4,500 from budget allowance and amusement receipts of \$3,500 to bring a total of \$12,000 to offset other operating losses.

BALTIMORE, Md.—John T. McCaslin, midway manager of Timonium (Md.) Fair, who suffered a stroke while at Hagerstown (Md.) Fair, has fully recovered, reported Harry J. Bowen. He recently returned to Baltimore after spending three weeks at Miami Beach, Fla.

Houston Fall Show In Draw of 200,000

HOUSTON, Tex., Nov. 9.—Crowds totaling an estimated 200,000 attended Houston Fall Fair, formerly South Texas Exposition, sponsored by *The Houston Post*, on October 25-November 3, reported Allen H. Russell, senior general manager. There was one day of rain. Rubin & Cherry Exposition on the midway did excellent business.

A. E. Selden, "Stratosphere Man," was daily free act and was enthusiastically received. Merchandise booths were fewer than in former years, but exhibits were of better quality. Poultry show was big, with 587 entries and 300 turned away owing to lack of space. Homer C. Wolf supervised the show and Walter Burton was judge.

It is planned to add rabbit and pigeon shows in 1941. County exhibits of farm and handwork were more numerous and better. Stu Bonner had charge of home demonstration booths. Chemistry exhibits were a feature. Kathleen E. Houston handled publicity.

THE CHRISTYS report they are at home in Keokuk, Ia., having closed their outdoor season on October 30 in Hannibal, Mo. They played several weeks of fairs and celebrations in Nebraska, Kansas, Missouri, and Iowa.

QUITMAN, Tex.—Wood County Fair Association elected H. V. Puckett, president; J. C. Judge, vice-president, and E. S. Shoaf, secretary.

Fair Meetings

International Association of Fairs and Expositions, December 2-4, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle-West Fair Circuit, December 2, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

Fair Managers' Association of Iowa, December 9-11, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Tevis Paine, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Kansas Fairs Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitions, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. (Tentative.) A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

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



Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

THE 1941 outlook is for improved domestic demand for farm products, smaller exports, higher general average of prices, larger total cash income from marketing. Farm income, including government payments—the total exceeding \$9,000,000,000—may be the largest since 1920. But increased costs of commodities and services used in farm production will cancel part of the gain in farm income—1941 over 1940. Agricultural production of all communities combined may be a little smaller in 1941, but with large carry-over stocks of several commodities, the total supply will be fully adequate for the country's needs. Farmers in best position as to prices and income are those producing for domestic markets, producers of dairy and poultry products, meats, some fruits, and vegetables. Principal support to prices and income from cotton, wheat, and tobacco will be government loan and export programs. For national defense the physical condition of the agricultural plant is the best in many years. Soil productivity has been increased; man power is more than enough for any emergency. Agriculture is ready.

1941 DOMESTIC DEMAND

Greater consumer purchasing power in the United States in 1941 compared with 1940 is expected to result in improved demand for farm products. Consumer incomes will reflect not only a substantial gain in industrial production, but also the gradual cumulative effects of the general improvement in business conditions during the past two years. The rapidly expanding program for national defense is chiefly to be credited with the anticipated increase in industrial production, employment, and consumer incomes. More than \$7,000,000,000 probably will be spent for national defense purposes in 1941. Of this about \$5,000,000,000 represents an increase over 1940. Partly offsetting the effects on business activity of these increased defense expenditures will be decreases in some other branches of government spending and increased tax collections. It is estimated that about

half of the increase in defense spending in 1941 will represent an increase in the net contribution of the federal government to national purchasing power.

The development of the defense program is having a stimulating effect upon general business sentiment. Business men generally are anticipating several years of favorable business conditions and possibly of rising prices. This makes them less apprehensive about inventory positions, more inclined to take risks in developing new or expanding old enterprises. A part of the stimulating effects of the defense program, however, will be merely an offset to unfavorable developments which otherwise would have occurred in some lines of production and to this extent will not mean a net increase in industrial activity over that in 1940.

Exports of industrial products increased about 36 per cent in value following the outbreak of European war. As a percentage of industrial production in the United States, exports increased from 7.3 in September to 9.2 per cent in December, 1939. Following the German invasions last May a number of important export outlets for United States industrial products were closed. But the effects of this on our industrial exports were offset by increased purchases by Great Britain. The total value of industrial exports, consequently, remained almost unchanged. Exports to Great Britain now represent more than twice the proportion of our total industrial exports before the outbreak of war, despite an increase in exports to South America and other neutral nations out of their usual European sources of supply. It is estimated, however, that the loss of this trade with Great Britain would not directly reduce industrial production in the United States more than about 4 per cent. The indirect effects might be greater, should business men cancel orders or delay new purchases and plant expansion.

DEFENSE REQUIREMENTS

Industries expected to contribute importantly to the increase in industrial production in 1941 include steel, machinery, non-residential building construction, and miscellaneous industries producing armaments. Steel output probably will be the largest ever attained in this country, since the needs of all major steel consumers—with the possible exception of automobile manufacturers—are expected to increase. By the end of 1940, machinery output is expected to approximate the all-time high reached in 1929, and in 1941 production probably will tax facilities of the industry. Defense requirements will necessitate a considerable increase in non-residential construction, and unless building costs rise too rapidly a relatively high level of consumer purchasing power should contribute to the maintenance of residential building around recent high levels. Many small industries, or parts of large industries, will be engaged in the manufac-

Around the Grounds

BIRMINGHAM, Ala.—Alabama State Fair's prize-winning bronze turkey, Tom, has been sent by J. Warren Leach, executive vice-president of the fair, to President Roosevelt to be eaten at an election victory dinner.

IOWA PARK, Tex.—The over \$500 was spent for new buildings and equipment and premium was increased nearly \$400 for the 1940 Wichita County Fair here, annual report showed profit of \$300, said Mrs. R. E. Van Horn, manager. Attendance and entries in the livestock division were largest in history and the midway drew big crowds. Fair operates with a free gate, depending on show and concession revenue for operating funds.

HARLINGEN, Tex.—Valley Mid-Winter Fair here, slated for November 19-24, has been canceled, reported President Charles Washburn. Since one fair had already been held here, financial backers were against the staging of another one.

TYLER, Tex.—Large crowds attended the recent 31st annual East Texas Fair here and all attendance records were broken, officials said. According to General Manager V. P. Fitzhugh, agricultural exhibits were largest in history. Heavy patronage was accorded the Bill Haines Shows on the midway and a revue presented nightly before the grandstand.

BURLINGTON, Ia.—Fire destroyed one of the long barns on Tri-State Fairgrounds here on October 30. Another barn housing a number of horses was saved. Damage, estimated at \$6,000, was covered by insurance.

ture of military equipment of various kinds. Individually, some of these industries do not carry much weight—airplane manufacturing, for example, despite its great importance for defense, represents a very small part of total manufacturing activity—but in the aggregate they will help materially to expand the total volume of output.

Increases in industrial production will be limited by the fact that several of the industries whose products will be in greatest demand already are approaching or have reached practical capacity, which cannot be expanded greatly in one year. It is estimated that if the separate lines of production (subgroups) included in the Federal Reserve index of industrial production operated simultaneously at peak rates reached in any month in the past (after seasonal correction), the total output would be about 20 points above the August, 1940, level. Such a confluence is hardly to be expected for any one month, much less for 12 consecutive months.)

Usually there is some lag between changes in industrial production, general employment, and consumer purchasing power. Because plant efficiency varies directly with output, changes in manufacturing employment are not proportional to changes in production. Increased industrial activity and factory employment later result in additional changes in miscellaneous types of employment, such as service and distribution. Dividends and interest payments to owners of capital used in industry also lag behind changes in the volume of operations. Since business conditions have been mainly on the upgrade

(See AGRICULTURE on page 47)

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THE STRATOSPHERE
MAN
TRAVERSE
WORLD'S HIGHEST
AERIAL ACT!

NOW BOOKING FOR 1941
WRITE FOR ILLUSTRATED CIRCULAR
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Permanent Address
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FREE ACTS
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For 1941 Season,
Send Full Photo
Circulars and
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With my combination for 1941 Fair Season in Illinois, Indiana and Ohio. Guarantee a long season, no state lowest salary and all in first letter.

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PHIL LITTLE ANNOUNCES THE FAIRLY & LITTLE SHOWS IS NOW

OWNED AND OPERATED BY HIMSELF AND WILL BE ENLARGED—CHANGED MATERIALLY AND TAKE TO THE ROAD IN 1941 MORE PRETENTIOUS THAN EVER AS THE—

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WANT ACTS FOR OUR 1941 FAIRS
STANDARD TOPNOTCH ACTS NEW TO THIS TERRITORY

—Our 1941 Catalogue Goes To Press Soon—

WRITE OR WIRE GUS SUN BOOKING AGENCY
SPRINGFIELD, OHIO

More Draft Serial Numbers of Troupers Who Gave The Billboard as Their Permanent Address

CINCINNATI, Nov. 9.—Herewith are given more names and serial numbers of men engaged in various lines of show business who registered under the Selective Service Act and gave either the home office of *The Billboard* or one of its branches as their permanent address. The first list was published in last week's issue.

The cards of those who gave *The Billboard's* Cincinnati office (25-27 Opera Place) as their permanent address are on file at Hamilton County Draft Board No. 7, Room 201, Havlin Hotel, Opera Place and Vine Street. Cards of those who used the New York address (1564 Broadway) are on file at Local Board No. 20, Public School 67, 120 West 46th Street. Chicago Draft Board No. 1, 35 S. Dearborn Street, has the cards of those who used the Chicago address (Fourth Floor, Woods Building, Randolph and Dearborn Streets), and Fifth Ward Draft Board, 715½ Chestnut Street, has the cards of those who used the St. Louis address (390 Arcade Building, Eighth and Olive Streets).

To learn one's order or call number it is necessary to check the "master list" of order numbers issued to the draft boards throughout the country. Such a list has also been published in the daily newspapers.

The additional names and serial numbers follow:

CINCINNATI

Hamilton County Draft Board No. 7 Room 201, Havlin Hotel

Banton, Harry Garish.....	3794
Breece, Dale V.....	3783
Brown, William Cecil.....	3791
Brown, Gilman Edward.....	3861
Cameron, Charles Arthur.....	2888
Campbell, Francis Everett.....	3869
Ciampi, Theodore.....	3877

BG BARNS IN TEXAS

(Continued from opposite page)
John R. Jiles, Charles Krutchman, Scotty Logan, Ora Wilson, Mr. and Mrs. Teddy Webb, Mr. and Mrs. Ralph A. Anderson, Mr. and Mrs. Paul Studebaker, Mr. and Mrs. A. C. Wilson, Sam Aldrich, Jimmy Ardill, Robert L. Jones, Tom Iles, Fred Baker, Ralph M. Riley, Felix Charenski, Theodore Ohman, John Byers, A. Logan, Harry Wagner, Mr. and Mrs. Mike Boden-schotz, Paul Eastus, Orville C. Williams, Bill Salisbury, Mr. and Mrs. H. H. Bradford, and Mr. and Mrs. Del Ward.

Those who plan to go to Tampa, Fla., are Ferrell Keith, Mr. and Mrs. J. Francis, Mr. and Mrs. Ralph Vogel, Charles Miles, Harry Dennis, Mr. and Mrs. Sam Glick-man, Jack Wagner, Mr. and Mrs. Bert Smith, Edgar G. Clark, Mr. and Mrs. E. L. Dixon, Mr. and Mrs. J. H. Bybee, Mr. and Mrs. (Doc) Hartwick, Nancy Lee Miller, George Marshall, and Mr. and Mrs. Cliff Bammel. Heading for Miami, Fla., will be Mr. and Mrs. Jack Murray, Mr. and Mrs. Art Radtke, Russian Midgels, and George Sandglin, John Fox, Jehanne Lavin, and Russell Donnelly.

Mr. and Mrs. Guy West, W. R. Jones, John Smith, Eddie Whittaker, Mrs. Bertha S. Shubb, William Oscar Perrot, Mr. and Mrs. Richard M. Crawford, Mr. and Mrs. Ray Bellew, and Mr. and Mrs. Jerry O'Reilly will go to Houston, Melvyn Westmoreland, Mr. and Mrs. Guy West, Mr. and Mrs. A. J. Wess will head for Dallas, while G. Glen Buck goes to Springfield, Ill.; Buster Shoate, Houston; Mr. and Mrs. Dan Past, Peru, Ind.; Mr. and Mrs. Eddie Jameson, New Orleans; Mr. and Mrs. Zeke Shunway, Gibsonton, Pa.; Walter A. White, Quincy, Ill.; Richard Cody and Gene Land, Greenville, Tex.; Wayne McFall and W. P. Brand, Memphis; Mr. and Mrs. R. Woody; E. J. Reid, and Sparky Gilson, Chicago; Mr. and Mrs. C. Grosselose and John Duffy, Des Moines; Ralph Parker, Anderson, Ind.; Mr. and Mrs. Curtis Bury, Burlington, N. C.; Mr. and Mrs. William Hoff, Denver; Earl Chambers, Detroit; Earl Laird, Altoona, Pa.; Louis Maser, Philadelphia; Pat H. O'Bryan, McCrae, Okla.; Mr. and Mrs. Benny Spencer, Shreveport; Russell C. Dennis, Augusta, Ga.; Julius Turoch, Houston; B. W. Irby, Utica, Miss., and William B. Naylor, Oak Park, Illinois.

Selective Service Mail for These Men at The Billboard's Cin'ti Office

CINCINNATI, Nov. 9.—Following are the order and serial numbers of men who have Selective Service mail at *The Billboard's* Cincinnati office, 25-27 Opera Place. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

Name	Order No.	Serial No.
Allen, Billy.....	12	3470
Cantwell, Chas.....	62	3169
Choate, Vernon.....	25	3459
Demetro, Tom.....	28	3448
Ely, Mike J.....	35	3894
Endicott, Ray.....	41	3200
Farlicose, Paul E.....	57	3523
Harper, Marshall T.....	4	3568
Hogg, Mack.....	4	3001
Jackson, Robt.....	62	3636
Jeter, Van Lee.....	63	3663
Jones, Harold H.....	84	3519
Jones, Willoughby W.....	33	3466
Keith, Ferrell E.....	48	3045
Levine, Joseph B.....	19	3461
Marks, Frank.....	66	2974
Miller, Jake.....	68	3510
Mills, Madison E.....	56	3655
Owens, Geo.....	69	3681
Reilly, James J.....	69	3162
Roberts, Steve.....	46	3670
Sallust, Wm. W.....	65	3473
Stewart, Blakey W.....	74	3151
Stewart, Jack A.....	88	3039
Wells, Albert.....	109	3279
West, Ruel L.....	100	3232
Woodard, Rusey W.....	22	3294
Woods, Earl E.....	21	3011

Cooper, Fred Loyal.....	3872	Huffie, Thomas John.....	5099
DeSpain, Gordy McKay.....	3857	Jackson, George Franklin.....	5475
Fitzgerald, Kenneth Baldwin.....	3800	Jarer, Sydney Gilbert.....	5677
Gardner, Homer Edwin.....	3803	Keller, Fred.....	5615
Gee, Robert Henry.....	3859	Lane, John Joseph.....	5571
Givot, Sidney.....	1634	Lauer, Morris Red.....	5549
Gruber, William, Jr.....	3954	Lindsay, Fred Ashbell.....	5538
Griffin, Edward L.....	3798	McAleer, Stewart Hy.....	5557
Griffith, Lewis, Geo.....	381	McIntyre, George William.....	5533
Guthrie, Curtis A.....	3797	Miller, Luther Cedric.....	5626
Harper, Eugene Austin.....	3828	Murphy, James Joseph.....	5801
Hassel, Joseph Michael.....	3829	Nicholas, Steve.....	5667
Johnson, Frank Bruno.....	3781	Nicholas, Walter.....	5668
Kayne, Don.....	3740	Pelley, Burnam.....	5498
Kessler, Sydney.....	3783	Randall, Leon Grant.....	6198
Kling, Patrick Thomas.....	3805	Redman, William Henry, Jr.....	5595
Lamb, Herman Alfiero.....	3865	Stewart, James Marshall.....	5694
Layton, Jesse Lee.....	3788	Toler, Clyde Hassel.....	5573
McClain, Obed Chas. Alexander.....	3789	Trent, Paul Marion.....	5583
Madore, Patrick Archie.....	3796	Vannoy, George Washington.....	5500
Malone, Paul Wesley.....	3826	Ward, Harold Benjamin.....	5666
Micali, James John.....	3863	Williams, Leopold Buster.....	5607
Miller, Art.....	3827	Wolandi, Andrew Wolf.....	5503
Miller, John Laidlaw.....	3795	Yates, Eddie Penn.....	5665
Murphy, Louis Nell.....	3858	Zingo, James.....	5512

CHICAGO Chicago Draft Board No. 1 35 S. Dearborn Street

Anderson, Elmer Eugene.....	2368
Johnston, Don.....	2407

ST. LOUIS Fifth Ward Draft Board 715½ Chestnut Street

House, Lee Jackson.....	2600
Tubbs, Otis Edward.....	2438
Williams, Herbert.....	2559

NEW YORK Local Board No. 20 Public School 67, 120 West 46th Street

Ballantino, Frank Francis.....	5659
Banks, Russell James.....	5596
Bevans, Joe.....	5559
Boisobrou, Charles Bernard.....	5507
Botwick, Edward Jefferson.....	5613
Bradley, Joseph Aloysius.....	5621
Carruso, John James.....	5532
Czaja, Chester Andrew.....	5670
D'Errico, Rudolf.....	5755
Dixon, Laurens Mitchell.....	5520
Dobbs, William David.....	5751
Estrowitz, Theodore.....	5582
Favreau, Charles Edward.....	5537

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

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Our Specialty for Over 48 Years
UNITED STATES TENT & AWNING CO.
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NOW—1941—

MODEL TRUCKS & PASSENGER CARS Available for Immediate Delivery. Originators of the Showman's Finance Plan.

Write with **CHAS. T. GOSS** STANDARD CHEVROLET CO. East St. Louis, Ill.

TENTS

Close-out, new Sidewall bargains. 7.68 Oz. White Drill, hand roped, 9 ft. high, \$22.90 per 100 ft. long, 20 ft. high, \$24.90, and Used Tent bargains.

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TENTS-BANNERS

Several Good Used Concession Tents With Frames.

CHARLES DRIVER—BERNIE MENDELSON
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4611 North Clark Street, CHICAGO, ILL.

GRUBERG WORLD FAMOUS SHOWS, INC.

Booking new Shows, Rides and Concessions for the 1941 season. Show opens early in April in Burlington, N. J. Will play twelve (12) weeks of outstanding State and County Fairs. All our skill dates will be played in the industrial towns and will be promoted through the merchants, an automobile will be given away each week. WANTED—Reliable Manager for Circus Side Show. All salaries paid from office. WANTED—Manager for French Casino, Manager for Girl Show, Manager for Dope Show. All salaries paid from office. Only interested managers that can produce and get people for these types of show. We have beautiful, completely new frame-up, with modernistic chromium fronts. WANTED—Life Show. Will furnish complete outfit without specimens. WANTED—Circus Performers and Musicians. Write to Jerry Jackson, care Bijou Theater, Nashville, Tenn. Will book or buy Fox House and Glass House. WANTED—Motor Circus. Will book well framed Penny Arcade. WANT RIDES—Rocket or Silver Streak. Will book or buy Roll-a-Plane, Octopus, Tilt-a-Whirl or any other ride not conflicting with what we have. WANTED CONCESSIONS—Will sell the exclusive (Popcorn, Peanuts, Candy Apples), Frazee Garland, Ball Game, Penny Pitcher, Long Range Gallery, Hat Game, Pay Game, Photo Gallery or any other legitimate Grind Concessions. Will consider selling my entire midway of Concessions, including Wheels and Coupons, to a reliable party. Mr. Ross Gruberg or the office will not operate any Concessions. HAVE FOR SALE—Beautiful, brand new Corn Game, complete, size 24-36, seats 120 people, with Freshful Trailer 24 ft. and Ford Tractor. It cost \$4,500.00, will sell for \$2,500.00, and can be booked with the show. Our route that we play is excellent for Corn Game and Concessions. Write MAX GRUBERG, P. O. Box 101, Philadelphia, Pa. I will be at the Edison Hotel, New York City, Nov. 28-29; after that Sherman Hotel, Chicago, Ill., until Dec. 5.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Nov. 9.—Good attendance prevailed at the November 7 meeting. President Frank P. Duffield was in the chair and seated with him at the table were First Vice-President Frank E. Conklin, Secretary Joe Streibich, and Past Presidents Sam J. Levy and Ernie A. Young. Routine matters were given attention and members were treated to a showing of the new League film. This brought many compliments and constructive suggestions on changes to be made. Relief committee reported that Brothers Larry Hogan, Bill Caraky, and George Nelson are still in the hospital and showing improvement. Brothers Jack Lydick, Tom Hankine, and James Murphy are confined in their homes. Harry Hancock and Al Latta have recovered and attended the meeting.

Membership committee is going strong with 138 applications to date. Lou Leonard is well on the way to a gold life membership card. Banquet and ball to be held on December 4 and the president's party on November 30 are the main topics of discussion. Both promise to be outstanding affairs. Chairmen Sam J. Levy and Ernie A. Young have their committees going full tilt and everything will be ready at the appointed time. Brother Jessop, in charge of reservations, has appointed those to his committee: H. A. Lehnert, John O'Shea, Ray S. Oaker, Louis Claver, L. W. O'Keefe, George C. Olsen, Sam Solomon, Louis Leonard, Walter F. Driver, M. W. Webb, James Campbell, Charles T. Goss, Lew Keller, and Frank B. Joerling. Hours of duty will be assigned and each will be notified.

Applications of Roy E. Ludington and Lloyd Smeiser were presented for ballot and both were elected to membership. Welcome communications were received from Nat S. Green, Lou Torti, Mrs. Beatrice Todd; Pacific Coast Showmen's Association, Los Angeles; C. D. Odum, Bernie Mendelsohn, David B. Endy, Dave Picard, S. T. Jessop, E. C. Velare, William Caraky, and Cliff Wilson. Brother Wilson's letter came from the New York World's Fair benefit and contained a stable check for the League's charity funds. Reminders have been sent to all whose pledges to Showmen's Home Fund are unpaid. Vice-President Frank R. Conklin has been here for a few days and occupied his seat at the table. Irv J. Polack visited and S. T. Jessop returned from a business trip and attended the meeting. Orval Harris closed his season and is among the regulars at the rooms again. Sam L. Ward and M. K. Brody attended their first meeting.

Brother L. C. Kelley was appointed chairman of the committee on arrangements for the annual memorial service on December 1. On his committee are Walter F. Driver, George W. Johnson, and E. Courtemanche. President Duffield gave the boys an interesting story on the New York World's Fair benefit. Brother A. L. Rossman reports progress on the banquet and ball program. Banquet and ball reservations have been received from The Billboard, Dee Lang, Flash Williams, F. E. Gooding Amusement Company, Johnny J. Jones Exposition, Arthur H. Davis, Racing Corporation of America, John A. Sloan, Brothers Sunny Bernet, Bernie Mendelsohn, and Lou Leonard have been added to the president's party committee.

Brother Ralph Glick left the hospital and soon will be up at the meetings. Brother John Lorman and John Lorman Jr. closed their season and are back in Chicago. Brother John M. Duffield has been on the sick list but reports improvement. Ray Anderson visited. Dave Picard is back from Canada, and Brother Neil Webb advises he will be in for the November 23 meeting. Registration booth for the convention again will be furnished by the U. S. Tent & Awning Company.

Dues were received during the week from John F. Reid, William G. Dunne, Jake Shapiro, Charles Miller, David B. Endy, Edw. A. Brown, Max Horwitz, Morris and Herman Hadow, Sunny Bernet, Herbert Larimer, W. A. Tratsch, John A. Francis, Clifford Lapham, Harry Manley, Louis Henry, Alex Stein, Robert K. Parker, Paul Flannigan, Tom W. Allen, E. C. Drumm, Wilfred Clain, W. B. Bartlett, Joe Pavese, S. T. Jessop, George C. Olsen, George W. Johnson, John M. Duffield, J. C. Donahue, W. E. Hegeman,

and Ray W. Anderson. Showmen's Home pledges were paid by E. C. Velare.

Ladies' Auxiliary

Club held a social November 7 in its clubrooms at the Sherman Hotel, with First Vice-President Mrs. Joseph L. Streibich as hostess. Lovely prizes were awarded and a large crowd was on hand. Dues were received during the week from Mrs. Minnie Hoffman, Mrs. Anna May Ross, Mrs. Anna Jane Pearson, and Mrs. Nellie Mador. Many activities will take place during open house convention this month. All members and friends are invited to join the club in this gala event. Another dollar will be awarded at the next meeting, November 14.

Mrs. Henry Belden, chairman of nominating committee, presented the following ticket of officers for 1941: Mrs. Joseph L. Streibich, president; Mrs. William Caraky, first vice-president; Mrs. Rose Hennies, second vice-president; Mrs. Bert Clinton, third vice-president; Mrs. Jeanette Wall, secretary, and Mrs. Lew Keller, treasurer. Board of governors: Mrs. Al Wagner, Mrs. A. J. Weiss, Mrs. Noble Fairly, Mrs. Abner Kline, Mrs. Marie Kortez, Mrs. Rachel Collins, Mrs. Ruth Martens, Mrs. Sis Dyer, Mrs. Betty Hartwick, Meta Elyre, Louise Rollo, Anna Young, Rose Page, Edna O'Shea, and Anne Steyater.



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Nov. 9.—At the request of Vice-President Jack Rosenthal, Past President George A. Hamid acted as chairman at Wednesday's meeting. As always, Brother Hamid conducted an interesting and spirited session and injected plenty of enthusiasm about club's third annual banquet at the Hotel Astor on November 27. Dr. Jacob Cohen reported that Brother George Rittinger is on the road to recovery from lockjaw at the Englewood (N. J.) Hospital and reminded members that visits and letters are always appreciated by those who are ill. Brother Joe McKee announced that sculptor Emil Sieben is working on a model for cemetery monument and would have it ready for inspection in two weeks.

Secretary Sam Rothstein reported that reservations for the banquet were steadily mounting and that besides the many individual reservations, a large number of tables have been reserved. Ticket chairman Joe McKee reported that the main activity this year gives promise that this will be the greatest NSA event ever staged. Brother Tom Brady, chairman of the speakers' committee, promised that the date would outshine any seen heretofore. Members who have not sent in their reservations are cautioned to hurry, as choice locations are being filled rapidly. Ads for the banquet program are coming in strongly and members who know of prospective advertisers are reminded that this book is circulated thruout the industry and therefore a good buy for the advertiser. Vice-President Rosenthal, on behalf of his brother Irving, who is banquet chairman, advised members that banquet is progressing at such a pace as to make every member eager to bring as many friends as possible to the Hotel Astor to show them how an affair of this kind can be put over by showmen.

The Ladies' Auxiliary was invited into the meeting, and President Midge Cohen reported that the Auxiliary members were not only getting satisfactory results from ticket sales but had lined up several pages of advertising for the journal and were expecting to get more. The unveiling of a monument to Michael Morris will take place November 10 at the Beth David Cemetery, Elmont, L. I.

A handicap pocket billiard tournament is scheduled to start in the clubrooms on November 18. Members are reminded that meetings this month will be held November 13, 20, and 25. Chairman Hamid closed the meeting with the request that as many members as possible attend the remaining meetings this month.

New applications were received for

Club Activities

Samuel Silver, proposed by Harry Rosen; Steve Bronson; Clifford Eugene Quackeburt, and Charles Bennett; by Charles Lewis; Frank Hogan, by George A. Hamid; Samuel S. Zundell, Edward Cohen, and Frank Blatsky, by Ike Weinberg; Jack Rothstein, by Sam Rothstein, and D. E. (Dallas) Duncan, by Jules Latures.

Max Sharp is opening a night club at 51 West 53d Street called the "31 Club," and Brother Milton Soffer announced an interest in the bar at the Maison Louis.

Birthday congratulations to Joe Casper, Dr. John Fisher, November 13; George P. Smith Jr., Sam Miller, 15; Emil Luraschi, Joe Pollio, 16; John Moran, 17.

Ladies' Auxiliary

Sister Betty Endy is sending in some filled penny bags. Dode Allen is back after a long absence. Sister Ruth Barnett was presented with an Auxiliary gift on the occasion of her marriage. Sisters Bess Hamid and Fanny Linderman, two loyal workers, were welcomed back. Sister Julia O'Donnell won the coveted life membership card, but is still plugging away. New members and their proposers: Zaida Meyers, Rose Levine, by Edna Laures; Lucy Yamanska, Bertha Daniels, Marge Carlson, and Elizabeth Murphy, by Fanny Linderman; Goldie Estelle Hamilton, by Shirley Lawrence; Frances Lauther, Sarah and Tillie Harrow, and Barnara Bernstein, by Julia O'Donnell.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Nov. 9.—Monday night's meeting was called to order by President Dr. Ralph E. Smith. Also on the rostrum were Joe Glasco, first vice-president; Mike Krekos, second vice-president; Everett W. Coe, third vice-president, and Secretary Al E. Weber. Bills were read and voted paid. Communications and reinstatement applications presented included those from Gerald Patrick Mackey, E. H. Caldwell, and Frank Platten. Brother John M. Miller reported club's finances are in the best shape of club's history. Brother Lee Haggerty said the house committee, with Brother Ben Beno as custodian, is doing well, and Brother Bill Hobday reported much activity on the membership campaign, which closes December 1. Hobday also gave a splendid report on the 19th annual banquet and ball, of which he is chairman.

President Dr. Ralph E. Smith then turned the gavel over to Brother Mike Krekos, who held the chair for the rest of the meeting. A motion was made and passed to have refreshments served by the house committee for the members listening to election returns at the club Tuesday night. Brother Patrick Armstrong reported on the sick and relief committee. Much time was given to discussion for preparations for a homecoming which is slated to be held early in January. It was finally decided that no committee would be appointed until after December 17.

Brothers Harold (Pop) Ludwig and Harry Rawlings gave brief talks regarding the necessity of every brother and friend of showtolds on the Pacific Coast to use every effort to get behind the banquet and ball on December 17. Advance ticket reservations coming in from all parts of the country. Many brothers who had just returned from the road were introduced by Brother Clarence Alton. Brother Frank Downie, who had been absent for some time, told a good story. Brother Mike Krekos gave a splendid talk, as did Brothers Everett W. Coe and Robert (Doc) Cunningham. The banquet and ball committee had a large floor plan available for those who wished to pick choice locations for the event and purchase tickets to insure reservations. Lunch and refreshments were served by Brothers Ben Beno and Jack Bigelow.

Ladies' Auxiliary

Meeting on November 4 drew a large crowd. President Nina Rodgers presided, with First Vice-President Babo

(See PCSA on page 47)



Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Nov. 9.—Club's first regular fall meeting was held November 1 with Third Vice-President Chester Levin presiding. Secretary G. C. McGinnis and Treasurer Harry Altshuler also were at the table. Minutes of the April 12 meeting were read and approved and final action on the bylaws was taken, with Brother Charles Morphew volunteering to type several copies. A communication from R. L. (Bob) Lohmar, of Rubin & Cherry Exposition, regarding a benefit performance for the club was read. President Harry W. Hennies' check for \$75 for the Hospital and Cemetery Fund from the Hennies Bros' Show benefit at Little Rock, Ark., also was received. It was unanimously voted to give a luncheon and entertainment at the next weekly meeting.

Past President Norris B. Cresswell reported on the obtaining of the Fiesta Room at Hotel Phillips for the annual banquet and ball which will be held as usual on New Year's Eve. Action will be taken to appoint an exploitation committee for the ball. Special events committee is expected to make a report at that time. Brother W. Frank Delmaine, secretary-treasurer of J. L. Landes Shows, arrived from Chapman, Kan., in time to make a brief address. About 50 members were present at the first meeting.

Club received word that Bob Pettit, concessionaire, died in Houston recently. Brother Col. Dan McOugin arrived last week, coming in from the West, after closing with the Burke Shows. Brother Frank Capp, left after the meeting on a business trip to Omaha. Brother Jimmy Morrissey, of Baker-Lockwood Company, has been making numerous plane trips. He's been visiting numerous carnivals and has made several trips to New York and Washington obtaining government contracts for his firm. Posted list of paid-up members shows that a large percentage of members are holding 1941 cards. Members are requested to advise the secretary of their permanent address. All members in the city or near by are urgently requested to attend the meetings as several matters of importance are coming up soon.

Ladies' Auxiliary

Club's second fall meeting was presided over by Mrs. C. W. Parker. Loretta Ryan, secretary, read all previous minutes and correspondence which had accumulated during the summer. Treasurer Helen Brainerd Smith read her financial report. Many members have paid their dues for 1941 and, with all bills paid, treasury is in good shape.

After routine business was finished the meeting was adjourned and night's award, donated by Lettie White, went to Ruth Ann Levin. Bridge was played by members the rest of the night. Social night was held on November 1, with Jackie Wilcox, who is acting chairman of the entertainment committee while Hattie Rowk is in the South, directing a truth or false contest. If a member

(See HASC on page 47)

Missouri Show Women's Club

Maryland Hotel
St. Louis, Mo.

ST. LOUIS, Nov. 9.—Club held its first fall meeting in the clubrooms here on October 31, with President Mrs. Anna Jane Pearson presiding. Also at the officers' table were Second Vice-President Florence Parker; Secretary Grace Goss, and Treasurer Gertrude Lang. Among those elected to membership were Marie Striebel, Kittle Harrison, Mary Anderson, and Elizabeth Anderson.

Award books for the linen bed set, donated by Viola Fairly, were distributed. Ethel Hesse, Grace Goss, and Nell Allen were appointed to make plans for the dance in December.

Sick Committee reported that Ruby Francis is improving, and that Millicent Navarro is still seriously ill in Missouri Baptist Hospital. Among members attending the meeting were Anna Jane Pearson, Judith Solomon, Jean Martin, Ruby Francis, Ethel Hesse, Florence Parker, Elizabeth Yearout, Peggy Smith, Grace Goss, Gertrude Lang, and Nell Allen.

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FAIRS:

A large number of Fairs, realizing the value of the extra distribution going to almost 1,000 National and Local Exhibitors, Government officials, business paper, farm journal, and newspaper editors, have already made arrangements to have their Fairs represented in paid advertising space. Every secretary should see that his Fair is represented.

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Never before has an opportunity like this ever been presented for Carnival owners and managers to advertise their shows, gain the good will of Fair officials and secure contracts for the next season. The Section (a part of the Annual Outdoor Convention Number) will be distributed among all the delegates attending the meetings in Chicago and copies will be mailed to the entire list of 2,200 U. S. and Canadian Fairs.

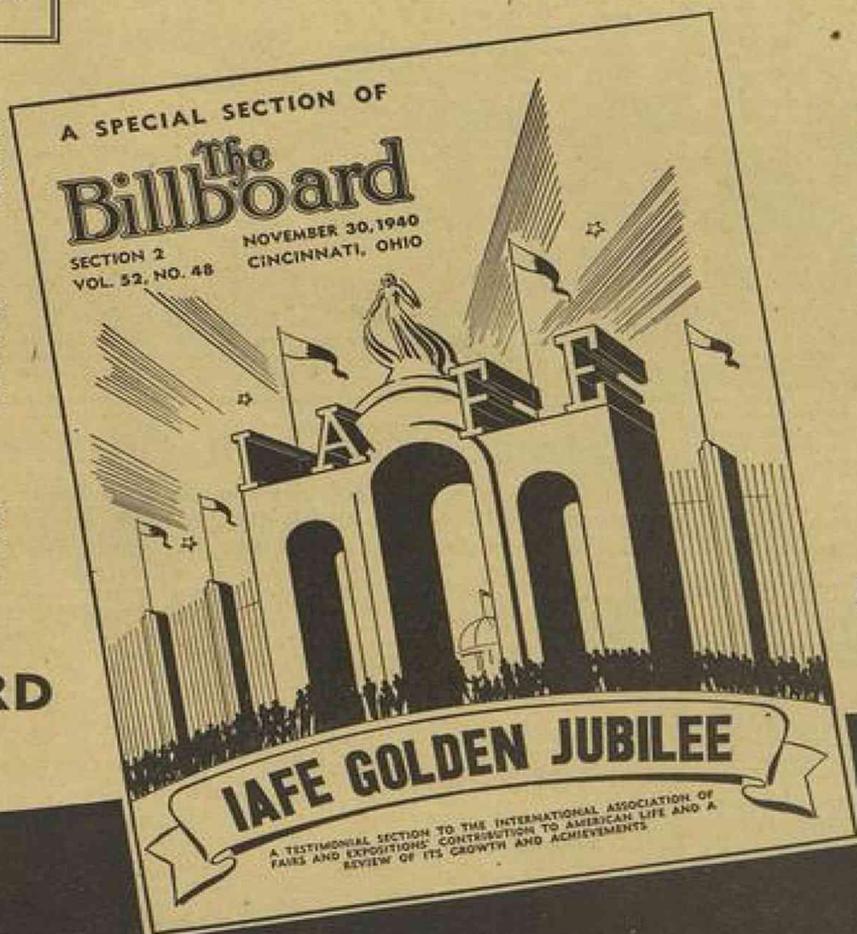
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Commercial firms, acts, attractions, booking offices, and others—the IAFE Golden Jubilee Section with its many interesting and important editorial features assures repeated attention for your selling story—advertise and get results.

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Effort
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History
of
Fairs,
Carnivals
and
Kindred
Amusement
Interests

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Cactus Flat, Tex.

Week ended November 9, 1940.

Dear Editor:

On the Rio Grande the Century of Profit Show played one of its most unusual dates during the past week. From a wool and mutton standpoint the date was only fair, as no money was involved, but the press end of the show did get something different to write about. The past week proves that our show fills all contracts and fulfills all promises regardless of how long it takes to do it. This report of the show's activities should build up a world of confidence among committees for the show. In 1895 our veteran general agent, Lem Trucklow, signed contracts for the show's appearance here under auspices of the Anti-Sheep Thieves Association. Dates set were November 4-9. No mention of the year was made.

The sheep thieves, hearing of the contract, immediately offered the office a better proposition to sign up under their auspices. Rather than confirm the contract, Manager Pete Ballyhoo sent in our bill car to post the town without any mention of a committee. He then pigeon-holed the contract along with several unpaid bills, thus completely burying the agreement in that file. As has been the custom for years to pay unpaid bills in rotation each year, the 1895 bills were up for settlement. It was then that the old and unplayed contract came to light. You can imagine the bosses' consternation when they realized that a committee had been disappointed. To square themselves they immediately mailed a letter to Mr. Rattlesnake Bill, the head committeeman whose name appeared on the contract, confirming the agreement. A copy of the old contract with the year 1940 inserted in the date-line accompanied the confirmation.

Arrangements were made to relocate the show into the spot without any advance billing. On the train's arrival the only thing in sight was a signboard reading, "On this site the town of Cactus Flat was once located. The last frontier of the rip-roaring, gun-toting West." On our right we saw only the remains of adobe huts; to our left were flocks of sheep peacefully grazing on desert foliage. From a shepherd we learned that Rattlesnake Bill still lived and could be found in his hut two miles away. Unloading the office car, the bosses rushed to his home to let him know that their show had arrived. Awakening from his doze, the last survivor of the rip-roaring town was elated to find the bosses with him, and he immediately asked if they had the guarantee with them.

Our train was unloaded on the main line and parked there, no train except ours having traveled over the road in five years. The midway was erected alongside the tracks. Word was sent from one sheep camp to another announcing our arrival and the Monday night opening. Monday night found the midway jammed with some 300 badly broke herders and 50,000 sheep. Their reasons for bringing their sheep were to keep them in sight and to protect them from the sheep thieves. All we greeted

on the night was "bah." On Tuesday again the midway was jammed with sheep and their tenders, but our people had decided to barter sheep for slum, stock, and amusement. The day wound up with a gross of 10,000 sheep.

On Wednesday the gross was stepped up to 12,000 head and Thursday gave us an all-time high sheep gross of 15,000 head, giving the midway a 5,000-sheep increase over Tuesday, concessions grossing 75 per cent of the take. On Friday and Saturday the herders returned to the lot without their herds and everybody played a blank. We later learned that the herders had decided it was a safer gamble to leave them off of the lot and on their own than to bring them along. The date would have been a mop-up for everybody if we hadn't played it 45 years behind our billing.

MAJOR PRIVILEGE

Cramer Warns of Priority Orders, Mechanic Shortage

NORTH TONAWANDA, N. Y., Nov. 9.—

George H. Cramer, president of Spillman Engineering Corporation here, emphasizes the necessity for resourcefulness and flexibility on the manufacturer's part to meet constantly changing business conditions. "In our line," he said, "we have had a highly seasonal business which, even in ordinary times, makes future planning more or less of a gamble, inasmuch as most operators invariably wait until delivery season is well advanced before placing orders for rides. To meet these conditions without deferring deliveries too long, much overtime was resorted to with its increased cost and confusion to overcome the bugaboo of late orders.

"However, while we have in the past shouldered these extra burdens and costs brought about by late buying, a new condition faces this and all other companies that, thru plant equipment and engineering skill, are subject to demands of the National Defense Act with its priority rights over non-defense orders. At present substantial orders of this nature have already been placed, and any operator considering the purchase of a new ride or any related equipment should place such orders at once, and delivery dates required should be put as far ahead as possible."

He also called attention to the shortage of skilled mechanics. "A situation," he said, "that grows more acute each day in spite of all the efforts to offset this by day and night training by vocational and training schools to meet the ever-increasing demand."

15 Years Ago

(From The Billboard Dated
November 14, 1925)

Greater Sheesley Shows established quarters on the fairgrounds in Mobile, Ala., after a successful still date there. . . . R. E. (Bob) Stewart returned to Metropolitan Shows as general agent in Waynesboro, Ga. . . . Roscoe Imperial Shows changed their title to Wade & Baker's Michigan Greater Shows and set up winter quarters in Adrian, Mich. . . . Mr. and Mrs. H. B. Reeves went to Florida for the winter after a successful tour of fairs in Ohio. . . . E. E. Baker assumed charge of the Chairplane of P. H. Bee Jr., on Macy Shows and Bee returned to his old position as secretary to C. D. Scott. . . . Joe Lytell was wintering at the Elks' Club, Rochester, N. Y.

Former secretary of the Page Shows, M. G. Bull took over Roy Fann's Chairplane ride with Blanche Amusement Company. . . . Abner K. Kline Shows went into quarters in San Bernardino, Calif., after closing in San Diego, Calif. . . . Chairman Sam J. Levy was mapping plans for the annual banquet and ball of the Showmen's League of America. . . . A. H. Barkley resigned as general agent of D. D. Murphy Shows for 1926. . . . Bennie Smith was handling front of the Athletic Show on the Wise Shows. . . . Elsie Culver and Company joined the D. D. Murphy Shows in Grenada, Miss. . . . Charles Weinberg, well-known concessionaire, died of a heart disease in American Theatrical Hospital, Chicago, on November 7, 1925.

Clinton, N. C., proved a profitable week's stand for Bernardi Greater Shows despite some inclement weather. . . . Sam Spencer's Shows went into quarters in Brookville, Pa., after successfully closing a 23-week tour there. . . . Fred M. Fields, 25, well known in carnival circles, died in Baptist Hospital, Memphis, on November 23. . . . Mad Cody Fleming Shows closed their 1925 tour in Rising Sun, Ind., and moved to Cincinnati on the Shannon barge. . . . No. 2 Unit of Oliver Amusement Company closed a fairly successful season in Mexico, Mo., on October 24. . . . K. F. Ketchum's Attractions were playing indoor bazaars in New York.

Miller Aide Electrocutted

BISHOPVILLE, S. C., Nov. 9.—Ernest McCullom, chief electrician and master mechanic with Miller Bros. Shows, was accidentally electrocuted on November 7 in the show's transformer wagon during the stand at Lee County Fair here. McCullom had been electrician of the organization for nine years and his sudden demise cast a pall of gloom over the midway. His remains were taken to Hancock's Funeral Home here, where services were held before sending the body to Mooreland, Ind., for burial.

Where Will You Winter?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

.

Office Address

.

Opening date and stand for 1941 if definitely

set

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 9.—Plans for the seventh annual meeting of the association have been completed and, altho the program of the International Association of Fairs and Expositions, which will meet in Chicago simultaneously, has not as yet been fully announced, our program provides for the first session to be held in the Hotel Sherman, Room 118, December 2 at 11 p.m. Meetings will continue until business is completed. We are pleased to acknowledge the full co-operation of Frank H. Kingman, secretary of the IAFFE, and we feel certain that all of our members will appreciate the courtesies and co-operation extended by him.

A recent visitor to ACA offices was William C. Fleming, general agent of the Strates Shows. We have received word from several members, including World of Mirth Shows, Conklin Shows, and Triangle Poster Print, of plans being made to be in attendance. We have also received information that Associate Counsel Richard Kaplan, Gary, Ind., and Associate Counsel Louis Herman, Toronto, will attend.

No session is contemplated for Wednesday, December 4, so as to avoid interference with annual SLA banquet and ball that night. The opening session will be devoted to a review of the activities of the association for the past year, and subsequent sessions will be devoted to consideration and adoption of a 1941 program, election of directors and officers for the ensuing year, and formulation of the association's legislative policy for 1941, many of the items of which have been previously mentioned in this column.

The association is not sending individual invitations to the meeting, but a general invitation is extended thru The Billboard in addition to formal notices of the meeting sent to the membership, in accordance with the bylaws. Shows expecting to be represented at the meeting are requested to notify the ACA offices, fourth floor, Central Trust Building, Rochester, N. Y.

Hilderbrand Show Retitled; Arthur Is To Continue Tour

PHOENIX, Ariz., Nov. 9.—Hilderbrand's United Shows and Circus Combined, which were sold recently to Martin Arthur, has been retitled, and after leaving Arizona State Fair here on November 17 will carry on under the banner of Arthur's Mighty American Shows. Arthur has revised the shows and instituted a new reconstruction plan. He plans to keep the shows out about six weeks after the local stand and then go into Los Angeles, where he will winter the shows at 2410 Ellis Street. Personnel, in addition to Arthur, who is owner-manager, includes Dolores Arthur, secretary-treasurer; Moe Eseman, general agent; Eddie Davis, special agent; Henry Brown, sound technician; and Manfred Stewart, lot superintendent.

Shows will carry three rides, three shows, and 16 concessions on the winter trek, presenting a free gate without circus acts. Arthur plans to reconstruct his shows for an early spring opening in Los Angeles, when he intends to add several rides and shows. He purchased a new sound system recently and placed it under supervision of John H. Hobday. Trucks have been repainted and embossed with the new title. Shows' first location will be Somerton, Ariz. Moe and Mrs. Eseman came in recently to assume his new duties and will leave soon on a booking tour of Southern California.

After closing with Hilderbrand as secretary-treasurer, John H. Hobday will join Arthur at Somerton. Manfred Stewart, who was named lot superintendent when Arthur assumed control at Las Vegas, Nev., will continue in that capacity. Eddie Davis arrived from Los Angeles to take over the special agent's work. Arthur is optimistic over his latest venture and is looking forward to a successful 1941 season.

Minie Show Displayed in Chi

CHICAGO, Nov. 9.—Many local showmen are visiting the Randolph Street station of the Illinois Central Railroad to see an interesting exhibit of a miniature car on display there. Built by Virgil Sitton, Harvey, Ill., it occupies a platform about 8 by 12 feet and faithfully reproduces in miniature an entire carnival, with rides, shows, and concessions, complete with lighting and decorations. There are a Merry-Go-Round, Tilt-a-Whirl, Ferris Wheel, and other rides in operation; concessions such as cat rack, mouse game, cane rack, and shooting gallery, grab stand, show fronts, ticket boxes, and everything that makes up a carnival, all done to scale. In all there are 38 rides and concessions, each stocked with miniature merchandise. Midway is illuminated by 200 lights and outfit is run by six motors. Sitton, who is an employee of the I. C., devotes his spare time to constructing models, and 3,600 hours were required to build the "carnival."

LOOK

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CHICAGO

WINTER QUARTERS
JACK BAILLIE
General Delivery
BIRMINGHAM, ALABAMA

Los Angeles

LOS ANGELES, Nov. 9.—Local beaches draw large crowds for Halloween and the week-end. Ross E. Davis at Lincoln City Park and the city-owned Griffith Park did well over the week-end. Joseph Diehl Jr. is doing good business with the Kiddieland rides on Beverly Boulevard. Hugh Woods has a pony ride on Beverly Boulevard and is doing well. West Coast Amusement Company had a fair week's business at Bakersfield, Calif. Shows moved to Porterville, Calif., for the closing week of the season. Clark's Greater Shows dug up a fair spot at Arvin, Calif., and then moved to San Diego, Calif., for a 10-day stand.

Mr. and Mrs. Harry Taylor took their frozen custard to Clark's Shows. Elmer Hanscome also went to the Clark date at that spot. The Frank W. Babcock Shows closed at Ramona, Calif., and shows have been stored in quarters. Sammy Coomas returned to join the Coast Defenders. Al M. (Moxie) Miller has his concessions working in Southern California spots. Roy E. Ludington is home from the Loma Linda Hospital, where he underwent a check-up. He plans a trip east soon. Mrs. O. N. Crafts left to visit Golden State Shows. Mr. and Mrs. George Coe are here for the winter. Coe Bros.' Circus & World's Fair Shows are stored at Crafts' quarters in North Hollywood. Jimmie Lynch is visiting in San Francisco. Harold Mook is at Crafts' quarters. Walter Sibley here, coming in from San Francisco.

J. Ed Brown, mayor of the Golden Gate International Exposition, Gayway, and Mrs. Brown came down from San Francisco. Frank J. O'Brien is working on Walter Tupper's British War Relief Show. Mr. and Mrs. Leona Barie came in from the World's Fair Shows & Coe Bros.' Circus and are located in downtown Los Angeles. Charley Haley and Johnny Kearnes have formed a new business. Doc Cunningham was here for a brief stay between his Bakersfield and Porterville, Calif., dates. Clyde and Topsy Gooding are to produce the Midget Land Show for the British War Relief Show. Johnny Buck, midget pianist, is doing a pianolog at one of the Main Street Clubs. Sam Huston is doing well with the new Museum, which opened on Main

Street. George Rehm is associated with him.

S. L. Sonney opened a new wax figure show on Main Street. R. E. Moyer is with him, doing magic and illusions. Johnny Banbury, Lilliputian fire chief at the last San Diego Exposition, is in town working pictures. Ross Ogilvie is working at the May Company's annual Christmas show. Olga Celeste is doing her leopard act and Jerry Fitzgerald is handling the same show. Curley Phillips is working sponsored events in Los Angeles. Joe Metcalfe and Anna Veldt will winter here and work their elephant act at contracted spots. Jack Brick returned for the winter. Charlotte Sullivan is back from San Francisco and will play night clubs. Irene McAfee and her dogs have completed their studio work.

St. Louis

ST. LOUIS, Nov. 9.—International Association of Showmen will hold its first winter meeting in its clubrooms at Maryland Hotel November 14. Thereafter meetings will be held every Thursday night. Charles T. Goss, secretary, urges members to send in their 1941 dues. Sam Solomon, of Sol's Liberty Shows, spent several days visiting friends here last week before going to Hot Springs, Ark., where he will vacation prior to going to the Chicago meetings. Ernie Young, of Barnes-Carruthers Fair Booking Offices, stopped over and visited friends, while en route from Southern fairs to Chicago. Sunny Bernet and Buddy Ruppert, of the Globe Poster Corporation, visited The Billboard office here Tuesday, when they passed thru the city en route to Chicago. Mrs. Tom W. Allen returned last week from a two-week trip to her home in Abilene, Kan.

John Francis is well on the road to recovery from his recent serious illness. He is expected to leave DePaul Hospital here today or tomorrow. Leo Lang, brother of Dee Lang, owner of shows bearing his name, left Missouri Baptist Hospital on Tuesday and now is confined in his home, where he is recovering. Mrs. Elizabeth Mahringer, mother of

NATIONAL SHOWMEN'S ASSOCIATION

Third Annual

BANQUET AND BALL

Eastern Showdom's "Must" Event
Benefit Cemetery and Hospitalization Funds

Grand Ballroom, Hotel Astor, New York
Wednesday, November 27

For Reservations Write, Wire or Phone

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CINCINNATI, OHIO

Mrs. Leo Lang, is still in Missouri Baptist Hospital, as is Mrs. Mildred Navarro, mother of George W. Davis, of the Johnny J. Jones Exposition. Frank Fellows, president Springfield Wagon & Trailer Company and Ozark District Empire Fair, Springfield, Mo., visited The Billboard Tuesday, while passing thru the city en route from the North to his Springfield home. William Pink, ride owner, stored his rides in East St. Louis, Ill., and then left for Los Angeles, where he will winter.

Comedy Hall was opened here two

weeks ago by Rex Howe, well-known outdoor showman. Enterprise is located in the Wellston Section and incorporates outdoor and indoor amusement features. Layout consists of concessions, Penny Arcade, photo gallery, and a large dance floor. Executive staff consists of Rex Howe, manager; Louise Howe, cashier; William H. (Billy) Fankle, floorshow and publicity; Springmaster Band, Weibert Douglas, Concessionaires include Lew Dewstath, Sammy and Daisy Martin, Willie Bumper, Fats Warren, Fred Battelli, Dad Baldwin and Harry Moore.

Direct From the Lots

Cetlin & Wilson

Fairmont, N. C. Week ended November 2. Location, fairgrounds. Auspices, Fairmont Fair Association. Business, poor. Weather, unsettled and intermittent showers.

Shows made the trip from Wilson (N. C.) Fair in good time and were ready for opening Monday night. Local fair drew fair preview crowds, and Children's Day, Tuesday, brought out a good crowd and business increased. Rest of week business was fair and another Children's Day was held on Saturday. E. C. Huffine, fair secretary, co-operated. Business was hampered by weather, however. Lee Hayford, manager of Lauther's Two Star Ranch show, reports good business. Art Parent, orchestra leader of Paradise Revue, and Paul Lewis, drummer, are preparing to join a New York theater unit at season's close. Tilly Prenter, Pearl Lipay, Sylvia DeLange, Claire Delmar, Mary Savage, Martha Lucas, and Esther Waters are clicking with a new dance act in Paradise Night Club Revue.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.
 50 cards, \$2.50; 100 cards, \$4.00; 25 cards, \$4.50; 100 cards, \$6.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.
 No. 140 Extra Heavy Green Both Sides, Per 100, \$5.50.

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Made in 30 sets or 100 cards each. Pinned in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$2.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6 1/2 x 7 1/2.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card size. Can be re-used or discarded. 3,000, size 6 1/2 x 7 1/2, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
 Automatic Bingo Shaker. Real Glass \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$2.50
 Lightweight Lapcards, 6 1/2 x 6 1/2, Per 100 \$1.00
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 6 1/2 x 7 1/2, per 1,000 \$1.25
 3,000 Featherweight Bingo sheets, 6 1/2 x 7 1/2. Lots, \$1.25 per M. Stapled in pads of 25, Per M \$1.50
 Postage extra on these sheets.
 Bingo Card Markers, in strips, 25,000 for \$1.25
 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Pat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

Bob Machat, pianist and owner of Bob's Music Show at Fayetteville, visited Paradise Show. Wally White, human pin cushion of Lauther's Slide Show, continues popular. Stranger Than They Seem Show, with William Noller, front talker, is doing well, as is Fitzpatrick's Wild Life Exhibit. Agnes Funk heads the Glitter Gala performers. Rides, including Hert's Rotolplane and Skooter, Bert Clawson's Whip and Merry-Go-Round, Westcott's Octopus, Chairplane, Ferris Wheels, and Ride-O, got their share. Whitey Campbell is ticket seller on Georgia Brown's Miss America show.
 RAYMOND D. MURRAY.

Mighty Monarch

Loris, S. C. Week ended November 2. Auspices, Loris Fair. Business, excellent. Weather, fair.

Stand here marked shows' fourth year at this spot and it proved to be the best of them all, with everyone doing plenty of business. Friday, Children's Day, was a winner despite rain. A number of new rides and shows were added here for shows' Florida fair trek, which gets under way in Gainesville. Fair officials gave good co-operation. Secretary Von was on hand daily.
 TERRY MARTIN.

Dee Lang's

Conroe, Tex. Week ended November 2. Auspices, Montgomery County Fair. Business, fair. Weather, high wind and rain.

Monday was lost to torrential rains, but Tuesday broke bright and sunny and a liberal application of shavings put the lot in good condition. A small but good spending crowd attended Wednesday, Thursday, Negro Day, at 1:30 p.m., with a large crowd on the lot, a terrific wind and rain storm hit, with shows suffering their second blowdown of the season. About \$3,000 damage was done. None were injured. The Monkey Circus, Minstrel and Crime shows were the heaviest losers. Friday, Children's Day, was good, and the Crowning of the Queen Saturday night brought a large crowd. Frank Harrison's cookhouse continues popular. Altho grosses were not up to those of the past several weeks, a fair week was recorded.

Gilmer, Tex. Week ended October 28. Location, center of town. Auspices, Fire Department. Business, great. Weather, good. Ten-cent gate.
 The Yamboree Festival here is an

annual event and receives much publicity from Dallas and Shreveport papers and radio stations. Large crowds were on hand thruout. Fire Chief Floyd and his men were an active committee and Sheriff Anderson and deputies co-operated. The Sky High Girl and Doc Carver's High Diving Horse, free acts, continue popular. Tree Top Buchanan's Hollywood Photo Studio did well, as did Lenard McLemore's seven stores. Myrtle Haven's three concessions clicked. Shows and rides got a good week's work.
 DAN J. MEGGS.

John H. Marks

Florence, S. C. Five days, ended November 1. Auspices, Pee Dee Fair. Business, satisfactory. Weather, fine except Friday.

Excellent attendance prevailed here. Fair opened Tuesday and closed Friday, but midway opened Monday night to light crowds. Weather good all week except Friday, the big day, when the first heavy rain in over a month fell early in the morning and continued intermittently all day. Friday also was Children's Day and despite the rains business was big. Shows pulled down in a near cloudburst and made Fayetteville, N. C.

Kaus Expo

New Bern, N. C. Week ended November 2. Auspices, New Bern Auto Show and Exposition. Business, good. Weather, good.

This exposition was backed by the New Bern automobile dealers and show was well arranged and proved successful. Event was under the chairmanship of A. Godley. Weather was ideal thruout, and children's days, on Wednesday and Friday, brought out good matinee crowds. Grover Hill, billposter, reports a successful season and has signed for next year. A stork shower was held here for Mrs. Helen Leska. Mr. and Mrs. Cliff Patton closed with the Slide Show and left for their home in Scranton, Pa. Buster Gordon visited J. P. Dowdy. Other visitors included Teresa Huener and Mr. and Mrs. Charles Crossman.

Kinston, N. C. Week ended October 28. Auspices, Neuse Atlantic Fair. Business, fair. Weather, one day rain.

Cold weather greeted shows at opening here and Wednesday was lost to all-day drizzle. Attendance was small at day and, altho the night crowd spent freely, small attendance gave little opportunity for much business. Show entertained the Boy Scouts and newboys on Tuesday, and on Thursday pupils of the Caswell Training School were guests. Mrs. Roy Tessina rejoined her husband after a week's illness. Mr. and Mrs. James Conners and daughter, Jean, left for Florida. Business Manager George Whitehead took delivery on a new car here. Visitors included Art Lewis, of shows bearing his name; Mr. and Mrs. A. J. Grey, and Mr. and Mrs. Kline.
 LESTER KERN.

Paradise Amusement

Forrest City, Ark. Week ended November 2. Auspices, American Legion Post. Business, fair. Weather, cold.

Monday's opening drew a fair crowd, but cold weather hampered business. Business picked up Saturday afternoon and night, however, and all came out on the right side. Manager Jake Miller has been under a doctor's care, but is able to work. Mack Langley joined here with a concession, as did Red Ridings. Shows took delivery on two new transformers here.

Ennis, Ark. Week ended October 28. Auspices, Chamber of Commerce. Business, fair. Weather, fair.

Located at Watson's Ball Park here, shows drew well all week. Top attendance was obtained on Friday night, however, when crowds which attended a local football game, came on the grounds after the game. The writer's popcorn stand had its best night of the season here.

West Memphis, Ark. Week ended October 19. Auspices, Chamber of Commerce. Business, good. Weather, good.

Mr. Borrer, with cookhouse, joined here, as did a number of other concessionaires. All reported satisfactory results, and Mrs. Miller was busy entertaining and being entertained thruout the week. Her home is in Memphis, just across the river. Among visitors were Mr. and Mrs. Glen Osborne and Mr. and Mrs. Melroy.
 RUTH MURPHREE.

J. F. Sparks

Oneonta, Ala. Week ended October 28. Location, Hidden Park. Auspices, American Legion Post Fair Committee. Business, fair. Weather, good.

Event did not live up to expectations built on previous three years of its existence. Thru lack of preparation, Children's Day missed fire and heavy attendance Saturday afternoon and night was all that saved the week from same fate. Marion H. Spillers, with two concessions, and O. E. Bradley, with three, reported good business, but event was failure for remainder of concessionaires. Frenchy LaRue's Athletic Show had a good week and Tilt-a-Whirl topped rides.
 RAY ALLEN.

B&B Amusement

Elmore, S. C. Week ended November 2. Location, one block from heart of town. Business, fair. Weather, good.

Shows opened well on Monday night after a 40-mile hop from Sumter, S. C. Attendance increased nightly. Concessionaires and ride help includes Mrs. Dorothy Edwards, ball game; Johnny Edwards, Mrs. Beresoff, penny pitch; Bill Edwards and Bob Mahan, pitch-tilt-yo-yo; win; Mr. and Mrs. David Kekai, cork game; J. K. (Happy) Boultinghouse, pill game; Bill Dunlap; Mr. and Mrs. W. Valance, photo gallery; Joe Brown and Jim



PAUL FAIRLY, son of Mr. and Mrs. Noble G. Fairly, formerly of Fairly & Little Shows and a member of the United States Embassy in Berlin, Germany, posed for this photo soon after his arrival in Houston, Tex., on November 1 to spend a 60-day home leave with his parents before returning to the German capital. He left Berlin on October 19 and planned to Estoril, Portugal, from where he sailed on October 22. Arriving in New York on October 30, he planned into Houston. Paul went to Munich, Germany, two and a half years ago to take a two-year course in music at the Munich University Conservatory. Two years ago last September he entered the Embassy service, where he is still employed. During his stay in Europe he completed courses in music at Munich and Sena, Italy. He is scheduled to leave the States again for Germany on January 3, 1941.

on time. Fair Secretary William B. (Bill) Douglas gave good co-operation. Grandstand attractions included Looping Nixes, Billetti Troupe, and John Robinson's Elephants. On Thursday a 15-minute broadcast over Station WOLS had Rush Holt interviewing Bunny Nix, Charles Farquhar, in charge of cattle exhibits, and the writer. The Morning News and Evening Star co-operated. "Toxy" Cetlin, Carl J. Lauther, and Ed-Ed Rahn, of Andy Bros' Shows, visited. Duke Jeanette closed his Slide Show here and will return to New York. Billetti Troupe also closed and left for Wichita, Kan., where they will join the Polack Bros' Circus. John Robinson Elephants entrained for Terrace Park, O., in charge of Capt. George Thompson. Pending completion of shows new winter-quarter buildings on West Broad Street, Richmond, Va., the trucks and show paraphernalia will be stored temporarily in a warehouse in South Richmond. Business offices, as usual, will be in Richmond.
 WALTER D. NEALAND.

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Lowe, pan game; Mrs. Winters, popcorn and candy apples; Billy Wells is Ferris Wheel foreman; Mrs. Wells has tickets on Chairplane; Charles Hull is Chairplane foreman; Frank Kelly has Kiddie Ride; Jimmy Winters, Ferris Wheel; Neil Nelson, chief electrician. Jack Johnson has the tickets for the Ferris Wheel, and Harry Winters is lot superintendent. Whitey (Scotty) Hayes worked here. Management tendered personnel a party show on Halloween after shows closed. Event was held in a local cafe and lasted until early morning.

W. VALLANCE JR.

Peach State

McRae, Ga. Week ended November 2. Location, school grounds. Business, good. Weather, ideal.

Shows opened here to good crowds and all reported satisfactory results. Manager Pete Smith announced that organization will remain on the road all winter. The writer, after closing with the World of Fun Shows at Augusta, Ga., joined here and has taken up his duties as electrician and The Billboard sales agent. Colonel Riley, of the Dixie Bell Shows, has his Ferris Wheel here. Personnel exchanged many visits with members of Barfield's Cosmopolitan Shows.

RAY SHARPE.

PCSA

(Continued from page 42)

Miller, Second Vice-President Edith Walpert, and Secretary-Treasurer Vivian German also on the rostrum. After calling the meeting to order President Rodgers relinquished the chair to Second Vice-President Edith Walpert, who conducted the meeting until recess in good style. Coming in with Edith were Marie Jessup, Barbara Hellwig, and new member, Linda Barrett. Also here was Ming Tor Wright. Marjorie Stephens came in for the winter, as did Betty Coe, Rose Mary Edwards, Marie Klink, Helen O'Brien, and Olga Celeste. All received a big welcome. Inez Walsh and Vera Downie, two veteran members, also were on hand after being away on business and were extended a roaring applause upon their introduction.

Ada Mae Moore was here, having taken time out from her moving picture engagements. A note from Emma Clifford, with her dues enclosed, was read, as was a letter from Past President Marlo LeFors. Mother Minnie Fisher greets members in the reception rooms. Since many members will be out of town on Armistice Day, the November 12 meeting was canceled. President Rodgers and Babe Miller will put in the week with Clark's Greater Shows at San Diego, Calif. Mary Taylor and Estell Hanscom also have space for the celebration.

All were enthused over the anniversary party to be held in the club rooms on November 18. Rose Clark, Bobby Miller, and Florence Webber attended the meeting and much credit was bestowed on Florence for the good work accomplished on Clark's Greater Shows for the auxiliary. Betty Coe, of World's Fair & Coe Bros' Circus, gave President Rodgers a good donation from the shows. Many members responded to President Rodgers' request to say a few words. Vera Downie, who has been absent for a long time, was welcomed back with a round of applause. Josephine Foley also came in after being absent all summer. Members are looking forward to the return of Maybelle Crafts, Ethel Krug, Past President Marlo LeFors, Verna Seeborg, and Hazel Fisher. Ruth McMahon is still distributing birthday presents to the president and Lucille King.

After the meeting a party at a local night club was enjoyed by President Rodgers, Florence Webber, Josephine Thomas, and Lucille King. Josephine Thomas, sister of Babe Miller, was initiated into the club.

HASC

(Continued from page 42)

gave the correct answer she was rewarded with a penny, and it proved a profitable game for them. Night's award was donated by Grace Goss and won by Lucille Heminway. Chocolate and cakes were served at conclusion.

Among those present were Verna

Baughman, of Leavenworth, Kan., who is a sister of Viola Fairly. Catherine Boyd had her mother, Mrs. Harry Mason, with her. Rose Lee Elliott attended for the first time this fall. Trixie Clark returned from a summer on the road.

RAS BARNES IN TAMPA

(Continued from page 38)

Phenomenal, even in the South where the cotton crops are short this year."

Marjorie Kemp, of the Motordrome, came in with the shows and said she would continue to work her lion act despite injuries sustained this summer in Moorehead, Minn. Several of the bigger attractions, including the Watercade and Ice Palace, left to fulfill contracts at other stands this winter. Local Chamber of Commerce turned out to welcome shows on arrival here.

MARKS, CW COMBO

(Continued from page 38)

charge of advance arrangements and event was billed within a radius of 25 miles.

Walter D. Nealand and Raymond D. Murray, of the C.-W. press staff, handled the newspaper and radio publicity. Marks contingent arrived first, coming in early on November 1 to set up. Cetlin & Wilson followed on Sunday.

Melvin G. Purvis, ex G man, who since retiring from the FBI has been publisher and editor of The Evening Star, Florence, S. C., was a frequent visitor on the midway during Marks Shows' engagement at the Pee Dee Fair. He was the guest of Owner John H. Marks and Walter D. Nealand. John Ziegler, city editor, also was on hand during the week.

AGRICULTURAL

(Continued from page 37)

since the middle of 1938, consumer incomes should be even better in 1941 relative to 1940 than the prospective increase in industrial activity might indicate.

The number of people unemployed, estimated by the National Industrial Conference board at 8,000,000 to 9,000,000 during the first seven months of 1940, will be substantially reduced in 1941 as a result of increased industrial activity and the increase in the armed forces of the country. Should past relationships between industrial activity and non-agricultural employment continue, around 3,000,000 additional persons may be either employed or in the military service in 1941 compared with the average for 1940.

FOOD CONSUMPTION

In the case of most foods, the total quantity consumed in the United States each year is approximately the amount produced. An increase in demand such as is in prospect for 1941, therefore, will not in itself result in any material increase in food consumption. Rather, the tendency is for such an increase in demand to raise the prices of agricultural commodities consumed in the domestic markets. For some farm products, however, decrease in foreign demand or increases in production may offset the effects on prices of the improvement in domestic demand. For some commodities, also, considerable increase in demand would be necessary to raise prices beyond the point at which support is being given by government commodity loans.

Farmers have expressed interest as to whether the enlargement of military forces means a considerable increase in the quantity of food consumed per person. Per capita consumption of food in the army is said to be about 40 per cent greater than in civilian life, but the relatively small number of persons in military service makes this of little importance in total food consumption.

LANGHORNE TO TETER

(Continued from page 36)

he has been unusually successful. Negotiations had been carried on for two years.

Langhorne Speedway was built in 1925 by Philadelphia Speedway Corporation at cost of nearly \$700,000. Grounds proper include 87 acres of land, located on Lancaster Memorial and U. S. No. 1 highways, 19 miles north of Philadelphia and seven miles south of Trenton, N. J. On the one-mile circular speed course records have been established and still stand for distances from one to 350 miles. It is 70 feet wide with a 4½-foot outside bank. It is a semi-hard dustless course. On the site are seven steel grandstands with capacity of 30,000.

The speedway's success had always been in the balance until it was leased to Hankinson in 1930 and 1931. Opening

date under his management in 1930 attracted a throng of some 40,000 and for two years Langhorne was on the upgrade. In 1932 and 1933 Hankinson withdrew and the track was operated by promoters without success. In 1934 he purchased the plant from James Edgerly, who had become owner thru a series of misfortunes suffered by the original owners. From that time on it was successful and became widely known. Many great drivers have appeared there. It had been the policy of Hankinson to present high-class events and they attracted spectators from afar. It was the custom to offer a 100-mile race prior to the annual 500-mile Indianapolis Memorial Day race and three weeks later to begin the early-summer program, with a large percentage of the Indianapolis drivers. Two years ago the first All-American Championship Stock Car Race was originated by Hankinson and its success exceeded anticipations. The National 100-Mile Championship Motorcycle Race has been staged annually on the course on Labor Day. This year, on October 6, a 100-mile National Championship Midget Car Race, with 50 starters, made its debut and was successful.

It is believed Hankinson will be identified with Teter in operation of the speedway in an advisory capacity. Teter is to make improvements. Three center stands, seating about 9,000, are to be covered and equipped with folding chairs. Teter will also build machine shops and storage facilities for equipment he carries in his thrill show.

Hankinson, when contacted at his Orange City Hotel, denied rumors that he is preparing to retire from the business. He said that Hankinson Speedways will be more active than they have ever been. Langhorne is a big single operation in itself and since it has been disposed of the Hankinson group will be able to devote its entire time to a large fair clientele served for over 25 years.

SAVANNAH PULLS

(Continued from page 36)

showers and cooler temperatures, Friday, Children's Day, drew 48,000. Opening and closing nights had record crowds of 7,000 and 9,000 respectively, and there were auto giveaways on each of the two nights. Officials of Savannah Electric & Power Company said the number of bus passengers to the fair increased 70 per cent over previous years. Strates Shows presented a colorful midway, the Vanities and French Casino taking the spotlight among shows, while the Rocket and Joycycle had a big play among the rides. Free attractions presented in the center of the circular midway were the Charles Siegrist Troupe, flying act, Emanuel Zaccchini, human cannon ball. The grandstand was destroyed by a hurricane which struck in August. Grandstand site is now occupied by army troops and about 5,000 soldiers are camped at the airport and fairgrounds. Soldiers in uniform were admitted to the fair free.

Agricultural exhibit was largest in 15 years. The numerous exhibits, displayed in three tents and a frame building, were in charge of A. J. Nitzsche, county agent. A stock show occupied a fourth exhibit tent. Manager Burdorf said all premiums and bills had been paid.

BEST IN GREAT FALLS

(Continued from page 36)

the fairgrounds. The magnet which drew attendance from every corner of the State was the combination of an exceptional entertainment and educational program, with entertainment topping the list.

Entertainment features included a full program of rodeo attractions supplied by Leo Cremer, a 45-event racing program, with pari-mutuels; a Barnes-Carruthers night show supplemented by daytime specialty acts, also furnished by that organization; Theatre-Duffield fireworks nightly, and the Rubin & Cherry Exposition on the midway.

Autos Register Appeal

The fair, for five years host to the American Hereford Show, this year was

host to the Northwest International Hereford Show, topping a livestock display in which there were more than 2,000 entries. Exhibit buildings were filled with 18,727 exhibits entered by 5,077 individuals and organizations. A feature which drew thousands was holding of the State Future Farmers of America and 4-H Club shows. The 4-H Club show was preceded by a 4-H livestock sale in which 125 animals were sold at prices which exceeded all previous marks. A careful check maintained at gates showed that cars from virtually every State in the Union and from three Canadian provinces were on the grounds during the week.

NYWF DEMOLITION

(Continued from page 36)

Willow Grove into pop-priced saloon-style spot with performers.

A few of the boys are eyeing the Cleveland International Exposition, dated for January in the muni auditorium. A lot of the local expo's foreign zone and exhibit sector taffy will spread out there and Grover Whalen is carded to throw the switch. Tab is set as two bits afternoons and 35 cents evenings, with a dime for kids.

Because Billy Rose's fair activities are ended with a net profit of considerably more than a buck, it doesn't mean he's stopped his publicity play. Producer has added James Phillips, author of first novel, *The Inheritors*, to his press department headed by Mike Mok. Rose says the novel was written while author was assistant house manager of Aquacade. Instead of docking him for going literary on his (Rose's) time, the showman decided to keep genius in the official family.

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LOOK

IN THE WHOLESALE MERCHANDISE SECTION

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Strates Tour Ends Successfully; Map Plans for '41 Trek

SAVANNAH, Ga., Nov. 9.—Savannah Coastal Empire Fair here, October 28-November 3, marked the wind-up of a successful 29-week tour for James E. Strates Shows and equipment is being placed in local quarters for another five months of rebuilding and remodeling. General Manager Strates plans to begin activities in quarters after a week's rest because present assignments call for construction of three more fronts, two light towers, new utility wagon, new press wagon, a Funhouse, and remodeling of the three-breast Merry-Go-Round.

The Scooter and Whip will be rebuilt and modernized, and a new front entrance, featuring built-in ticket booths and novel lighting effects, also will be constructed. Master Mechanic James Yotis is installing machinery in the new quarters after removing it from shows' 1939 quarters at the fairgrounds, which the government leased for a training school. Mrs. James E. Strates gave a farewell party to members in the private and privilege cars. All reported an enjoyable time.

Strates announced this week that the executive staff will be the same as last year, with Assistant Manager Dick O'Brien staying here thru the winter, handling the home end. Chief Mechanic James Yotis will be in charge of quarters. General Agent William Fleming infers from Buffalo that after a brief vacation he will leave on a booking tour. Train again will consist of 25 flats, 4 coaches, and a stock car. The Strates plan a week in here before visiting James Jr., who is in school at Petersburg, Fla. Then they go north to visit their two daughters who are in finishing school in Rochester, N. Y.

Leo Carrell, of Monkey Show, will play the Jacksonville (Fla.) Fair, while Bill Jones takes the bingos to Food Show at Charlotte, N. C. Bill Brown, Rocket Ride, went to North Tonawanda, N. Y.; Steve Gekas, cookhouse, High Point, N. C.; Junious Young, Colored Revue, Philadelphia; Harry Suss, Unborn Show, Florida for a short stay, then back to rebuild shows; James Thompson, Circus Side Show, New York; James Keliher, Elmira, N. Y.; Mr. and Mrs. Arthur Wash, and Mr. and Mrs. Sky Putnam, Gibbstown, Fla.; Mr. and Mrs. Keith Buckingham, New Orleans; Joseph (Smoky) DeCarpis, Savannah, Mr. and Mrs. Fred Former, New York; Emanuel Zaccchini, Jacksonville (Fla.) Fair, then Tampa, Fla.; Mr. and Mrs. Jake Sobal, Binghamton, N. Y.; Robert Mansfield, Orlando, Fla.; Mr. and Mrs. William Hegerman, Tampa, Fla.

Pete Staumas headed for Deposit, N. Y.; Leaf Rehrig, Lehighton, N. Y.; Tony Von Steina, Schenectady, N. Y.; Leo Kaufman, Stark, Fla.; Frank Laubo,

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Okla. City Stand Is Good For Brydon; KC Bow Okkeh

KANSAS CITY, Mo., Nov. 9.—Ray March Brydon's International Congress of Oddities opened an indefinite stand at 1120 Grand Avenue here under K. C. American Youth auspices November 7. Unit came in from a successful stand in downtown Oklahoma City, having remained there four days longer than anticipated.

F. (Doc) Stewart, of Oklahoma City, entertained Owner Brydon and Arthur Hoffman at dinner in his home there. Group also visited the Cole Bros.' Circus at its closing date in El Reno, Okla. Several new acts, including Baby Betty, fat girl, and Jose Fernando, human volcano, joined in Oklahoma City.

Sparks to Ensley Barn; Finale Good

ALBERTVILLE, Ala., Nov. 9.—J. F. Sparks Shows successfully wound up their 1940 tour with a click stand at Marshall County Fair here on November 2 under American Legion Post Fair Committee auspices. Closing date, which was played in Owner Sparks' home town, gave fair business thru the week, with exceptionally good results on Kiddies' Day, Wednesday, and on Saturday. Shows moved directly from their courthouse lawn location here to quarters in Ensley, Ala.

Major John Coleman and committee co-operated, and among visitors were Owner Sparks' brothers, James T. and Joe C. Sparks. Lee Houston's Society Circus Side Show led shows, and Capt. Elbert Denham's Mechanical Midget City registered good business. Victor Drumb's free attraction was well received, and Ferris Wheels and Loop-o-Plane topped rides.

Gets Kozy Coach Interest

KALAMAZOO, Mich., Nov. 9.—Purchase of a controlling interest in the Kozy Coach Company here by Carleton Resde, Kalamazoo engineer and industrialist, was announced by Bertram R. Scheff, who remains as general manager of the company and assumes broader charge of operations. Clarence M. Lutes, founder of the company in 1931 and sole owner until the present, retains part of his financial interest and will continue to have title of president. With Mrs. Lutes, who had been vice-president of the company, he plans to devote much of his time to trailer touring. Scheff came to Kozy Coach in May, 1939, and is one of the oldest trailer executives in point of years.

Pettit Relatives Sought

HOUSTON, Nov. 9.—Officials of Fogle-West Funeral Home this week were seeking relatives of Leonard (Bob) Pettit, 43-year-old concessionaire with Paity & Little Shows, who died here suddenly on October 29 and was buried on October 31. Anyone knowing whereabouts of his parents is asked to have them contact the funeral home immediately.

Weather Mars Alamo Closer in Bay City

BAY CITY, Tex., Nov. 9.—Jack Ruback's Texas Exposition Shows folded for the season here on November 2 after playing to a week of cold and rainy weather. Thirty-five week tour which opened in Crystal City, Tex., on March 30 saw shows cover some 10,000 miles and exhibit in Texas, Colorado, Wyoming, South Dakota, Nebraska, Oklahoma, and Louisiana. Equipment will be shipped to quarters at San Antonio, where Bill Williams and Bob Mays will begin a rebuilding program immediately under supervision of Benny Hyman.

Final check-up revealed all members who were on hand at opening were with it for closing. General Agent Louis Ringol was given much credit for shows' successful season. No serious mishaps, illness, or deaths were recorded among members on the season.

Highlight entertainment feature of the tour was the Ladies' Auxiliary party. Five house trailers and seven cars were purchased. Albert Wright left for California to do some deep-sea fishing, while Bill Aldrich, Hypo Denecke, Maury Miller, B. McPete, and Mickey Goldberg went to Florida.

Page in Johnson City Barn; Activities Start January 1

JOHNSON CITY, Tenn., Nov. 9.—Equipment of the J. J. Page Exposition Shows, which closed their season successfully at Monroe, Ga., recently, has been stored in local quarters, and only a few days were needed to make necessary arrangements for the working crew, which will start rebuilding and repainting activities about January 1. Quarters buildings will be re-roofed and repainted, while several of the boys have been making ready the animal house, which will house animals from the Circus Side Show, Monkeyland, Animal Show, and lions from the Motordrome. Albert (Frenchy) Miller will be in charge of the side-show animals, with Jack King handling the rest.

Several concessionaires and show operators have been signed for 1941, while a number of others have advised they will return at shows' opening. C. F. Tidball and Tex Thorpe left for Fayetteville, N. C., where they will work at the cantonment buildings being erected there. Tom Almon and Smoky Drake headed for Lexington, Ky., to await opening of the tobacco warehouses. Richard Sloss and Sax Paison, of the Minstrel Show band, went to Nashville, Tenn., and Mr. and Mrs. Fred Hood are en route to Wytheville, Va.

Mr. and Mrs. Montgomery and son, Trevor, went to their home in St. Clair, Pa., where Trevor will reopen his sign shop.



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Merry-Go-Round with own transportation, 25 per cent. small Cook House, Corn Game, Clashes, Pick Tu You Win, Cigarette Gallery, Short or Long Range Gallery, Ball Game, Popcorn. Out all winter. Wire or write MARTIN J. LOZUR or TOMMY SCOTT, Sarda, Ga., this week.

WRIGHTSVILLE, GA., FALL FESTIVAL

Nov. 15 to 23 Sponsored by American Legion Want Bill, J. Street, Concessionaire, Clean Pit Show. MAD CODY FLEMING, Alma, Ga., this week.

ROYAL EXPOSITION SHOWS

WANT WANT WANT For Hampton County Fair, Brunson, S. C., week Nov. 18-23.

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Regardless of the death of our very dear friend and partner, the above shows will continue to operate under conditions provided for by Mr. Bee, as his death was foreseen some time past by him and his associates and money provided to build up and enter the new corporation. Everything new but the name. New fronts, new canvas, new rides, plenty of paint and complete new lighting equipment. In fact, a new show from front to back with the exception of business stiles used by F. H. Bee Jr., which will be on a sound and honorable basis as practiced by him in the past. Correspondence solicited from fair associations in Kentucky and Tennessee for the coming season. BEE'S OLD RELIABLE SHOWS INC., David J. Muir, President; Leonard McLemore, Vice-President and Business Manager; R. F. O. #2, Winchester, Ky.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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(Communications to 25 Opera Place, Cincinnati, O.)

"World's Fair Highlights" Set By Shaffer for Cleveland Debut

CLEVELAND, Nov. 9.—Almon R. Shaffer's *World's Fair Highlights*, which will open in Cleveland Public Auditorium on November 19 for a run of 12 days and nights, is being bid for by many other cities, said General Manager Shaffer. The show will combine many of the best feature attractions of both world's fairs in addition to offering a large industrial and educational exhibit area with world's fair exhibitors and local exhibitors cooperating.

He reported that with final arrangements well under way here and with an organization at work in Detroit for opening of the *World's Fair Highlights* immediately following the Cleveland showing, Milwaukee has been set, and Charles Bauer, general manager of Cincinnati Music Hall and president of the Auditorium Managers' Association, will bring a committee to Cleveland to work out details on a showing of Shaffer's show in Cincinnati following Milwaukee.

Just in by plane from Milwaukee, Manager Shaffer said arrangements have been made to use the entire facilities of the Public Auditorium there, under sponsorship of the Veterans of Foreign Wars Exhibition Committee, Inc., with the following officers: Honorary chairman, Mayor Carl F. Zedler; president, E. M. Greinke; secretary, Paul H. Cramp; treasurer, Harry Kierstedt; Ned N. Spines is acting as Shaffer's representative, with Joseph C. Grieb, general manager of the Milwaukee Auditorium, acting as chairman of the advisory committee. The sponsoring committee in Milwaukee announced that proceeds from the show will be used to purchase an iron lung, to be donated to the city, and also to carry on veterans' relief work. In Cleveland the advance ticket sale is progressing well with wide distribution over the State and with branch ticket offices in Akron, Mansfield, Painesville, Sandusky, Lorain, and Springfield, in addition to activities of more than 10,000 members of the Knights of Pythias and affiliated organizations.

Features in Line-Up

Acts which headlined entertainment on the midway at the New York World's Fair and Golden Gate International Exposition, San Francisco, are being brought to Cleveland by Manager Shaffer for to be shown on the three great stages of Public Hall. Features will include Frank (Em Back Alive) Buck and his wild animals; Betty and Benny Fox, Sky Dancers, highest aerial act; Stanley Kosloff's Dancers, original Chester Hale Girls; Variety Eight, foremost singing musketeer glee club; World's Fair Night Court, with Judge Carroll presiding; Five American Eagles, spectacular aerial act, walking a wire four high; Duke and Sloan, funsters; Jean Bedini, unique juggler; Jack Goldie, character impersonations; Rumba Girls, dancing in the South American way.

Among the midway all-star shows are included Frank Buck's Jungland, famous collection of wild animals; Thomas W. Kelley's big Side Show of World's Fair freaks; Jack Sheridan's show, "Living Magazine Covers"; Wally Jackson's Tiny Town, midjet revue; Phil Hagan's "Frozen Alive," Dufour & Higgins' "We Humans," John Krinsky's hilarious "De-Bunk-Her."

There will be Ferris Wheels, shooting galleries, palmistry, glass blowers, and other familiar entertainments of the world's fairs' midway. Every inch of the three great halls of Cleveland Auditorium with a total of 265,000 square feet of floor space will be used, with a large area devoted to commercial, educational, and industrial exhibits.

Many Exhibitors Signed

List of exhibitors is growing and the following have signed contracts for space: Florida National Exhibits, National Housing Service, White Sewing Machine Company, Standard Drug Company, Telling Belle-Vernon Company, Arthur F. Luthi Company, Weather-Seal Company, Cannon Tailoring Company, American Red Cross, U. S. Utilities, Kurtz Furniture Company, Brewing Cor-

poration of America, Empire Mirror & Glass Company, Cleveland Automobile Club; W. S. Richards, Chardon; Lake Agencies, Inc.; Sutcliffe Studios; Burke Brothers; Bing Furniture Company; Natural Food Institute, Cleveland Community Fund; Plain Dealer Pitching Speed Meter; Universal Products Company; Fire Extinguisher Service Company; Marston Mantel Company; Public Relations, Cleveland Police Department; Cleveland Fire Department, Penbrook Candy Company, United Broadcasting Company, WGAR Broadcasting, National Broadcasting Company, Recording Corporation of America, R. & L. Enterprises; Guardian Appliances, Inc.; Howell Glass Blowers, Case School of Applied Science, Sutter Candy Company, U. S. Social Security Board, P. E. Gooding Amusement Company, Triangle Pottery Company, WJW Broadcasting, J. P. Dart Company. Manager Shaffer said there is now less than 1,800 square feet of space available for additional exhibits.

In Detroit the show will be in the big Convention Hall, sponsored by the Knights of Pythias of Michigan, which operates Pythian Exhibition Committee, Inc. Officers of this committee are Edward J. Jeffries Jr., mayor of Detroit, honorary chairman; Fred W. Castator, honorary vice-chairman; Wilbur A. Rader, general chairman; Armstrong Patterson, secretary; Bertham Daniels, treasurer, with Almon R. Shaffer as general manager and H. H. Shuart as managing director.

Attractions Set by Gray At Two Profitable Events

HENDERSON, Ky., Nov. 9.—Soybean Festival staged in Ogdon Tobacco Warehouse here on October 17-19 by the Lions' Club for the benefit of Future Farmers' Club realized a good profit and it is expected to become an annual event, reported E. R. Gray, of American Decorator. He furnished displays for 36 booths, 10 concessions, decorations, and free acts, including Betty Pasco, rolling globe; Arlene Bowman and Jean Becker, contortion and acrobatic act, and Jeanette Kinder and Jimmy Leach, skaters. Leon Pickel, Lions' Club president, was general manager.

Gray reported he also furnished decorations, 35 booths, and free attractions at an auto show in Mount Vernon (Ill.) Armory under auspices of the National Guard on the same dates. Alvers Sleters, rolling globe, and Frank Adams' band were attractions. Show made a profit and it, too, is expected to become an annual.

Beaver Dam, Wis., Preps For a Centen Celebration

BEAVER DAM, Wis., Nov. 9.—E. G. Dowe, president of the Chamber of Commerce, announced the city will celebrate its 100th anniversary next summer. A pre-centennial activities committee has been at work building up a fund for the event, and a committee of 158 citizens has drafted preliminary plans for the celebration, which will run four days. Site will be Dodge County Fairgrounds. A historical pageant will be staged nightly and there will be parades, entertainment, and special features.

Red Cross Benefits Net 16

KENTVILLE, N. S., Nov. 9.—Al Clarke, carnival showman, is promoting entertainments in theaters and halls thru Nova Scotia for the Red Cross. He plans to continue the work thru the winter, presenting one to three shows a week in different cities. Thus far he has turned in about \$1,000 to the Red Cross and his work has drawn from the Dominion finance minister a letter of approval. Clarke, who is using professional talent, acts as emcee for his variety shows.

Pan-Amer. Theme For Tampa Festival

TAMPA, Fla., Nov. 9.—Tampa's annual four-day cigar festival, La Verbena del Tabaco, will feature a Pan-American theme, said President Joseph E. Chamoun. Republic of Cuba will be represented by its Cuban Marine Band, and military and naval units will participate in a Pan-Am parade on opening day. Other Latin American countries have indicated that they also will send units here.

Theme was adopted because it was felt that a gesture of friendship is necessary to southern neighbors to further cement the brotherly feeling in the Americas, said President Chamoun.

Large outdoor dance floor will be erected at Phillips Field for presentation of acts. For the first time in the Verbena's history a street carnival will be held in the Latin sections of Tampa. Boat races and water carnivals will be held on near-by Hillsborough River and fireworks will close each night's show.

Shorts

HOWARD BLOOM reported from Hattiesburg, Miss., that he will direct a Merchants' Exposition for the Central Labor Union of that city.

ATTRACTIONS at the Milwaukee Food Show on October 14-19 were booked thru the Hunter Artist Bureau and included Jack Herbert, emcee; Brucettes, chorus; Hap Hazard, comedian; Masters of Swing, and Larimer and Hudson, reported Will B. Hunter.

MIDWAY CONFAB

(Continued from page 41)

Octopus, and Rollopans here, and Jack Huddleston and C. H. Clifford came in with their Crime Show. Other recent arrivals include Daro Anderson, Motor-drome; Tony and Minnie Spring, rides and concessions; Reggie Marrion and Hollywood Skyrockets; Mr. and Mrs. H. Blanchard, Blanchard's Log Rollers; Henry Ewald, baby ride; Al Painter, little wild horses, and Lucille Zimmerman. In conjunction with Hilderbrand's United Shows, the facilities of the White City Shows and the Risner Greater Shows will be combined for this fair. Concessionaires here include Roy Marston, H. Clayton, H. Speyers, C. Stump, William Roach, Jack Schafer, D. W. Sims, H. Goodson, Robert Van Horn, C. Welderman, W. G. White, Mr. and Mrs. Charles Case, H. Gray, and Sid Saetang. Mr. and Mrs. Bob Perry came in from Los Angeles with their rides and shows. Mr. and Mrs. Moe Elzmann, he the general agent of World's Fair Shows and Coe Bros' Circus, which closed at Deming, N. M., came in and signed in the same capacity with the new Arthur Mighty American Shows.

Marriages

BARLOW-GROUX — Daniel Barlow, transmitter operator with Station WIP, Philadelphia, and Winifred Groux, WIP receptionist, in Raleigh, N. C., October 27.

KORDAS-REICH — Gene Kordas, orchestra leader, and Estelle Reich, nonpro, October 21 in New York.

LARZELERE-LEEDS — Harold Larzelere, former operator of Evergreen Casino, Philadelphia night club, and one-time stunt auto racer at carnivals and fairs, and Edna (Sunny) Leeds, associated with the 20th Century Tavern, Philadelphia, in that city October 30.

MANNING-ROBERTS — Jack Manning, assistant front talker of Carl J. Lauther's Side Show on Cotlin & Wilson Shows, and Marion Roberts, of Georgia Brown's *Miss America Show* on the same organization, in Dillon, S. C., November 1.

THOMAS-WOMACK — Hugh Thomas Jr., operator at the Roxy Theater, Gallatin, Tenn., and Sarah Laverne Womack recently.

TOPINKA-MICHALSKE — Rudy J. Topinka, heard over Station WTAQ, Green Bay, Wis., as Stan Stuart, and Leone Michalske, November 4 in Wausau, Wis.

Coming Marriages

ETER CORNEA, of the Plaza Theater staff, Victoria, B. C., and William O'Connor, soon.

Jimmy Venuti, orchestra leader at the Schoolhouse Inn, Philadelphia, and Mary McHugh, nonpro, in Philadelphia soon.

Ramon Cruz and Lita Consenso, both with the Chasen de Simone dancers at Jack Lynch's Walton Roof, Philadelphia, in Florida next month.

Births

A daughter to Mr. and Mrs. L. Martin Krautter in Christ Hospital, Cincinnati, October 4. Father is advertising manager of the Crosley Corporation, and the mother is an author, writing under the pen name Eliza Blak.

A son, Richard William, to Mr. and Mrs. George Sarkis October 22 at Jewish Hospital, Philadelphia. Father is a musician and conducts a musical instrument store in that city.

A son, Ernest Martin, to Mr. and Mrs. Michael H. Starnal October 19 at Mt. Sinai Hospital, Philadelphia. Father is the owner of Philadelphia motion picture theaters.

A son, Herbert Irgens, to Mr. and Mrs. Herbert Lee in Bay Ridge Hospital, Brooklyn, October 15. Parents are acrobatic tap dancers.

A daughter to Mr. and Mrs. Patrick Lutz in Hazleton, Pa., November 5. Father is member of Art Wendel's orchestra.

A daughter to Mr. and Mrs. Harold Wendel in Hazleton, Pa., November 5. Father is a member of Art Wendel's orchestra.

A son to Mr. and Mrs. Russ Tolg October 26 in Milwaukee. Father is continuity chief at Station WTMJ.

A son, Lawrence Arthur, to Mr. and Mrs. Art Nelson in Charleston, Ill., November 7. Father is a pitcher and demonstrator.

A son to Mr. and Mrs. Harold Martin Case at Natchez (Miss.) Sanatorium November 5. Mother is the former Ora Alexander, niece of Homer H. Alexander, of Belmont, Miss., manager and owner of a string of Mississippi Delta movie houses. Father is *The Billboard's* correspondent in Natchez.

A son to Mr. and Mrs. Ben J. Robbins in St. Louis recently. Father is branch sales manager there for United Artists.

Divorces

Emory Savage, veteran carnival owner and burlesque performer, from Dorothy Davis, nonpro, in St. Louis November 1.

Helen Vinson, film actress, from Fred Perry, British tennis star, in Los Angeles November 7.

Mrs. Anna Masheva Patchen from Johnny Patchen, vaudeville dancer, recently in Superior Court, Bridgeport, Conn.

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WANTED

For Christmas Charity Circus, Circus and Animal Act located in this section, communicate immediately for date last week November. Wm. McEwen, Chief Miller, 1000 West Main. All inquiries to CHAS. SCHAFER, Bancroft Hotel, Springfield, O.

WANTED—STRONG AERIAL ACTS—WANTED

Cimarron Round Up and United Aerial Circus

Can use outstanding Flying Return, Casino, Single and Double Trapes, Tooter Band, Iron Jaw, High Wire, Chinese Band and Foot and Perch Act. Opening week Nov. 18, Goodway Road, under Albro Ed's Hotel 2308 avenue. All dates under advance ticket sale. CIRCUS MANAGERS, 281 So. Main St., Akron, O.; BEN JONES, Box 109; HARRY LOGAN, Advance.

The Final Curtain

ALLEN—Richard (Frank Barnes), 65, actor, November 1 in Morrisiana Hospital, the Bronx, New York. He started his career in 1893 in Ten Nights in a Barroom. Among the other plays in which he appeared were Mrs. Wiggs of the Cabbage Patch, Monte Cristo, and Criminal Code. Allen also played in pictures and toured the country with many stock companies. His last engagement was in 1934. He leaves a sister.

BECKER—Mrs. Sarah, 69, mother of Belle Baker, November 4 at home in New York after an illness of two months. She leaves four other daughters and three sons.

BLAIR—Samuel Melin, 73, former legit actor and producer, recently in New York after an operation. Blair had also been an advance agent for legit and road shows, and at one time was general representative of D. W. Griffith in Australia.

BOND—Ferdinand M., 65, for many years operator of Bond's Theater, Pontiac, Mich., at his home in that city recently. Bond at one time was a member and manager of the Pontiac Zouaves, who were with the William Sells and M. J. Downs-United Shows in 1904, and other prominent outdoor shows. He had also been with Captain Kellers American Zouave Girls, who appeared in this country, Mexico, and Cuba, around 1907. He had been retired for a number of years. Services in Pontiac, with burial in St. Mary's Cemetery there.

BRIGGS—J. C., 76, father of Bernice Briggs, bingo operator, at his home in Ardmore, Okla., November 4.

CLARK—Mrs. Hazel Mills Dolph, musician, suddenly, November 2 at her home in Chestnut Hill, Philadelphia, suddenly. Professionally known as Hazel Dolph, she was a life member of the National Society of Composers and Conductors and was State vice-president of the Philadelphia Orchestra Committee. Survived by two brothers.

COX—Walter Montgomery, retired motion picture road manager, November 3 in the Hotel McAlpin, New York, after a brief illness. Cox was connected with motion pictures for many years and had been associated with D. W. Griffiths. He was road manager for Birth of a Nation, Way Down East, Intolerance, and Broken Blossoms. He leaves his wife, a brother, and two sisters.

CULPEPPER—Mrs. H. G., 58, mother of Mrs. Pearl Parker, of Gold Medal Shows, of a heart attack at her home in Hattiesburg, Miss., October 8. She also leaves her husband, three sons, Harold, Thomas, and Joe, and four other daughters, Mrs. S. McAulay, Mrs. Harold Levi, and Mabel and Bobbie Culpepper. Burial in City Cemetery, Hattiesburg.

DESTEPANO—John, 55, flutist and a

member of the Bridgeport (Conn.) Symphony Orchestra and formerly a member of the pit orchestra at the old Poli Theater, Bridgeport, suddenly in that city November 3.

DONDIS—Joseph, 56, owner of the Strand Theater, Rockland, Me., October 31 in that city. Dondis, who came to this country from Russia, was connected with the M. & P. picture house group of New England and was part owner theaters in Snowhegan and Calais, Me., and St. Stephen, N. B., Canada. Survived by his widow, two sons, three brothers, and three sisters. Burial in Fall River, Mass.

PARRELL—James P., 80, brother of Luke Parrell, Pennsylvania theater operator, recently in St. Joseph's Hospital, Carbondale, Pa., after several weeks' illness.

FILION—Joseph Phllias, 69, Montreal motion picture censor the past 10 years, of a heart attack in his office in that city November 6. Filion had been a character actor on the stage until his retirement from the footlights in 1930. Survived by a brother, Louis.

FRATELLINI—Paul, one of the three brothers who toured the world as the Three Fratellini, well-known circus trio, recently in France. For their performances in the Cirque Medrano and other arenas in Paris they were decorated with the Cross of the Legion of Honor.

GARDNER—George A. H., 59, at his home in Cleveland, November 3 after a long illness. When a youth he entered the theatrical field as a press agent under the guidance of Augustus O. Hart, owner of the old Cleveland Opera House. Later he became manager of the house, holding this position for 14 years, until he left the theater in 1920 to conduct his own steamship brokerage business. He was a member of the Meridian Masonic Lodge and Holyrod Commandery, Knights Templar. Survived by his widow, Ethel S.; a daughter, Mrs. Elizabeth Lemmon, and a son, George Jr., all of Cleveland. Interment in Lake View Cemetery, Cleveland.

GOODSPEED—Abraham, 58, who formerly operated five theaters in Portland, Me., recently at his home in that city after several weeks' illness. He began his theatrical career with the late Hiram Adams. The past two years he had been in the real estate business. Survived by his widow and daughter.

HAFLEY—California Frank, 69, widely known in Wild West and rodeo circles, in Fitzsimmons Veterans' Hospital, Denver, October 18 after a second stomach operation. Born in Meigs County, Tennessee, July 9, 1871, Hafley moved to California when he was five years old. He worked as a cowboy deputy sheriff of Tulare County for seven years prior to enlisting with Company E, Sixth California Volunteer Infantry, in the Spanish-American War and was injured in service. At the close of the war Hafley went into vaudeville, giving sharpshooting exhibitions and demonstrating the use of firearms. He also owned and promoted Wild West shows and rodeos and was an accomplished horseman and marksman. Hafley and his widow, Mamie Frances Hafley, worked as a shooting team for 30 years. Besides his widow he is survived by a daughter, Rene Hafley Shelton, who is the wife of Dick Shelton, all-around cowboy. Burial in Veterans' Plot, Cedar Cemetery, Montrose, Colo.

HERRINGTON—Edwin (Silver), 67, former painter and ticket seller with Dee Lang's Famous Shows for four years, in Dallas recently. A niece, Annie Myran, resides in San Francisco.

HONDORF—Harry, 53, manager of the Wayne Theater, Wayne, Mich., recently of a heart attack. He was head broker for Pathe Pictures in Detroit about 1920 and was subsequently broker and salesman for Pathe's Films, Monogram, Republic, and Monarch exchanges in Detroit. He was buried with Masonic rites. His widow survives.

HOWARD—John Tom, 62, blackface comedian, juggler, acrobat, and banjoist, who appeared as comedian for 16 years at Hermann's Park, Baltimore, Md., managed by his brother-in-law, John T. McCaslin, October 28 in that city. He came from a theatrical family, his father having been a comedian in the '80s and his surviving sister, Mrs. John T. McCaslin, appeared professionally as Kate Howard. At one time his late brother, Charles, appeared in a comedy juggling act with Buck Pielert. He served in the Cuban, Mexican, and World War and was a member of the American Legion and Veterans of Foreign Wars. Military burial in Baltimore Cemetery.

JOLYCE—Florence (Mrs. Mary Florence Gordon), 44, member of the vaude team, Gordon and Jolyce, in Augustana Hospital, Chicago, October 20 after a tumor operation. She was widely known for her talents in English literature, dramatics, elocution, and fencing. Deceased also produced plays for the parochial schools of Chicago. Survived by her husband, Larry Gordon, stage and screen actor and model; two sisters, Mildred and Angelina Wally, and a brother, Joseph. Services October 23, with interment in Rosehill Cemetery, Chicago.

KERBAWY—Mrs. Ida M., 53, of a heart attack at her home in Toledo October 3. Survived by one brother, Harry Russell, Columbus, Ind. Interment in Memorial Cemetery, Toledo.

KERN—Barney Harold, 47, photographer of Vincennes, Ind., and former circus trouper, November 3 of injuries sustained when his car struck a telephone pole and plunged over an 18-foot embankment near Vincennes. Kern's first venture into show business was as an actor-musician, but he spent the greater part of his life with circuses. He was advertising car manager for eight years with the 101 Ranch Shows and had also been with Hagenbeck-Wallace, Sells-Floto, Russell Bros., Jack, Hoxie, and Tim McCoy shows. At one time he was lecturer and manager with whaling units. Deceased was a member of the Elks, Rotary Club, and American Legion. Survived by his widow, Pearl Siebert Kern, and his stepfather, Jake Riddle. Burial in Fairview Cemetery, Vincennes, November 6.

KILLEEN—Mrs. Thomas H., mother of Thomas Killeen, Wilkes-Barre, Pa., district manager of the Comerford Theater, Inc., in Carbondale, Pa., October 31 after a long illness. She leaves another son, three daughters, and a sister. Interment November 2 at Carbondale.

KRAUS—Joseph J., 50, retired theater manager, November 5 in Milwaukee, where for many years he was identified with the old Gayety and Empress theaters. For a few years, up to about eight years ago, he managed a theater in Los Angeles. Krause was also interested in promoting wrestling. Survived by a daughter, twin sons, two sisters, and two brothers.

LIBBY—Frank, 51, pitchman of knife sharpener and glass cutter fame, October 13 in Veterans' Hospital, Dayton, O., after an operation for stomach ulcers. Survived by his widow, Mrs. Kay Libby. Burial in National Cemetery, Dayton.

LLOYD—Frank W., 67, building superintendent of the Detroit Times, October 30 in St. Mary's Hospital, Detroit, after three weeks' illness. He was actively identified with show business, particularly in publicity contacts for many years, and was a member of Detroit Variety Club. His widow survives. Interment in Grand Lawn Cemetery, Detroit.

MCCULLUM—Ernest, 48, chief electrician and mechanic with Miller Bros' Shows by electrocution at Elshoville (S. C.) Fairgrounds November 7. Born in Mooreland, Ind. in 1892, McCullum had been with the Miller Shows for nine years and also trouped with the Colonel Lagg and Harry Heller shows. A World War veteran, he was a member of the Marion (Ind.) Lodge of Elks and Veteran of Foreign Wars. Survivors include his widow, Mrs. Sylvia McCullum, and daughter, Virginia, both members of Miller Bros' Shows; his parents, Mr. and Mrs. Nelson McCullum; a sister, Ruth Luellera; a stepfather, Wm. Jacobs, and two stepbrothers, Howard and Fred McCullum, all of Lorantville, Ind. Burial in Mooreland.

MACDERMID—Mrs. Sibyl Sammis, 64, singer, teacher, and wife of James G. MacDermid, composer, November 2 at home in New York after a short illness. She was with the Queens Hall Orchestra, London, in 1900 for two weeks and sang also with the New York Symphony Orchestra under Walter Damrosch.

MACLEWEN—H. Lee, 53, formerly in charge of the newscam at Station WLW, Cincinnati, and one-time police reporter for The Cincinnati Post, November 5 at the home of a son in Cincinnati. Until six months ago he had been writing copy for the newscam at Station WAVE, Louisville, Ky., where he had gone from WHAS in the same city. Survived by his widow, Grace; two sons and a daughter, Mrs. Grace Rosenstiel.

MCCOLLOUGH—Mrs. Pearl E., 60, mother of Clair R. McCollough, general manager of the Mason-Dixon Radio Group, regional network of Eastern

Pennsylvania and Delaware radio stations, October 31 at her home in Lancaster, Pa. Her husband, two daughters, and five sons survive.

MARR—H. Oren, 37, repertoire and tent show pianist and juvenile, of a heart attack in Little Rock, Ark., October 27 while singing in Immanuel Baptist Church there. Marr had been associated with various tent shows, including Skippy LaMore's Comedians, Frank Smith Players, Darr-Grey, Davis Brunk, Fred Brunk, Dawson Variety Show, and 854 Kingdon Players. Services in Little Rock, with burial in Polo, Mo., October 30.

MILLER—Mrs. Minnie, mother of Mrs. Frank Drew, whose husband is affiliated with Metro-Goldwyn-Mayer Exchange at Cleveland, and of Rosalind Owen, of Producers Releasing Corporation, Cleveland, November 5 in Detroit after an operation. Interment at Mattawan, Mich.

NILSSON—Gustaf, 52, director of the Gröna Lunds Tivoli, amusement park in Stockholm, Sweden, in mid-September. He was popular with American acts that appeared at the park.

ORTH—Louis Phillip, 90, father of Bob Orth, former performer of Pomona, Calif., at his home in that city October 19 of asthma. He had been ill and blind the past year. Services October 22, with interment in Pomona Mausoleum.

PETTIT—Leonard (Bob), 43, concessionaire with Fairly & Little Shows, suddenly in Houston, Tex., October 29. Burial in that city October 31.

QUINLAN—William, 54, builder of scenic railways and other rides, of a heart ailment in mid-September in Copenhagen, Denmark. He was born in Ireland but went to Denmark in 1914 to erect a scenic railway at the Tivoli Park in Copenhagen, and adopted Danish nationality. In 1934 Quinlan built a big coaster at the Dyrehavsbakken Park in Copenhagen.

ROCKWOOD—Willard H., 61 father of Don Rockwood, circus fan, of a cerebral hemorrhage November 6 at Waterville, Me.

RULE—Arthur L., 64, prominent Mason City, Ia., attorney and well known to performers in the legit and circus fields, at his home November 4 of heart disease. He was one of America's outstanding playgoers, having traveled throughout the country to eye the best in legit stage shows. For the past 30 years he entertained nearly all the stage greats appearing at the Cecil Theater, Mason City. A Spanish-American war veteran, Rule also was a State senator for four years. Two daughters, Mrs. Edith Rule Carrington, of Muskegon, Mich., and Margaret, of Rochester, N. Y., survive.

STONE—Charles A., director of the Pathe Film Corporation, recently in Troy, N. Y. Survived by his widow and a son.

TRAINOR—Dr. Joseph P., 77 former pit orchestra conductor at the Scollay Square and Olympia theaters, Boston, recently in St. Petersburg, Fla., after a brief illness.

WEINER—Al, of the production department of Wilding Picture Productions, Detroit, October 25 of a heart attack. He formerly headed Embassy Talking Picture Service, and was also with Metropolitan Motion Picture Company. His widow and one child survive. Interment in Macpelah Cemetery, Detroit.

WHITE—John T., 41, secretary-treasurer of the Alexander Film Company for four years, in his office in Colorado Springs, Colo., October 29. A native of Smith Center, Kan., he is survived by his widow, a daughter, his mother, and a sister.

WOOD—Mrs. Lillie Agnes, who with her husband, Thomas Wood, conducted Wood's Good Show for many years in the Midwest, October 26 in Chicago at the home of a daughter, Mrs. Leatrice Wood Egan. Survived by her husband; five daughters, and one son.

WUERL—Adolph J., 43, director of Wuerl's Concert Band which he organized in 1932 in Sheboygan, Wis., November 5 in Rochester, Minn. His father was director of the Kass & Wuerl Band for many years. Wuerl played with the John Philip Sousa, the Seventh Regimental, Goldman, Arthur Pryor, and Hugo Bach bands. Survived by his widow, his father, three brothers, and five sisters.

YOUNG—Donald S., 35, showboat proprietor, at Shediac, N. B., Canada, recently while testing a plane. Survived by his widow, an infant son, and a daughter.

F. H. Bee Jr.

F. H. Bee Jr., 44, owner-manager of the shows bearing his name, died of a blood infection in Good Samaritan Hospital, Lexington, Ky., at 12:35 a.m. November 4 after a 12-week illness. Bee, whose death was reported in the Carnival Department of the November 6 issue, was born in Liverpool, W. Va., on May 13, 1896, and is believed to have been one of the youngest carnival operators despite his 18 years in the business.

He began in 1923 with Dodson's World's Fair Shows with a 5-cent candy wheel and until 1927, when he started his own shows, was secretary and operated a candy stand with shows owned by C. D. Scott. His first shows were titled Bee Amusement Company, which was changed to F. H. Bee Shows in 1929. Until his death he also held the title of president of the F. H. Bee Shows, Inc. Of late years he had devoted much of his time to his interests in the real estate and oil business. At the close of the 1939 season he equipped himself with David J. Hulst and Leonard McLemore, with Bee, incorporating Bee's Old Reliable Shows.

Before entering show business Bee was educated and trained as a school teacher and taught school in West Virginia for 12 years. In 1917 he enlisted with the United States Army in the World War and was partly disabled. He held memberships in the Masons, Moose, Odd Fellows, American Legion, Chamber of Commerce, Rotary Clubs, and collegiate organizations in his home town. Surviving him are his widow, Grace; one daughter, and his father and sister, of Spencer, W. Va. Services at the Klinge-Carpenter Funeral Home, Huntington, W. Va., November 6, with burial in Woodmere Cemetery there.

Marriages, Coming Marriages, Births and Divorces appear on page 49.

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Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 15c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 15c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — MEN'S SUITS, 85c; PANTS, 25c; Overcoats, 41c; Ladies' Coats, 30c; Dresses, 10c; Sweaters, 25c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago. no30x

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. no30x

FAST SELLING COMIC POST CARDS — GOOD profit. Send 50c for 100. No free samples. HENRY N. KOST, Liberty, N. Y.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. no28x

NEW, TOP MONEY, ANTI-FROST — WIND-shield or store windows. Magic Cloth, \$1.00 silver. Your cost 25c each, dozen lots: 20c gross lots. 25% with order, balance C. O. D. Sample 25c coin. WALKER-FAVERTY LAB-ORATORIES, Joliet, Ill. x

RESURRECTION PLANT—UNIQUE NOVELTY; Miracle of Nature. Costs below 20c; sells for 25c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. x

SELL CHRISTMAS CARDS! — DOLLAR BOXES, 25c. Bargain Packages, 1c each; Dollar Gift Wrap Boxes, 25c. Illustrated catalog free! ELFKO, 440 N. Wells, Chicago. 11no

SELL CHRISTMAS, SCRIPTURALS, CHANGE-ables—Improved 9x11", 4 1/2x11" Signs. Tremendous unlimited market. Big quick profits. Write. KOEHLERS, 335 Goetz, St. Louis, Mo. no30x

SELL MR. MAGIC FABRIC CLEANER — 100% profit. We finance you. Address GEO. H. HANS, 428 S. Halsted St., Chicago, Ill.

SELL BURGLAR ALARMS FOR \$1.00 — SAMPLE 35c. Send for catalog. RELIABLE SALES CO., Dept. S E 1133 Broadway, New York City. x

SELL BANKRUPT CLOTHING BARGAINS FROM home, stock, auto. Shoes, 15c; Men's Suits, Overcoats, 75c; Dresses, 10c. Experience unnecessary. Free wholesale catalog. SUPERIOR JOBBING, 1250-VQ Jefferson, Chicago. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. detx

100 BLADES, 30c; HANDKERCHIEFS, DOZEN, 12c; Hosiery, dozen, 75c; Combs, dozen, 10c. Free list. BARGAIN HOUSE, 13 Prospect St., Holyoke, Mass.

121 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. detx

200% CLEAR PROFIT — AMAZING NEW Kitchen Tool peels, shreds, slices, cubes all vegetables. Send 10c for details and sample on flashy display card. ZILL MFG. CO., 222 N. Clinton, Chicago. x

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY; SNAKE DENS, Chameleons, Iguanas, Wild Cats, Bears, Raging Turtles, Fox, Opossums, Frogs. Price list. ROSS ALLEN, Ocala, Fla. no15

ANIMALS, SNAKES AND BIRDS FOR SHOW Folks—Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownsville, Tex. de28x

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. APALT ARMADILLO FARM, Comfort, Tex. de28x

TRAINED LIONS AND TIGERS WANTED—OLD animals cheap. Describe fully age, condition, stunts, etc. Best cash price. BOX 1540, San Antonio, Tex. no15

WANT MONKEYS — MALE GIANT RHESUS, Male Ringtail, for breeding. Must sacrifice. WILLIAM PATRICK, JR., 128 Oakland, Rock Hill, S. C.

WRITE FOR OUR 1940 CATALOGUE — Largest, most complete ever published. MEEHS BROS. & WARD, Cceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. x

BUSINESS OPPORTUNITIES

LEASE OPEN FOR HIGH-CLASS RESTAURANT, Night Club — Miami's most beautiful show-place. Next to Tropical Park. LOST LAKE, Box 402, South Miami, Fla.

PITCHMENT! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 59-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PRINT "GAG" PERSONAL HEADLINES — We sell complete outfits for \$84.00. AMERICAN WOOD TYPE MFG. CO., Chicago, Ill., or New York City.

100% LEGALIZED SALES BOARDS — CASH payouts. Guaranteed legal. Exclusive fran-chise. All territories now open. Write or wire CHEW CHAW CHEWING GUM COMPANY, 250 W. 57th St., New York, N. Y. x

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES \$1.00. COSTUMES, \$1.00 up. Fans, Mulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 BARGAINS — AUTO COIL, \$89.50; Evans By-a-Blade, \$49.50; Evans Payout Phonograph, \$49.50; Rock-Ola Imperial "20," \$39.50. Send deposit. SEIDEN DISTRIBUTING CO., Broadway, Albany, N. Y.

A-1 BARGAINS — CLEAN UP SALE. F. P. Chubbies, Contacts, Davy Jones, Fifth Inning, Majors, Ascot Derby, \$10.00 each; Rebound, Cow-boy, \$15.00; Fantasy, \$20.00. Cash full with order. Extra special Auto Coil, \$59.50. SEIDEN DISTRIBUTING, Broadway, Albany, N. Y.

BALL GUM, 3/4", FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. det4x

BUY OF THE MONTH — FOUR KEENEY'S Brown Cabinet Anti-Aircraft Guns, \$99.50 each; guaranteed like new; one Gottlieb Skee-ballette, \$49.50; really clean; 3 Mills Free Play Mint Slots, used three days, \$13.00 each. 1/2 Down, balance C. O. D. BRYAN CO., 422 South East St., Boyne City, Mich. x

GALLOPING DOMINOS, \$30.00; CLUB HOUSES, \$25.00; Dominoes, \$15.00; Deluxe Bell, \$15.00; 25c Dixie, \$75.00; Skill Draws, \$7.50; Deuces Wild, \$7.00; Kourter King, \$7.00; Reel Spots, \$4.50; Reel Dice, \$4.50. Want Sky Fighters, Ten Strike, Chicken Sams, and 50b Machine Guns. What have you to trade? COSBY AMUSEMENT CO., Lake Worth, Fla. x

FIFTY WURLITZER PHONOGRAPHS — IN EX-celent condition. Style 500, like new, \$150.00; 600, \$125.00; 24, \$100.00; 616, per-fect, \$50.00; 412, illuminated Grill, \$35.00; three for \$100.00; 312 and 400, \$30.00; P-12, illuminated Grill, \$27.50; four for \$100.00. 1/2 deposit, balance C. O. D. C. L. WHITE-HEAD, 1205 Market, Wilmington, N. C. no23x

Additional Ads Under This Classification Will Be Found on the Next Page.

Will Let The Billboard Be the Salesman

Replying to your letter of the 30th, if we have any more movie machines for sale we will let The Billboard be our salesman.

Our first ad in The Billboard has to date produced 42 prospects for the sound machines we had to offer. The machines were all shipped within three days' time and we are more than thankful to find a real selling place for our used equipment.

W. A. LUNDELL.

LAST CALL! Classified Adv. Copy

for insertion in the big

Christmas Special Issue

must be in our hands no later than

WEDNESDAY, 4:30 P.M.

NOV. 20, 1940

Commercial Rate
10c a Word

CASH WITH COPY MINIMUM \$2.00

MAIL YOUR COPY TODAY

25 OPERA PLACE, CINCINNATI, O.

Name

Street

City and State

Your count of words

Amount enclosed \$

Classification preferred

(Name and Address Must Be Included in Copy)

DAVAL MARVELS — USED TWO WEEKS, price \$16.00 each, for one or fifty. Also, other machines. NEW ORLEANS NOVELTY CO., 238 Dryades St., New Orleans, La.

FOR SALE—50 ACME SHOCKERS, \$5.00 PER machine; practically new. Will sell one or all. ZIESCHANG AMUSEMENT CO., Box 726, Taylor, Tex. no16

FOR SALE — AUTOMATIC PHONOGRAPH Route in Indiana; 35 Phonographs and Scales, Full Equipment, Half Ton Truck. A real bargain. BOX C-608, Billboard, Cincinnati.

FOR SALE — GEM, BUCKLEY, DAVAL CIGARETTE Ball Gum 3 of a Kind Machines. Dividers, \$5.50; Meters, \$6.50; Regulars, \$5.00. A-1 condition. WILBER J. MENKE, 901 S. Central Ave., Paris, Ill. x

FOR SALE — A REAL BARGAIN. FIVE BALLY Beverage Venders and Central Blending Unit or Carbonator, as good as new. Machines in perfect shape mechanically. Operator does not have sufficient time to devote to this business. Will sell one at \$300.00, or entire lot of six pieces for cash at \$1,650.00. F. O. B. Wichita, Kan. Write or wire RAMSEY VENDING CO., 638 N. Green, Wichita, Kan. no23x

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MURPHY CORP., 593 10th Ave., New York. t10x

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. de7

KEENEY ANTI AIRCRAFT, LATE MODELS, perfect, \$59.50; late Tom Thumb Fortune Telling Wafing Scales, \$45.00; Gottlieb Double Grippers, \$4.50; APT Skull Targets, \$7.50. Send deposit, immediate shipment. MIAMI SCALE CORP., 172 N. E. 94th St., Miami, Fla.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 30, 1940. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

SACRIFICE — 20 BALL GUM VENDERS, \$1.50; 10 Four-Column Nut, 1c, \$3.00; 10 5c Snacks, \$9.00. Also, Machines wanted. CAMEL, 402 W. 42d, New York.

USED SLOTS — BARGAIN IN SOME OLD Slots. Twenty for seven dollars each, or in single lots, nine dollars. In good playing condition. Deposit required. SPARKS SPECIALTY COMPANY, Soperton, Ga.

WANT TO BUY — EXHIBIT'S SPEEDY, FREE Play Machines. Mention price and quantity in first letter. BOX C-611, Billboard, Cincinnati, O.

WANTED — GOTTLIEB TRIPLE GRIPPERS, Merry-Cor-Round, Power House, Formation, Polo, Airmail quantity, condition, price. ALLIED AMUSEMENTS, Fort Huememe, Calif.

WILL SACRIFICE FOR REASONABLE CASH offer Group of Seeburg Rayolite Shooting Machines. Machines have new, improved scenery and action and resets. First-class mechanical condition. PHOEBUS CORPORATION 222 E. Superior St., Chicago, Ill.

WILL PAY CASH FOR SEEBURG REX AND Gem Phonographs. Give cash price in first letter. MIDWEST NOVELTY, 1315 Simon Ave., Carroll, Ia. no23

FORMULAS

MONEY-MAKING FORMULAS — THOUSANDS of new "make-it-yourself" trade secrets and compounds illustrated circulars free. O. WARREN, 15 Park Row, New York. no30x

FOR SALE SECOND-HAND GOODS

AIR-POP-IT AUTOMATIC POPCORN MACHINE—Cost \$125.00, like new. First \$50.00 takes it. TAVERN NITE, Box 292, Marion, Ill.

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy Aluminum Ceared popping Kettles, \$7.50 each. GARNEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

FOR SALE — 200 THEATRE CHAIRS WITH upholstered seats and backs, \$1.10 each. Will not sell less than 170. Must move. J. E. McILTON, Fisher, Ill.

FOR SALE — ONE HUNDRED THIRTY-EIGHT Paris Chicago Roller Skates in good condition. Price, \$1.50 per pair. LEE WALDRIP, 137 Lee St., Galenville, Ga.

FOUR DUCK PIN BOWLING ALLEYS — COMPLETE with Pins, Balls, Score Boards, etc. Practically new. Ship anywhere. Best bargain in U. S. A. Total price, \$550.00. Terms. AL ROBERTSON, 405 S. Electric, Ahambra, Calif.

POPCORN MACHINES — BURCH, STAR, Cretor, Long-Eakins, Dunbar, Ceared Popping Kettles, Caramel-Corn Outfits. Lowest prices. NORTHSIDE MFG. CO., Indianola, Iowa, de28x

FOR SALE—SECOND-HAND SHOW PROPERTY

BIND BLOWER — SMALL BALL TABLE SIZE, like new, perfect for coversalls, mechanically perfect. Cheap. P. O. BOX 2, Dayton, O.

Show Family Album



A GROUP of aerial bar performers with Hagenbeck-Wallace Circus, season of 1908. From left to right are George Smith, Pearl Wilson, Clarence Stokes, Walter Guice, Abe and Pete Adair, Bert Delno, and Fred Pirard. They formed two four-man acts, working on five bars. Abe and Pete Adair and Walter Guice are still living.

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.

2,000 BLEACHER SEATS — F. G. BURK, 5904 Ventnor Ave., Ventnor, N. J. no23x

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HELP WANTED

ADVANCE AGENT — WITH TRANSPORTATION, at once. Chief Sugar Brown Family of 10 from Oklahoma paying schools. 1426 Freeman, Cincinnati, O.

CELLIST DOUBLING STRING BASS OR GUITAR — Young man, union, for small hotel unit. State all. MUSICIAN, Colonnade Hotel, Pueblo, Colo.

EXPERIENCED YOUNG GIRL ENTERTAINER for floor show in Tavern Restaurant. Dancing, 5 nights week; year contract. Room and board. Send photo. State what you can do, salary expected. BERGHOFF CAFE, Rochester, Ind.

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions—Send photos, etc. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. no16

LADY TO ASSIST JUGGLER FOR STANDARD act. BOX 461, care Billboard, Woods Bldg., Chicago, Ill.

RESPONSIBLE MIDDLE AGED GROOM FOR Liberty Horses — Year around proposition for right man. J. M. CHRISTIANSEN, Rochester, Ind.

STRONG UNDERSTANDER — ALSO, SECOND Topmaster with experience on Teeterboard. State all first letter. JAMES PICCHIANI, care Billboard, 1564 Broadway, New York.

VIOLINISTS, ATTENTION — GIRL VIOLINIST, a blonde or red head preferred. Steady work. Wire or phone ORCHESTRA LEADER, Room 423, Chiffenden Hotel, Columbus, O.

WANT SMALL ORCHESTRA — STAGE UNIT opening December 1, with car, uniforms. Sober. Long contract. BOOKER, care Colorcraft Printers, Oklahoma City, Okla.

WANTED — CLOWNS IN LARGE DEPARTMENT store for 5 weeks' run. EVANS CIRCUS, Massillon, O.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Heterocopies, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue. 30c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. no30x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOEDEN, 220 W. 42d St., New York City, N. Y. de7x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc. 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. no16x

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of ten Novelty Jokes, postpaid, \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. no23x

WANTED TO RENT OR LEASE HALL WITH hardwood floor suitable for roller skating. Give full particulars. BOX C-610, Billboard, Cincinnati, O.

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

"ALL-AROUND" REFLECTOR COMPANY'S new Motion Picture Reflector, guaranteed to increase screen illumination 40%. BOX 1967-K, Cleveland, O. no23x

AMAZING BARGAINS IN 35MM. FILMS — Also, Pair R.C.A. Portables, 35MM, Sound, cheap. Complete outfit. STANDARD FILM SERVICE, Charleston, W. Va.

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh.

ASK FOR LIST — 16MM. SCHOOL AND ROAD-show Films, Equipment, and grand new Advertising Setup. SWANK, 5861 Plymouth, St. Louis, Mo. de7x

ATTENTION, ROADSHOWMEN! — ONLY Ten dollars per week for a complete 16MM. Sound Movie Show. Large selection. Perfect prints. Send for our Roadshowmen's Special today. INSTITUTIONAL CINEMA SERVICE, INC., 1540 Broadway, New York City.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. de7x

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BUSSA FILM EXCHANGE NEW WINTER Catalog Ready—Any type Roadshow Attraction you want, from \$10.00 to \$300.00; also, Serials, Westerns, Color, Cartoons, Comedies, Action Dramas, Gangster, 35MM only. no23x

EXHIBITORS — COMPLETE NEW STEREOPTICONS having adjustable Throw Lenses and Color Wheel, \$25.00; Merchants' Window Flash Projectors, \$15.00. Catalog. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

HAVE SOUND FILM AND PROJECTORS TO trade for late model factory built House Trailer. Send photos. F. SHAFER, Washington, Ind.

SOUND PROGRAMS — 35MM, RENTED \$7.50 two nights; \$15.00 week. Equipment, List free. Silent Features, \$5.00. SIMPSON, 1275 S. Broadway, Dayton, O.

TWO DEVRY 35MM. SOUND PROJECTORS — 1,000 Ft. Magazines without Amplifier and Speaker. Perfect shape, price \$120.00. First \$10.00 deposit gets it. Silent Features, \$8.00; Sound Features, \$15.00; Two-Reel Comedies, \$8.00; Sound Novelty Reels, \$4.00. OAK STORAGE CO., Armitage and Western, Chicago.

35 MILLIMETER FEATURES AND SERIALS AND 16 Millimeter Features reasonable. Will take perfect condition 35 Millimeter shorts part trade. BOX 156, Virginia, Ill. no16x

MUSICAL INSTRUMENTS, ACCESSORIES

OBOE — "ROCHE" SAXOPHONE FINGERING, like new. First \$75.00 takes it. Inspection allowed. Express. W. N. RASMUSSEN, Marshfield, Wis.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PIATEAU, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/2 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new mental precision enlarger-reducer. MARKS G FULLER, INC., Dept. BC540, Rochester, N. Y. no30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. no23

DIREX DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. THE POSITYPE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

SALESMEN WANTED

CARRY COMPLETE LINE PROFESSIONAL Cutlery for chefs, butchers, restaurant, etc. Well-known brands. STANDARD CUTLERY DISTRIBUTORS, 817 W. 39th, Chicago.

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Calendars, Christmas Cards. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 511, Chicago.

\$50-\$100 PER WEEK — HELP PREVENT automobile accidents. Write today for protected territory details. FINNEY COMPANY, Box 1085, Minneapolis, Minn. x

SCENERY AND BANNERS

ORDER YOUR NEXT SEASON SIDE SHOW Banners Now — Hi-class work, reasonable prices. UNITED SCENIC STUDIO, 1401 W. Madison St., Chicago.

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL machine roped, white, good as new. 7 ft. high, \$16.80; 8 ft., \$18.90 per 100 ft. long. Good stock slightly used tents. KERR CO., 1954 Grand, Chicago. no16x

THEATRICAL PRINTING

EXPERT MIMEOGRAPHING — 250 8 1/2 x 11, \$1.50; 1,000, \$9.50. Special Press Sheets, 8 1/2 x 11, \$3.50 per 1,000. Send copy for estimate. CENTRAL, Box 703, Leaksville, N. C. no16

FREE BUSINESS CARDS! — 125 STREAM-lined Letterheads, Envelopes, Billheads \$1.00 postpaid. Five hour service guaranteed. Samples 10c postage (refunded). JOHNSON, 939 Windsor, Chicago. x

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

SALESBOARD FIRMS NAPPING

Premium Merchandise Houses Pass Up Golden Opportunity

Letters from readers indicate much new blood awaits proper items to begin operation—distributors seem unaware of large profits still offered

NEW YORK, Nov. 9.—That the salesboard field is very much alive and that deals distributors and all premium merchandise manufacturing and supply houses are passing up profits by sleeping at the switch was revealed recently by numerous letters received by *The Billboard*. Lack of co-operation on the part of distributors to help newcomers and veterans prepare deals and non-development of merchandise that may be used in salesboard promotion were given as reasons why money is slipping thru the fingers of salesboard distributors and operators.

Active

Operators are active locally. Their biggest problem is to find available merchandise. With the proper items made by firms that know the field, those in the trade could go to town for increased profits. While supply houses are reluctant to admit they are at fault by not putting out the deals, letters from nearly every State put the trouble in the lap of the distributors.

Following the appearance of a letter from a reader in Ben Smith's *Deals* column recently in which the reader stated that he wanted to buy printed salesboards from the same firm supplying merchandise, letters from readers on this subject began to pour in. A week later Smith offered thru his column to send newcomers in the business an article titled *Salesboard A B C's*, which appeared in last year's Fall Special, and requests for the reprint have been numerous.

Nationwide Demand

Upon the basis of letters received by *The Billboard*, demand for attractive deals is nationwide. Without exception it is indicated that distributors, because they are slow to realize the value of offering the proper merchandise to veteran and new operators, are not taking full advantage of the opportunity that awaits them.

A reader in Gary, Ind., sent this letter: "I read about the fellow who wrote about getting salesboards and premiums at the same time. Under your *Deals* column you have it stated that anybody could get the same information. Would you be kind enough to give me the names of the firms?"

This one from Elgin, Ill.: "Having the

"The Increasing Demand for American-Made Mechanical Toys"

By GEORGE KELNER

will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

same problem as E. W. F. Hope, R. I., in regards to printed salesboards with merchandise from the same firm, could you send me names of firms supplying same in the Chicago area? I am just beginning operations in the district."

An Evansville, Ind., reader wrote: "I sure get lots of help from the different departments. I am a newcomer in this operation game and would appreciate a copy of *Salesboard A B C's* as per your offer in the column."

From Watervliet, Mich., came this letter: "Would you please send me names of deal distributors?"

A letter from Batavia, Ill., read: "Will you please furnish me with a copy of *Salesboard A B C's*? Also furnish me a list of firms offering complete deals and literature concerning new deals."

From Paducah, Ky., came this letter: "In *The Billboard* in October I notice you say in *Deals* that you have copies of *Salesboard A B C's*? I am rather a newcomer myself and would appreciate a copy. Please send list of firms that can supply deals."

Wants Deal Info

From Altoona, Pa., came this letter: "Thanks for your letter listing several (See *SALESBOARD FIRMS* on page 59)

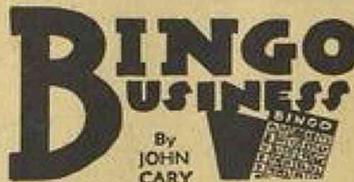
Training Camps New Field

Enlisted Men, Draftees Market For Patriotic Items; Supply Houses Announce Special Lines

NEW YORK, Nov. 9.—With the draft soon to send men to training camps, increased business has been reported by novelty and souvenir workers, pitchmen, and streetmen handling patriotic items. While the workers have already been labeled "training camp workers" and are being compared with the cantonment workers of 1917-18, the field is now much more extensive.

The new defense program has sent, in addition to enlisted men and National Guardsmen, many laborers into training camps to make ready for the arrival of draftees. At Fort Dix in Wrightstown, N. J., the first full 15-day pay roll to construction workers was estimated at approximately \$200,000. This figure is said to be typical of spots where the government is establishing other training camps and naval and air bases.

Veteran workers recall that in the latter part of 1916 and in 1917 red, white,



DURING the past few days we've been talking with supply house men about the outlook for bingo this winter. In every case they reported that they are shipping much new equipment, which conclusively shows that operators expect a big season.

SID RUDERMAN, of Metro Manufacturing Company, says his firm is shipping a number of the new noiseless bingo cages. Cage is rubberized to reduce noise. Using bakelite balls, the operator mixes them by revolving the cage backwards. By changing the movement of the cage a ball is lodged in the cup and on the next round is dropped into a trough with a felt base. The ball then rolls to the other end of the trough where it is picked up and its number called by the operator. Trimmings of the cage have been improved. The cage, says Ruderman, is the latest thing out in this line and the operators are going for it.

MORRIS MANDELL, of the firm bearing his name, recently announced the new Five-Star Aero Bingo Blower that is claiming many sales. The blower is foolproof in operation. It is available in two tones and has an automatic return masterboard that sends the balls back into the machine at the end of the game. It also has a polished plate-glass enclosure with flashlight. The machine, Mandell says, is guaranteed against mechanical defects for 12 months. It operates on AC or DC current.

"POP" BAKER reports that his new model bingo blower is pulling many sales for the indoor season. The blower is equipped with an automatic quick

Dates Set for Coming Shows

NEW YORK, Nov. 9.—Prize and gift buyers interested in keeping abreast of the latest merchandise offerings should note the following dates for forthcoming merchandise events: New York Lamp Show, Hotel New Yorker, January 20-24; Chicago Gift Show, Palmer House, February 3-14; New York Gift Show, Hotel Pennsylvania, February 24-28; Boston Gift Show, Hotel Statler, March 10-14, and Philadelphia Gift Show, Hotel Benjamin Franklin, March 24-28.

Dates were given out by George F. Little Management.

action tallyboard. All that is needed to return the balls to the blower is to press a plunger. The blower may be operated outdoors as well as indoors. Cabinet is 16 by 16 by 40 inches and the outfit weighs 75 pounds when packed for shipment.

AT BOSTON recently City Councilor James S. Coffey requested Mayor Tobin to allow resumption of bingo games. Coffey declared that many religious, patriotic, and fraternal organizations had been obliged to curtail charity work because of the sharp decline in revenue since the games were halted. Council unanimously approved an order presented by Coffey and asked the mayor to take immediate action to restore the games. Order also requested city censor to issue licenses for charitable games. Coffey said one fraternal organization had been so hard hit that it had been obliged to give up its headquarters, in which it had already invested \$5,500.

BINGO for merchandise prizes is clicking solidly in the Natchez, Miss., area, which includes Franklin, Adams, Jefferson (See *BINGO BUSINESS* on page 59)



By BEN SMITH

Letters I receive from time to time and the response to a little teaser in the *Deals* Column several weeks ago offering names of deals distributors and a copy of *Salesboard A B C's* indicate that quite a few newcomers have come into the field in the past year. These, in addition to the oldtimers who are still operating, provide an excellent outlet for the sale of premium merchandise. The feature article in this section goes into this at length and all because we sincerely believe that merchandise houses, including manufacturers, distributors, and jobbers, are missing a grand opportunity for additional volume sales when (See *DEALS* on page 58)

Field Unlimited Market for training camp workers is not limited to men who are serving in (See *Training Camps Field* on page 59)

A HOT XMAS SELLER! Electric TIE PRESSER

- ★ Automatically controlled. Will not overheat.
- ★ Heats in 30 seconds.
- ★ AC or DC — Just plug in.
- ★ Presses ties the dry-cleaning way—doesn't flatten down edges. Prevents underscam from showing through.
- ★ All aluminum construction.
- ★ Beautifully boxed.
- ★ Underwriters approved.

RETAILING EVERYWHERE \$1.50 YOUR PRICE only \$7.20 per doz. SAMPLE 75c

Write for Quantity Prices. 1/3 Down—Balance C. O. D.

THE HALL CO. MERCHANDISING, INC., 320 Fifth Avenue, New York City



DEMONSTRATORS — Here's your chance to hop on an item that's a fast-seller wherever shown. It's made to order for flash demonstrations. Place your order today!

ELECTRIC PANTS PRESSERS!
We Have a Complete Line.
Sample 75c

picture frame banner is similarly designed but is made of rayon and is 9 by 12 inches. It has a gold hanging cord and tassels, gold streamers, and gold fringe bottom. Bottom caption reads: "A Defender of Americanism." With the demand for patriotic items growing, indications are that the items will be money-makers, the firm reports.

Service Banner

The Abbot Company reports increasing demand for the new service banner. Item consists of a 9 by 12-inch satin shield in patriotic colors. Across the top is the legend, "A Member of This Family Is Serving His Country." Firm also has 6 by 6-inch decals for doors or windows. The items show promise of being leaders in the field, the firm reports.

Frank-N-Egg Roll

Concessionaires are finding big demand for the new Frank-N-Egg Roll made on the new Frank-N-Egg Roll machine. It is reported. Machine operates on AC or DC current and has automatic heat control. It automatically bakes an egg roll around a frankfurter, affording concessionaires a new and tasty product. According to the Frank-N-Egg Roll Corporation, machines that have been placed on location are doing a profitable business.

Strato Clock

Strato Clock is one of the latest items to come on the market to increase business for prize users. D. A. Pachter Company reports. Clock 30 inches from tip to tip, resembles a propeller, with movement set in the shaft. A self-starting Sessions motor is used and the silvered dial is three and a half inches in diameter. Aeroplane propeller mounting is of genuine mahogany with whitewood laminations. Overall height is six inches. Prices are right to allow a sizable margin of profit. Item has plenty of eye-appeal and is seen as one of the top numbers of the season in view of the Christmas trade, the firm reports.

Tie Presser

Demonstrators are finding big demand for the new electric tie presser recently introduced. Hall Company Merchandising, Inc. reports. Presser heats in 30 seconds and temperature is automatically controlled. Operating on AC or DC current, the item may be used anywhere. Since the ties are pressed the dry-cleaning way, the edges aren't flattened down, thus preventing the seam from showing thru. Item is of aluminum construction and individually packed. Firm also reports that its new Crown Pants Presser is now equipped with a new handle of Oregon pine that is designated to fit the hand. With the Christmas trade soon to get into full swing, indications are that both items will be big profit getters.

DEALS

(Continued from page 56)
they neglect to go after business available in the salesboard market.

Operators seldom go wrong when they offer a clock on a card. They may not make a killing but as a rule will clear enough out of the deal to pay the nut and leave a profit. When the clock item is definitely new with an interesting innovation the chances are good for a better than average turnover, with prospects excellent for a run. It looks like D. A. Pachter is now offering such a clock to the boys, the Strato Clock. Item has plenty of flash and consumer appeal and should move. Strato is a genuine Sessions dial, self-starting motor, 3 1/2-inch silvered dial, full sweep second hand, and aeroplane propeller mounting with whitewood laminations. It stands six inches high and is 30 inches long.

Big Bill Burns is working on a new deal which he expects to spring soon.

The price at which Joseph Hagn is offering three-power field glasses operators should be able to work up a low-take deal that will go. It seems to us a natural for a tie-up with football games.

The holiday season is extremely welcome for obvious reasons, of which none the least is the fact that the holidays usually tend to open up the new items market and make available a greater variety of merchandise for operators to use on quick-turning promotions.

HAPPY LANDING.

SALESBOARD FIRMS

(Continued from page 56)

concerns from which I may obtain complete deals. I have written the concerns and should get their reply in the near future. In the current issue of *The Billboard* you state that you have a number of reprints of an article titled *Salesboard A B C's*, and I would appreciate a copy. I have been in the direct-selling field for several years but never considered the salesboard field until just recently when I got hold of a lighter deal on which I made out very nicely. I tried to find out more about the field. Being a reader of your magazine for some years, I turned to your column for help. It looks as the you are going to give me just the information I desire."

Represent All Areas

These letters are typical of the many received from readers. In all cases the information desired was for attractive deals or hints on how to make them up. Other cities and towns from which letters came include Kansas City, Mo.; Great Falls, Mont.; Cresson, Pa.; Catskill, N. Y.; Pawtucket, R. I.; Pittsburgh; Lebanon, N. H.; Baltimore, Md.; West Warwick, R. I.; San Francisco; Buttonwillow, Calif.; Denver; Pattonsburg, Mo.; Spartanburg, S. C.; and Boston.

It is evident that a valuable field distributors and manufacturers are passing up by not making available items with which these people can work. The letters cited here represent only a small portion of those in the market for deals that will click. With the Christmas trade soon to get into full swing, operators of the J-e-l variety, as well as veterans, are intensifying their hunt for new deals.

Xmas Comic Cards
COMIC GLOVE CHRISTMAS CARDS
12 kinds, all new, 2 fold, printed in 3 colors. Each to envelope. Fast 10¢ seller. Great... \$5.50
Sample Dozen Assorted, 50¢

JOBBERS: WRITE FOR SPECIAL QUANTITY PRICE.

SEND FOR FREE XMAS CATALOG

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

EXCLUSIVE FUR COATS
JACKETS ★
Luxuriously Marked
BOLEROS ★
Beautifully Styled

Quality Workmanship at Popular Prices. We offer: Coats, Scarfs, Capes, Up Bonnettes, Gowns, Minkskins, Krinoline, Squirrel, Persian, Raccoon, Skunk, Foxing.

Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Concessionaires, Single and Salesboard Operators, secure the best values. Ask for special details.

S. ANGELL & CO. Manufacturing Furriers
138 W. 27th St., Dept. B-35, New York, N. Y.

ELGIN, WALTHAM BULOVA, GRUEN
Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for free illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

HARRY KELNER & SON, Inc.
50 Bowery, New York City

One-Half Deposit on All Orders

Burning Mirror	Gr. \$6.00
Wax Tricky Tail	Gr. \$1.00
Reliever Cap	Gr. \$4.00
Monkey Comb & Mirror	\$1.00
Large Trussel Button	\$1.00
U. S. Gyroscope Top	Doz. 1.00

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.



GET IN ON THIS HOT ITEM NOW!

"Hoose Broke" Pet, the new novelty sensation. This liquid extinguisher ash tray is smart and snappy, of beautiful plastic construction and finished in four colors. A small rubber nipple at the top of the blazing red hydrant is the pressure valve. Made in U. S. A. Packed 4 to a box. Each ash tray is furnished with a unique story of the pet. Cash in now on this sensational seller! An ideal item for novelty stores, taverns, hotel news-stands, cigar stores, drug stores, salesboards and pitchmen.

No. 831W19, Per Doz. \$3.75 Per Gross \$42.00
2 Samples Postpaid for \$1.00

JOBBERS, WRITE FOR QUOTATIONS.
Catalog 401 of 884 pages of quality merchandise ideal for premiums, prizes and awards, concessionaires sent on request. Mention your business. We do not sell retail. Prices less 2% cash, 25% dep. on C.O.D.

JOSEPH HAGN COMPANY
Exclusive Distributors
217 & 223 W. MADISON ST., CHICAGO, ILL.



OVAL MIRROR BOX

EXTRA LARGE GORGEOUS SUBJECTS
2 LBS. QUALITY CHOCOLATES

By **GOLDWYN**
NO. 300 \$1.45 EACH
DOZ. LOTS ONLY \$17.50
SAMPLE \$1.75
1/3 CASH WITH ORDER

BAL. C. O. D. NET P. O. B. CHICAGO

GOLDWYN CO.
1570 MILWAUKEE AVE., CHICAGO, ILL.

WRITE FOR OUR NEW CIRCULAR OF OTHER HOT ITEMS

QUICK SALES—BIG PROFITS
TURKEY DEALS—CANDY DEALS—JAR DEALS
PATRIOTIC—CAMPAIGN—BANNERS—BADGES—PLATES
MECHANICAL TOYS—CATS—DOGS—BEARS—MONKS
LEADERS FOR THANKSGIVING—XMAS—NEW YEAR
RADIOS—LIQUOR SETS—CLOCKS—TOYS—GIFTWARES

WRITE FOR NEW CATALOG—PLEASE STATE BUSINESS

1-day Service **ACME PREMIUM SUPPLY CORP.**
3139 OLIVE ST., ST. LOUIS, MO.

HOLIDAY SPECIALS!
XMAS CARDS, WREATHS, WRAPPINGS, TRINKETS, CANDY DEALS, Knife Deals, Electric Glaziers, Lamps, Clocks, Turkey Cards, Men's Cotton Hats, Ass'td. Doz. 65¢
Trinket Knives, Doz. \$1.25
(Deliveries include Postage)

FREE CATALOG to Wholesomen, Agents, Premium and House Customers.

CHAMPION SPECIALTY CO., 814-E Central St., Kansas City, Mo.

STREETMEN!
Make Big Money—BUY NOW STUDDED FLAG PINS

Get our 10-number assortment of Patriotic, Hand Painted, Etched and Rhinestone Studded Flag Pins and Lapel Ornaments. Selling in stores for 10¢ and 25¢.

You sell 10 Different Numbers \$4 Per Gross Assortment

CONVINCE YOURSELF, Send 50¢ for Samples. Wire Order Immediately. Get Big Profits.

IMPERIAL MERCHANDISE COMPANY
883 BROADWAY, NEW YORK CITY

LEADING SELLERS IN FUR COATS

Better sellers than ever before. ALL Kinds: F U R Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superior styles and quality! Satisfaction guaranteed or money refunded in 3 days. Wholesale deliveries. Write for NEW FREE CATALOG!

LOWEST! H. M. J. FUR CO.
150-B West 25th St., N. Y. C.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

NOTES from SUPPLY HOUSES

E. Weideman reports demand for his comic Christmas cards is growing every year and orders are coming in earlier and for larger quantities this year than ever before. Weideman also handles a variety of other items, such as favors, horns, serpentine, confetti, noisemakers, and souvenirs for the holiday trade.

Milt Williams, who has contacted carnival concessionaires and premium users for the past 20 years for Kindel & Graham, announced the opening of the Milt Williams Novelty Company November 7 at 1038-1036 Mission Street, San Francisco. He will carry a complete line of notions, toys, novelties, carnival and premium supplies, party favors, noisemakers, serpentine, jewelry, and cutlery.

TRAINING CAMPS FIELD

(Continued from page 56)
the armed forces. There is a heavy percentage of feminine buyers. Women are buying novelty jewelry symbolic of the branch in which their boy friends are serving, including crossed rifles for the infantry, crossed flags for the Signal Corps, crossed cannons for the artillery, and crossed swords for the cavalry. Demand does not stop there, for the femme trade is going for red, white, and blue accessories such as flags with rhinestone stars and stripes, brooches, Liberty Bell miniatures, and other items that carry out the "God Bless America" theme that has been sweeping the country. So firmly is the public sold on the red, white, and blue trend that sweaters modeled after Old Glory, belts, and similar items are being sold in large quantities. Also appealing are boutonnières in patriotic colors.

Included among the items reported claiming attention are the picture frame plaque, a wooden frame, six by seven inches, in red, white, and blue, with wall hanger or easel back and bearing the captions "God Bless America" and "A Defender of Our Home" around the photo, which is placed in the center; picture frame banner, a 9 by 12-inch rayon item that holds a photo of the person serving in the training camps, and a service banner, a shield in full color with blue star and red, white, and blue stripes on satin background. The same design in six by six-inch decalcomantia is also available.

Men in training camps and others of the 10,000,000 who registered under the Selective Service Act are prospective customers for the new lifetime draft number items. They are available as lifetime draft number plates, key rings, and draft card protective cases. A combination of draft and Social Security numbers, together with name and case, is one item that has taken hold and is making money for identification and key chain workers.

BINGO BUSINESS

(Continued from page 56)
son, and Wilkinson counties and Concordia, Catahoula, and Tensas parishes in Louisiana. Churches, says the report, are the biggest sponsors of the games, with the money to be used in the furtherance of religious activities. Several night clubs have also instituted games that are well attended.

Joe Gallier, owner of the Buckeye State Shows, visited Natchez and was high in his praise of bingo as a midway attraction. Gallier said the trend is to serviceable merchandise and that his stand is specializing in such items. Shows recently played stands at Franklin County Free Fair, Meadville; Cleveland, Marks, and Oxford, all in Mississippi. The bingo stand will be enlarged when the show takes to the road next season, Gallier said.

FERNANDEZ SHOW

(Continued from page 30)
pony drill, trick mule, and elephant "Lucy," and ponies are a hit and also share honors as equestrian directors. The Pallenbergs with their bears draw much applause. The Gretonas are also very popular. The Flying Behrs do a sensational act.

Complete program: Donahue and LaSalle, barrel jumpers in Ring No. 1; Nel-

son's animal act on stage and in arena; Morris Boys, comedy acrobats, Ring 3; Ajax and Company and "Taximeter" Mule (Martha and Jack Joyce), stage and arena; Miss Valentine, slack wire, Ring 1; Katherine Kay, tight wire, Ring 3; Blimbo, clown, Ring 1; LaSalle Duo, table rock, Ring 3; Joan Spaulding, aerialist, stage and arena; menage, Martha Joyce, Ring 1; menage, Jack Joyce, Ring 3; Gretonas, high wire, stage, and arena; Moreen Troupe, teeterboard and somersaulting, stage and arena; pony drill, Martha Joyce, Ring 1; Liberty horses, Jack Joyce, Ring 3; Palsberg bears, stage and arena; elephant act, Eddie Trees, Ring 1; elephant act with ponies, Martha and Jack Joyce, Ring 3; Flying Behrs, stage and arena; clowns, Abe Goldstein, Ray Harris, Blimbo, Tickle Goldber, Cappy Trio, Bobo Jones, Neil Hamilton, and Neil MacFadden.

UNDER THE MARQUEE

(Continued from page 32)
Bird, Frank Getso, Pete Murray, Claude Poe, Arthur Statt, W. F. (Bill) Wilcox, Willard Wood, Herbert Wilson, billers. The show played in Atlanta to a sell-out away November 4, but rain and the election on Tuesday cut into that night's business and there was about two-thirds house. Show went into Atlanta from Greenville, S. C. It left for Augusta, Ga., Tuesday night. Adams says he enjoyed the show and renewed acquaintances with Fred Smythe, Theo Forstall, Herbert and Hubert Sicks, Johnnie Sewell, and Baby Thelma, in the Side Show. All reported a wonderful and pleasant season.

PAUL P. VAN POOL caught the Bud E. Anderson Circus at Carthage, Mo., October 30 and had a long talk with Mr. Anderson, who said his season had not been big, but satisfactory, the best business being done in the Western States. Two days were lost—Newton, Kan., and Leadville, Colo., also a matinee at Burlington, Kan. Twenty-two Sundays were played, and the longest jump was 180 miles, from Muhl, Idaho, to Tremontion, Utah, and the shortest seven miles, from Mullan, Idaho, to Wallace, Idaho. Two good houses were had in Carthage, Mo., Van Pool says. After the midnight performance Van Pool took the Anderson crowd to his plant in Carthage and showed them the movies of the Anderson and Ringling circuses. Closing stand of the Anderson circus was Paola, Kan., and the total mileage was 11,526. Van Pool says he caught the Ringling-Barnum circus when it played Joplin, Mo., and following the night show the Merle E. Evans Tent No. 27, CPA, entertained Evans and his friends in an old-fashioned hog rib barbecue in the backyard of President Van Pool's home.

CIRCUS SAINTS-SINNERS

(Continued from page 31)
bags of peanuts that he decided to come out of the forests and join his mate who had been tethered to a stake in an open field.

"The body of the keeper who was killed was taken charge of by the members of the Sprout Tent. The members acted as pallbearers and each member of the club was present at the funeral rites and burial in Thornrose Cemetery."

We thank the newspaper PM for running two full pages of pictures of the Leo Durocher luncheon of the Dexter Fellows Tent. . . . At an executive committee meeting of Fellows Tent, held October 1, it was decided to limit the membership of this tent to 750. . . . Congratulations to Sinner Paul Meyer on his election to the vice-presidency of Stage Magazine.

The death of Shorty Flemm, famous clown of the Big Show, takes from this life one who knew every trick in the business of creating laughs. His pantomime technique was unequalled and we wonder who will now take the pre-opening spot now that Shorty is gone. Incidentally, Sinner Al Shelke took some fine pictures of him when the Big Show played Madison Square Garden last spring. . . . It takes Bev Kelley, of the Big One, to think of friends and to create new things to bring joy to the bosom of Circus Fans. We want to thank him for his album of records. A Day at the Circus, recorded on location with the Ringling-Barnum circus with Kelley commentating. The records are titled Building the Tented City, The Menagerie and Gargantua, in the Big Top and Cloum Alley. If you want a good night's entertainment after the tent shows have folded up for the winter, be sure to get Album Q-15 and hold a circus night with your friends. Thanks, Bev. . . . We

want to thank Sinner Sid Sparks, of the Western Union, for that clever little cut he sent us with which to head up our monthly birthday lists in *Short Hauls*.

CORRAL

(Continued from page 32)
throughout the week was cold and damp and on Saturday night there was two inches of snow on the seats and the final performance was called off by the sponsors.

"Regarding the two rodeos for the South, I was advised by Watts that he planned to stage one each in Atlanta and Jacksonville, Fla., to follow the Pittsburgh date. As far as I know, all show people with the organization were paid in full. Rodeo next year is to be under the personal supervision of the police, with accountants from the police organizations handling all the monies and books. All bills will be paid as soon as money from the tickets sold by both organizations are in, and, if any other bills are due, owing to mismanagement, I think they will be made good by the police and the Islam Grotto."

TEX SHERMAN.

MORE THAN 100,000 attended the four-day rodeo at the State Prison, Huntsville, Tex. Rodeos were staged exclusively by the convicts on October 6, 12, 20, and 27. The prison band provided the music during performances. A girls' string orchestra from the Goree Prison Farm, the Rhythm Boys (Huntsville unit prison orchestra), and the Cotton Glee Club (Negro singers from the cotton fields of the various prisons) provided an hour's entertainment before opening. Judges were Reece B. Lockett, Penn Wiseles, Ralph Wolf, Jack McKinney, and Doyle McAdams. Roy Dillon announced. Albert Moore was rodeo director. High money winners for the four shows were Buster Bishop, D. P. Ford, Slim Hodge (Negro), Fred Moore.

Winners in the daily events were: Mad Scramble—October 6, Ernest Myers, J. E. Sugure, Pete Hennessey. October 13, Raymond Cameron, Roland Sharp, Fred Dawson. October 20, Frank Stringer, L. D. Kirby, James Smith. October 27, Joe Lane, Raymond Cameron, Robert Bass. Calf Belling—October 6, Slim Hodge, Will Hodge, Joe Woodard. October 13, Guy McCully, Slim Hodge, Blackie Hart. October 20, Will Hodge, Joe Woodard, Carl Hefner. October 27, Cran C. Davis, Carl Hefner, Allen Holder. Saddle Bronk Riding—October 6, Fred Moore, Buster Bishop, J. W. Mann. October 13, Buster Bishop, Earl Few, W. H. Moore. October 20, D. P. Ford, Fred Moore, Vernon McDaniels. October 27, D. P. Ford, Fred Moore, Buster Bishop. Bareback Bronk Riding—October 6, (See CORRAL on page 63)

FURS OF DISTINCTION
Direct from Our Factory
Make Your Selections
From Our Sensational
1940 Styles
Mink, Beaver, Raccoon, Sable, Seal, Skunk, Fox, Rabbit, Chinchilla, Opossum, Possum, Kid, Sheep, Sealings, Reversible, Furless and . . . \$7.50
every other fur
from Up
Write immediately for our free New Illustrated Catalog and Price List.

ANDREW PAUL & E. ARKAS
Manufacturing Furriers
154 WEST 27TH ST., NEW YORK CITY

WALTHAM-ELGIN
Xmas coming—Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
163 Canal St., Dept. A, N.Y. City

WAXED FLOWERS
Best Quality. All New Styles. Beautiful Colors.
No. 8—Germans, \$25.00 per 1000, \$2.75 per 100.
No. 7—Dahlias, \$27.50 per 1000, \$3.00 per 100.
No. 16—American Beauty Rose, \$18.50 per 1000, \$2.00 per 100.
Mountain Laurel, 18-Lb., 25¢ per 1000, C. O. D.

FRANK GALLO
Importer, Manufacturer
ST. LOUIS, MO.
1429 LOCUST ST.

RED HOT FUNNY XMAS CARDS
NEW CATALOGUE LISTING THEM IS READY. Send Stamp for copy or Send 1.50 for 60 Samples of Cards, Folders, Xmas Cards, Gift Boxes & New Fast Sellers (Cards from 50¢ a 100 to 25.00 a 1000, Santa Seal Cards, Santa Glass Folders, Xmas Fan Dancers, Comic 1941 Calendar, ALL FAST SELLERS BELOW LISTED AT 50¢.

PRICE	Gifted	.85	Giant Robb Thumb	.75
Snake Beer Can	1.00	My Girl to Mankind	.50	
777 5th Columnist	.35	Loves is a Racket	.70	
El Ropa Clear	.75	Comic Album	.75	
Social Security	.75	No No a 1000 No. 1.20		
How to Raise a Dog	1.00	New Hope Chart	1.50	
Adam & Eve	.60	Large Shrimps	.75	
Solid Whiskey	.70	Maiden's Delite	.70	
Giant Money	.10	Comic Mirrors	.30	
Comic GLOVE FOLDERS 6 kinds for Birthday, 4 for Xmas, 6 everyday, Dec. 50¢, Green, 50¢				
COMIC DIPLOMAS, 50 Different, 15¢ Dec. 1.50				
ST. GUM, 35¢, U Getta Go Gum, 40¢, Tantalizing Rooms, 50¢; Voice Tester, 75¢; Auto Shocker Horn, 75¢; Lover Fun Card Sets, 35¢ doz, etc. Above items taken at random from our new Catalogue. If you wish samples, 2.00 will bring you 30 different and Catalogue, 25¢ dep. C.O.D.				

MAGNETRIX NOV. CORP., 138 Park Row, N. Y.

HOLIDAY GOODS FOR MONEY MAKERS LEVIN'S HAVE THEM

Wagonmen - Pitchmen - Agents - Canvassers! Write Today for Our New Catalogue Which Shows Hundreds of Holiday Specials, Signs, Light Coverings, Window Decorations, etc. Every Place of Business Is a Prospect—Big Profits at Our Unusually Low Prices.

MECHANICAL TOYS! WRITE FOR LISTING ON OUR COMPLETE LINE, TOGETHER WITH OUR LOW, DOWN PRICES. DO IT TODAY. BE SURE AND STATE YOUR BUSINESS.

LEVIN BROTHERS TERRE HAUTE INDIANA

SANTA With ELEC. EYES
No. 9457—Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed.

Dozen Lots, \$33.00--Sample \$3.00

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

WIS. DELUXE CORP. 1902 No. Third St. MILWAUKEE, WIS.

OAK-HYTEX BALLOONS

CIRCULAR STRIPES

BEAUTIES that are fast sellers! Red, white and blue and other flashy color combinations.

The OAK RUBBER CO.
KAYENA, OHIO

Lowest Prices Always

CHRISTMAS FOLDERS. Good Assortment. 10 Sets, Boxed. Any Quantity. Box \$0.06

CHRISTMAS FOLDERS. Good Assortment. 21 Sets, Boxed. Any Quantity. Box13

DOUBLE EDGE BLADES—Packed 50, Cells Versapen. 1000 Blades 1.95

SINGLE EDGE BLADES—Packed 50, Cells Versapen. 1000 Blades 3.45

ALL AMERICAN ELECTRIC RAZOR. Has double shaving head. Quality model. Individually boxed. Any quantity. EACH45

FIRST AID BANDAGES—A handy window front package, very fast filler. Gross Packages 1.65

FIRST AID KITS—in Mirror Container with Mirror. Fast \$1.00 seller. Dozen Sets Complete 6.00

MEN'S COTTON HOSES—First. Assorted Colors. Dozen Pair65

LADIES' HOSE—First. Assorted Colors. Dozen Pair 1.50

1001 Other Items.

Free Catalog. Deposit With All Orders.

MILLS SALES CO.

Our Only Home Based Wholesale

901 BROADWAY, New York N. Y.

WORLD'S LOWEST PRICED WHOLESALE

ELGIN & WALTHAM

REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Case, at

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO., 115 N. Broadway, St. Louis, Mo.

NEW LINE 1940 JEWELRY NOW READY

Signal Pins, Rings, Bracelets, suitable for engraving Mother-of-Pearl Lockets, Cameos and White-stone Rings, Etc. Send \$2 for Assortment. Free Catalog. JACK ROSEMAN CO., 307 Fifth Ave., New York City.

Coupon Workers • Sheetmetal Workers • Pitchmen

Get the Pen That Makes You Money

WALTHAM

New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.

STARR PEN CO., Chicago, Ill.

REX HONES 3c Each

Now Less Than \$4.25 a Gross

Send \$1.00, S. C. O. D.

Best Razor in Flashy silver box, priced \$6.00. A real fast-cutting straight razor of good quality. Wonderful demonstrator for Pitchmen. Home use or cleaning use. ACT QUICK. REX-HONE MFGS., 1800 West Madison, Dept. BR-11, Chicago, Ill.

DRAWING GUM 23c BOX

RETAILS FOR \$1.00.

Each box holds 20 Cellulose 2 1/2 Pads of Factory Fresh Gum. Ready Display Boxes. Buy 10 to get each 10c to 20c profit. In any distributor—get started! Send \$1.00 for sample box (prepaid). GREAT PRICES FOR ALL ORDERS.

AMERICAN DRAWING PRODUCTS CORP., 4th and M. Pleasant Ave., Newark, N. J.

NEW XMAS PACKAGES

Push Filler Pens • Lever Filler Pens • Combinations

JOHN F. SULLIVAN, 458 Broadway (Fast Service Bldg.) N. Y. City

SLIM JEWELRY \$1.00

Assorted Gross. Enamel. Six Different Sizes and Designs. \$5.00

CR08825, with 2000s, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. Buy 10 to get each 10c to 20c profit. In any distributor—get started! Send \$1.00 for sample box (prepaid). GREAT PRICES FOR ALL ORDERS.

AMERICAN DRAWING PRODUCTS CORP., 4th and M. Pleasant Ave., Newark, N. J.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

MR. AND MRS. R. ARGAND from Buffalo: "We're working mechanical toys in the Polish section of this city to small results. Town is good only on Thursdays and Saturdays and no doorways are available downtown. We expect to play the smaller towns around Buffalo. There is one glass-cutter worker here at Neisner's store, doing well only two days a week. Would like to hear from Jack McKay, Mrs. McKay, and Rosalyn, also Jack White."

WHAT'LL IT BE: "See you in the South," or "Now, I'm staying north this year."

DEATH of Frank Libby occurred October 15 at Veterans' Hospital, Dayton, O. See Final Curtain for details.

HARRY MAIERS pipes some advice from Columbia, S. C.: "Have made several spots here and they are not as a firecracker. The reason is that a few jam workers have closed them. Why don't these so-called jam men take a few lessons from Morris Kahntroff, who never runs away but squares the tip properly? These JCL's, who have so much trouble and close spots for others, are killing the goose that lays the golden egg. Always remember, boys, that getting money from the tip is one thing and then asking if they are satisfied is another. If they say "no," these jam men drive away as if they had stuck up a bank. Morris Kahntroff is expecting to open a special class to teach these JCL's the business free, as he expects to retire from the game and settle in Florida."

IT'S THE CROWD in a pitchman's tip, not the pitchman, that knockers are interested in stopping.

BILL McCAFFERY has closed his spot on the market at Huntington, W. Va., and did well with Roosevelt badges, according to Doc Browning. Bill is not expected to go south this winter because there is no one to drive the house car, as his wife is in New York.

E. A. PINE scribes from Chattanooga, Tenn., that Scotty Bird is there with horn nuts and getting the mecum. Pine asks for a pipe from Jack Lamar.

JIMMY WELLS veteran razor blade worker who does not get around any more, letters from Joplin, Mo.: "I ran into Harry Woodruff, fountain pen king and an old pal of mine. He was nicely dressed and looked prosperous. He had just come from the fair at Macon, Ga. In St. Louis he joined George Dumas, the ring coupon king, and his crew; P. E. Hardee, old-time sheet writer, and Roy Dumont, his sidekick. Woodruff will book sales for George Dumas for ring sales. Woodruff is the Barnum of pen and ring workers."

He puts on the greatest show on earth when it comes to entertainment. George Dumas and Woodruff sure make a swell team. They are working stores in St. Louis and Kansas City, Mo."

ANYBODY CONTEMPLATE working the West Coast this winter?

IVAN (WHITIE) STANFORD who has been demonstrating run men in stores since 1932, has just worked St. Joseph, Mo., on the streets and found the town good. South St. Joseph is good around the stockyards and no reader is required, he says. Downtown St. Joseph is okay if you talk to the chief, Stanford informs. He would like to see a pipe from Little Joe Branham and Jimmy Miller.

T. A. (SLIM) RHODES with pipes from Albany, Ga.: "I closed with Dodson's World's Fair Shows recently. Expect to make the Shrine Circus in Macon, Ga., then open a store in St. Louis or Chicago until Christmas. Would like to read pipes from Marvin South, Bob Hanley, and Sam Bills."

HUMOROUS REMINISCENCES of the past summer will make good reading during the winter. What have you along that line?

FROM T. P. McMAHON "I am still working Seattle, Wash., with Social Security plates and billfolds and getting by. Rain makes things bad for street work. Old man Robinson is still working solder here."

HARRY GREENFIELD and Mike opened a pitch store at 45th Street and Sixth Avenue, New York, and it is the only store operating in the Big Town at present. There is a good opening there for good pitchmen, such as Mighty Atom, Larry Velour, Sol Addis, Louis Weitz, Al Sellers, and Charley Mason."

THE SUCCESSFUL pitchman recognizes and practices his duty and loyalty to his profession.

JACK YOUNG of transferec fame, is said to be clicking in Chattanooga, Tenn.

DOC SNYDER expects to make Ironton, O., for the winter. He says he lost his car at Williamson, W. Va., recently.

MADALINE E. RAGAN and partner, Phil Bradley, are working shops and paydays in and around Pittsburgh. Everybody there is working, but work is hard to find and spots are high. Madaline reports. She expects to be in Pittsburgh another week, then go down on the farm in Indiana for two weeks for butchering time, after which she will head for Texas. "What's become of Tommy Adkins and wife?" Madaline asks.

TRIPPOD OPINIONS: "If you want them to invite and not dare you back, get within the law, and you'll have little difficulty returning."

CHICK TOWNSEND reports that fairs in the East were only fair this year. He is now in Pittsburgh.

BILL ELLIS has a good flash with his pin layout in a dime store in the Smoky City.

DOC LEONARD recently passed thru Pittsburgh on his way west.

PAUL MILLER and wife are doing nicely on flukum in Chattanooga, Tenn.

ARE YOU GOING right along with the progressive methods of your business?

HERMAN KELLER is reported working med in Cleveland to good results.

STANLEY NALDRETT received a card from his friend Al (Pop) Adams, who is working the exposition in

CATALOG no. 25—JUST OUT!
NEW ENGRAVING LINE

Brand-new "engraving plate" styles—big big money!—a big complete "new line" of pins, lockets, tie chains, knives, bracelets, silver rings—all the big selling jewelry items!

12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

NEW JEWELRY for ENGRAVERS, Fair, Demonstrations and Promotional. Immediate Delivery. Lockets, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or Sample \$2.00.

MAJESTIC NOV. CO., 307 8th Ave., New York, N.Y.

PENS Complete Line of Pens, Pencils and Sets—Push Filler and Lever. We Lead in Prices. Quick Service.

MODERN PEN MFG. CO.
396 Broadway, New York City

NEW MONEY-MAKER!
Greatest Ever! 10,000,000 Prospect!

LIFETIME DRAFT NUMBER PLATES

Lifetime Draft Number Plates . . . \$8 per 100
Lifetime Draft Number Key Tag with Ball Key Chains . . . \$4.50 per 100
Draft Card Protective Cases, double face \$3.50 per 100
Special Stamping Machine . . . \$39.50 Each

FREE—Big illustrated catalog with complete showing of Name and Identification Plates. Send 25c for sample plate with YOUR Name, Draft No., Social Security No., complete with case. 25c deposit with order. Balance C. O. D. Write! Write!

IDENTIFICATION CO.
1560 Broadway, New York City
35 85, 50th St., Chicago

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.

ARGO PEN-PENCIL CO., Inc., 220 Broadway, New York, N. Y.

ORIGINAL SLIP-NOT-TIES

New XMAS Styles, \$2.50 Doz. Postpaid. Fast Sellers. Repeaters. Send for Sample Dozen and be convinced.

Free Catalog.

GILT-EDGE MFG. CO.
Original Patented 13 N. 15th St., Philadelphia, Pa.

SUBSCRIPTION MEN

Make Money With Leading Quality Paper. Every Farmer a prospect. Attractive \$1.00 Deal. Expedited men wanted East of Mississippi River and North of Tennessee and Oklahoma. Write for details.

CHAS. WEBSTER
Room 1201, Sandstone Bldg., Mount Morris, Ill.

ROLLED GOLD PLATED WIRE (Gold Filled)

Walt & Boone
327 Eddy St., PROVIDENCE, R. I.

BIG PROFITS!

Own your own business, stamping K O Y Checks, Social Security Tags, Name or Plant. Sample, with name and address, 25 cents.

HART MFG. CO.
311 Degraw Street, Brooklyn, N. Y.

MEDICINE MEN

Write today for new wholesale list of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid return.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

137 E. Spring St., Columbus, Ohio

"Streamlining the Med Business"

Dealing with changes needed to meet today's requirements, this article

By **FRANK HAITHCOX** will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

Houston, Tex., asking, "When is The Billboard going to award the cup to the best juicer worker?"

SPEND YOUR MONEY before you earn it and you're continually behind the eight ball.

KENTUCKY LEE is working wrenches in Pittsburgh. He has been in and around the Smoky City for nearly six years.

PRAIRIE MAE and Clark are in Philadelphia, according to word from Madaline Ragan.

TEXAS TOMMY is reported in the State of Washington.

DOC GEORGE BLUE informs that Kid Carrigan seems to have anchored in Indianapolis, where he owns a hotel.

GEORGE W. ORMAN has been working Southern Ohio with pens to good results. He recently spent a week in Springfield, O., with a few old troupers, including Bill Wentz, who operates the Francis Hotel there.

JERRY, THE JAMMER, 52X: "Knowledge is power, but it means little unless you apply it correctly."

JEAN DUMONT has had six grand weeks in the S. H. Kress dime store, Youngstown, O., with his shampoo layout. He left there last week for a Kress store in Altoona, Pa. He would like to see a pipe from Al Weisman.

B. TANNEN, manager of the Plate & Machine Company, Inc., reports that miniature license plates on key chains were a fast-selling item at the 41st Annual Automobile Show in Chicago.

BILL KAYE has opened a store there November 5 with handwriting analysis. He says he will make a record there, as he's getting excellent co-operation from the store and local newspapers. Kaye is leaving soon for Almon Shaffer's Highlights, he says.

WE HEAR a number of the boys and girls are making ready for the Christmas rush. Are you one of them?

Pitchdom Five Years Ago

Paul Falson was in Waterbury, Conn., selling rug cleaner for Doc Leighton in a department store. Things were tough there and all the boys were barely making money for coffee and cake. . . . Hot-Shot Austin was in Texarkana, Tex., where he stopped over for a day on his way to Fort Worth, Tex. . . . Jess DeVore worked a fair in Shreveport, La., to fair his. . . . Andy Stenson was in New York where he had returned from the San Diego Exposition. . . . Jimmy Hall, who worked rad and glass cleaner, visited The Billboard in Cincinnati while en route to Columbus, O., to work a few days before opening in a chain store in the Queen City. . . . Irvin Dock was working for the D. D. Lockbox med show in St. Stephens, S. C. Nick Kay was with the show, slapping on the cork and doing some neat comedy. . . . Memory (Mitz) Metcalf was recuperating at her home in Minneapolis from an operation for a ruptured appendix. . . . Bob Pacey was in Bogiege, Ala., and found conditions good. . . . Leo E. Eymann had been in the Smoky City three weeks with coin boxes. . . . Ray

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

French was working novelties and flukes in Trenton, N. J. . . . Leo and Salem Bedoni and White Johnson were sporting new cars and looking prosperous at the Anderson (S. C.) Fair. . . . Chuck Hamilton was with the Woods Show in South Boston, Va. Roster included Doc Harold Woods and sister, Charlotte; Harry Polsum, Bunny Stricker, Gene Piew, Herbie Barth, Nola Matthews, Harry Pepper, Sophie Dean, Barneo Mills, Doris Dixon, Floss Stricker, Chuck Shaw, Bunny Barlow. . . . Art Engel, after five weeks in Little Rock, Ark., where he worked doorways to good results, left for Birmingham, Ala. . . . The Doc E. P. Silvers Show was doing well and had a schedule running up to the holidays. Red and Donna Davenport were doing singing and dancing specialties and Professor Elsworth was at the piano. . . . A. E. Wallen was working shops thru the vicinity of Aurora, Ill., to fair his. Elwyn Sprout and wife were with him. . . . That's all.

RINKS

unique background for the skating of Frieda and her eight-year-old brother. Highlight is a number using a miniature airplane with Junior aboard and whirled aloft by the gyrating Frieda. At the finale a miniature machine gun sounds off and two small American flag break from wing tips. Tommy Ans, their father, is manager of the act. They recently concluded a week at Henry Grady Hotel, Atlanta, and two weeks at Roosevelt Hotel, Jacksonville.

ALVIN N. HYSLEB, formerly of Moonlight Gardens Roller Rink, Springfield, Ill., reports he is connected with Mr. and Mrs. George King's Silver Leaf Rink in that city as floorman. Rink is in an 80 by 157-foot building with 10,500 square feet of skating surface. Interior has been redecorated and the floor resurfaced. Business has been good since opening on September 28 despite unusually warm weather. Private parties are becoming popular. On October 31 over 300 attended a Halloween party, highlighted by a floorshow featuring local talent. Arthur L. Dick, crutch skater, was slated to appear at the rink on November 7. Daily afternoon and night sessions are held and there is a Kiddie Club session on Saturday mornings. Personnel includes Mary Robinson, cashier; Ray Coulson, skateroom; Eddie Kehr and Everet Palmerton, Boor men; Chuck and Robert King, concession stand, and Charles Peterson and Paul Lasbe, organists. Silver Leaf Roller Club also makes the rink its headquarters. The Kings operated three portable rinks during the past summer and last week reopened their Silver Leaf Rink in Canton, Ill. This is their third year in Springfield.

MEDAL FOR TRAINER

thousands of spectators with his daring, both with lions and tigers. He weighs only 125 pounds and is 30 years old. About five years ago on a Saturday afternoon Arcaris rescued 10-year-old Robert Murray Stewart, son of the president of the Salt Lake Zoological Society, from a leopard that had hurled itself against its cage door, the door opening

and letting the leopard into the safety enclosure where the Stewart and Arcaris were conversing. The leopard, Growler, was a new arrival from the jungle. In this instance Arcaris met the challenge and was successful in fighting off the great cat and young Stewart escaped. Arcaris had seized a feeding stick from the floor and Growler was beaten into a retreat.

Hospital No Stranger

When asked whether these frightening experiences would affect his courage and confidence in his regular training routine, Arcaris coolly replied that it is always necessary to be on the alert in handling non-dependable wild creatures. Joe has been attacked on several occasions and needed hospital attention frequently. He was born in Scotland of Scotch-Italian parents and came to this country in 1926. Eight years ago he began work as a trainer at old Norumbega Park near Boston and since that time has come to the top and is rated as one of the best American trainers.

His fellow workers will always be assured of a ready hand when real danger befalls them. Sudden and unlooked-for dangers, as noted here, are real tests, denoting future success for an animal trainer.

SEASON IN DENMARK

ness, but big dine and dance spots, with floorshows, fared badly. Attendance for the season at Tivoli, 97-year-old spot in center of the city, was 1,400,000. Last season it was 2,100,000. No admission is charged at Dyrehavsbakken, suburban park, so no definite attendance figures are available. Estimated attendance on Sundays during the season was 100,000.

At the end of the season Arne Petersen, director of Tivoli since 1899, retired from active service, showered with marks of esteem from associates and friends. He will not be replaced, as his associate directors, Victor Zemkow and Kjeld Abell, will remain in charge of the park.

Falling Off in Sweden

Amusement parks in Stockholm also had a poor season due to early bad weather and to menace of war. Blackouts were enforced during part of the summer but abolished later. Attendance at Gröna Lunda Tivoli, principal amusement park in Stockholm, was 900,000 for the past season against 1,200,000 in 1939.

PROGRAM FOR POOLS

terms. Maintenance (a) New copper-bearing pool paint; (b) shower equipment—new heads. Operation (a, b) improvements to make rules easy to enforce (safety rules, sanitary rules); (c) new play apparatus. **Hot-Cooled Explosions**, Earl K. Collins, editor Beach and Pool magazine, New York. **Winter Care of Pools** (a) Kept filled—or drained? (b) winter care of filter plant; (c) crack filter for all exposed

joint; (d) diving equipment—play apparatus.

Rehabilitate the Old Pools in Parks (a) To meet the new competition; (b) to attract new patronage; (c) some examples; Junction Park, New Brighton, Pa.; Rolling Green Park, Sunbury, Pa. (See PROGRAM FOR POOLS on page 63)

TRADE SHOW PLANS

(Continued from page 34)
Friday, December 6—9 a.m. to 1:30 p.m.; 4 p.m. to 7:30 p.m.
When asked if the show were completely sold out, Secretary Hodge replied (See TRADE SHOW PLANS on page 62)

Sell ACE BLADES
Millions Sold
Ace Blade prices reduced. New gold on ready display cards. Each blade features message in oil to help-selling. Ace blades bring last conditions report sales. Big complete line and price range to meet any competition. Millions sold yearly. Buy direct—no pocket mislaid! Free blank of furnished for sampling your trade. New factory prices.
ACE BLADE CO.
Complete details and prices.
68 E. Eagle St., Dept. 511-A, Buffalo, N. Y.

SELL TINSELLED, ULTRA-BLUE SILK XMAS BANNERS & NOVELTY XMAS SIGNS JUST OUT
New line of Christmas Signs. Every Store, Home, Office, Meeting Room, display Xmas Signs. Make real Xmas Money. **ACT NOW!** Ultra-Blue Sign.
\$3.00 per 100, P. O. B. N.Y.C. Send cash with order or write for Catalog. L. LOWY, 2 West Broadway, N. Y., Dept. 320.

FELT RUGS
Assorted Combination Colors. Every Home a Prospect. Over 1000. Free, Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).
AMERICAN RUG CO.
11 LEWIS ST., NEW YORK CITY

"Bella"
GENUINE SEA SHELL & MIRROR FRAMES
Includes various sizes and shapes. Frames 6" x 8", 8" x 10", 10" x 12". Complete assortment of fast-selling big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 refunding for frames. Was **BELLA PRODUCTS CO.**
41 Union Sq., New York City

PAPER MEN
Texas is good this year. Use experienced men. A leading NATIONAL publication. Write today.
Ed Huff
6011 East Grand, DALLAS, TEXAS

ELGIN & WALTHAM—Second-Hand
Watches as Low as \$1.85
DIAMOND RINGS—Solid Gold
Mountings as Low as \$2.40
Send for Descriptive Circular
H. SPARBER & CO.
108 North 7th St., St. Louis, Mo.

SERVICE BANNER
Millions of families will want to display a Service Banner.
A beautiful shield in full color—Blue Star, a Red, White and Blue design on Blue satin background. Size 12x12 inches.
\$1.50 Dozen **\$16.50 Gross**
Same design in **DEDALOOMANIA** 6x6 inches — for the door or window.
\$1.20 Dozen **\$13.50 Gross**
Sample set, Decal and Banner, 25c. No orders accepted without 25% deposit.
THE ABBOT CO. 76 Spring St., NEW YORK CITY

Events for Two Weeks

- November 11-16
FLA.—Belle Glade, Firemen's Fair & Carnival, 11-18.
GA.—Barnesville, Legion Armistice Celebration & Fair, 11-16.
Waycross, Slath Pine Forest Festival, 11-16.
MASS.—Boston, Dog Show, 15-16.
MICH.—Holtzville, Folsom Show, 11-13.
MINN.—Minneapolis, Dog Show, 16-17.
N. J.—Newark, Dog Show, 17.
N. C.—Charlotte, Expo. & Food Show, 6-16.
Waxhaw, Legion Armistice Celebration, 11-17.
PA.—Harrisburg, Dog Show, 16.
Philadelphia, Food Show & Home Appliance Exhibition, 7-18.
S. C.—Lake City, Armistice Celebration & Fair, 11-16.
West Columbia, Legion Armistice Celebration, 11-18.
- November 15-23
TEX.—Fort Worth, T. M. Robertson Rodeo at Will Rogers Coliseum, 15-24.
Houston, Shrine Circus, 11-15.
Kingsville, Livestock Show & Agri. Show, 14-16.
- November 18-23
CALIF.—Hemet, Utility Turkey Show, 21-24.
Los Angeles, Western States Coin Machine Show, 18-20.
GA.—Macon, All Sides Spring Circus, 18-23.
IND.—Cranfordville, Hedi Spring Circus, 19-23.
Garrett, Muck Crop Show, 23-28.
La Porte, Dog Show, 24.
IA.—Waterloo, Dog Show, 22-23.
MICH.—Bronson, Community Fair, 21-22.
Detroit, Rodeo at Coliseum, 17-24.
N. Y.—Chambers, Dog Show, 18.
O.—Akron, Elks' Circus & Rodeo, 18-24.
PA.—Philadelphia, Dog Show, 23.
S. D.—Humboldt, Turkey Day, 23.

MERRY CHRISTMAS
CANVASSERS — PEDDLERS — SALES AGENTS
Make more money selling this new Merry Christmas Tissue Banner direct to Beer Parlors, Nite Clubs, Restaurants and Stores NOW! Size of Banner, 10 feet long, 15 inches wide. Flare Colors—Red, White and Green. Sells for \$1.00, Cost you \$4.50 per Dozen. Sample on request, 75c.
CHARLES H. VALE 73 North 22nd Street WHEELING, W. VA.
SOUVENIR NOVELTY DEALERS
SALESMEN — JOBBERS — RETAILERS
The Sensation of a Generation is here
THE CRYSTAL GAZER
A creation of mystery that operates with continuous fascinating action. Of wonder and amazement. Rush inquiries for wholesale and quantity prices. Sample 25 cents, subject to return and refund on request. Also other live numbers.
LIVE SPOTS NOVELTY MFG. CO.
WASHINGTON O. H., OHIO

Out in the Open



Leonard Traube

Zoo Salaries

BOSS Hartmann the broadcaster really had something there in his hilarious quote of requirements of a first-class general agent. A guy that can fill the bill that was laid out would be so much more than a genius as not to require entrance examination for heaven, or whatever place is reserved for first-class supernatural gentry.

This is by way of introducing a complaint from Milton L. Herriott, of St. Peter, Minn. It is rare news that the beef is not directed at this erring institution; on the contrary, Herriott invites us to state our opinion. No opinion being required, here's the letter:

"The San Antonio Zoological Society, whose president is Richard H. Friedrich, has been advertising for quite a while, seeking an animal trainer to train and present wild animal acts. I answered one of the ads and Mr. Friedrich wrote:

"We are looking for a wild animal trainer to handle our lions, tigers, bears, etc. If you are interested you may fill out the attached information blank in pen and ink in your own handwriting. However, for your information, our board of directors will only consider paying \$75 per month salary. Of course, there are many opportunities for advancement."

"I consider the letter an insult not only to me but all trainers because this zoo wants to hire a wild animal trainer to risk his life and limb going into an arena with wild animals for the ridiculously low salary of \$75 per month. I pay my helper on my dog and pony act \$80 per month. To have a society whose board includes some members who are very active in the Circus Fairs' Association desirous of hiring a wild animal trainer at such a low wage is about the best joke I have heard in years.

"If Harry Hertzberg were living his opinions on this matter would surely match mine word for word. Mr. Hertzberg was a good friend of mine and a fine gentleman. (Editor's Note — Hertzberg was a former president of the CPA and active in the San Antonio Zoo.)

"Mr. Friedrich states that there are many opportunities for advancement. This is another good joke. A good wild animal trainer spends the biggest part of his life broadening his experience and learning more and more about his profession. Then these big-hearted business and professional men who are members of the San Antonio Zoo want him to start all over again at \$75 a month and work his way up to be promoted.

"It is stuff like this that hurts circus business. The society will probably end up by getting an ambitious young man who can't tell a grape from a monkey to enter their arena and get torn up. They will then, no doubt, praise his nerve and ability by giving him a front-page notice in some Antonio paper.

"I am not writing about this matter in my own behalf, but just letting other trainers know that the world is coming to us as far as animal trainers are concerned. I have nothing against any member of the society—rather the policy they go by.

"Perhaps these tired business and professional men have been misinformed by someone who was a firm believer in starting everyone at the bottom. I hope Clyde Beatty and Terrell Jacobs read this, as well as my good friend Capt. Robert McPherson. What are their opinions? What is your opinion?"

We said that no opinion is required, but take it back. Perhaps the stipend offered is exclusive of board and/or shelter arrangements. We wouldn't know except what the correspondent quotes. Even with board and/or living quarters thrown in, it strikes us that \$75 a month is not too liberal for a first-rate trainer, especially one with personality thrown in. What is offered is one thing—what can be demanded is quite another. A First of May may consider \$75 a month an intriguing amount. The veteran spurns it as paltry, with or without food and/or quarters. Perhaps the San Antonio Zoo

is misinformed to reasonable remuneration for skillful workers. Perhaps it is well informed and still thinks its offer is good. Is the job competitive? Is it secure? Are the surroundings worth while? What about absence due to illness, accident, fatigue, etc.?

It seems to us the risk involved and the experience called for point to better than \$75 per month. Yet if that's what the San Antonio Zoo wishes to pay, that is its business, to be decided by it alone. Nevertheless, Trainer Herriott's story could start prospective employers thinking in more liberal directions.

Board Chairman Harvey D. Gibson of the gone-but-not-forgotten NY World's Fair chose Election Day to get off for the "cure" in Hot Springs, Ark. Says he is looking forward to seeing "my many good friends in the amusement world" at the Chicago conventions. . . . Another post-fair traveler is Milton Danziger, but the expo involved is Eastern States in Springfield, Mass., of which he is assistant general manager. He takes a tug (S. S. America) on November 9 for the West Indies, to be back in time for the Windy City powwow. . . . Talking about the forthcoming conventions, if Len Schloss, chief of Glen Echo Park, Washington, D. C., misses the park men's gathering it will be the first time in years. Schloss has been ill for several weeks following an operation. However, he seems optimistic enough to have reserved a suite at the LaSalle and from there will move on to California for a rest. . . . Other park news to hand is that W. P. Webb has been selected to succeed Arch E. Clair as manager of Baltimore's Bay Shore spot. Clair is now managing George's Tavern, Poughquag, N. Y., a de luxe roadside development and tavern operated by the show team of "Mrs. Dyer and George." Clair's lifelong friends, Clair takes over the fort while the operators go southward for vacation.

Hartmann's Broadcast

FOR the seventh consecutive year J. F. Murphy was midway inspector at the recent York Interstate Fair, York, Pa., and for the third or fourth consecutive year he has performed in the same capacity at the Bloomsburg Fair, Bloomsburg, Pa.

The task which he undertook at each of the first year was not an easy one, but soon he had matters under control thru his diplomatic way of handling. Violations of his rules governing shows and concession games were attempted by some, but not more than once by the same person, because they knew that when Inspector Murphy said a thing he meant it. Each year since it has been easier selling for him, and there is probably not a showman today who does not know that shows of a questionable character and concession games not on the up and up have no chance of lighting on the midway of either of these fairs.

In the beginning of the clean-up there were some vacant spaces on the grounds that had been sold previously, but these have been gradually disappearing and this year each of the fairs sold more space than ever before. Patrons have hailed with delight the changed situation in the operation of shows and games, and this year more merchandise items passed over the counters than since Murphy assumed the duties of midway inspector. Items that especially went big were dolls, blankets, and toys, these arriving by the truck load and providing a good reminder of the old days when patrons of carnivals were seen with their arms full of merchandise on leaving midway. Corn games, too, got a heavy play and gave out an abundance of merchandise. There were seven of these at York and six at Bloomsburg.

Merchandise wheels at both fairs were operated in a different manner than heretofore. At first Inspector Murphy was skeptical of the new method when approached at York by a man new to the concession business, fearing that it might be abused in some way, but he decided to give the operator a trial. Convinced that there was nothing wrong with the method, and finding that the public liked it, Murphy gave the signal to other operators, all of whom were very happy over its success at York. The same method was followed by wheel men at Bloomsburg with similar success,

Notes From the Crossroads

By NAT GREEN

EVER hear of Cut Bank, Mont.; Sandpoint, Idaho; Leeb, Ia., or De Queen, Ark.? Neither did we, but Bud E. Anderson, with his Jungle Oddities and Three-Ring Circus, did, and he played them and a lot of other unheard-of towns to quite satisfactory results. Showing unmistakably that there is a market for circuses. Opening April 29 and closing November 3, the Bud E. Anderson show played a total of 199 one-day stands in the season just closed, rolling up a total mileage of 11,526. Show's longest jump was 180 miles, from Muhl, Idaho, to Tremonton, Utah, and the shortest was seven miles, from Mullan to Wallace, Idaho.

Bud Anderson is a picturesque character from the great Middle West who has been eminently successful as a small showman. Adept at keeping the nut down, he also is wise enough to know that he can't compete with the bigger shows, so he chooses territory where the inhabitants seldom have an opportunity to see flesh shows of any kind. Result is he has little competition and if there's any business to be had, he gets it.

First communication in a long time from "Neighbor" Nat D. Rodgers was received from Texas the other day and it intimates that Nat may be expected on the Magic Carpet most any day now. The cigar-counter mileage dispensers have been duly apprised of the imminence of Nat's arrival and have laid in a fresh supply of books. . . . Sam Ward, publicity man for Rubin & Cherry Exposition, blew in from Texas a few days ago, immediately hooked up with Leo Seltzer's roller derby outfit, and is once more headed for the Lone Star State. . . . Bert Clinton, secretary of the Performers' Club of America, is in Edward Hines Jr. Hospital in Maywood and would appreciate hearing from friends. . . . Barnes-Carruthers have announced that they will again stage a

operating for 2 cents, whereas at York they operated for a nickel.

The wheels were of the intermediate type and consist of 30 numbers, Red, white, and blue blocks appeared in each number. Red was used for the capital prize. When a wheel stopped on blue 10 checks good for that number of free plays were given the winner, and when it stopped on white the prize was five checks good for that many plays. Operators explained that while the profit on each turn of the wheel was small, it was volume that counted.

FOR the benefit of the gentleman who claims that animals with shows are mistreated, John V. Hardiman, of Fort Wayne, Ind., who says he reads the Broadcast every week and enjoys it (glad to hear that), has the following to say:

"In breaking a mixed group of lions and tigers I wonder if he would pet them. A trainer doesn't have to be cruel, but he does have to use the whip and let his cats know he is boss. Of course, breaking an animal to work by itself is a little bit different. I broke Johnny Branson's lion Chubby at the Cleveland Exposition. Chubby is on the Rubin & Cherry Exposition riding a car in the Motordromes. He doesn't know what a whip is, or didn't at the time I was breaking him. He's just like a big dog, but somebody will get hurt, some day, for he doesn't fear the whip."

Continuing, Hardiman writes: "I believe it was Howard Ingram who wrote about the workmen in your column. I give him credit for this, as he always sticks up for the laborer. I worked for him on his train crew and thru him got my first job of breaking a lion for Captain Sheesley's Motordrome. Since then I have trained several acts for shows and motordromes.

"I started in show business when I was 15 years old as helper on baggage stock for Charley Rooney and in the years following worked in almost every department of the circus business. I spent most of my spare time around the bull and cart barns in Peru watching how animals were trained. I am no Clyde Beatty or Terrell Jacobs, but I do manage to make a living and have a small act of my own.

"If you print any of this, please correct it, as I was chasing circuses when I should have been in school."

spring circus in the Stadium. . . . They're been paging Jack (Able) Tavlin around the Magic Carpet for several days. As this is written Able hasn't showed but is expected any day. . . . Al Martin, who was superintendent of the front door on the Bud E. Anderson Circus, is back on the carpet and will be around until after the convention unless his feet get too itchy.

Frank R. Conklin, executive of the Conklin Shows, came in from New York last week and has been mixing business with pleasure in the Windy City. After a short trip out of town he'll return about November 29 to remain until after the convention. . . . Joe Coyle (Ko-Ko the Clown), starts soon on his holiday schedule at a State Street department store where he has entertained the kiddies for years. . . . Mickey McDonald, another foy, is off for Tulsa, Okla., for his 14th year of holiday entertaining in the city's leading store. Mickey arrived in Tulsa in style, flying in from Oklahoma and being met by photos and newspaper men as a bally for the store.

. . . Harry Bert, Beckmann & Gerety Shows' special agent, has closed his season and is back in Chi enjoying all the comforts of home. . . . J. D. Newman, Cole Bros' g. a., back from a winter scouting trip. He was one of the bidders for the St. Louis Police Circus, but contract went to Fanchon & Marco.

. . . William L. (Bill) Oliver, of the Dudley & Oliver Outdoor Advertising Company, Decatur, Ill., writes that the city dads have tabled a resolution to bar all carnivals and they'll show as usual next season. Bill reports that the Lum and Abner unit recently played to 1,500 people in a one-day stand in Decatur, and that Tallulah Bankhead in *The Little Fozes* drew around 2,700 for one performance. . . . "So you see," he says, "the town is a regular show stand again, and a number of shows are set for the winter."

Oliver says Bob Hickey did a grand job in Decatur for *Ramparts We Watch*. . . . Rube Liebman, in from Iowa, says he had a quite successful season, and he's elated over the re-election of his friend Governor Wilson in the Tall Corn State. Rube has arranged to present a first-rate Christmas show at the men's reformatory at Anamosa. . . . Earl Kurtze, manager of Artists' Bureau, Inc., Hollywood, expects to be in Chicago late this week to confer with his local associate, George Ferguson, of WLS Artists' Bureau.

. . . Raymond B. Dean, p. a. for Cole Bros' Circus, stopped off in Chi for a day en route to his home in Milford Center, O. . . . Irv J. Polack is in town arranging late fall theater dates for his circus unit.

TRADE SHOW PLANS

(Continued from page 61)

that room could always be made for a few more exhibitors. Chairman Edward L. Schott has been in constant touch with the secretary completing program details, and the complete program will be published in a subsequent issue of *The Billboard*.

Directors will hold a special meeting on December 3 to put the final touches on convention arrangements. Entertainment committee, under Adrian W. Ketchum, will be especially busy this year, seeing that the social side goes over 100 per cent, and the banquet committee, headed by George A. Hamid, promises a menu of food and entertainment which will eclipse all preceding affairs of the association.

Risk Message Coming

Chairman N. S. Alexander, public liability insurance committee, has written the secretary's office that he will have a message of particular importance to the industry and urges that all interested in the subject, whether owners, operators, or concessionaires at amusement parks, pools, and beaches, make every effort to attend the convention. Subject of amusement taxes will be dealt with at length and lively round-table discussions for pool men have been arranged under Paul H. Huedepohl.

Invitations to members of the industry were mailed on November 9. Any operators of parks, piers, pools, and beaches who have not received invitations are urged to communicate with him immediately, as everyone is cordially invited, Secretary Hodge said. A big representation of New England Section of the NAAPPB and the Pennsylvania Amusement Parks Association is expected, and while no definite sectional programs have been arranged, their members will participate in the programs and festivities.

CORRAL

(Continued from page 59)

Morris Coleman, Buster Bishop, Carl Haesel, October 13, L. W. Vaughn, Paul LaFleur, Morris Coleman, October 20, Carl Haesel, Earl Few, J. R. Pullen Jr., October 27, Marshall Stevenson, Robert O'Leary, L. W. Vaughn, Goat Roping—October 6, Guy McCully, Carl Hefner, Sim Hodge, October 13, Lonnie Lindberg, Blackie Hart, October 20, Carl Hefner, John Atkins, Guy McCully, October 27, Blackie Hart; Carl Hefner and Allen Holder split second and third, Bull Riding—October 6, Paul Guyton, Albert Stockton; Robert Ford and Charles J. White split third, October 13, D. F. Ford, Albert Stockton, Vernon McDaniels, October 20, Marvin Johnson, D. F. Ford, Vernon McDaniels, October 27, Frank Stringer, Marvin Johnson, Vernon McDaniels, Wild Cow Milking—October 6, Robert Bass and Fred Moore, Clarence Duncan and Roy Lewallen, Pete Hennessey, and Neal Kimmel, October 13, Jim Duke and Frank Stringer, Fred Moore and Robert Bass, Claude Williams and Joe Tucker, October 20, Albert Stockton and Joe Bruner, Pete Hennessey and Neal Kimmel, Morris Coleman and James Jackson, October 27, W. H. Moore and Lawrence Williams, Frank Stringer and Jim Duke, Pete Hennessey and Neal Kimmel, Wild Mule Race—October 6, Neal Kimmel, October 13, Lawrence Williams, Tom Mullens, October 20, Otis Hancock, L. W. Vaughn, J. B. Grissom, Calf Roping Breakaway—October 6, Eugene Vick, October 13, Sim Hodge, Will Hodge, Lonnie Lindberg, October 20, Lonnie Lindberg, Guy McCully, October 27, Lonnie Lindberg, Wild Horse Race—October 6, Buster Bishop, Earl Few, and Guy McCully split first; John Henley, Sam Dugan, and Marlon Harris split second; Dave Wilson, Johnny Ford, and Arthur Pullen split third, October 13, Oran C. Davis, Charles White, and Harold White split first; L. W. Vaughn, Robert Bass, and Dillard Lee may split second, October 20, Oran C. Davis, Ollie York, Earl Few, October 27, Ollie York; J. R. Pullen Jr. and John Henley split second; Fred Moore, Wild Mare Milking—October 13, Carl Hefner and Joe Woodard, Oran C. Davis and Guy McCully, October 20, Carl Hefner and Joe Woodard, Oran C. Davis and Guy McCully, Bull Dipping—October 20, Sim Hodge, Buster Bishop, October 27, Sim Hodge, Earl Few, Buster Bishop.

PROGRAM FOR POOLS

(Continued from page 61)

Lagoon Resort, Salt Lake City; (d) tear down old sheds—add the "side shows."

Thursday, December 5

Vernon D. Platt, chairman. Chlorination (a) Does this process solve all our sterilizing problems? (b) are present methods effective? (c) ammonia-chlorine process—its advantages and dangers; (d) other methods; (e) super-chlorination—good and bad results. Promotions and Stunts (a) Some 1940 successes; (b) feature the side shows at the pool. Proper Size and Depth of Pools (a) To comply with AAU rules; (b) to please patron majority. Spread of Disease (a) Do swimming pools contribute? (b) how do you meet adverse publicity and doctor prejudice? (c) privately owned suits—the problem of disinfecting them.

Friday, December 6

Norman S. Alexander, chairman. Here We Reached Saturation Point in Municipal Construction and Competition? (a) New municipal pools—are they better than yours? (b) price competition; (c) race problem.

Algae—the Perennial Pest, 1940 developments on Algae Control, C. A. Hyatt. Sanitation—No Longer an "If" Matter—"How" Is Our Problem (a) Fill and draw pools—no approved; (b) flow thru pools—no approved; (c) Bathroom floor to toilet seat; (d) sand beach to sanitary trash can; (e) eating and smoking area

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

made pleasant; (f) warm water for showers.

DISCUSSION

Looking Ahead (a) have machine to have test run in 1941 (Ackley), report to next convention; (b) better showmanship; (c) feature the pool in the park (it is your greatest publicity subject); appoint committees of one to report results of 1941 to the next convention—covering any special improvements or activities now contemplated; (d) ice skating at park pools.

The special pool and beach committee comprises C. A. Hyatt, Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss, Arthur French, vice-chairman, and Chairman Huedepohl.

Dansant Set at Meyers Lake

CANTON, O., Nov. 9.—Carl Sinclair, managing director of Meyers Lake Park here, has announced plans for completion of an outdoor dansant on the site of the former Hofbrau, which was razed by fire several years ago. Preliminary work was started during the past summer and landscaping has been completed. Plans call for a dancing area to accommodate about 2,500 and tables for over 1,000. Manager Sinclair said he hoped to have it completed in time for the 1941 opening and that name bands would be presented. In case of rain dancing would be shifted to Moonlight Ballroom, which will continue operation thru the winter.

Combo Building at Wildwood

WILDWOOD, N. J., Nov. 9.—A new structure to house the beach hospital, information and publicity bureau, comfort station, and a solarium is the first of Boardwalk Improvements for next season. Building will replace the present information bureau and comfort station and will cost \$15,000, work starting about first of the year. It will be constructed on the beach about 20 feet from the "Walk and will be modeled after a ship. Pennants will fly and there will be big artificial smokestacks.

ROUTES

(Continued from page 25)
Petry, Ruth (Hi Hat) Chi, no.
Plato & Jewel (Pete Margozzetti) Peoria, Ill., h.
Polakova, Nastia (Russian Kretchma) NYC, no.
Prince, Jack (Colosimo's) Chi, no.

R
Radio Babes, The (Village Barn) NYC, no.
Rialton, Morgan & Sara (Palumbo's) Phila, no.
Ramon & Renita (Cocacabana) NYC, no.
Ramos, Bobby (Colony Club) Chi, no.
Rand, Wally (Primrose) Newport, Ky., co.
Rando, Barbara (Bingo's) NYC, no.
Randelberg, (Coe House) Cincinnati, no.
Raquel & Tarrisa (La Gong) Hollywood, no.
Ray, Rita (Minuet) Chi, no.
Reyes, Paul & Eva (Michigan) Detroit, t.
Rhodes, Carole (Coe House) NYC, no.
Rhythm Rocketts (Capitol) Washington, D.C., t.
Ricker, Jean (Commodore Perry) Toledo, h.
Rielman, Harry (State) NYC, t.
Rio, Rosita (La Gong) NYC, no.
Roberts, Beverly (Hurricane) NYC, no.
Roberts & White (Netherland Plaza) Cincinnati, h.
Rocks (Park Central) NYC, h.
Robinson Twins (Chez Paree) Chi, no.
Rockwell, Charles & Lillian (62th Street Natchakeller) Phila, no.
Rogers & Morris (Harry's New Yorker) Chi, no.
Rolfickers Trio (Hendrick Hudson) Troy, N. Y., h.
Rooney, Pat (Diamond Horseshoe) NYC, no.
Rosa Sisters (Edgemont Beach) Chi, h.
Rosario & Antonio (Waldorf-Astoria) NYC, h.
Rosilliana, The (Village Barn) NYC, no.
Russell, Connie, & Al Siegel (Paramount) NYC, no.
Ryan, Sue (Oriental) Chi, t.
Ryzna, Three (Colosimo's) Chi, no.
Sabs (Chicago) Chi, t.
St. Clair & Day (Edgewater Beach) Chi, h.
Samuels Bros., Three (Colonial) Dayton, O., t.
Santoff, Vera (Lee Rubin) NYC, no.
Scholl, Danny (Gilboa) Cincinnati, h.
Schubert, Florence (Ivanhoe) Chi, re.
Scott, Hazel (Cafe Society Uptown) NYC, no.
Seeger, Roy (Palumbo's) Phila, no.
Shaw & Lee (Riverside) Milwaukee, t.
Shayne, Betty (60th) Chi, no.
Shelley, George (Chez Maurice) Montreal, Que., no.
Sherman, Marie (Cocoanut Grove) Boston, no.
Shore, Willie (Hi Hat) Chi, no.
Siegel, Irving (Marl) Marshall, Wis., b.
Sillman, June (Brevoort) NYC, h.
Sitra, Myrtle (Edison) NYC, no.
Sims, Lee, & Dancy Bailey (Chez Paree) Chi, no.

Skilton, Red (Paramount) NYC, t.
Smith, Maggie (Madill's Tavern) Phila, no.
Snowden, Caroline (Gai & Fiddle) Cincinnati, no.
Spaulding, Marie (Fairway Yacht Club) NYC, no.
Spear, Harry (Latin Quarter) Boston, no.
Sporn & Dukoff (Hildebrecht) Trenton, N. J., h.
Springman, Fague (Capitol) Washington, t.
Starnes, Georges (The Vari) Chi, no.
Storani, James (Ambassador West) Chi, h.
Streets of Paris (Pal.) Cleveland, t.
Striving & Rubis (Weber's Hofbrau) Phila, no.
Summer, Helen (Vaughn) Chi, re.

T
Tamara (Chez Paree) Chi, no.
Tanner, Dave (Tower) Kansas City, Mo., t.
Tanner & Swift (Hildebrecht) Cleveland, h.
Tapa, Jerry (Carroll's) Phila, no.
Tall Sisters (Boosey's) New Orleans, h.
Tartale Sweden, The (Old Hickory Inn) Chi, re.
Teunis, Eugene (Vera) NYC, h.
Tharpe, Sister Rosita (Cafe Society) NYC, no.
Theodore, Dancing (Roosevelt) New Orleans, h.
Tiras (Gai & Fiddle) Cincinnati, no.
Titan Trio (Urcia) Rio de Janeiro, no.
Trixie (Palmer House) Chi, h.
Tucker, Sophie (State) NYC, t.

U
Ulmer, Jack (Dinty Moore's) Chi, no.
Valley & Lynde (Belton) Harrisburg, Pa., h.
Vaux, Grace (Brevoort) NYC, h.
Vernon, Kay (Stordewick's) Tuskegee, N. Y., re.
Virgil, Magie (Dallas, Ore., 13; Lebanon 14; Salem 15; Eugene 19)
Vocal Airs, Inc. (Piccadilly) NYC, h.
Vogie, Charlotte & Count Boris (Leon & Eddie's) NYC, no.
Von Dell, Cecil (60th) Chi, no.

W
Walsh, Sammy (La Martinique) NYC, no.
Walters, Gene (Queen Mary) NYC, no.
Walters, Jack (La Baby) Trenton, N. J., no.
Warren, Ruth (Stamp's) Phila, no.
Weber, Rex (Hollender) Cleveland, h.
Whalen, Arleen (Riverside) Milwaukee, t.
Whalen, Maurice & Betty (Blackhawk) Chi, re.
White, Madeline (606 Club) Chi, no.
White, Jerry (New Yorker) NYC, h.
White, Jack (15 Club) NYC, no.
White, Eddie (Lookout House) Covington, Ky., no.
White's, George, Scandals (Pal.) Columbia, O.
Willard, Harold (Weylin) NYC, h.
Wood, Harry (Roxy) NYC, t.
Wood, Eleanor (Park Central) NYC, h.
Woodward Sisters (Park Central) NYC, h.
Woodsy, Aris (24th) Seattle, no.
Wynn, Nan (Ambassador East) Chi, h.

Y
Yarr, Sonya (Sutton) NYC, h.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yost's, Ben, Varsity Eight (Roxy) NYC, t.
Youngman, Henry (Hurricane) NYC, no.

Z
Zelaya, Don (Capitol) Washington, t.
Zerkis, Bob (Ambassador East) Chi, h.

GRAND-STAND AND FREE ATTRACTIONS

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

Hondin-Rellins (Armistice Celebration) De Funik Springs, Fla.
Fishers, Bob, Fearless Flyers (Fair) Live Oak, Fla.; (Fair) Donaldsonville, Ga., 12-23.
Fishers, Flying (De Funik Springs, Fla.
Gardner's, Cheerful, Esplanade (Fair) Phoenix, Ariz.
Romas, Flying (Houston), Tex.
Zolar, Ruth & Eddie (Fair) Anderson, S. C.

MISCELLANEOUS

Behler's, Ray, Bears; Englewood, O., 11-16; Brookville 18-23; playing schools.
Bragg Bros.' Show; Longview, Tex., 11-16; Marshall 18-23.
California Condors Carnival of Fun; Lancaster, Mass., 12; S. Williamston 13; Savoy 14; Richmond 15; Canaan, N. Y., 16; South Lee, Mass., 19.
Myra's Entertainers; Mendon, Mo., 11-16.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. & A. Am. Co.; Banks, Ark.
Antique Amusement Co.; Scotland, Ga.
B. & H. Am. Co.; (Fair) Bowman, S. C.; 11-23.
Bradley & Beresoff; Cayce, S. C.
Buckeye State; Hattiesburg, Miss.
Hullock Am. Co.; Beaufort, S. C.
Central Am. Co.; Belle Glade, Fla.
Clark's Greater; San Diego, Calif.
Crystal Expo; Brunswick, Ga.
Dodson's World's Fair; Jacksonville, Fla.
Down East Attr.; Briarville, S. C.
Dudley, D. S.; Mableton, Tex.
Evanheline; Hattiesburg, Miss.
Fleming, Mad Co.; (Armistice Celebration) Alma, Ga.
Florida Expo; Springfield, S. C.
Funland; (Fair) Tabor City, S. C.
Fuzzell's United; North Little Rock, Ark.

Great Bright Way; Charleston, S. C.
Great Lakes Expo.; Union Springs, Ala.
Great Britain; Lenoire, Ark.
Greater United; Laredo, Tex.
Hughes & Gentsch; Shelby, Miss.
Joyland; Corcoran, Calif.
Keystone Modern; Thomasville, Ga.
Lang's, Dee, Famous; Corpus Christi, Tex., 12-24.
Lawrence Greater (Fair) Anderson, S. C.
Mac's Carnival; Hummer, Ark.
Majestic; Lake City, S. C.
Merwin's United; Cottonport, La.; Marksville 15-23.
Mighty Monarch; Madison, Fla.
Miller, Ralph R. Am.; Arnsdenville, La.
Orange State; Marianna, Fla.
Park Am. Co.; Lake Charles, La.
Peach State; Mount Vernon, Ga.
Rogers & Powell; Passapatan, Miss.
Royal Expo.; Sylvania, Ga.; (Fair) Brunson, S. C., 12-23.
Scott Bros.; (Irwin & Boulevard) Atlanta, Ga.
Smart, Doc; Hedges Springs, Tex.
Snapp Greater; Alexandria, La.
Southern States; Live Oak, Fla.; Donaldsonville, Ga., 12-23.
Southern United; Terral, Okla.; Caddo 18-23.
Tower Am. Co.; (Colored Fair) Russellville, S. C.
Texas Longhorn; Hale, Tex.
White-McNally; McCurtain, Okla.
Wolfe Am. Co.; Lexington, Ga.
Wysat, Mabel, Africa; Flaming, Ga.
Zimdars; Hot Springs, Ark.

CIRCUS
Polack Bros.; (Forum) Wichita, Kan., 11-16.
Ringling Bros. and Barnum & Bailey; Winter Haven, Fla., 13; West Palm Beach 14.
ADDITIONAL ROUTES
(Received Too Late for Classification)
Hythe, Billy, Players; Veroche, Va., 11-16.
Daniel, B. A. Magician; St. Marys, Mo., 14-16.
Delahanty Sisters; (Circus Club) St. Louis 11-16.
Francis, Hypnotist; (Rex Theater) Island, Miss., 14-16; (Paramount Theater) Vicksburg 17-19.
Hutchins, Modern Museum; Corpus Christi, Tex., 11-23.
McNally's Variety Show; Shushan, N. Y., 11-16.

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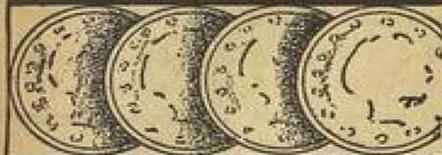
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Adaptable

Phonographs and phonograph records prove quickly adaptable to new music situations and ideas

The phonograph industry is already gaining progressive momentum for the coming year. The stability of the industry is shown by its power to quickly adapt itself to new situations and new ideas as fast as they come upon the music scene.

The phonograph has proved its adaptability to meet all new demands so that the music operator may be doubly assured of his investment. This is very encouraging to the music trade because the investments of many small business men are involved in the music field. The phonograph also has proved adaptable to refinements and improvements so that its appeal to the public is increased from year to year, rather than declining in its appeal to the people.

When the new ideas and machines are announced for 1941 the effect will be to reveal the progressiveness of an industry that never stops, but continues in its mission to supply popular music at a low price.

In a machine age it is impossible to stay the eventual appearance of new inventions and new developments. It is not a good idea to try to stop them. Progressive industries keep pace with new inventions and adapt them to the improvement of basic machines.

That is exactly what the phonograph industry is doing. Instead of a stagnated industry, it is alive to all new ideas and finds new ways to improve its machines so that they offer the best and the most practical methods for giving the public its most economical supply of popular music.

If an industry stagnates in our age it is soon swept aside by newer ideas. But when an industry can keep a basic product like the phonograph modernized in every way it offers encouragement to all who work or invest in the business. An industry must always depend on the progressiveness of its manufacturers to keep it abreast of the times, and in that respect the manufacturers of phonographs have shown their ability to adapt every new material and every new idea for making better phonographs as soon as it becomes available.

By constantly improving the phonograph it has been possible to maintain its high level of appeal to the public. It has also been possible to fit the phonograph as a basic unit into new systems of music.

The modern phonograph has been improved so that it may be used in wired music systems with double efficiency. So efficient is the improved phonograph in these systems that it is suggested the term "wired music" be used to describe all plans which include the phonograph as an essential part of the system. This includes wall box installations as well as phonograph hook-ups using a central studio plan. Remote control installations, of course, are self-explanatory.

The terms "telephone music," or "central studio music," or simply "studio music" describe systems or installations which do not use a modern phonograph in the hook-up or as outlets for the music.

Movie machines are also a new idea in the field of music and the private trade-marked name of "Soundies" has been offered to describe this new idea. It is probable that the term "Soundies" will come to describe both the

films and the type of entertainment provided by these machines.

There is a field for all of these new ideas, and the ultimate effect of all the publicity given to them will be to focus attention on the permanent value of the modern phonograph in supplying popular music. The readiness with which phonographs can be improved will also be emphasized as new ideas and new systems are publicized.

The world of popular music moves on with increasing tempo and the standard phonograph keeps abreast of the times by maintaining its leadership in economy and quality of music offered.

Instead of phonographs being displaced, it is now evident that the modern phonograph will become the most adaptable machine for giving complete music services or for quickly reverting to single location requirements.

Present trends indicate that the emphasis may again be shifted to mechanisms and that improved and more adaptable phonograph mechanisms will increase the wider use of music machines in the various systems. For some years the emphasis has been on attractive cabinets and on player conveniences built into the cabinets. These improvements will continue and also improved mechanisms, adaptable to various music installations, are now here.

Wall boxes and remote control are, after all, a convenience and consideration for the playing public. This catering to the public will continue and already there is talk of supplying "individual music" to patrons in locations.

The necessity of catering to the public will call for continued progress and will be the inspiration of many new ideas. The modern phonograph, with its wall boxes, remote control, and other adaptations, has shown a constant advance thru the years in offering conveniences to the public. That steady stream of progress is sure to continue.

The development of all new ideas requires time, and the operating business will not be upset by any of the new inventions. The installation of wall boxes has shown a steady and consistent advance and has not upset the industry in any way. This may be expected to be the normal course of improvement in the industry.

Since phonographs and phonograph records are so basic in reproducing popular music, it is safe to assume that any new ideas that may prove permanent in the field will come in gradually and will aid the general progress of the phonograph industry. Music systems that do not use the phonograph as a basic unit will become highly specialized in their services and hence will find their own new fields. The operator who has invested in a phonograph may consider that the possible uses for such music will increase from year to year.

The year 1941 will bring a new optimism in the music business. The spirit of invention and of progress in the industry and new ideas will appear to keep the industry going forward. The phonograph can quickly be improved to meet any new situation and can always be made to offer the latest and best in popular music.



THE KEENEY "STEWARDESS" demonstrates how to drop the planes with Keeney's Air Raider, machine gun game. The self-contained unit has won recognition in all sections of the country.

N. Y. Music Ops' Gala Affair Draws Galaxy of Record Stars

NEW YORK, Nov. 11.—Approximately 450 guests were on hand at the Starlight Roof of the Waldorf-Astoria Hotel here last night for the third annual entertainment and dance of the Automatic Phono-

graph Operators' Association of New York. With Will Bradley and his orchestra on the bandstand heading a galaxy of recording stars who appeared on the entertainment program, plus one of Oscar of the Waldorf's famous meals, all who attended praised President Lee Rubinsow, Secretary Al Bloom; Charley Engelman, in charge of entertainment, and the other members of the committee for staging one of the most successful affairs the association has ever put on.

Many coinmen from out of town were on hand in addition to a 100 per cent turnout of local music operators and distributors and their wives. Practically all of the recording artists in town put in an appearance, while many playing out of town sent wires of congratulation.

The number of artists who appeared on the program attested how important they regard the automatic phonograph network as a medium for popularizing songs and artists.

Among the headliners on hand were Kay Kyser and his vocalist, Ginny Sims; Jack Leonard, John Early, Erskine Hawkins, Yvette, Una Mae Carlisle, Abe Lyman, Shirley Howard, Ray Kinney and His Aloha Maids, Ann Warren, Mitchell Ayres, Tony Pastor, Dinah Shore, Lanny Ross, 4-year-old Dickie Hall, Sammy Kaye and Dick Robertson.

Eddy Duchin, Pat's Walter, Grey Gordon, Glenn Miller, Bea Wain, and Ella Fitzgerald were a few of those who sent telegrams of congratulation and regrets of their inability to appear in person.

Will Bradley and his crew supplied music for dancing until the wee hours.

Northwestern
MODEL "40"
SAMPLE \$8.45
In Dealer Lots . . . \$5.20 Each
In 100 Lots . . . \$4.75 Each
Send for Descriptive Literature and Price List on the Complete Line of Northwestern Vendors.
Send for Our Latest Bargain List of Used Equipment of All Kinds—Just Out!
Terms: 1/3 Deposit, Balance C. O. D.
IDEAL NOVELTY CO.

ASK YOUR WIFE

... She'll tell you why women as well as men love to take their pictures on the PHOTOMATIC. She'll also tell you to look into the steady profits you can make with this wonder machine.

INVESTIGATE!
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

BASKETBALL JACKPOT

100 TICKETS

| WEEK |
|------|------|------|------|------|------|------|------|------|------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

NO WAITING UNTIL CARD IS SOLD TO SEE YOUR SCORE

GAM SALES CO. 1319-21 S. ADAMS STREET PEORIA, ILL.

Gam's BASKETBALL JACKPOT

for **BIG PROFITS!**

A 100 ticket card that proved a big success because awards may be based on the results of a game between local favorite teams. Many locations run one or more cards on several different games weekly.

MAKE FROM \$5.00 TO \$8.00 PROFIT ON EACH CARD

PRICE
1 Doz., \$2.50—1 Gross, \$18.00

Write For Circular Now

MAKE YOUR PURCHASES FROM OHIO SPECIALTY COMPANY

in Cincinnati, Ohio—or—Louisville, Kentucky

NOT BECAUSE our Prices are LOWER
NOT BECAUSE our Prices are HIGHER
BUT BECAUSE our Selection is the LARGEST, MOST COMPLETE, and FINEST

Our Showrooms are the Most Beautiful, where we always have on display Hundreds upon Hundreds of NEW and USED GAMES, PHONOGRAPHS, SLOT MACHINES, and All Other Kinds of Coin-Operated Equipment for Your Selection and Immediate Delivery.

We Own and Occupy Our Own Buildings in Both Cincinnati and Louisville and Have 58,000 Square Feet of Floor Space. We are Centrally Located and a Trip to Either of Our Places Is Worth Your While.

OHIO SPECIALTY COMPANY

"Where Courtesy Prevails"

29 W. COURT ST. CINCINNATI, OHIO
539 S. SECOND ST. LOUISVILLE, KY.
EST. 1929

DISTRIBUTOR FOR MILLS' FULL LINE

MILLS VEST POCKETS
The best investment in pay-out counter machines today!
\$44.50
Used Vest Pockets . . . \$26.50

PHONOGRAPH SALE!

- 10 Mills Zeephyrs with Lightout . . . \$39.50
- 7 Wurlitzer's Model 24 . . . 34.00
- 12 Wurlitzer's Model 800 . . . 144.50
- 10 Wurlitzer's Model 500A . . . 174.50
- 8 Seeburg's Vogue, Walnut & Marbletop . . . 164.50
- 5 Wurlitzer's Model 900 . . . 184.50

All Machines RECONDITIONED and ready to operate. One-third cash with order, balance C. O. D.

AUTOMATIC MUSIC COMPANY
11 W. Linwood Kansas City, Mo.

MILLS JUMBO PARADE
Pay-Out . . . \$125.00
Free Play . . . \$52.50
Free-Play Demonstrators
\$132.50

SPECIAL REDUCED PRICES!

Brand New

1c BASEBALL GUM VENDOR

COUNTER SKILL GAME

- Sample Machine . . . \$12.50
- 5 or More (Each) . . . \$10.00

Sells a Ball of Gum for EVERY Penny. Skillful base hits and home runs are recorded. Capacity: 1000 Balls of Gum. Supply is limited! Order Now!

Terms: 1/3 Deposit, Balance C. O. D.

D. ROBBINS & CO. 1141-B DEWAR AVE. BROOKLYN, N.Y.

CLEARANCE SALE

Chicken Sam With Base, Late Serial . . . \$59.50	Aurifer . . . \$10.00
Keeney Gun, Black . . . 55.00	Jumper . . . 12.50
Keeney Gun, Brown . . . 54.50	Short Stop . . . 24.50
Gottlieb Free Play "Base-Ball-Extra" . . . 34.50	Rosy . . . 27.50
Rock-Ola "Tan Player" . . . 40.00	Club . . . 7.50
Events Free Play "Six-Ball" . . . 50.00	Big League . . . 23.50
Scientific "Base-Jump" . . . 40.00	Short Stop . . . 18.00
Mills "1-2-3" Animal, Free Play . . . 40.00	Lucky Strike . . . 17.50
Bally "Gold Cup" Special . . . 55.00	Roller Derby . . . 22.50
Bally "Sport Special" Special . . . 80.00	Super Six . . . 19.50
Paces Races, Brown Cabinet . . . 65.00	Pickem . . . 17.50
Keeney "Triple Entry" With Check Separator . . . 75.00	Topper . . . 17.50

FREE PLAY GAMES

Bally Eureka . . . \$22.50	Triple Play . . . \$10.00
Dol. Features, New Mod. . . 55.00	Follies . . . 27.50
Exhibit "Gong", P. P. . . 10.00	Twinkle . . . 10.00
1 or 2 Balls . . . 29.50	Holds Tight . . . 10.00
Gottlieb "Three Score" . . . 40.00	Big Show . . . 27.50
Ch. Cole "Home Run" . . . 37.50	
Bally "Masoch" . . . 34.50	
Bowling . . . 27.50	
Pat Shot . . . 10.00	

1/3 Deposit, Balance C. O. D.

K. C. NOVELTY 419 MARKET ST. PHILA., PA.

"DOUBLE-DECK" SHOW IN '41

"Bigger and Better Than Ever"---Dates Jan. 13-16

By DAVE GOTTLIEB
President Coin Machine Industries, Inc.

"BIGGER and better than ever before!" That's the slogan of the 1941 Coin Machine Show to be held at the Sherman Hotel, Chicago, January 13, 14, 15, and 16, 1941. And, altho I know slogans are usually taken with a grain of salt, I can assure every operator, jobber, distributor, and manufacturer that this 1941 slogan hardly does justice to the great four-day get-together which the various committees have arranged.

Additional Space Required

As to the "bigger" part of the 1941 show slogan, I can best emphasize that by referring to the phrase used in the title of this message. The 1941 show is to be a double-deck show. In other words, an entire new floor never before utilized for exposition purposes is being thrown open by the Sherman Hotel to house the huge display of coin-operated machines and allied merchandise.

The new floor is in addition to the main exposition hall, the mezzanine, and the Grand Ballroom—all of which will be devoted to the display of games, music machines, vending machines, service machines, and kindred products. After inspecting exhibitions in the three sections occupied in former years, visitors will find another big show one flight down, directly below the main exposition hall.

Daval's Gold Award Idea Proved by Test

CHICAGO, Nov. 9.—A. S. Douglas, president of the Daval Company, stated that reports coming in on the American Eagle and Marvel counter machines, with mystery payout gold awards, show that it has proved to be a real money-maker for operators.

"Operators who have been using the Gold Award model American Eagle report to us that it is the best game they have ever operated," said Douglas. "The big angle back of the success of this machine, according to most reports, is the fact that the Gold Award mystery payout is adjustable by the operator.

"Naturally an arrangement of such outstanding nature is bound to attract big play. The players have been known to keep pumping coins into the American Eagle Gold Award model for hours at a stretch in an attempt to capture the Gold Award token. The Gold Award token pays out of the regular token tube. This is another feature that pleases the operator and the location owner. The operator is fully protected. Each Gold Award token is serially numbered. Therefore he can leave the number with the location owner when loading the tube so that the location does not pay off on any token but the one bearing that certain serial number.

"There are also many other reports that have reached us as to the reasons why the Gold Award American Eagle is capturing more play than any other machine we've ever built. It's unusually attractive, say all purchasers. The large gold-plated casing simulating the Gold Award on the front of the machine quickly captures the eyes of the players and brings them right over to the machine. The fact that the value of the Gold Award tokens can be raised to such high odds is very enticing to the players. And the idea that the players can go right on capturing regular free-play token awards at the same time they are trying for the big Gold Award helps the play of this model American Eagle tremendously," Douglas said.

Several factors entered into the decision to open up the new additional exhibition floor. First, was the number of manufacturers eager to participate in the show. Every section of the industry will be represented at the 1941 show, and out-of-town visitors will be glad to know that within the walls of the Sherman Hotel they will be able to see the entire panorama of coin machine opportunity for the coming year. Second—and perhaps most important—is the fact that manufacturers are planning larger displays than ever before. Several manufacturers who have occupied the same space for several years have actually forsaken their old stands in order to obtain larger space.

Prominent Speaker Set

I have dwelt on the "bigger" angle, feeling that the show itself in January will more than justify the word "better" in the 1941 slogan. I do, however, want to mention that many surprises are in store for visitors at the 1941 show. Not the least of these surprises will be the new products presented by the exhibitors.

The speaker who will address the opening day luncheon will be a man of national prominence with a message of genuine importance. Dick Hood, chairman of the entertainment committee, is arranging a banquet show which will surpass all others—plus a big surprise feature which will be the talk of the industry for a long time to come. From every angle—the fun you'll have in Chicago at the 1941 show—the great new money-making machines you'll see—the valuable ideas you'll obtain from discussions with fellow operators—you'll go home singing, "We've got the blues on the run in '41!"

PERFECT FREE PLAYS

Double \$40.00	Glamour \$40.00
Feature \$39.50	Home Run 30.00
Line Up 67.50	Jolly 25.00
Reaction 57.50	Landslide 47.50
Three Score 40.00	Nippy 18.00
Bandwagon 37.50	Oh Boy 22.50
Bright Spot 45.00	Phonch 19.00
Blonde 42.50	Roky 25.00
Bally Beauty 27.50	Red Hot 17.50
Big Town 25.00	Sporty 40.00
Big League 25.00	Score Game 22.50
Big Show 25.00	Super 6 18.50
Commodore 20.00	Triumph 15.00
Drum Major 40.00	Vacation 45.00
Follies 20.00	Scoop 15.00

LEGAL EVERYWHERE

COMPLETE LINE OF A.B.T. GUNS

ALWAYS ON HAND

Bango-Deer \$ 90.00
Bally Alley 20.50
Chicken Sam 60.00
Evens Ten Strike Alley 65.00
Five-Ball-Elite 55.00
Keeney Anti-Aircraft 100.00

1/3 With All Orders, Balance C. O. D.

MIKE MUNVES CORP.
593 TENTH AVENUE, NEW YORK

JOIN THE ARMY

Of Successful Operators Who Get Big Weekly Profits From



Gum Vendors with Gigarette or Fruit Symbols, 10 or 50 Plays, \$67.50 Entire 6 IMPE in Your Service.

Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

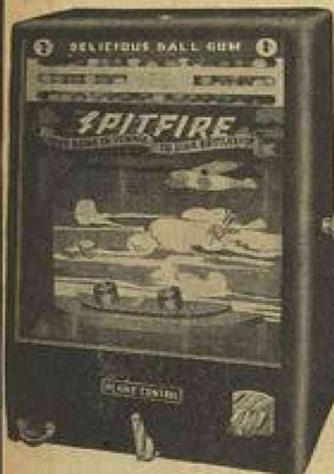
FAST PENNIES
By the THOUSANDS

with

SPITFIRE

THE NOVELTY VENDOR

THAT IS TAKING THE COUNTRY BY STORM



Brand new Combination COUNTER GAME and BALL-GUM VENDOR with Remarkable Amusement Feature. Airplane actually moves over battleship and is Controlled by Player who releases ball of gum to score a hit on battleship.

WRITE FOR DETAILS

SCIENTIFIC MACHINE CORP.

21 Steuben St. Brooklyn, N. Y.

Eastern Pennsylvania Operators, Attention! ANNOUNCING!

We are now distributors for Mills Express, Thomsen of Miami and West Pocket Balls. We also have in stock all the latest Pin Games and a good variety of Card Games at prevailing prices.

BASCH NOVELTY CO.
136 Franklin Ave., SCRANTON, PA.

ALL GUARANTEED FREE PLAYS

Mr. Chips \$15.00	Big Six \$11.50
Roller Derby 22.50	Vacation 22.50
Champion 14.50	Masoch 32.50
Shooting 32.50	Pickem 12.50
Python 39.50	Merry-Go-Round 27.50
Dude Ranch 45.00	Double Feature 10.00
Three Score 29.50	Davy Jones 10.00
Mills 1-2-3 55.00	Chubbs 9.50
Ocean Park 19.50	Chief 10.00
Jolly 29.50	Tuffies 10.00
Variety 12.50	Dandy 9.50
White Balls 15.00	Zenth 9.50
Super Six 15.00	Kiss-a-Ball 10.00

Terms 1/3 Deposit, Balance C. O. D. Write for Complete Bargain List of Late Free Play Games.

CATARACT AMUSEMENT CO.

2513 Highland Ave., Niagara Falls, N. Y.

SPITFIRE

Recommended, Distributed and Financed on terms that will floor you, by:

TORR 2047A-SO. 68
PHILA., PA.

NOTICE FIRST SHOWING

OF

NEW SEEBURG

WIRED AND WIRELESS WALL BOXES

For Other Makes—16 and 24 Record Phonographs

ATTEND SHOWINGS AT FOLLOWING CITIES

THURSDAY AND FRIDAY, NOVEMBER 14 AND 15
DRAKE HOTEL, LEXINGTON, KY.

MONDAY AND TUESDAY, NOVEMBER 18 AND 19
VENDOME HOTEL, EVANSVILLE, IND.

MONDAY AND TUESDAY, NOVEMBER 25 AND 26
READ HOUSE, CHATTANOOGA, TENN.

THURSDAY AND FRIDAY, NOVEMBER 28 AND 29
FARRAGUT HOTEL, KNOXVILLE, TENN.

Also showing at same time latest money-making legal amusement devices. Above can also be seen at either of our four offices.

SOUTHERN AUTOMATIC MUSIC CO.

LOUISVILLE, KY.

NASHVILLE, TENN.

CINCINNATI, OHIO

INDIANAPOLIS, IND.

FREE PLAY TABLES

Booklet	\$37.50	Rebound	\$18.50
Super Six	32.00	Lucky Strike	19.50
Contact	17.50	Paragon	14.50
Jumper	19.50		

Write for list of a large stock of A-1 Free Play of all makes is ready. We can furnish practically anything.

PAYOUT TABLES

Scabbicut	\$49.50	Mills 1-2-3	\$29.50
Thistle-down	40.50	Quintella	22.50
Sport Page	45.00	Derry Time	24.50
Gold Medal	39.50	Pairgrounds	14.50
Handicapper	37.50	Fleetwoods	14.50
Man o' War	32.50	St. Bar Ben	13.50

PHONOGRAPHS

LA BEAU RECONDITIONED

Penny Phono	\$89.50
Rockola Rhythmic Master	27.50
Wurlitzer Counter Model 61 with Stand	99.50
Wurlitzer 814-A	62.50
Rockola 12 Record, Very Clean	27.50

FACTORY RECONDITIONED

Rockola 1930 Counter Model, Sixty Feet	
Separate Speaker	\$9.50
Rockola 1935 De Luxe	157.50
Rockola 1939 Standard	144.00
Wurlitzer 312, Excellent	57.50

GET OUR DEAL ON GROETCHEN SPARKS, MERCURY AND LIBERTY. LIBERAL TRADE ALLOWED ON YOUR OLD COUNTER GAMES OR SLOTS.

LEGAL EVERYWHERE

Rockola Ten	\$54.50	Stew-McG, 7-0-1	
Kings	52.50	Cig. Vendor	\$42.50
Strike	52.50	Rockola World Series	49.50
12" Rock-a-Ball		Kirk Horseshoe	
DeLuxe, A-1	47.50	Scale	90.50

CONSOLES

Jackpot Galloping	\$119.50	Good Luck, Slug	
Lucky Lucres	124.50	Proof Race	\$34.50
Saratoga Slug		Parley Race	4.50
Proof With Skiff	92.50	Visible Head	32.50
Pace Reels Slug		Track Time	37 23.50
Proof With Skiff	74.50	Gallop	
Mills Seaside		Dominoes	17.50
Ball	52.50	Big Roll	15.00
Jennings Cubes		Derry Day	12.50
or Multiple Races		Genoa	12.50
with Skiff		Panace De Luxe	
Slug Proof Multiple	34.50	Ball	14.50
First Top		Gottlieb Clock	14.50
Buckley Flushing	59.50	Genoa	10.00
Ivories		Dominoes	10.00

COUNTER GAMES

Groetchen Golumbia Jack Pot	\$27.50	Seeburg Race	\$22.50
Groetchen Golumbia Gold Award	27.50	Bally Baby	5.00
Groetchen Golumbia, Com. orated Patent	34.50	Cent-o-Rak	7.50
Mills O. T., 1c	22.50	Jennings Grandstand (token)	
Mills O. T., 5c	22.50	5c	9.00
vert. late	32.50	Hold & Draw	7.50
		Arry Game	4.50
		Reel Spot	5.00
		Double Deck	3.50
		Reel 21	3.50
		Turf	3.50

Write for Prices on Any New or Used Coin Machine. We Can Give You Immediate Service. 1/3 Deposit With Order, Balance C. O. D.

LA BEAU NOVELTY SALES CO.

1048 University Ave., ST. PAUL, MINN.



"See At First"

ALL FREE PLAY PERFECTLY RECONDITIONED

Airport	\$12.50	Follies	\$24.50
Big Game	25.00	Klick	9.50
Big Six	12.50	Wipey	17.50
Box Score	9.50	Nippy	20.00
Buckaroo	12.50	Score Champ	29.00
Conquerors	22.50	Three Score	44.50
Double Feature	29.50	Thrill	10.00
Fair	9.50	Triumph	15.00
		Variety	14.50

SPECIAL!!

BALLY BULL'S EYE \$64.50

1/3 Deposit, Balance C. O. D.

ARCO SALES CO.

AL RODSTEIN
1234 Spring Garden St., Philadelphia, Pa.

BARGAINS

Super Track Times	\$25.00	Skateblasts	\$25.00
Like New	\$140.00	Gold Cup	40.00
P. P. Fast Times	80.00	F. P. Pin Games	10.00
Bally Royal Flush	12.00	40 Western Baseball	
35 Track Times	70.00	A. P. O.	35.00

C. H. STILES

227 E. 25th Ave., ALTOONA, PA.

MONTHLY BARGAINS

Guaranteed Reconditioned A-1 Buys
MILLS 1-2-3 FREE PLAY LATE MODELS, \$44.50

SEEBURG 1938 REGALS, \$122.50
PENNY PHONOS, 39.50

1/3 Deposit, Balance C. O. D.
Write for New Price Lists. We buy, sell and trade.

UNITED COIN MACHINE CO.

7911 W. Babler St., Milwaukee, Wis.

Dedicate New Mayflower Building

ST. PAUL, Nov. 9.—With some 1,000 men, women, and children crowding their way in, the Mayflower Novelty Company dedicated its new building at 2218 University Avenue, Wednesday and Thursday and introduced for the first time in the Northwest the Mills Panorama and Soundies films.

Sam Taran and Herman Paster, Mayflower owners, did themselves proud in the grand show they put on in behalf of the distributors, manufacturers, operators, and their friends.

The Mayflower guest book, presided over by Bess Nilva, Rose Woloshin, and Lou Dolan, was autographed by some of the coin machine industry's outstanding men. Among them were Vince Shay, Charles Schlicht, and Harold Slater, of Mills Novelty; Ray and George Maloney, of Bally Manufacturing Company; John Chrest, of Exhibit Supply; Karl Klein, of Groetchen Tool; Sol Silverstein, of Chicago Coin; Sam Genaburg, of Genco; Richard Hood, of H. C. Evans Company; Sam May, of Sam May Company; San Antonio, Tex.; Walter W. Hurd, coin machine editor of *The Billboard*; Max Glass, of Gerber & Glass; Al Douglas, of Daval; Clarence Adelberg, of Stoner Manufacturing Company; Harold Baker, of Baker Novelty Company; Al Stern, of Monarch Coin Company; Carl Hoelzel, of United Amusement, Kansas City, Mo.

In addition to the hundreds of operators and distributors who filed in to view the new Mayflower Building, Taran and Paster received more than 50 telegrams carrying good wishes from all parts of the nation. In addition, floral pieces from everywhere made Mayflower look more like a flower shop than a coin machine distributing center.

Vince Shay, of Mills, said the Mayflower showing, third in the nation since Panorama was introduced, was one of the most successful, and he looked forward to Mayflower doing an excellent job of distribution throught the territory it serves.

ST. PAUL, Nov. 9.—The hundreds of operators and their friends who came to enjoy the open house party given by Mayflower Novelty Company here November 6 and 7 were all admirers of the wonderful building in which the Mayflower firm is housed. It is a three-story structure which had been built in the most modern design by a cosmetics firm. The interior decorations are truly a show in themselves. Many remarked that the Mayflower firm actually has the "tops in plants in the coin machine industry."

In these attractive surroundings Sam Taran, head of the Mayflower firm, host to operators from several States of the Northwest area. Refreshments were served in lavish style and a big entertainment feature was the showing of the Mills Panorama movie machine. The movie machine was in the center of the immense display room and was going continuously during the two days. The machine demonstrated its complete mechanical efficiency during this period.

Reports from operators from the various sections of the Northwest indicate that business conditions are generally favorable. They are optimistic for the coming months.

Metermovies Holds Seattle Premiere

SEATTLE, Wash., Nov. 9.—Metermovies, Inc., of Hollywood, held its world premiere here October 26-31. Many celebrities and officials attended the initial showing of the firm's coin-operated sound motion picture machine.

Metermovies, Inc., is manufacturer of the machines and also of the short-subject films which are released thru distributors for use in the machines. Joseph W. Ferrara, sales manager, reports that Metermovies are now on the market and deliveries are being made.

Coin Firms Set For Park Exhibit

CHICAGO, Nov. 9.—Twenty-second annual meeting of NAAPPB will be held at the Hotel LaSalle December 2-6, with eight coin machine firms scheduled to exhibit at the show. The eight are H. C.

SOUTHERN AUTOMATIC CARLOAD PURCHASING POWER

GIVES YOU BIGGEST COIN MACHINE VALUES!

STOP! LOOK! BUY!

ROCK-BOTTOM LOW PRICES ON SPECIAL EQUIPMENT!

Keeney Anti-Aircraft, in Brown Cabinet	\$90.50	Keeney Bill Time	\$78.50
Western Baseball Deluxe, P.P.	70.50	Keeney Triple Entry, Ticket Model	109.50
Jennings 5c Cigarettes	49.50	Liberty Bell	29.50
Jennings Derry Day	29.50	Silver Balls by Exhibit	59.50
Evans Ten Strike	43.50	Panace Deluxe Bell	29.50
Bally Alley	22.50	Pace Saratoga Balls	79.50
Exhibit Race	59.50	Tanfoen	27.50
Gallop Dominoes, Ticket Model	59.50	Bally Entry, Pay Table	39.50
Mills 1-2-3 Payout	27.50	Mills Cigarette Vendors, New	52.50
Prekness Table	19.50	Chicken Sam Rayolite	89.50

LIMITED SUPPLY OF USED PHONOGRAPHS:
Mills De Re Mt or Zepher \$19.50
Wurlitzer P-12 25.00
Wurlitzer 412 or 312 \$30.00
Seeburg Mayfair 139.50

Terms—1/3 Deposit. Balance Order Notify.

WE CLAIM TO HAVE THE GREATEST VARIETY OF NOVELTY AND FREE PLAY GAMES IN THE WORLD! SEE FOR YOURSELF!

Longest list of games in our history off the press on Nov. 15th. Write, wire or phone today. This list will have new, undreamed of low prices on all types of games, right up to the very latest!

DISTRIBUTORS FOR J. P. SEEBURG CORP. PRODUCTS IN KENTUCKY, TENNESSEE, OHIO AND INDIANA

Southern Automatic MUSIC CO.
"The House that Confidence Built"
542 S. SECOND ST., LOUISVILLE, KY.
NASHVILLE, TENN. 425 Broad St.
CINCINNATI, O. 312 W. Seventh
INDIANAPOLIS, IND. 531 N. Capital Ave.

IT PAYS TO OPERATE MARVEL and HOW it pays!

WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME 10 FOR \$275

Sample \$32.50
Ball Gum Model \$2 Extra
AT ANY LIVE-WIRE DISTRIBUTOR

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

BARGAINS

- O. D. Jennings Roll - In - the - Barrel, Remote Control, Used Slightly \$160.00
- Keeney Anti-Aircraft Guns, Black Cabinet, 1/3 Deposit—Balance C. O. D. 75.00

NEW CITY SALES CO.
4335 W. Armitage Ave., Chicago, Ill.

guns in show concessions and their success has whetted the interest of all amusement men.
Executive offices of the association are at 201 North Wells Building, Chicago. A. R. Hodge is secretary.

HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



SPECIAL Introductory Offer!

HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.95. 1/2 Cash With Order, Balance C. O. D. Write for complete details on the Home Run Vendors obtainable, Economy, Teepee and Social.



SPECIAL DE LUXE
Porcelain Enamel Finish
only \$5.25 ea.

In lots of 24 or more at \$4. Sample, \$5.00; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Essential merchandise like Porcelain, 1 1/2 in x 9 in Chrome. All porcelain merchandise chrome. Vendors guaranteed 6 lbs. capacity, 1/2 wash with order, balance C. O. D.



Operators, Order This Coin Counter
Penny-Nickel combination slot coin counter, certified aluminum, lifetime guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/2 cash, balance C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

NATIONALLY ADVERTISED

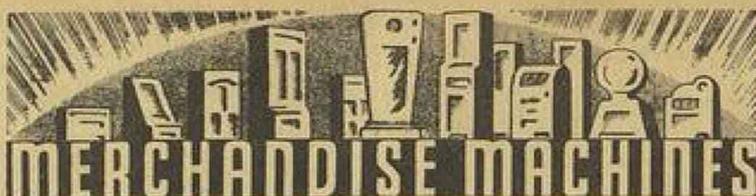


NOW IN AMERICA'S FINEST 1c MERCHANDISER
Inventive streamlined design. Sturdy construction to stand up for years of hard service! Easy to operate! Perfect capacity! Mason's 1c Mints bring real repeat business. Convertible to 1c tab gum vendor.
A big steady money-maker! Write, wire or phone for sensational low price and easy time payment plan!
MIKE MUNVES CORP.
593 Tenth Ave., New York
New York Distributor
CENT-A-MINT SALES CORP.
545 FIFTH AVENUE, NEW YORK

LASTING PROFITS

★ THAT REALLY LAST—year after year with ADAMS GUM VENDOR—America's Finest Selective Gum Vendor—AND—made by DuGronier! Model model costs you only \$11.50—24 MONTHS TO PAY!! They can pay for themselves in a year's time! WRITE OR WIRE . . .

G. V. CORP., 35 W. 46th St., N. Y. C.



Cigarette Output Last Year Valued At Nearly Billion

WASHINGTON, Nov. 9.—Cigarette manufacturers in 1939 produced 180,575,095,000 cigarettes with a factory value, including internal revenue tax, of \$940,741,105. This is revealed in a preliminary report of the 1939 census of manufacturers by Director William Lane Austin of the Bureau of the Census. The report was compiled under the direction of Thomas J. Fitzgerald, chief statistician for manufacturers.

Production in 1939 showed a gain of 6.3 per cent over 1937, when the last previous census of manufacturers was taken. Cigarette factories produced in 1937 a total of 169,858,742,000 cigarettes valued at \$887,251,938.

A portion of total production is for export purposes. Revenue-paid cigarettes produced for domestic consumption amounted in 1939 to 172,466,537,000 units and in 1937 to 162,625,515,000 units.

In addition, some cigarettes are made in plants whose principal products are cigars, smoking and chewing tobacco, and snuff. For 1937 these industries reported the production of 87,698,000 cigarettes valued at \$471,374. Similar data are not yet available for 1939, but will be included in the final report.

The value of all products of cigarette factories for 1939 was reported at \$1,037,747,517, an increase of 7.1 per cent.

Denver To Retain Cig Tax Revenue

DENVER, Nov. 9.—Colorado Supreme Court ruled October 31 that revenues collected under the new cigarette tax of the city and county of Denver are not legally payable into the State's old-age pension fund and therefore may be used exclusively by the city.

The State's highest tribunal thereby settled a controversy that has raged between the city and State treasurers since the cigarette tax was enacted last spring to provide revenue for local relief.

The State treasurer had made a demand upon the city for these revenues. He contended that the tax was an excise measure and that the old-age pension amendment enacted in 1936 required that 85 per cent of the proceeds be paid to the pension fund.

The city resisted the demand and a district judge decided against the State. There followed an appeal to the Supreme Court, decision of which has just been handed down.

The court's decision will release \$91,754 for relief purposes in the city. Tax collector of cigarette revenues reported that approximately \$25,000 a month or \$300,-

000 a year was being derived from this source.

The ruling will have wide effect, according to some legal authorities. They point out that Colorado towns and cities would actually not be prevented by the decision from levying any kind of excise tax for purely city purposes they might desire without having to make an accounting to the State.

Gray, Scale Firm Executive, Dies

CLEVELAND, Nov. 9.—William F. Gray, president of the Ohio Weighing Machine Company, operator of scales in Northeastern Ohio, died November 5 after a brief illness at his home here. In 1927 he attracted nationwide attention when his efforts saved the life of Harry W. Cowan, a New York slayer, who was blind and partly deaf. Appealing to scores of religious, political, and business leaders in all parts of the country and making several pleas to Alfred E. Smith, then the governor of New York, Gray devoted time, effort, and money to save the doomed man. Cowan still lives.

Gray was a member of the Rotary and the Cleveland Athletic Club for the past 25 years. He is survived by his widow; a daughter, Jeannette; a son, William B., and two sisters living in New York.

1937 Sugar Act Extended for Year

WASHINGTON, Nov. 9.—Congressional action extending the Sugar Act of 1937 for another year has been signed by President Roosevelt. The law would have expired at the end of this year.

The act was passed by Congress after agriculture leaders abandoned an effort to write new sugar legislation and after President Roosevelt wrote to Chairman Jones of the House Agriculture Committee, suggesting simply an extension of the present law as a way out of the dilemma.

Canadian Tobacco Production Falls

REGINA, Sask., Can., Nov. 9.—Despite favorable harvesting and curing conditions in the last two months, Canadian tobacco production will be the lowest this year since 1938, according to an official report from Ottawa.

A total crop of less than 50,000,000 pounds is anticipated this year compared with last year's record crop of 107,700,000.

Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.

Cigarette Vender Operators of Illinois, annual meeting, Abraham Lincoln Hotel, Springfield, November 23-24.

National Association of Tobacco Distributors, Palmer House, Chicago, January 13, 16, 17, and 18.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Bottlers' 22d Annual Convention and Exposition, Music Hall, Cincinnati, November 11 to 15.

Northwest Tobacco and Candy Show, sponsored by Twin City Retail Tobacco Dealers' Association, Radisson Hotel, Minneapolis, November 17, 18, and 19.

Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern

39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION
605 E. Armstrong St., MORRIS, ILLINOIS



SILVER KING

\$5.50 EACH (10 or More)

SAMPLES \$6.50

You can get your share of this easy money with a plan that brings big profits day and night. Full or part time. 7 models, low as \$3.95. Buy legal "511's & Kings." All information and complete working plans FREE. Write

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

ALL PRICES GOING UP WHILE SUPPLY LASTS We Shall Ship to Our Customers

TORR

GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—\$16 FOR \$67.50. This Offer Subject to Prior Sale.

TORR 2047 A-50, 68 PHILA., PA.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, bars—when you know how. Tom Thumb vendors candy, peanuts, gum, hard-boiled candy, etc. Write for not rich on penny gum. Most Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep her collect your profits daily. Handmade, compact Tom Thumb gets in where ordinary vendors are shut out. Machine Salesmen. Adjustable—you set the production machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of coin operation, full details of your own income opportunity. Many good locations now open. Don't wait. Write today.

Big opportunity for experienced route salesmen. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of coin operation, full details of your own income opportunity. Many good locations now open. Don't wait. Write today. FILLING WFG. CO., Dept. 96, Jackson, Mich.

Interstate CMA Meeting Nov. 23

NEWARK, N. J., Nov. 9.—Date of the first meeting of the Interstate Cigarette Merchants' Association for the fall and winter season has been switched from November 16 to November 23, James V. Cherry, recording secretary, announced today. Session will be held in New York.

Cherry said that manufacturers of allied products had been invited to send representatives to the meeting, which, in all probability, will be held in the Commodore Hotel. This is the first gathering since April when the organization met in Boston following the banquet of the New England CMA. Highlight of this meeting was the dissolution of the New England CMA and announcement that Rhode Island and Massachusetts had established individual organizations. These two State groups were immediately received into the Interstate membership at that time.

CMA representatives expected to attend the coming meeting include from New York: Matthew Forbes, R. K. Hawthorne, Aaron Goech, Sam Yolen; from Pennsylvania: Norman Fuhrman, William King, Edward J. Dingley; from Rhode Island: Messrs. Hanna and Halsey; from Massachusetts: Walter Gullie, Alfred Sharenow, from Connecticut: Anthony J. Massone, Anthony Nistri, Morris Zimmerman, and from New Jersey: James V. Cherry, Charles W. Stange, Sam Malkin, Sol Kesselman.

Cigarette machine manufacturers expected to be represented include Rowe Manufacturing Company, U-Need-a-Pak, National Venders, and DuGrenier.

This will be the 11th Interstate meeting.

Cleveland

CLEVELAND, Nov. 9.—Hyman Moss, head of the Cleve-Vend Distributing Company, plans to leave for Florida late this month. He will take along 100 of the Cleve-Vend ice cream vending machines for installation in various towns throughout that State.

The only ice cream vender ever operated in this section, it has made a great hit with the public. Sanitary in every respect it vends Dixie cups of ice cream for a nickel. Capacity is 128 cups.

United States Popper Rental Company has been formed here to furnish coin-operated popcorn machines on a rental basis.

William Root, president of the U. S. Popcorn Machine Company, celebrated his 20th anniversary last week in the popcorn business by being on the job as usual and as busy as the proverbial bee. He is the inventor of a number of improvements on these machines and for some years headed the Cleveland Popcorn Machine Company, and later became one of the founders of the U. S. Popcorn Machine Company. He has just returned from a trip to New York where his firm had a concession at the World's Fair.

BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assortment in bright colors and black. Each piece brilliantly polished, perfectly round and uniform.

We are able to supply 1/2" and 3/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.

Safe Shell Vending Machine Candies

LANSDOWNE, PA.

CHARMS

Merchandise Machine Operators F-L-A-S-H!

The greatest sensation since the charm craze died is sweeping like wild fire from coast to coast. Demand—wireless—Rush 50 M need—half by air express. Business is being tripled. Coin says—Business already doubled. Hill—Greatest idea ever. Malone—Duplicate order; will be rich soon at this rate. 100% increase a cinch. Postcard now brings full details. NOW!

TEZEM CO., Sole Distr.

1240 N. Wells, Chicago

San Antonio

SAN ANTONIO, Tex., Nov. 9.—Raymond Williams is the live-wire manager of the Commercial Music Company's branch offices here. He reports pleasing sales on all Wurlitzer equipment for which the Commercial firm is distributor. Williams recently completed an extensive trip over his territory.

Coin machine activities in the Alamo City are lively at this time. The six distributors report good business on music equipment, coinizer games, free-play tables, and ray guns. The winter tourists will soon be flooding the town and coinmen will see their cash boxes increase in receipts.

Harold Thompson, well-known coinman of this area, reports good sales on his inserts for ray guns. Thompson offers a facial insert that keeps the gun to the players' shoulder.

A number of the boys along the row are making their plans to attend the coming 1941 Coin Machine Show. They are well pleased with the railroad selection, the Katy-Frisco, which affords the most convenient route out of the city. The San Antonio coinmen will join the big Texas delegation at Dallas January 11.

Sam May, the dapper distributor of the row, keeps springing new suits on the boys. You should see Sam when he heads for his big Texas ranch all decked out in cowboy attire. Sam reports that he is doing good business.

Buffalo

BUFFALO, Nov. 9.—American Cigarette Machine Company has just moved into new headquarters and is busy remodeling the place for the official opening party in December. Phillip Rich, American's local manager, stated that the new location on 1523 Main Street, in the heart of coin machine row, is going to be quite an improvement because of the more spacious and attractive layout. Staff has been enlarged to include two secretaries and three service men. Sam Strahl, national head of the organization, stopped here on his way from New York to Pittsburgh after the Panoram festivities.

Buffalo Electric Company, distributor of Victor and Bluebird records, announces plans to enlarge its record department because of the steadily growing increase in orders from both the music machine operators and retail stores. Business is so rushed that in addition to veteran Anthony Cosmaho, two new record salesmen had to be hired recently.

Helen Hempstock, capable secretary of Alfred Bergman, Royal Operating Company, still recovering from a recent operation, is back on the job, not wanting to let the boss down.

Price Regulation On Cigarettes Is Upheld in Jersey

NEWARK, N. J., Nov. 9.—Litigation involving maintenance of cigarette prices in New Jersey under the wholesaler-retailer contracts entered into by jobbers and retailers throughout that State last August, resulted in a victory for the Fair Trade schedule, the Retail Tobacco Dealers of America report.

In the case at issue, Betty Feinstein, a Hudson County retailer belonging to the Retail Tobacco and Confectionery Council of New Jersey, which has been enforcing these contracts, sued the Schaevelon Drug Company, of Outenberg, also in Hudson County.

Vice-Chancellor Fielder signed a permanent consent decree after the defendant agreed to discontinue selling cigarettes below the stipulated minimum resale price schedule.

It is understood that other test suits involving the cigarette price agreement in New Jersey may be instituted soon. John Anthon, business agent for the Union County Retail Tobaccoists and Confectionery Association, said Wednesday that his organization would file such a suit. New Jersey's jobber-retailer price contracts on cigarettes are unique in this country, Ohio being the only other State where a similar set-up exists.

Minneapolis-St. Paul

MINNEAPOLIS, Nov. 9.—Clyde Newell, head of Amusement Games, goes to Rochester, Minn., tomorrow to close a deal whereby Seeburg's wireless system will be installed in one of the largest night spots there.

A staunch supporter of the University of Minnesota Golden Gophers, Dave Gottlieb, of Chi, was in the Stadium stands this afternoon to watch Bernie Bierman's gridders clash with the Wolverines of Michigan in what was to decide the Big Ten championship.

Wurlitzer's Colonial phone is being introduced to this section by Acme Novelty Sales Company. Ted Bush, head of the firm, said the Colonial, in its new and distinctive appearance, is one of the finest machines of its kind on the market and is bound to open up new locations for phones.

Sid Levin, of Hy-G Games, reports that business is to start moving up in fast order.

Here for the Mayflower show, Al Douglas, of Daryl, brought with him his newest four or five-way coin divider counter game, showing the five-reel card and three-reel cigarette model.

Visitors at LaBeau Novelty Company this week were Karl Klein, of Groetchen, and Harold Baker, of Baker Manufacturing Company, Chicago.

Sid Levin, sales manager at Hy-G Games, isn't worried much about selective service, according to Sherna Schanfield, Hy-G stenographer. She reports Sid's number came out of the old fish bowl as 5,188. However, she says, Sid has been getting in a few practice licks with Seeburg's Ray-o-Lite guns, just in case.

B. E. Couch, Fordville, N. D., operator, was in the city this week on an inspection of merchandise trip.

Visiting at Hy-G Games this week was Glenn Racktiff, of Superior, Wis., and Mr. Gleb, of Black Hills Novelty Company, Deadwood, S. D.

Jonas Beesler, of Amusement Games, says word from John Healy, of Hibbing, Minn., is to the effect that his father, Joseph Healy, of Arrowhead Novelty Company, well-known State op, is recuperating from a heart ailment that has been dogging him the past four months. Joe would like to have his brother ops drop a card saying "hello," to cheer him up.

Amusement Games is expecting shipment this week-end of Seeburg's equipment for modernization of phones into wireless remote control units.

William Larson, of B. & L. Sales Com-

Mr. Merchandise Operator, Think Of . . .

PAN

for the biggest variety of quality merchandise

PAN

for smart colors for that needed appetite appeal

PAN

for new idea and suggestions that mean more profits

PAN

for good, tasty merchandise

• SEND FOR COMPLETE LISTING •

PAN

345 W. ERIE STREET, CHICAGO, ILL.

MARCOR I-VENDER

ACCLAIMED "THE WORLD'S FINEST"



It's Gorgeous! Impressive! Convict! Surety! SLUG-PROOF! NEW, simple mechanism—nothing to go out of order! Big 110 Bar Capacity! Use 1c Hershey or 1c Peanut Crunch or 1c Almond Chew or any other 1c Bar. Can be had with or without some Hershey. GREAT TO VENDER IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS!

12 MONTHS TO PAY!

Sample . . . \$12.75
25 Lots . . . \$1.75
50 Lots . . . \$0.75
100 Lots . . . \$0.75

RUSH YOUR ORDER TODAY!

MARSHALL CORNINE, JR.

227 E. 144 ST., NEW YORK

pany, St. Paul, reports his Seeburg central station system is doing well. He looks forward to continued favorable trend for an indefinite period.

Expecting to be called soon to see service in Uncle Sam's army are Judd Cosetti and Herb Greenfield, of Amusement Games' service department.

MUSIC MERCHANDISING

Publishers Speed Plug Plans As ASCAP Deadline Moves Up

NEW YORK, Nov. 9.—National Broadcasting Company and the Columbia Broadcasting System last week assumed the offensive in the current ASCAP-Broadcaster fight. Orders from CBS headquarters to all band leaders having sustaining broadcasts over the CBS network instructed them to use no more ASCAP music on their programs beginning December 1 instead of January 1. At the same time NBC issued orders to all its affiliated stations that commencing November 15 all studio-built programs will no longer be permitted to use ASCAP songs but must switch to BMI and other non-ASCAP material.

Broadcasters explained these moves were made to get everyone concerned used to the change so as to avoid unnecessary confusion when ASCAP ban goes into effect officially the first of the year.

Repercussions, however, were swift. Leading song publishing firms, still planning strategy to get their songs before the public in other ways, now that airplanes have been shuttered, have had to speed up their plans. Most of these firms are planning promotional campaigns aimed at the music-box operators, as they realize the automatic phonographic network will be the major mass outlet for songs once the air-ban goes into effect.

However, with the networks continuing to push BMI and non-ASCAP songs, most publishers are not closing their eyes to the fact that they'll have a good fight on their hands getting their numbers on the machines. "Of course, operators will have to use a number of the songs on their machines that will be popular on the air," they point out, "but we'll also get a good many of our disks

on them too." Meanwhile some publishers, looking for the silver lining, observe that life of songs will be prolonged now that they no longer will be played to death in a few short weeks on the air. As a result, profits from sheet music sales and record royalties will be increased.

Ultratone a Hit, Distributors Report

NEW YORK, Nov. 9.—Executives of the firm turning out the new Ultratone Chandelier speaker maintain it isn't necessary for them to say a word about the wonders of their new product. "So

enthusiastic are the reports from our distributors that it is only necessary to cite them to give everyone an idea of what a job Ultratone can do," they state.

"We've placed an order for 50 speakers per week," reports Barney Sugarman, of Royal Sales, Newark, N. J. "Our sales for October set a new record for us on Ultratone and we feel sure we'll top it in November."

Willie Blatt, of Supreme Vending, Brooklyn, states: "This beautiful chandelier speaker clicks on every location. Our only trouble has been delivery, and now that the factory is working a double shift we hope this difficulty is solved. We have placed a standing order for 75 Ultratone speakers a week."

From Miami Les Purington reports his firm is featuring this speaker because "we believe it's the best there is. Wherever we place it," he says, "operator and location owner alike are loud in their praise. It's rich full-bodied tone and unsurpassed beauty make everyone sit up and take notice."

It's Tough Operating Phonos In Hongkong, Operator Reports

CINCINNATI, Nov. 9.—Report from an operator of automatic phonographs in Hongkong, China, reveals that operators of music boxes in the States have nothing to worry about in comparison with some of the obstacles he's confronted with. Yet, in spite of these difficulties, he operates a good route with several of latest model machines. Report was received in the Cincinnati office of *The Billboard* November 1. It had been written on September 16.

"Operating phonographs here is not as easy a task or as profitable a one as elsewhere, as our dollar is worth only a little more than one-fifth of your dollar," the operator writes. Thus the original cost of the phonographs and the perpetual cost of new records are a tremendous item," he states.

"To give you an idea of costs here, the \$5 I'm sending you for my subscription to *The Billboard* represents \$24 in our currency. Because of this difference, the biggest obstacle regarding the expansion of the coin phonograph business here is the cost of the records.

A 35-cent record costs me \$1.75. What's more, it is necessary for me to locate record manufacturers who are willing to accept orders for 50 or 100 records a month and still allow me full distributor discounts.

"Most of the records sold here are not first-rate nor carefully selected, and I have been buying my own personal requirements thru a friend in San Francisco. Record companies in the United States have been content to leave this market to firms reproducing their records in England. As a result the range of choice to a real lover of popular music is very limited.

"Only in the past few months have the records of some American firms become available in Hongkong department stores. Opportunities to try out the records are poor and number of records available is very limited. We expect interest in recordings to rise in Hongkong, but it takes a very long time to get anything new well under way here where the general public is so very conservative."

Wurlitzer Reveals Colonial Model

NORTH TONAWANDA, N. Y., Nov. 9.—Rudolph Wurlitzer Company has announced a new 1941 phonograph which will be known as the Colonial Model. It is said that the instrument has been designed for high-class location in hotels, night clubs, private clubs, and the more exclusive restaurants and cocktail lounges.

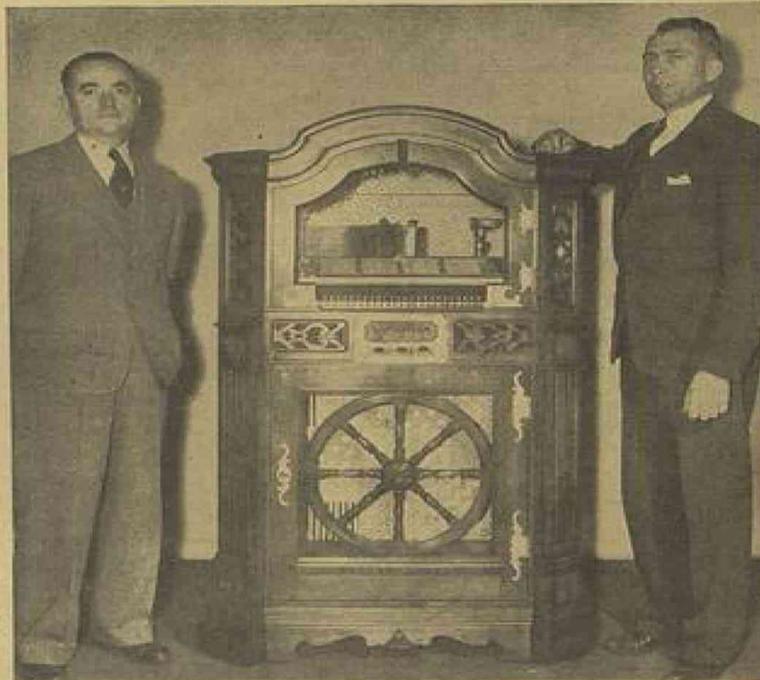
The new model is a distinct departure from current phonograph styles. It is devoid of large plastic panels and brilliant illumination, and is described as being more conservative—"in keeping with the furnishings and surroundings of the exclusive type of location where it is expected to meet a welcome reception."

The cabinet features a Governor Winthrop top, pewter finished hardware, spinning wheel grille with colorful patchwork background, simulated butterfly peg construction—it is distinctly Early American thruout.

Designed by Wurlitzer's famed Paul Fuller, the model is said to entail considerable custom construction and therefore will be produced on a limited basis.

M. G. Hammergren, Wurlitzer general sales manager, said: "We believe that a considerable market exists for automatic phonographs in the upper crust location field. The Wurlitzer Colonial is designed to open this market to Wurlitzer music merchants. Many locations which have period designs—and most of them are Colonial—have felt that the appearance of standard model phonographs was not in harmony with the furnishings of their rooms. Our new model overcomes this objection by matching furnishings and giving them a piece of furniture of which they can be justly proud. Some have been using some wired method of supplying music over which they have no control. The advantages of a 24-record Wurlitzer offering personal selection of tunes at any time are obvious. We expect that the demand for this Early American model will exceed supply as production is definitely limited."

The model is now on display at Wurlitzer distributors thruout the country and is said to have met with enthusiastic comment on the part of music merchants.



WURLITZER CHIEF ENGINEER RAY HAINBAUGH and Plant Manager Charlie Parker, the men who engineered and built the new Wurlitzer Colonial model, look over their finished job with pride.

Young Elected Prez of Philly Phono Group

PHILADELPHIA, Nov. 9.—Charles Young, of Delaware River Music Company, Haddonfield, N. J., was elected president of the Philadelphia Phonograph Operators' Association for the 1940-'41 term at the final October meeting of the organization. The election meeting made for one of the best turn-outs of the year and the members took spirited part in the balloting.

Jack Sheppard, of Bell Amusement Company, Philadelphia, was elected vice-president. Other new officers are Harry Elkins, Royal Distributing Company, Philadelphia, secretary, and Joseph Mellwig, Cameo Amusement Company, Philadelphia, treasurer.

The new board of directors, which includes all the outgoing officers, consists of Louis Sussman, Lyric Amusement Company, Philadelphia; Philip Frank, Automatic Vending Corporation, Chester, Pa.; Arthur Pockras, Universal Amusement Company, Philadelphia; William King, Quaker Vending Company, Philadelphia; George Field, Field & Murphy, Norristown, Pa.; Louis Hinden, Garden State Amusement Company, Camden, N. J., and William Morgan, William Morgan Company, Berlin, N. J.

Frank Hammond, business manager of the local association, which includes operators in Eastern Pennsylvania and Southern New Jersey, as well as those maintaining offices in the city proper, inducted the new administration.

"We feel that the members elected to offices," said Hammond, "are well qualified to handle the important matters in our business during the year and we find that of the four officers and seven board members only two new names on the board. The retiring two men are Sam Weinstein, of Mutual Music Company, Philadelphia, who declined to run, due to becoming a distributor for Packard Manufacturing Company, and J. Friedenberg, of the Friedenberg Music Company, Atlantic City.

"A vote of thanks to these two men for their past year's services and to the retiring officers who are now serving as members of the board of directors."

Ork Leader Boosts Phonos on Stage

CHICAGO, Nov. 9.—Year in and year out hundreds of thousands of phonographs grind out music from recordings made by top-flight orchestra leaders. Talent has come to appreciate automatic phonographs as a potent force in popularizing not only tunes but the orchestras themselves.

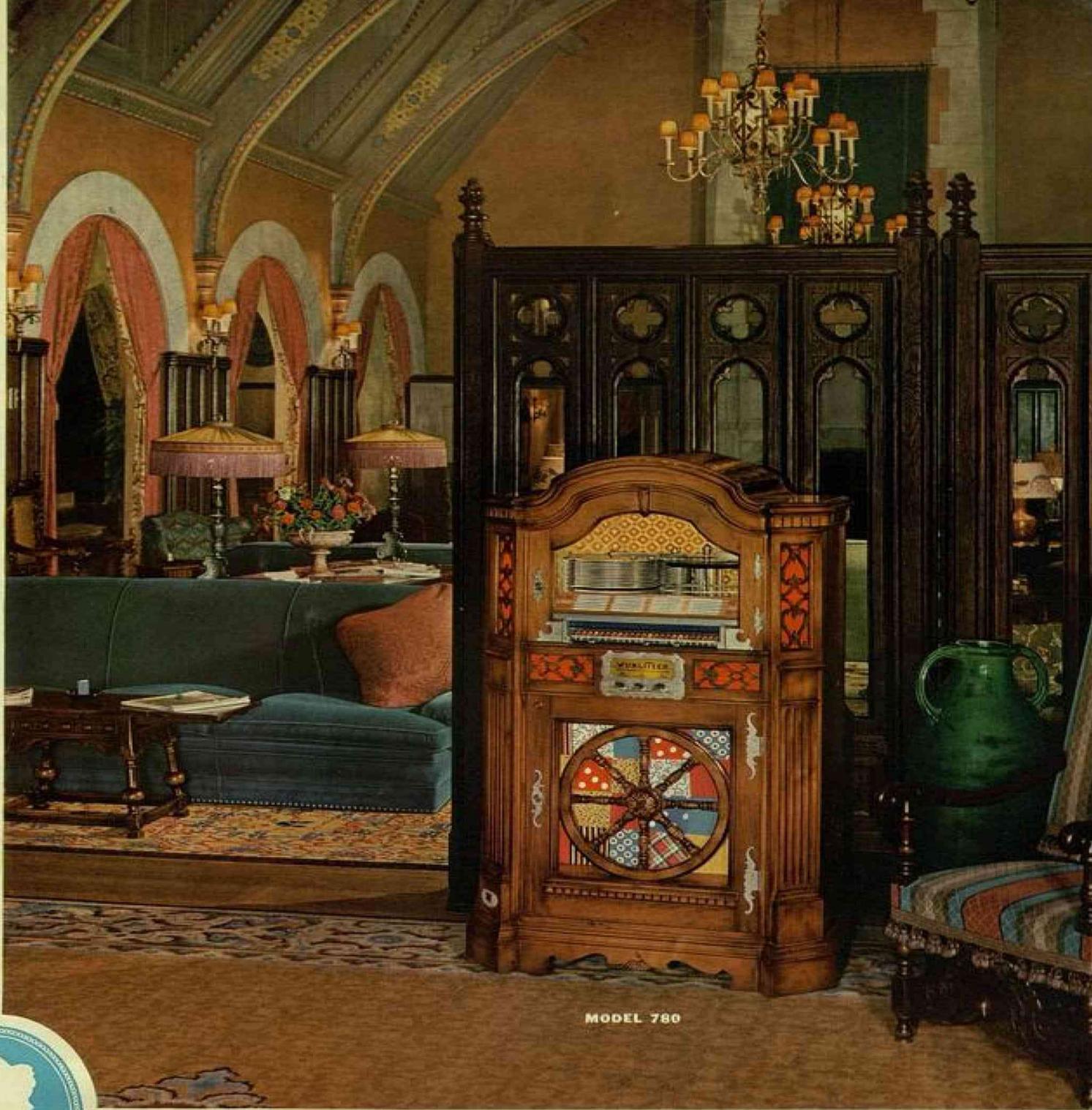
Like the old adage, "When a man bites a dog—that's news!", the story of an orchestra leader publicizing phonographs in a stageshow is likewise news.

Tiny Hill, billed as "The Biggest Orchestra Leader in America," recently utilized two Rock-Ola Luxury Light-Up phonographs in his stageshow at the Oriental Theater here. The phonographs were placed at the sides of the stage and all action of the stageshow centered around them.

It was worked in this way: two bandmen placed at the phonograph would press a button on the phonographs while the orchestra played the tune *Nickel in the Slot*. Their phonograph selection would be announced, naming the tune and the orchestra. Then Tiny Hill and his crew would swing into action imitating the tune and orchestra supposedly selected.

The novelty act was accepted joyfully by the crowd and was successful. The Oriental stacked up good grosses during the week and the Tiny Hill stageshow did much to promote good will for phonographs.

The light-up arrangement of the phonographs harmonized with and enhanced the stage settings. A photo showing Tiny Hill and his ork and the two Rock-Ola phonos on the Oriental stage appeared in last issue.



MODEL 780



Announcing the

WURLITZER *Colonial* MODEL 780 *for 1941*

A NEW STYLE PHONOGRAPH, COLONIAL IN DESIGN, DISTINCTIVE IN APPEARANCE, MADE TO HARMONIZE WITH THE FURNISHINGS OF THE BEST HOTELS AND PRIVATE CLUBS, EXCLUSIVE NIGHT CLUBS, FIRST CLASS RESTAURANTS, COCKTAIL LOUNGES AND OTHER LOCATIONS OF SIMILAR CHARACTER.



LOCATIONS FORMERLY ALOOF

To Any Automatic Phonograph

WILL WELCOME THE

WURLITZER *Colonial*

MODEL 780



● Early American in design from its Governor Winthrop cabinet top to its pewter finished hardware, from its spinning-wheel grille with patchwork background to its simulated butterfly peg construction, the Wurlitzer Colonial is a decided departure from present day phonograph styling.

It meets the demand for an automatic phonograph of conservative design among high class locations that consider any standard model instrument too "commercial" to harmonize with their decoration scheme and surroundings.

It opens a tremendous field for Wurlitzer Music Merchants by enabling the proprietors of any location, no matter how exclusive, to provide their customers Wurlitzer music on a phonograph of which they can justly be proud.

See the Wurlitzer Colonial Model 780 at your nearest Wurlitzer Distributor's showrooms and you will instantly see in it new opportunities to land locations you could never touch before—to extend your business and increase your profits.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

FEATURES

New Conservative Beauty

•

24 Records

•

Visible Record Changer

•

Moto-Drive Coin Switch

•

Electric Record Selector
(optional at slight additional cost)

•

Wide Range Adjustable Tone

•

A Name Famous in Music
for over Two Hundred Years

SOLD ONLY TO MUSIC MERCHANTS

Praise Miraben Phonograph Unit

CHICAGO, Nov. 9.—Congratulatory telegrams and letters on the latest Miraben phonograph modernization unit poured into the offices of the Miraben Company, Chicago, this week, report Miraben officials.

"Since the day we first announced this new unit," said a Miraben official, "we have had a flurry of activity in the form of mounting business. The dome of this beautiful replacement unit has modern lines and is made in a patented design which definitely prevents patrons of locations from cluttering up the tops of the phonographs.

"When lit up, the dome and side plastics glow with rich red splendor which attract all who come into a location.

"Operators of the model taking this new Miraben phonograph modernization unit can be up to date on every location. Installation is quick and easy and all necessary instructions and accessories accompany each unit."

Philadelphia

PHILADELPHIA, Nov. 9.—Operators Tippie Klein, Premier Music Company, and Sam Weinstein, Mutual Music Com-

pany, will step into the distributor ranks before the year is out. They have taken Packard Manufacturing Company distributorships and will operate under the name of the Atlas Distributing Company. A gala party is in the offing when Tippie and Sam get their new offices in order at 824 North Broad Street.

Music machine operators across the river in Camden, N. J., took an active part in the campaign of the Liquor Licensees' Association in that city to keep taverns open on Sunday. Operators contributed \$10 each to aid in this campaign, thus giving their phonographs the benefit of the extra day's play each week.

Herb Hendler, well known to operators in this territory, has joined the promotional staff of RCA-Victor at Camden, N. J.

Congratulations were in order for Jack Beresin, head of the Berlo Vending Company, who marked his 26th wedding anniversary October 23.

B. Klein has bowed out of his Elite Amusement Machine Company in the Logan section. His future plans are unannounced.

The phonograph record has come in for another bouquet. Musically speaking America has advanced with great strides in the past 30 years, and one of the prime reasons for it has been the familiarity with music made possible by recordings. The speaking was by Dr. Herman S. Hettinger, of the University of Pennsylvania, who is engaged in various musical researches under a grant from the Carnegie Foundation.

Seeburg, Rock-Ola, and A. M. I. distributors here now all have wired music studio equipment handy for practical demonstrations.

Max E. Kendrick, of Paramount Music, who gets away from it all by week-ending in Atlantic City, is seriously considering the idea of making the resort his home office after the first of the year.

Edward H. Lewis Jr., formerly advertising manager of Motor Parts Company, record distributor in this territory, has joined the staff of the Stewart-Jordan Advertising Agency here.

Congratulations are in order to Ben Fireman and Chester Ely. Both became fathers of boys this week. Fireman bought cats for the weekly meeting of the phonograph operators' association. Between the two of them the distribution of free cigars was brisk.

Local phonograph operators are making most of the personal appearances of the many recording bands in this territory. And there is no mistaking the importance of the machines to the music masters, making the offices of the operators their first contacts in coming to town, which accounts for the sudden spurt in the machine music for Gene Krupa, who played a week at the Earle Theater, and both Will Bradley and Vincent Lopez, who played the University of Pennsylvania Junior Prom. With more maestri expected in town as the holiday season approaches, current week finds

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MAKE MORE MONEY!

200 to 700% greater profits—that's the report from operators all over America!

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GET BEST LOCATIONS!

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Round Point For Truer Tone and Less Surface Noise.

4000 Play

PFANSTIEHL NEEDLE
Coin Machine

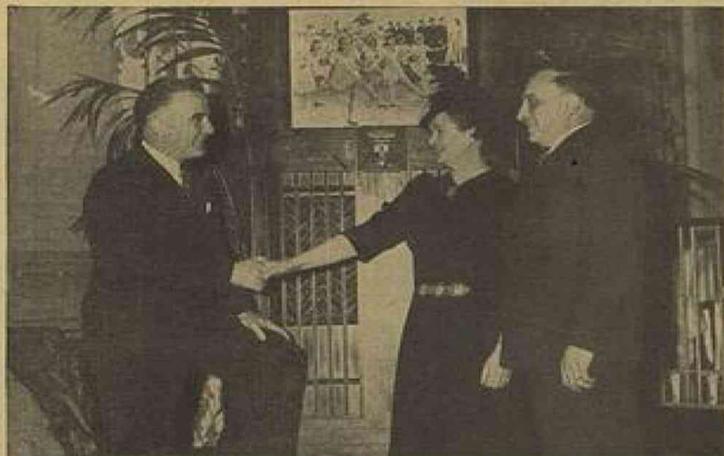
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Metal Division
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WURLITZER 24
With Piano Keyboard
\$119.50
1/3 Deposit
GERBER & GLASS
914 Diversey Blvd., Chicago

the attention centered on the Milt Herth Trio at the Earle Theater; Blue Barron, playing at the Camden, N. J., Convention Hall, and Jan Savitt, local lad, who comes to Town Hall here next week for a personal appearance.

The music machine made for the lobby display at still another downtown movie house. This time the first-run Capitol Theater depended mostly on the machine to ballyhoo the screen showing of the Andrews Sisters' *Argentine Nights*.

Arthur Pockrass, who presides over the Universal Amusement Company, announces that he has been appointed distributor for the Buckley Music Company's line of wall boxes and adaptors and will shortly have the complete line on display and in stock.



SALES MANAGER VINCE SHAY of Mills Novelty Company extends a welcome hand to Mr. and Mrs. Archie Blake, of Little Falls, Minn., at the New York preview of the Mills Panorama.

Dallas

DALLAS, Nov. 16.—Dallas cotmen are reporting a heavier play for their gun units since the indoor season has gotten under way. With the completion of several near-by military camps operators are beginning to get the best play they have ever enjoyed on anti-aircraft gun locations. Distributors report an increased demand for gun equipment.

Recently this column mentioned Ed Stern as being associated with the distribution of Rock-Ola phonographs. It was our mistake. Stern is district manager for Seeburg phonographs and has his headquarters office with Electro-Ball Company, Inc., distributor for the Seeburg line.

Stern's office has just received a large shipment of the new Seeburg push-button type wall boxes. The new wall box equipment is made for the 16, 20, and 24-record Seeburg phonographs, and Stern says that Texas and Oklahoma operators are sending in rush orders for the new type of wall boxes.

The sale of merchandise vendors is showing a good fall pick-up. Gum machines, nut vendors, and candy machines are heading the list, according to local jobbers.

Dallas automatic parking meters took in 323,020 nickels during the month of October. This was the highest monthly take since the automatic meters were installed in 1933, according to report of Fred Cullum, city tax collector.

Doc Christain, who has been in West Texas the past three months, has returned to Dallas. He will be in charge of city service repairs for the Pioneer Sales Company.

Leftwith Coin Machine Exchange, formerly located at 600 South Ervay Street, has moved to new headquarters at 2825 Ross Avenue. Expansion in the firm's distribution of marble tables and counter games necessitated the enlarged office and display rooms.

EASTERN FLASHES

NEW YORK, Nov. 9.—Plenty of action in town these days as coinmen from out of town arrive to make deals with local distrib and jobbers, while many of them hop off for Chicago to confer with the heads of the factories they represent here. . . . Al Simon, of Savoy Vending, and Tony Gasparro, of Weston Distributors, were in Chicago this week. Simon spent most of his time at Chicago Coin, while Tony made Exhibit Supply his headquarters. Both men were urging their factories to speed up deliveries. . . . Hymie Budin will soon leave for a visit to the Stoner plant in Aurora, Ill. . . . Hymie reports he's been doing a swell job with Stoner games. . . . Dave Simon, of Simon Sales,

and Bill Frey, of Miami, spent some time discussing new developments in the trade this week. Dave, incidentally, is planning to take in the opening of Sam Taran's new Mayflower Novelty quarters in St. Paul. . . . Meyer Marcus, of Markepp Company, Cleveland, in town. While here he reported closing a deal whereby George Ponsler takes on his Tele-tone wired music service and Tele-boxes here.

AROUND THE TOWN . . .

Manhattan Distributing Company put the new Wurlitzer Colonial on display, and the operators dropped in all day to look it over. Joe Eisen says he has booked many orders for immediate delivery. . . . Leon Berman, of New York Specialties Supply Company, fell down a few steps and wound up with a strained neck. He reports that Walter Delaney, formerly with Mills Novelty, is traveling the up-State territory for his firm, and Phil Bogin is making the rounds down south. . . . Willie Blatt, of Supreme Vending, Brooklyn, and Barney Sugarman, of Royal Sales, Newark, N. J., are engaged in a contest to see who will sell the more Brockley Music Systems. DeWitt (Doc) Eaton, Eastern regional director for Buckley, is planning an award for the winner which he says will be a real surprise. . . . Looks as tho you just can't hold Bert Lane, of Seaboard, down. With sales on Genco's new Metro and Mutoscope's Sky Fighter going at top speed all day long, he now reports he'll have two new small machines to show the trade within 30 days that will amaze everyone.

Irving Mitchell finally has figured out a scheme whereby he can take a week-end vacation once every month. Mitch is one of the hardest workers in the metropolitan area and cannot get away. Here's one case where an "indispensable man" creeps into the picture. Irving is definitely indispensable to his business.

FAST FLASHES . . .

Dave Simon, of Simon Sales, received his first shipment of Keeney's Air Raider Monday. "As soon as these machines arrived," he reports, "we sold them all but one, which we kept on the floor for demonstration purposes. Our only trouble is supplying the demand for this great machine," he maintains. . . . Harry Hoppe tells all the boys who come in to Mike Munves' busy quarters all about Baker's Line-Up. "What a game," Harry exclaims. . . . Business continues at a merry clip at the offices of G. V. Corporation, according to Miss A. M. Strong. "Orders for Du Grenier's Adams Gum Vender pour in daily," she states. . . . George Ponsler reports he's awaiting the arrival of the Packard Music Selector. . . . Bill Rabkin, head of International Mutoscope, continues to be one of the busiest execs in the business. "With Sky Fighter going at top speed



ATLAS AUTOMATIC MUSIC COMPANY, Detroit, recently opened this big two-story building. Barney Greenberg and Mike Krafas say that operators will get the best service they've ever received from Atlas. "Seeburg equipment has built up so much business that it was imperative that we acquire larger quarters," they declared.

and Photomatic sales increasing, looks as tho well never find enough hours in the day to do all the work ahead of us," he says, as Earl Winters, sales manager, nods in agreement. . . . Jack Fitzgibbons reports he'll be leaving for Chicago soon to arrange for speedier deliveries of Bally's Rapid-Fire machine gun and the other products manufactured by the firm. . . . Marshall Corinne Jr. showed some out-of-town vending operators thru the Marcor plant this week. Marshall's dad was the founder of the business, and the plant has been turning out venders for many years. Marshall reports the plant is going at top speed turning out the Marcor 1-cent Hershey Vender.

COIN SHOTS . . .

Mike Chance is working like a beaver setting up the new Du Grenier offices on Colnrow. Many operators have dropped in during the week to wish the firm luck in its new quarters, Mike reports. He is especially proud of the big free parking space on 44th Street, directly in back of the new offices. . . . Dave Firestone, sales manager for Cent-a-Mint Sales, reports his factory is considering adding another shift. . . . From Poughkeepsie, Al Schlesinger, of Square Amusement Company, reports operators are taking advantage of the used equipment bargains he's featuring. . . . Art

Pockrass, of Universal Amusement, Philadelphia, has challenged Earle C. Backe, head of National Novelty Company, Merrick, L. I., to a match to decide the tennis championship of the industry. Backe's tennis prowess is well known, and Pockrass has several cups to attest his ability, it is reported. . . . Joe Ash, of Active Amusement, reports from Philly that he's doing a whale of a job with Keeney Wall Boxes, and Roy McGinnis, of Baltimore, states that he's never been so busy before.

HOBBIES OF COINMEN . . .

What do coinmen do in their spare time? . . . George Ponsler has gone in for collecting original oils. . . . DeWitt (Doc) Eaton is a farmer at heart and is looking for a good chunk of ground up-State to putter around with. . . . I. H. (Doc) Rothenstein of Banner Specialty, Philadelphia, is a first-rate horticulturist whose flowers, fruits, and vegetables have taken many prizes. . . . Art Pockrass, of Universal Amusement, Philadelphia, in addition to being a tennis fiend, also breeds pedigreed dogs. . . . Al Simon, of Savoy Vending, is a Dodger fan and has a box at Ebbett's Field which he occupies at nearly every home game. . . . Howard and Archie Kaas, of Newark, N. J., are expert cameramen, as well as motorboat enthusiasts. . . . Irv Orenstein and Charley Polgar go in for game fishing. Irv is a member of the Game Fisherman's Association.

Abie Green, of Royal, Newark, N. J., is a golf bug, as is Bill Gernah, of Byrde, Richard & Pound, and Nat Cohn and Harry Rosen, of Modern Vending. . . . Pinocle is the favorite pastime of Willie Blatt, Jack Semel, Max Weiss, Dave Barron, Mike Munves, Hymie Budin. . . . Dave Robbins is an ad saver. Whenever he comes across an advertisement that appeals to him he puts it away. . . . Al Simon is a Clabbausch champ, and his chief challenger still is Willie Levy. . . . Joe Calcutt, of Venoco, Payetteville, N. C., collects rare books. . . . Mike Chance, of Du Grenier, collects unusual advertisements. . . . Miss A. M. Strong, of G. V. Corporation, goes in for unique ash trays. . . . Dave Stern has about 3,000 styles of galloping dominos. . . . Roy McGinnis is an enthusiastic horseman. He rides every day before work.

JERSEY JOTTINGS . . .

Crown Vending Company is the name of Jack Kronberg's new firm that has entered the jobbing business on the former site of Jack Fitzgibbons' Newark quarters. Jerry Jenkin, formerly manager of Fitz's Newark office, is now employed in a similar capacity by Kronberg. . . . Irv Morris, of the Ponsler Newark offices, reports he's going at top speed with Chicago Coin's Fox Hunt, Gottlieb's Gold Star, and the other products carried by his firm. . . . Jack Berger, of Newark Coino, reports he's going to buy himself a big shotgun, boots, coat, red cap, and all the rest of the equipment a hunter needs. . . . Irv Orenstein, of Hercules, is still trying to keep up with the demand, he reports. . . . Jack Kay, of Ace, maintains that if the business he's doing now is any criterion of what to expect during the year ahead, 1941 will be bigger and better than all those that have come and gone.



WURLITZER 600 TRANSFORMATION!

Give your "600" machines NEW 1941 beauty at an amazingly low cost! This magical makeover job includes gorgeous LIGHT-UP TOP DOME of 1/4" marbled plastic, and SIDE LIGHT-UP PLASTICS, both treated in heavy polished aluminum! Instructions and all accessories with every job! Peaked dome design projects clustering up top of your machines. Installation quick and easy! A real hill! Order now!

Complete \$27.50
Materials \$22.50
Dome Only, No Side Plastic \$22.50
Prices F.O.B. Chicago. 1/3 Cash With Order.



12 and 16 Record Counter Model Phonos!

Fine Rococo mechanisms in gorgeous new cabinets! Liberal 12-hour electrical Speaker complete, \$67.50; 16 record complete, \$59.50; cabinets only for either one, \$44.50. BUY NOW!

MIRABEN COMPANY
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CHICAGO HAYmarket 2883



JEAN (BUCKLEY MUSIC SYSTEM) MARTIN shows why it is so much easier to buy music from a Buckley Wall Box.



BLACKWELL DISTRIBUTING COMPANY'S PRESIDENT, J. P. Blackwell, signs his new Seeburg distributorship franchise which makes the firm exclusive agent in Denver. Ivo McClelland stands behind Blackwell.

New Orleans

NEW ORLEANS, Nov. 9.—Crisp autumn nights, late in arriving in the Deep South this year, increasing tempo of the social season in gay old New Orleans and plenty of music to fill the occasion combine to increase patronage for coin phonographs in this section. Music distributors and operators report a sharp improvement since the first of the month. The increase in business is likewise spreading to the rural area, with agricultural-minded people anxious to find recreation following the several months of farm attention.

The usual sure sign that phonograph operations are on the up is the general report from disk distributors that November's record sales are running well ahead of a month ago and better than last year. Much of this improvement may be traced to greater demand for music as thousands of youth and their families long for as much pleasure together as possible because there exists that uncertainty what tomorrow may bring.

New Orleans operators are looking forward with great expectancy to the first showing today of the new Colonial Model Wurlitzer phonograph. The J. H. Peres Amusement Company, local Wurlitzer distributor, is arranging a special showing. Al Mendez, division sales manager for the Wurlitzer company, has returned to the city in time for the showing.

The Pleasure Music Company is planning complete renovation and enlargement of its office. Dan Cohen, head of the firm, expects to have one of the

finest looking offices in the city when the work is completed.

Coin Machine Row is going to lose one of its best looking assets with the wedding of Lillian Harries, secretary of the Crescent City Novelty Company and the Pleasure Music Company. Miss Harries was married this week to Lester Bloomenstall, of this city.

Tech Novelty Company, of New Iberia, La., is installing in several new locations in Baton Rouge the latest in wireless systems created by the J. P. Seeburg factory. The firm is headed by Chester Aycock.

Pipitone & Pace have placed many Bally Rapid Fire machines on location in downtown New Orleans.

Fred King, of the C. & N. Sales Company, finds the demand increasing for coin machines of every description. He reports that the call for all types of equipment from Alexandria, nearest city to the State's army concentration, is too brisk to fill at once.

The Louisiana Amusement Company is having one of the best fall seasons in several years with Melvin Mallory, manager, reporting a growing demand each day for Rock-Ola remote control jobs.

Mississippi has announced its first report on collection of the newly instituted tax on vending machines and pin games (bills excluded), placing the September income at \$18,431.

A HONEY FOR YOUR MONEY

BUCKLEY MUSIC SYSTEM
WITH
DIRECT
"TOUCH-TO-TOUCH"
ACTION

★ Buckley Music System ZOOMS PROFITS TO TWICE AND EVEN THREE TIMES what you ever formerly received from ANY OF YOUR LOCATIONS! The public likes Buckley! The location loves it! Operators go wild over it! Buckley Music System with the sensational DIRECT "Touch-To-Touch" ACTION is the answer to EVERY MUSIC OPERATOR'S PRAYERS—AND—IT'S EASY FOR OPERATORS TO BUY Buckley Music System! QUICK!! Get Complete Details! WRITE NOW!!

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4225 W. LAKE ST. - CHICAGO - ILL.
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.



AGAIN BUCKLEY LEADS THE WAY
WATCH FOR
BUCKLEY'S 32 RECORD
MUSIC SYSTEM

WITH THE SENSATIONAL DIRECT "TOUCH-TO-TOUCH" ACTION

READY SOON!

FOR USE WITH TWO 616-616A OR 716 RECORD CHASSIS



"ULTRATONE" SPEAKER

Greatest speaker sensation of all time! Use any old 4" or 4 1/2" speaker from your old phono and this gorgeous chardelle all-chrome name! ORDER QUICK!!

\$28.50

ROYAL SALES COMPANY
641 Hunterdon St., NEWARK, N. J.

MUSIC OPERATORS
IN THE PHILADELPHIA AREA AND EASTERN PA.
You are cordially invited to attend
our Buckley Music System party
SUNDAY, NOVEMBER 17th

BEGINNING AT 4:00 P.M. AT THE RALEIGH
ROOM, RITZ CARLTON HOTEL, PHILADELPHIA

Arthur L. Pockrass

UNIVERSAL AMUSEMENT COMPANY
2010-12 MARKET STREET • PHILADELPHIA, PA.

Record Firm Aids Red Cross Fund

REGINA, Sask., Can., Nov. 9.—RCA-Victor Company is doing its bit in the near-by province of Alberta to help the Red Cross.

Company is accepting old Bluebird and Victor records from residents of Southern Alberta and paying to the Red Cross 5 cents for each record turned in.

Offer, good only during November, includes new, old, or broken disks which are given to Red Cross branches, which forward them to Red Cross headquarters.

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 13)

YVETTE (Bluebird)

These Foolish Things Remind Me of You—V. I'm in the Mood for Love—V.

Side A is by far the best thing this chanteuse has put on wax since she started to record a couple of months ago. Her intimate style fits both songs, particularly These Foolish Things, like a glove, and her handling of that hit of a few years ago is genuinely touching and convincing. Mood for Love has the slight stagginess and lack of sincerity that marked, to an even greater degree, her previous disks, but Things makes up for everything via a heretofore unsuspected voice quality and the general rightness of its delineation.

ORRIN TUCKER (Columbia)

Dancing on a Dime—FT; VC. You're Got What It Takes—FT; VC.

Dime is nice and smooth and danceable, and in fact everything goes along in listenable fashion on both sides until the inevitable—meaning the shy voice of wee Bonnie Baker—happens midway thru side B. Fortunately, the Bodyguards, the male vocal group that is the best thing about the Tucker aggregation, carries Bonnie thru the wordage, so that it's not as cloying as usual, but it would be so much nicer if Johnny could be allowed to rest in peace. He reached the limit of yeoman service long before this.

RICHARD TAUBER (Decca)

Favorite Songs—Four-record Album.

An excellent buy for those who like their beloved melodies well sung in this Tauber packaging that contains items like *Roses of Picardy*, *Sympathy*, *Serenade from The Student Prince*, and *Kashmiri Song*, among others. Tauber's excellent voice lends new enjoyment to these melodic standbys.

PAUL NERO (Decca)

Solo Flight—Three-record Album.

An album with out-of-the-ordinary sales appeal is this six-sided hot fiddle description of the various movements and sensations attendant upon flying. Nero is one of the best swing violinists in the country, and he brings his ability to bear on a tone poem of his own composition, with notable results. Guitar and string bass provide the accompaniment.

TOMMY DORSEY (Victor)

Make Me Know It—FT. When I Saw You—FT; VC.

At long last, Dorsey finally calls a momentary halt on what seemed to be an interminable string of ballads, and comes up with a solid swing arrangement by Sy Oliver tagged *Make Me Know It*. Much brass, broken chords, and the torrid Ziggy Elman trumpet are a welcome relief from the saccharine Dorsey of late. Reverse goes back to the sugary format, with Connie Haines taking the vocals instead of Frank Sinatra for a change.

JOHNNY DODDS (Bluebird)

Backtown Stomp—FT. Blue Washboard Stomp—FT.

There is one, and only one, audience for this disk, but it happens to be a pretty sizable one, so that this release should pay nice enough dividends. Dodds is the great clarinet player who died a couple of months ago in Chicago, but not before he had written his name indelibly in the annals of hot jazz generally and on the pages devoted to New Orleans style particularly. These sides are two examples of why.

RAY HERBECK (Okkeh)

Shadows on the Sand—FT; VC. It's Eight o'Clock—FT; VC.

The pretty tune on the first side is submerged under undistinguished scoring, and Ray Olson lends no warmth or expression to the particularly poetic lyric of this number. Flipover is played in light bounce tempo, but real danceable lift is absent.

TEDDY GRACE (Decca)

See What the Boys in the Back Room Will Have—V. I'm the Loneliest Gal in Town—V.

Side A, from the Marlene Dietrich

film, *Destry Rides Again*, promises much from its title, but falls miserably to live up to it. Miss Grace knows what to do with a song like this, but the weakness of the material handicaps her. The standard on the other side comes off much better. Bud Freeman's Summa Cum Laude ork supplies the accompaniment in a surprisingly subdued style.

WINGIE MANONE (Bluebird)

When I Get You Alone Tonight—FT; VC. Dinner for the Duchess—FT; VC.

Little other than Manone's hot trumpet and his gravel-voiced scat warbling is offered on this double. When neither is around it's merely loud, slambang jam, totally lacking in general commercial appeal. Part of the disk have a certain measure of merit, but even for real swing experts and lovers this is not comparable to the jazz-history-in-the-making atmosphere surrounding recordings like the above-mentioned Johnny Dodds couplet.

HARRY'S TAVERN BAND (Bluebird)

Rock and Rye—Polka. Five and Drum Polka—Polka.

Two of the best polkas to step out of a waxworks in recent months are combined here in a musical style that puts a lot of dance bands to shams. Extremely listenable arrangements, played excellently, make these sides more listenable than a lot delivered by established name orchestras. Their medium is, of course, coin phono locations, but nice home sales are not inconceivable, with the disk buyers apt to go for this one on the strength of its extraordinary listenability.

McFARLAND TWINS (Okkeh)

Where Do You Work, John?—FT; VC. The Echo of the Angelus—FT; VC.

The McFarlands treat the novelty favorite on the first side to a bright bounce tempo and a commendable attempt at humor. If the latter doesn't always quite come off it's more because the song is a little run down at the heels due to constant performance thru the years, and it's not as fresh as it once was. The band, however, is more in its element on the choral effort on side B. This outfit has the knack of making this sort of thing sound particularly good.

BOB CROSBY'S BOB CATS (Decca)

Don't Call Me Boy—FT; VC. You're Bound to Look Like a Monkey (When You Grow Old)—FT; VC.

The octet out of Bob Crosby's band that has contributed so much worth-

International VICTOR Records are ALWAYS HITS!

We Gave You . . .

- BEER BARREL POLKA
- WINDMILL TILLIE
- WOODPECKER
- HEAR MY SONG, VIOLETTA
- BARTENDER POLKA

And NOW Here's . . .

Lolo Lita
and
HERE COMES BABY
René Musette ORCHESTRA

V-771 RECORD

V-765 PERLITA ROLLING WHEELS
V-767 COME TO THE BOONEVILLE BALL DEAR LITTLE SWISS
V-763 POLKA MUSETTE WEEK END POLKA

SEE YOUR RCA-VICTOR DISTRIBUTOR AT ONCE!

STANDARD PHONO CO., INC.

168 West 23d St. (Tetos Demetriades, Pres.) New York, N. Y.

while Dixieland to record libraries is not up to its usual standard on this couplet, making the mistake of picking on a couple of dreary swing things with no lyric point, despite Nappy Lamare's heroic efforts to give them one. When the group gets going, once the vocals are out of the way, it's the kind of hot jazz that set Crosby on top, but it's weak in comparison to other Bob Cat specials.

RAYMOND SCOTT (Columbia)

Yesterday's Thoughts—FT; VC. Stranger—FT; VC.

The mating of a Victor Herbert melody and a Raymond Scott arrangement is bound to produce ear-arresting results, which is what happens on the A side here. It's a pleasure to hear a record with as much care and thought behind it as this one evidences. Yesterday's Thoughts, now in the process of being revived, isn't the most beautiful theme Herbert ever wrote, but it's lovely enough, and Scott makes the most of every opportunity it presents. Nan Wynn's vocal is less overdone than usual. Clyde Burke, ex-Sammy Kaye vocalist, makes his disk debut with Scott on the B side, doing well with a song that doesn't deserve it.

SHEP FIELDS (Bluebird)

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

Fields continues his run of good records with two tunes from the forthcoming Kay Kyser picture, *Bad Humor Man* is a satire on the *Umbrella Man* type of novelty, with good lyrics and a fine vocal arrangement of them by a two-man-and-a-girl trio. Side is vocal almost all the way. Reverse is a pretty, commercial melody, made even more interesting thru good piano and tenor sax passages and an appealing Dorothy Allen vocal.

DUKE ELLINGTON (Victor)

In a Mellotone—FT. Rampus in Richmond—FT.

This is the Ellington that has set him in the minds of a good many jazz experts as the greatest band in the history of this kind of music. After a couple of weakies, the Duke here does a job that can be described only as superb. The Ellington piano, Johnny Hodges' doubling-time sax passages, Cootie Williams' nu-



SEEBURG OPERATOR MAX KRISTOL reports that the Seeburg wireless remote control music system installed in Oscar's 30K Hot Cafe, Portland, Ore., has boosted earnings and popularity of the location. The picture indicates how easy it is for patrons to make their music selections.

(See ON THE RECORDS on next page)

Universal-Buckley Music Party Nov. 17

PHILADELPHIA, Nov. 9.—Arthur L. Pockrass, of Universal Amusement Company here, announces that his firm will celebrate its appointment as distributor for the Buckley Music System with a party for all operators of music machines in this territory Sunday, November 17, at the Raleigh Room of the Ritz-Carlton Hotel.

"Festivities will start at 4 p.m.," Pockrass stated. "We're going to make this the best affair that operators have seen here all year. There will be plenty of food and drink for all. And what's more important, all who come will be able to inspect first hand the new Buckley Music System. Doc Eaton, Eastern regional director for Buckley, will be here to discuss the new system, and in addition we'll have our own crew on hand. Barney Sugarman, of Royal Sales, New Jersey distributor, will be here to talk to all Eastern New Jersey operators who attend.

"We expect a banner turnout," he continued, "and we're sure all who attend will find it well worth their while. They'll see for themselves why this system will double and triple takes on locations. They'll learn why more operators throughout the country are going Buckley all the way."

Fort Worth

FORT WORTH, Tex., Nov. 9.—The attractive girl twins of Colman Ernest Walker, of Walker Sales Company, are among the most popular students of North Side High School here. Both are cheerleaders for the school's football team. Ernest says that he will again visit the coming Chicago Coin Machine Show.

Willard White, local operator, has already made his Sherman Hotel reservation for the Chicago show. Willard never misses a coin convention.

Fort Worth operators are happy over the recent decision handed down by a judge in Tarrant County, to the effect that a non-payoff marble table is not a gaming device. The case was in favor of Jack Maloney, Panther Novelty Company.

Salesboards are still going nicely in this area and operators report that the holiday business is already appearing. Counter games still lead in number of amusement games on location, however, ray-light guns are going strong and many new units are being placed weekly.

ON THE RECORDS

(Continued from preceding page)

perior trumpet, the chord formations, the phrasings, all combine to produce six minutes of the finest, most musicianly jazz pressed in months. Not commercial, perhaps, but nonetheless terrific.

WYAN KING (Victor)

Falling Leaves—FT. Goodbye, Little Darling, Goodbye—FT.

The Frankie Carle opus on the first side fits King's soft, subdued style, which results in the most musicianly three minutes King has recorded recently. Sax and strings are nice here, and also on the plattermate, and it's all very quiet and restful.

EDDY HOWARD (Columbia)

Jealous—V. How Deep Is the Ocean—V.

If the element of vocal personality were present in more abundant quantity, Howard's disks would rate with the best of them. As it is, his voice is easy and pleasant, he phrases well, and he's backed by a better-than-average orchestra under Lou Adrian's direction, which adds richness to these sides thru muted brass and colorful strings. But Howard's work somehow falls a little flat, despite its good qualities, because there's no particular personality expressed. Technically, it's fine, but technic alone isn't quite enough.

COUNT BASIE (Okeh)

The World Is Mad—FT. Parts I and 2.

This is pretty strictly for jitterbugs and swingophiles, featuring as it does some of the usually excellent Basie pianists, Lester Young's sax, and Walter Paige's bass, among other jazz delights. Altho an ambitious air is spread lavishly over the disk, what with its dramatic title and its two-sidedness, the compo as a

whole, however, doesn't measure up to its intentions. It builds to good climaxes on both faces of the disk, but it still isn't all it might have been.

GLENN MILLER (Bluebird)

I'd Know You Anywhere—FT. VC. You're Got Me This Way—FT. VC.

Miller lends his customary sparkle and brilliance to two tunes from the Kay Kyser You'll Find Out picture, with Ray Eberle and Marian Hudson splitting the vocals. The brass choir on the first chorus of *Know You Anywhere* stands out in another good Miller performance.

CONNIE BOSWELL (Decca)

Nobody's Sweetheart—V. Dinah—V.

When Miss Boswell gets a pair of songs like these two revered hot standards to work with, she can sing rings around any of her competitors. These sides are perfect, not the least part of which is due to some remarkable single string guitar work from Tony Gottuso, and some equally fine Frank Signorelli piano between Connie's first and last choruses.

RAY KINNEY (Victor)

Moon Over Burma—FT. VC. Just for You and Me—FT. VC.

Kinney momentarily forsakes his native Hawaii for Burma, and turns out a nice, quiet version of the title song from Dorothy Lamour's current picture. Celeste and saxes are good on this side. Plattermate finds Ray traveling back to his customary grass-skirted province, and delivering the vocal himself plus some capable guitar pickings.

HORACE HEIDT (Columbia)

Goodnight, Mother—FT. VC. I Just Wanna Play With You—FT. VC.

This week's Heidt war song is more anti-war in content, side A being the melodic and lyrical reassurance to America's mothers that their boys won't be going over into the European cauldron. It's done well, particularly by Larry Cotton on the words. Reverse is *Playmates* all over again, and altho Heidt knows what to do with a number like this, it's a little too soon after the Saxie Dowell hit to repeat with so similar an idea, especially since the idea wasn't too brilliant in the first place. Frankie Carle has a nice piano bit on this side.

LARRY CLINTON (Bluebird)

Semper Fidelis—FT. Dance of the Flowers—FT.

This is the sort of arranging that established Clinton as one of the top swing names. Both sides here are doubly welcome, coming as they do after a series of recordings that haven't possessed the expected Clinton scoring brilliance. It's all here, tho, and then some. The John Philip Sousa favorite on the first side is treated to one chorus more or less as written in march time, and then Larry goes to work on it. The Tchaikowsky opus on the reverse is handled more tenderly, but nonetheless effectively. The trombone section is the star of this side.

MARIE GREENE (Okeh)

Caro Nome—V. Hello, My Lover, Goodbye—V.

Marie Green's splendid voice, coupled with the good harmonizing of the Merry

Men, and bestowed on the combination of swing and the classics, once again makes a highly listenable item out of another streamlined symphonic work. The *Rigoletto* aria on the A side here is given a well-thought out arrangement, and executed with real talent. Companion piece is softer and more subdued.

CLARA INTER (Decca)

King Kamehameha (The Conqueror of the Islands)—V. When Hilo Hattie Does the Hilo Hop—V.

A nice danceable rhythm attached to a couple of amusing Hawaiian ditties makes a worth-while enough bit of wax here. Both sides tell song stories that are good for a few laughs, which is more or less of a novelty on things of a Hawaiian genre.

TOMMY TUCKER (Okeh)

Seven Beers with the Wrong Woman—FT. VC. How Come, Baby, How Come—FT. VC.

Pretty successful on hillbilly release lists currently is the number on the A Side here, with Tucker now giving it the dance band touch in an attempt to put it across in a national way. In the Frankie and Johnnie-Man on the Flying Trapeze vein, its corny swing and story idea is good tavern stuff, with Kerwin Somerville lending it the proper touches vocally, which is all the way thru the side. Reverse is all right, but no more than that in its tune, arrangement, playing, and Amy Arnell's vocal.

BRITISH FUSILIERS MILITARY BAND (Columbia)

There'll Always Be an England—March. Wings Over the Navy—March.

The English "theme song" in that country's present crisis is done here with the correct martial spirit, and sung exceedingly well by Emilie Reman. The coupling piece is a bit old, being a Hollywood picture tune of a couple of years ago. With the British Fusiliers supplying the orchestral performance, and with the much-publicized and stirring topical march one side, it would have made a more salable item to round out the disk with another British number of the times instead of a synthetic film flag-waver dragged out of the files.

BOB CHESTER (Bluebird)

May I Never Love Again—FT. VC. Buzz, Buzz, Buzz—FT.

A romantic ballad and a driving instrumental number are linked here in a smart, contrasting performance by Chester. The love tune is done in solid dance fashion, and the reverse is distinguished by interesting counter rhythms, trumpet work, and the leader's own sax tooting. Dolores O'Neil, on the ballad's wordage, is as fine as ever.

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- 3440 MEAN TO ME
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- 3420 SO LONG
FIVE O'CLOCK WHISTLE
Sila Fitzgerald & Her Orch.
- 3407 IT SERVES ME RIGHT
NOTHING BUT
Henry Busse & His Orch.
- 3417 YOU FORGOT ABOUT ME
GONE BUT NOT FORGOTTEN
Bob Crosby & His Orch.
- 3405 TWO DREAMS MET
DOWN ARGENTINA WAY
Bob Crosby & His Orch.
- 3300 ONLY FOREVER
WHEN THE MOON COMES OVER
MADISON SQUARE
Bing Crosby
- 3415 OUR LOVE AFFAIR
TWO DREAMS MET
Tony Martin and Frances Langford
- 3396 RHUMBOOGIE
A MILLION DREAMS AGO
Woody Herman & His Orch.
- 3409 IN A SHANTY IN OLD SHANTY
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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 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

I'll Never Smile Again. (16th week) **TOMMY DORSEY**.*
Blueberry Hill. (10th week) **GLENN MILLER***, **KAY KYSER***, **RUSS MORGAN***.
Trade Winds. (7th week) **BING CROSBY**.
Maybe. (6th week) **INK SPOTS**.
Practice Makes Perfect. (4th week) **BOB CHESTER***.
Only Forever. (3d week) **BING CROSBY**.
Ferryboat Serenade. (3d week) **ANDREWS SISTERS**, **KAY KYSER***, **GRAY GORDON***.
We Three. (2d week) **INK SPOTS**, **TOMMY DORSEY***.

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.

Our Love Affair. A sudden spurt this week put this picture song into the most favorable position it has enjoyed in recent weeks. It once again has the chance it had when it debuted to land up among the blue-ribbon winners at the top of this column. **GLENN MILLER*** and **TOMMY DORSEY*** are still sharing the honors.

Beat Me Daddy, Eight to a Bar. This is good, but it's no better than it was last week. The odds against this sort of number really hitting the jackpot in a sensational way are heavy because the public reacts more favorably toward a ballad. However, this is pretty near the top now despite its lack of fundamental universal appeal. The **ANDREWS SISTERS**, **GLENN MILLER***, and **WILL BRADLEY*** are the standard bearers.

Now I Lay Me Down To Dream. Going along in a steady manner is this attractive ballad. **BOB CHESTER*** and **GUY LOMBARDO*** are carrying it along in a way that is proving pleasing to a good many operators.

The Five o'Clock Whistle. This week **ELLA FITZGERALD*** joins the other two recordings of this novelty swing tune—the other duo being **GLENN MILLER*** and **ERSKINE HAWKINS***—and, all in all, the prospects of the song's eventually becoming a real front-running number look especially bright. Nothing extraordinary as yet, but it's promising.

There I Go. This happens to be an especially pretty melody, which the cickel droppers are finding out in increasing numbers. **TOMMY TUCKER*** has the only record of any importance in the phone at present, but the song looks so good that other disks may join his soon.

Down Argentine Way. A nice jump takes this one out of the "Possibilities" section this week and puts it up here among the up-and-coming items in a solid fashion. From the 20th Century-Fox picture, *Down Argentine Way*, it's the first song to click from the score, and its bright Latin American tempo is apt to keep it around up here for some weeks. **SHEP FIELDS*** and **GENE KRUPA*** are the two leading records here currently.

Rhumboogie. The **ANDREWS SISTERS'** recording of this combination of a rumba and boogie-woogie has been mentioned in the section below this several times during the past few months. It has taken a long while for coin phono patronage to become cognizant of it, but this week that finally happened. It's undoubtedly due to the showing thruout the country of *Argentine Nights*, the film in which the Andrews Sisters sing the song.

The Same Old Story. Another BMI tune to debut on this list, it comes thru as a likely looking future hit at the hands of **FRANKIE MASTERS***, whose record is definitely beginning to catch on under the music machine needles.

Falling Leaves. Going forward slowly but in a sure steady style is the beautiful **GLENN MILLER** disk of this new Frankie Carle composition. Once this hits, it is apt to hit in the proverbial big way.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

The Call of the Canyon. (8th week) Pretty weak. **GLENN MILLER***, **TOMMY DORSEY***.
Crosstown. (7th week) Not far from out. **GLENN MILLER***, **GUY LOMBARDO***.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Frenesi. A truly beautiful Mexican melody that has already met with retail record success in **ARTIE SHAW'S** recording, released several months ago. **WOODY HERMAN*** now makes the same number, but in ideal coin phono style. In the same soft, slow vein as *I'll Never Smile Again*, this can be very big in the music boxes.

Johnny Peddler. A novelty in a more or less familiar pattern, but one that is always good. Its attention-getting title is also likely to make it a much-in-demand automatic phonograph item.

Two Dreams Met. Also from the score of the picture *Down Argentine Way* comes this ballad that has more than the average number to recommend it for future hitdom along the phono network. Watch this song; it may become important soon.

Do You Ever Think of Me? This offers an unusual coupling of **BING CROSBY** and the **MERRY MACS** in an arrangement of a song that has good potentialities for the machines. On the reverse of this disk is *You Made Me Love You*, which may be the popular side. Either number is good and possessed of equal chances for favor in the boxes.

Seven Beers With the Wrong Woman. This has been pretty popular as a hillbilly item, and now **TOMMY TUCKER*** makes it as a dance record in an effort to secure national prominence for it. This disk may make it, too.

* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

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List Price 50c

- 20705 *A Nightingale Sang in Berkeley Square
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- 20706 Warm Valley
The Flaming Beard
Duke Ellington
- 20707 *Let's Be Buddies
Fresh as a Daisy
Leo Reisman
- 20708 *Do You Know Why?
Isn't That Just Like Love?
Tommy Dorsey
- 20709 *Lovely Hula Hands—Hula Tempo
Ray Kinney's Hawaiian Quintet
*Hawaiian Puka—Hula
Ray Kinney's Hawaiian Quartet

BLUEBIRD "POPULAR" RELEASE NO. 303

List Price 35c

- B-10920 Yes, My Darling Daughter
Down Argentine Way
Dinah Shore
- B-10921 *You Say the Sweetest Things, Baby
My Mother Would Love You
Freddy Martin
- B-10922 *That's a Plenty
Alan's Holiday
Curly Hicks and his Taproom Boys
- B-10923 *Let's Be Buddies
Such Soft as Dreams Are Made Of
Shep Fields and his New Hippling Rhythm
- B-10924 *Wrap Your Dreams in the Red,
White and Blue
He's My Uncle
Abe Lyman
- B-10925 *Oh! They's Making Me All Over
in the Army
Take You Home Again.
Kathleen
Gray Gordon & his Tic-Tac Rhythm
- B-10926 The Irish Were Egyptians Long Ago
When Paddy McGinty Plays the Harp
Billy Murray with Harry's Tavern Band
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Dance of the Reed
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COAST AMUSEMENT COMPANY'S NEW QUARTERS in Portland, Ore., were recently opened amid fanfare and good wishes of Coast coinmen. Address of the firm is now 827 S. W. 13th Street. Left to right, above, are George Murdock, Rock-Ola district manager, and Lester Beckman, of the distributing firm.

Atlas, of Detroit, In Bigger Offices

DETROIT, Nov. 9.—Atlas Automatic Music Company has moved to new and larger quarters in order to better serve their customers. The new address is 3939 Grand River Avenue, one of Detroit's busiest streets.

The new building consists of two floors, both of which are occupied by Atlas. They have approximately 5,000 square feet of space. Barney Greenberg is in charge of sales at the office, while Mike Kratze is in charge of sales in the field. Kratze is at present on the road with a trailer and demonstration models of the latest music equipment.

Koplo Settled In New Location

CHICAGO, Nov. 9.—Al Koplo, who recently moved his firm, Koplo Sales & Supply Company, into new and larger quarters, reports that he is now almost completely settled. Business, he reports, has been fine, and much of this is due to the better facilities of the new location.

"We were in our former location for only eight months when it became too small for us. Our new location is much larger, but I find myself hoping that we

shall have to move to even larger quarters in six or eight months. If present business continues as it has in the past several weeks I believe that we can grow to that point. The welcome mat is out at our new location and all coinmen are invited to drop in," concluded Koplo.

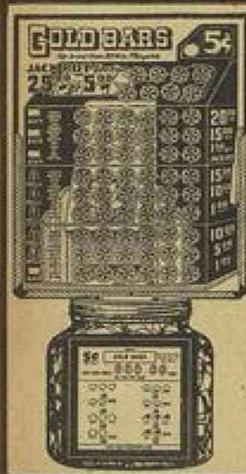
Notes Upturn in Demand for Tables

CHICAGO, Nov. 9.—"The demand for pay tables has taken a substantial increase with the last three weeks," according to Al Sebring, head of Grand National Sales. "This part of the business seems to be having what amounts to a good old-fashioned revival."

"Grand National is enjoying more than its share of the increase," said Mac Churvis, "because of our special work in the reconditioning of pay tables. Ever since pay tables were at their peak we have incorporated several exclusive techniques in the rebuilding process."

Nebraska Incorporation

LINCOLN, Neb., Nov. 9.—The Coin Fun, Inc., 525 North 15th Street, filed articles of incorporation in Lincoln Tuesday to lease coin-operated vending machines. Capital stock was listed at \$10,000, with D. G. Miller, B. E. Miller, and G. R. Brown as incorporators.



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Estimate 2,000 Coinmen Will Attend Coast Show Nov. 18-20

Many celebrities lined up for show's special attractions—big banquet

LOS ANGELES, Nov. 9.—Taking advance reservations for the Celebrities Luncheon and the gala banquet and ball as an indication, the show committee for the Western States Coin Machine Convention estimates that a minimum of 2,000 operators will register for the affair to be held at the Biltmore Hotel here November 18, 19, and 20.

Reporting that additional exhibit space had been secured to meet the demand of those who wanted to present their products, it was stated that most of the extra display room had been contracted for well in advance of the opening date. The committee also announced that a full program of entertainment has been scheduled. The list of artists of stage, screen, and radio who will be present at the special show affairs has been virtually completed.

Ring Crosby, Dick Powell, Jerry Colonna, Mary Healy, Vince Barnett, Tommy Dorsey, and the latter's pianist, Ziggy Elman, are among those who will contribute to the enjoyment of the Celebrities Luncheon. Others are Chuck Foster and his orchestra, now playing in the Biltmore Bowl; Jimmie Lewis; Louise Miller; Billy (Boob) Reed, special numbers sponsored by Cecil B. DeMille's Hollywood Quality Pictures, Musical Movies, and Meter Movies.

Jimmy Roosevelt is expected to attend. A number of executives of Chicago manufacturing plants have announced that they will fly out to be present and contribute to the festivities of the Tuesday noon affair.

Wednesday night will see the visitors streaming into the popular Wilshire Bowl for the convention ball and banquet, where the coin machine men and their parties will dance to the music of Phil Harris and his orchestra, Jerry Colonna

and Mary Healey will be present, together with Horace Heidt and His Musical Knights.

Dancing will be interrupted from time to time for presentation of a floorshow staged by Lou Dorn, Hollywood talent scout.

Other events on the program include a night club tour Monday night, which will take guests to the popular Cocomat Grove of the Ambassador Hotel for drinks and dancing to the music of Hal Kemp's orchestra; then to the Earl Carroll Theater-Restaurant for dancing, drinks, and the stage show; then back to the Biltmore Bowl for another round of drinks, a lavish midnight supper, dancing, and the midnight floorshow.

Tuesday night a special tour arranged by the show committee will take the guests to New China Town for a full-course dinner, to Los Angeles' Latin Quarter, the Griffith Observatory and Planetarium; back to Olvera Street, the pioneer Mexican quarter, and then on to China City.

Wednesday morning the committee has arranged for a tour thru the Warner Bros.-First National studios to Columbia Studio Ranch, Universal City, and the Walt Disney studios.

A display of old-time coin-operated musical equipment will be one feature in the exhibit halls. Exhibitors will compete for a handsome trophy for the most attractive display.

The exhibitors of the Western States Coin Machine Show are listed below. This includes only those who had definitely indicated, up to press time, that they would exhibit. The list includes manufacturers and distributors. Where the manufacturer's firm name is in parenthesis it will indicate that a distributor is exhibiting the products of that firm.

Fred McKee (International Microscope Reel Company), Glendale, Calif.; E. O. McNeil (National Venders, Inc.), Los Angeles; Wolf Reiwitz, Wolf Sales Company, Inc., San Francisco; Paul Crowley (Columbia Recording Corporation), Hollywood; H. A. Brocamp, Rodney Pantages, Inc., Hollywood; Mills Sales Company, Ltd., Oakland, Calif.; Mills Sales Company, Ltd., Los Angeles; Lou Wolcher, Advance Automatic Sales Company, San Francisco; Quality Pictures, Inc., Los Angeles; Leo J. Meyberg Company, Los Angeles; C. A. Blake (Arthur H. Du Grenier, Inc.), Los Angeles; Hal Baker, Baker Novelty Company, Inc., Chicago; Guy Noel, Gay Games, Inc., Muncie, Ind.; William Hicks, Voca-Tele Company, Inc., Hollywood.

The Rowe Manufacturing Company, Belleville, N. J.; Rowe Service Company, Los Angeles; Gordon Mills (Mills Novelty Company), Hollywood; Soundies Dis-

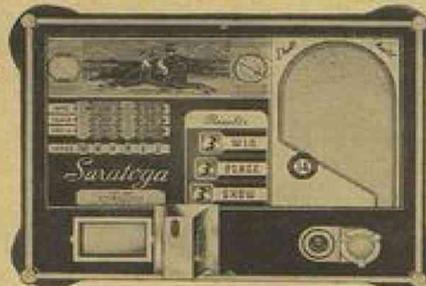
CONVERTIBLE PACE'S FREE PLAY SARATOGA

FOUR MACHINES IN ONE

AS A FREE PLAY
AS SKILL GAME
AS JACKPOT BELL
AS MINT VENDER

No Payouts—Bell Mechanism—Two Meters Register Amusement Score
Pull Plug—Mystery 3-5-20 and Jackpot Payout—Ball and Plunger, Skill Field
Pull Plug—No Free Play or Skill Field—Standard Cash Pay Mystery Bell
With Free Play or Cash or Check Payout—With or Without Skill Field

MOST BEAUTIFUL CONSOLE ON THE MARKET TODAY —//— NEVER OBSOLETE



5c, 10c and 25c PLAY SLUG PROOF COIN CHUTE AND VISIBLE ESCALATOR —//— THE MODERN BELL CONSOLE

Buy PACE Consoles—you can operate under all conditions

PLEASE NOTE
Pace Automatic Duckpin Bowling Alleys—
Now ready for immediate shipment.

Write for complete information and prices
PACE MFG. CO., INC. 2911 Indiana Ave. Chicago, Ill.

tributing Corporation of America, Hollywood; R. H. Kollins, Superior Products Company, Chicago; Mac Mohr (The Daval Company), Los Angeles; M. H. Stearns, Recordall Sales Corporation, Los Angeles; W. E. Simmons (Packard Manufacturing Corporation), Hollywood; Don Meyer, Metermovies, Inc., Los Angeles; Jack Morley, Container Manufacturing Corporation, St. Louis; Curley Robinson, Associated Operators of Los Angeles County, Los Angeles; Leon Gardner, Phonette Company of America, Los Angeles; John Winn, Magic Music, Inc.,

Long Beach, Calif.; Paul A. Layman (Bally Manufacturing Company, Chicago; Irving Bromberg Company, Los Angeles; D. J. Donohue (J. P. Seeburg Corporation), Los Angeles; Gordon K. Woodard Manufacturing Company, Los Angeles; William Corcoran, San Francisco; L. C. Gilman (Decca Distributing Corporation), Los Angeles; O. D. Jennings & Company, Chicago; Russell Smith, California Simplex Distributing Company, Los Angeles; Max Kraut, Uneda-Pak Western Sales Corporation, Los Angeles; P. W. Blackford, Coin Machine Review, Los Angeles.



YOU GET DAVAL'S AMERICAN EAGLE
WORLD'S GREATEST MONEYMAKER
FROM HARRY PAYNE ON
10 DAYS' FREE TRIAL
10 FOR \$275

Sample \$32.50
Gold Award Model \$1.50 Extra
Ball Gum Model \$2.00 Extra
1/5 With Order, Balance C. O. D.

H. G. PAYNE COMPANY
312-314 BROADWAY
NASHVILLE, TENN.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



MUSIC OPERATORS AND DISTRIBUTORS welcome Homer E. Capehart, president of Packard Manufacturing Corporation, on a recent visit to California. Capehart explained to assembled coinmen his firm's newest product. In the picture, first row, left to right, are Jack Gutshall (holding picture); William Hansen, DeLora Osborn, and Bert Sanders. In the second row, left to right, are A. D. Osborn, C. E. Washburn, Ralph Benaderet, Ray Eberts, H. E. Capehart, W. E. Simmons, Steve King, H. E. Smith, Frank Navarro, R. H. Snyder, F. P. Carter, C. A. Robinson, Tom Catana, H. A. Brocamp (standing by window), Henry Charles, E. P. Benjamin, William (Bud) Parr, Paul Johnson, Max Thiede, and C. A. Walters (holding picture).

Cowgirl Operator Injured in Wreck

HOUSTON, Tex., Nov. 9.—H. M. (Caddillac) Jones and wife, Jimmie, the cowgirl operator, are recovering from injuries sustained in a head-on collision near Houston in which six persons also were injured. Mrs. Jones suffered a broken left arm and abrasions. Jones received large lacerations about his head. Driver of the other car was fined for careless driving in court.

RED--WHITE--BLUE
Jar Game Refills

2040 Tickets take in... \$102.00
Pays out in 90 Winners of
50c, \$1.00 and \$3.00... 72.00

ACTUAL PROFIT... \$ 30.00
Per Deal

MORE PROFIT--LESS COST
80c Each in Dozen Lots

JAR SPECIALTY CO.
P. O. Box 586 Muncie, Ind.



JOE CALCUTT

HAS AN INSIDE REASON WHY YOU SHOULD BUY MILLS VEST POCKET BELL

Gold and Blue Standard Model or All Chrome Model—1c or 5c—With or Without Register Jack Pot.



QUICK!! WRITE FOR THE INSIDE ANGLE AND JOE CALCUTT'S PRICES TO

The Vending Machine Co.
205 FRANKLIN ST., FAYETTEVILLE, N. C.
Cable Address: "COINSLOTS," U. S. A.

Sky Fighter's Size Source of Comment

NEW YORK, Nov. 9.—The small amount of floor space that Sky Fighter takes up is reported by officials of the International Mutoscope Reel Company, Inc., to be one of the major reasons for the popularity of the game with location owners. In addition, of course, to the profits it takes in.

"Many location owners follow the chain-store method of calculating how much every square inch of floor space must bring in," it was stated. "They keep nothing on their shelves or on their floors which does not meet this standard. In these spots especially, operators tell us Sky Fighter is always welcomed."

In commenting on this fact, William Rabkin, president, stated: "This type of hard business reasoning coupled with Sky Fighter's incomparable thrill action are two of the foremost reasons for the success it is enjoying. Operators who have considered every angle sum up the situation with this comment, 'It takes up one-third the space and takes in three times the money.'"

"Our many months of capacity production on this machine have only been a warm-up," he concluded, "because orders are heavier now than they ever were before."

Florida Distrib Gets Music Line

CHICAGO, Nov. 9.—H. R. Perkins, sales manager of Buckley Music System, Inc., Chicago, has announced the appointment of Ron Rood, Southern Music Company, of Orlando, Fla., and Valdosta, Ga., as distributor for Buckley music devices.

In assuming the franchise, Rood told Les Furrington, district manager for Buckley, that he had been watching music development for a long time. "I decided that this was the right time to start selling and installing music systems in Florida," declared Rood. "I found that the Buckley Music System has been established for several years and that it was a system that I could recommend to my operator friends."

"Altho I assumed the distributorship just recently, I have already set up installations in Orlando, Tampa, and Lakeland, Fla. Within the next week I expect to have installations in Jacksonville, Fla., and Savannah, Ga."

"This will give Southeastern operators an opportunity to see the installations in operation in their own sections. From the reports already received from initial Buckley installations I feel that we have a real product which will gain more and more attention from all operators."

Virginia Incorporation

RICHMOND, Va., Nov. 9.—Charters granted by the State Corporation Commission include one for the Coin-Operated Movies and Phonograph Corporation, Norfolk, Va. Maximum capital \$25,000. Samuel W. Cary, of Norfolk, is named president. Chartered to deal in automatic phonograph machines.

Mills Great Little Bell



VEST POCKET

We carry a complete stock of Mills Vest Pocket Bells, in Blue and Gold, and all chrome, 5c or 1c play. Immediate delivery.

Keystone Novelty and Mfg. Company
S. E. Cor. 29th and Huntingdon Sts. Philadelphia, Pennsylvania

Baltimore Branch: 515 Cathedral St., Baltimore, Md.



QUICK—Rush Your Order for EXHIBIT'S GREATEST SENSATION

ZOMBIE

To Tony Gasparro

WESTON DISTRIBUTORS, Inc.
689 TENTH AVE., NEW YORK All Phones: Circle 6-6745

GOLDEN GATE NOVELTY CO.
Telephone, Ordway 43411
540 Turk Street SAN FRANCISCO, CALIF.

USED FREE PLAY GAMES		COUNTER GAMES
Variety \$20.00	KEENEY'S SPECIAL Cowboys \$12.50 Thriller 15.00 Big Six 17.50 Super Chg. 27.50 Red Hot 27.50 Score Champ 37.50	American Eagles, Token Payout, 10 for... \$275.00
Lucky 20.00		Tots (Token Payout) 24.95
Ocean Park 17.50		Libertys (T. P.) ... 32.50
Major 12.50		Also Complete Assortment of Used Counter Games, \$5.00 and Up.
Nippy 22.50		
Triumph 17.50		
Chubbies 7.50		
Chevron 10.00		
5th Inning 12.50		
All Babs 17.50		

Write for complete list of Weekly Specials. 1/3 Deposit With Order.

OPERATORS

Our new deal on new games will surprise you. Write immediately for full particulars. This places you under no obligation.

AUTOMATIC SALES CO.
416-A BROAD STREET NASHVILLE, TENN.

ENLIST!

IN THE **ARMY** OF OPERATORS WHO ARE SUCCESSFUL FOLLOW **MONARCH**

One Ball Automatic Payouts with Jackpot

Santa Anita \$137.50	Grand National \$99.50	Grandstand \$77.50
Sport King 124.50	Prismaker 67.50	Thru-Down 62.50
Gold Medal 67.50	Hawthorne 67.50	Feed Bag 42.50

Automatic Payout Consoles

Bally Royal Flush \$109.50	Evans Lucky Lucro \$144.50	Mills Four Bells \$245.00
Keeney Partime 144.50	Evans '38 Dominos 75.50	Evans '38 Bangtals 84.50
Keeney Triple Entry 124.50	Mills Square Bell 74.50	Pace Race, Setal Over 5000, Brown Cabinet 84.50
K. Super Track Time 144.50	Exhibit Longchamp 42.50	Keeney '38 Track Time 85.00
Pace Reel, '39, S.P. 77.50	Pace Reel, '40, S.P. 89.50	

Miscellaneous Machines

Mills 1-2-3, Payout \$39.50	Bally Arrowhead, 1 Ball \$22.50	Bally Sport Spec. Con. \$122.50
Mills 1-2-3, Free Play 57.50	Bally Gold Cup, 1 Ball 62.50	Mills Theme Music P.S. 170.50
Western Baseball, Deluxe Model, Brown Cabinet, Free Play, 1950 \$ 72.50	Cabinet, Comb. P.P. and Payout \$84.50	Rock-Ola Ten Pin, Perfect 60.50
Groetchen Metal Typer, 700 Discs 122.50	Evans Ten Sticks 64.50	
Gottlieb Skeeballito, Like New 64.50		

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.
OUR NEW ADDRESS
MONARCH COIN MACHINE CO.
1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

SPECIAL MARK DOWNS

3-BALL FREE PLAY GAMES	
Air Liner \$12.50	Big League \$22.50
Triple Threat 15.00	Home Run 35.00
Variety 17.50	Score Card 35.00
Pink 'Em 19.50	Score Champ 37.50
Big Six 24.00	Line Lite 45.00
Super Six 29.00	Downside 45.00
Super Charger 27.50	Bally Beauty 45.00
Red Hot 35.00	Lite-a-Gard 35.00
Triumph 25.00	Yacht Club 35.00
Downside 27.50	Score-a-Line 50.00
Mascot 45.00	Pete 50.00

1-BALL MACHINES

Record Time, Free Play \$115.00	Sport Special, Free Play 50.00
Fair Grounds (Automatic) 15.00	Grand National (Automatic) 108.00
Santa Anita (Automatic) 125.00	

COUNTER GAMES

Skill Draw \$5.00	Game-Packs \$5.50
Heads or Tails, 9.00	Penny Packs 7.00
Deuces Wild 12.50	

Write for prices on other games.
Terms: 1/3 Deposit, Balance C. O. D.
P. O. B. New Orleans.
JAMES P. TALLON
2233 Montreal St., New Orleans, La.



ARTHUR POKKRASS, OF UNIVERSAL AMUSEMENT COMPANY, Philadelphia, handing his check to De Witt (Doc) Eaton, Eastern regional director of Buckley Music System, Inc., for distributorship of Buckley Music System, while Barney (Shaggy) Sugarman, of Royal Sales Company, Newark, N. J., looks on.

Fitzgibbons in N. Y. After "Mystery" Trip

NEW YORK, Nov. 9.—In high spirits as he stepped from the Chicago-New York plane, Jack Fitzgibbons, well-known Eastern distributor, was met at the airport by a group of New York coin machine men who did not conceal their curiosity regarding Fitzgibbons' trip to Chicago. It is said that the Eastern grapevine had already circulated rumors that an announcement would be the outcome of Fitzgibbons' three-day conference at the Bally Manufacturing Company factory. Fitzgibbons verified these rumors, but did not divulge details.

"I've got big news under my hat," he stated, "but, for the time being, I'm keeping it under there. I will say, however, that the announcement which will be made when the time is ripe is not merely the release of a new machine. It's a lot more important than that. In fact, it has to do with the basic foundations on which this industry is built."

"It will be of tremendous benefit to every Eastern distributor who is interested in a real solution for the problems of the industry and will eventually benefit coin machine men everywhere. When the whole story is disclosed, I know all my friends are going to agree that Ray Moloney and the Bally organization has again come to the front for the good of the industry."

Western Reports One of Best Weeks

CHICAGO, Nov. 9.—According to Don Anderson, sales manager of Western Products, Inc., his firm enjoyed one of the best weeks of the season during the past week.

"Sales of profit-building Western machines continued high and the figures showed it to be one of the best weeks

this season. Operators all over the country recognize, more and more, the fact that they can depend upon Western products. As new Western machines are introduced to operators and become a part of America's finest locations, operators become more convinced that these machines must certainly be tops in quality to get and hold their place in a highly competitive field.

"An excellent example of this desirability of Western machines may be found in Tot, the counter game that has taken the country by storm. Construction of Tot is the best. Materials used and workmanship are unbeatable. This combination has proved itself in the dependable operation of the game. Operators everywhere have commented what a perfect machine Tot is, mechanically. And its play and beauty are unsurpassed in any counter machine. Built to appeal to all players, Tot has won the praise of the most particular coin machine customers throughout the nation."

Spitfire Going Strong, Says Cohen

BROOKLYN, Nov. 9.—"Spitfire is going over very big," reports Max Levine, president of Scientific Machine Corporation. "The feature of the moving airplane is so timely that the game is proving an instantaneous success wherever placed. Every day I receive reports from operators saying the machine takes hold immediately and that receipts keep growing the longer the machine stays on location."

"This game is a combination ball gum vendor and skill game with a novelty feature to pep up the play. We have been literally flooded with orders from every part of the nation and have been keeping the men working overtime to make immediate shipments."

Levine also revealed that Scientific has already reserved two booths at the Coin Machine Show to be held in Chicago in January at which the firm will present a number of new games.

Natchez, Miss.

NATCHEZ, Miss., Nov. 9.—E. C. Ebelle, of La-Ark-Tex Company, has returned from a business trip. Says business is improving fast. His company has several new machines and new locations.

Friends of the former Mrs. Bonnie Tucker will be interested to know of her marriage in Jonesville, La., October 20 to Harry A. Brannon, of Natchez. They will make their home here. Mrs. Brannon recently sold the machine interests left by her late husband to R. E. Williams, of Vicksburg, Miss.

Several operators here are eligible for military service under the draft, the foremost being Conner Burns, Natchez's newest operator.

FREE-PLAY BELL BIG GAME

NEW BIG GAME
This is a Free Play Game with no payout.

★
With the famous Watling Bell mechanism.

★
With a meter to register the amusement score.

★
This machine is also built with the Mystery Cash Payout, 3-5, etc.

★
Furnished with Animal Head Strips or Fruit Reel Strips.



1c—5c—10c—25c Play

Height 42½ In.—Width 22 In.—Depth 23½ In.—Weight 134 Lbs.

Write for circulars and prices

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WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

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OLIVE NOVELTY CO.

2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

This Week's Bargains in Reconditioned Equipment THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

1 One-Two-Three . . . \$40.00	3 Track Time (Round Head) . . . \$25.00	1 Wurlitzer 312 (8-48375) . . . \$25.00	
2 Sport Page . . . 47.50	4 Track Time (Red Head) . . . 30.00	1 Senbug "C" (8-00934) . . . 30.00	
4 Thistledown . . . 55.00	4 Track Time, 1928 . . . 35.00	1 Senbug "A" . . . 22.50	
2 Grandstand . . . 72.50	1 Track Time, 1930 . . . 160.00	COUNTER GAMES	
1 Bally Royal Flush . . . 87.50	MISCELLANEOUS	1 David Racer . . . 33.00	
1 Bally Club House (As Is) . . . 15.00	1 Chicken Sam (No Base) . . . \$45.00	1 Reel Races . . . 3.00	
2 Liberty Bell (As Is) . . . 10.00	2 Mills & Co., Cigarette Vendor . . . 20.00	1 Jennings Cigarette . . . 3.50	
1 Liberty Bell Slant Top . . . 27.50	3 Keeley Anti-Aircraft . . . 87.50	1 Ball Gum Vendor . . . 4.00	
2 Derby Day, Slant Top . . . 50.00	PHONOGRAPHS	1 Puritan Baby Vendor . . . 4.50	
1 Galloping Dominoes . . . 32.50	1 Rockola 12 (Serial 8-14266) . . . \$25.00	1 Lucky Pack . . . 5.00	
2 Good Luck . . . 45.00	1 Rockola 12 (Serial 8-13324) . . . 25.00	1 Tally . . . 5.00	
1 Tardoras . . . 20.00	1 Puritan Bull Fruit Reel . . . 5.00	1 Gem Vendor . . . 5.00	
2 Square Bell . . . 65.00	1 Gem Vendor . . . 5.00	2 Heads or Tails . . . 11.00	
3 Lendstamp . . . 32.50			
1 Kee Bell . . . 22.50			
6 Kentucky Club . . . 32.50			

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

AT GREATLY REDUCED PRICES

GRANDSTAND — GRAND NATIONALS — SPORT KINGS
THISTLEDOWN — SPORT PAGES — HAWTHORNES

ALSO OVER 500 FREE PLAY GAMES — WRITE FOR LIST

GRAND NATIONAL SALES COMPANY

OAKLEY AND ARMITAGE AVE., CHICAGO, ILL. Humboldt 3420

Write us for prices on the latest releases by:

J. H. KEENEY & CO. GENCO, INC.
EXHIBIT SUPPLY CO. DAVAL MFG. CO.
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Get Our Complete Stock List on All Types of Used Equipment.

DON'T FORGET — WE TAKE TRADES
CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO

YOU CAN CASH IN ON THIS FOOTBALL SEASON WINNER!

We also stock the latest Football Jackpot Ticket Cards at lowest prices. Send for illustrated circular and price list today!

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

NOW'S THE TIME TO BUY



GOLD AWARD MYSTERY PAYOUT COMPLETELY ADJUSTABLE AND CONTROLLED BY OPERATOR!!
1c PLAY CAN AWARD AS HIGH AS \$5.00 ON G. A.
5c PLAY CAN AWARD AS HIGH AS \$25.00 ON G. A.

● These terrific odds get BIG, STEADY PLAY ON EVERY LOCATION! That's WHY more and more operators are now buying Mystery Payout Gold Award Model American Eagle! Control Your Own Awards! Cash in Quick by Rushing Your Order to Your Nearest Daval Distributor Today!!

10 FOR \$275

SAMPLE \$32.50
GOLD AWARD MODEL
 ONLY \$1.50 EXTRA
 Ball Gum Model \$2 Extra



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast-MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

All-American New Chicago Coin Game

CHICAGO, Nov. 9.—Chicago Coin Machine Manufacturing Company officials, Sam Gensburg and Sam Wolberg, announce the release of a new five-ball free play game. "It is a pleasure to announce All-American," they said. "We've worked on this unusual machine for a long time. We tested it, made changes, retested it, and made more changes until we finally perfected what we believe will prove to be one of the best Chicago Coin games to date. "It has always been our policy to make games that were different from other games. We've succeeded many times, and this time in All-American we are sure that we have a game that is different. It incorporates new features that makes it one of the most fascinating free-play games ever devised. The big prize feature is something unusual and the play which brings it about is as thrilling as any ever incorporated on a free-play game. "This is not the only feature that will capture and hold the interest of players. New scoring plays have kept players lined up on test locations for hours. The action of All-American gives players something to talk about. Chicago Coin distributors have declared All-American the most fascinating game we've ever built, and they're expecting some of the biggest sales in free-game history."

Altho Leader demand has finally been satisfied, there are still many late quantity repeat orders coming in daily, which indicates that the game is still producing and will continue to do so for many weeks to come, promising a most healthy market condition. "Now that Leader is out of production, there is no let-up whatsoever in activity at Exhibit's plant—in fact, there is an air of unusual excitement and tenseness. Day and night production means a new game. Test reports on the new game have been unusually thoro. Four weeks on nine different locations in three widely separated parts of the country have revealed a game with winning combinations. "Zombie, Exhibit's next game, will soon be acclaimed the toast of the industry," predicted Exhibit officials in conclusion.

Zombie Is Next Exhibit Game

CHICAGO, Nov. 9.—"The fine support distributors and jobbers have given the Exhibit Supply Company on the extended top-speed production run on Leader deserves highest praise, especially in view of the fact that it was humanly impossible to ship games in sufficient quantity to meet extraordinary requirements," say Exhibit Supply Company officials.

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Illinois Incorporation

SPRINGFIELD, ILL., Nov. 9.—Secretary of state has issued a charter for incorporation to the National Black Light Corporation, 140 South Dearborn Street. Incorporators are W. B. Ferris, T. Sellers, and D. M. Carter. They will handle amusement and game playing devices.

GUARANTEED BARGAINS

- WURLITZER 412.....\$ 27.50
- WURLITZER 616, Illuminated Grill..... 54.50
- WURLITZER 24..... 79.50
- WURLITZER 500..... 149.50
- ROCKOLA MONARCH 20..... 84.50
- EVANS—10 STRIKE... 42.50
- WATLING ROL-A-TOP (25c)..... 18.95
- CAILLE (5c) Like New... 22.95
- MILLS SQUARE BELL... 39.50 (Perfect)
- KEENEY ANTI-AIRCRAFT. 74.50
- SEEBURG RAY-O-LITE... 39.50
- PHOTOMATICS, Like New 545.00

Write for FREE Literature on all remodeling parts for Wurlitzer-Seeburg-Rockola, including Packard Keyboards.



\$12.50
 6 For \$67.50
 1c, 5c or 10c Play
 1/3 Deposit

GERBER & GLASS

914 Diversey Blvd., Chicago

SOUTHERN VENDING SPECIALS

- 8LOTS**
- 15 Mills Blue Front, D.J., Pot Gold Reward, Reconditioned and Painted... \$32.50
 - 5 Wagon Bell, 5c Play... 47.50
 - 5 Future Play, 5c Play, No Jack Pot, Like New... 45.00
 - 1 Mills Blue Front, 2c Play, S.J. Pot... 42.50
 - 1 Mills Blue Front, 1c Play, S.J. Pot... 39.50
 - 1 Indian Head, 1c Play, S.C. Pot... 35.00
 - 2 Mills Chrome Bell, 5c Play, Like New... 75.00
 - 1 Mills Club Bell, 5c Play... 125.00
 - 1 Smoker Bell, 5c Play... 75.00
 - 5 Mills Red Front, 5c Play... 32.50
 - 1 Indian Head, 5c Play... 12.50
 - 2 Mills Cherry Bell, 5c Play, Newly Painted... 47.50
 - 1 Watling, 1c Play... 12.50
 - 3 Pace, 1c Play... 12.50
 - 1 Pace, D.J. Pot, 1c Play... 32.50
 - 1 Watling Roller Top, 5c Play, D.J. Pot... 17.50
 - 1 Watling Front Vender, No Jack Pot... 17.50
 - 2 Bally Peppercorn Play, 5c... 25.00
 - 5 Columbia Bell, D.J. Pot, Like New... 30.00
 - 5 Gottlieb Grid... 3.00
 - 2 Daval Penny Pack... 7.50
 - 25 Folding Slot Stands... 1.50

- AUTOMATIC PAY**
- 2 Western Big Prize, Like New... \$52.50
 - 5 Bally Peppercorn... 19.50
 - 1 Rockola Ten BUKE... 42.50
 - 1 Chicken Sam... 45.00
 - 1 Keeneey Airplane, Brown Cabinet... 70.50
- CONSOLES**
- 3 Jennings Fast Time, Cash... \$87.50
- One-Third Deposit, Balance C. O. D.

SOUTHERN VENDING MACHINE CO.
 528 Craghead St., DANVILLE, VA.
 Phone 2414

NOTICE!

OPERATORS IN VIRGINIA, WEST VIRGINIA AND NORTH CAROLINA, IMMEDIATE DELIVERY ON KEENEY'S AIR RAIDER AND BALLY'S RAPID FIRE. We list below the various slightly used machines we have to offer subject to prior sale. 1/3 certified deposit with order, balance C. O. D.

- 5-BALL FREE PLAY**
- 1 Bally Lead-Off... \$55.00
 - 1 Bally Beauty... 37.50
 - 1 Bally Vogue... 19.50
 - 1 Bally Triumphs... 17.50
 - 1 Bally Observer... 16.00
 - 2 Bally Eureka, Table Model... 40.00
 - 2 Chicago Coin Yacht Club... 47.50
 - 1 Chicago Coin Skyline... 45.00
 - 1 Chicago Coin Scepter... 42.50
 - 2 Chicago Coin Commodore... 34.50
 - 2 Chicago Coin Roxy... 29.50
 - 1 Chicago Coin Jolly... 29.50
 - 1 Chicago Coin O'Boy... 29.50
 - 1 Chicago Coin Buckaroo... 19.50
 - 1 Exhibit Flagship... 22.50
 - 1 Keeneey Super Six... 24.50
 - 1 Gold Cup, Free Play, Console... 50.00
- CONSOLE & AUTOMATIC PAY**
- 1 Keeneey 1937 Truck Time... \$29.50
 - 1 Pace Race, J.P. Model, 25c, Cash, 20-1... 185.00
 - 1 Pace Race, Cash, 5c, 30-1, \$3328... 79.50
 - 4 Pace Real J., 5c, Fruit Real... 62.50
- The above prices are effective November 16th, 1940. Also write us for your prices on brand new machines, as we guarantee to meet any close competitive prices.

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD STREET Day Phone, 3-4511—Night Phone, 5-3328 RICHMOND, VA.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



No detail is called unimportant at National. Our U.S.A. Games must be 100% before they are shipped.

WRITE FOR "NATIONAL NEWSLETTER," PACKED WITH GREAT BUYS SUCH AS: The Two Great Bowling Games for Winter Locations!

BALLY ALLEY..... \$18.00
TEN STRIKE..... 44.50
SKESBALL-LITTLE (Over Hill) with Fr. Play Unit... \$39.50
 5% Off for Full Cash With Order. (Money Order, Certified or Cashier's Checks Only)

Just two things to do if you want CREDIT:
 1. Send your order, a \$4 10% Dep.
 2. Send the \$4 in 1 year, back!

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

SPECIAL Double Features, \$39.50

Hundreds of other games at low prices. Write for price list.

LEHIGH SPECIALTY CO.

Second and Green Sts. Philadelphia, Pa.



PAUL FULLER, noted designer of the new Wurlitzer Colonial Model phonograph.

GUY NOEL Says:

We are now manufacturing **UNION MADE PUNCHBOARDS** in our own plant and employ our Operator and Jobber friends with Money Boards and Sales Boards in addition to our Cowboy Games. WRITE US YOUR NEEDS.

WE ARE MANUFACTURERS OF 100% UNION MADE GOLFPOON GAMES WITH ALLIED PRINTING UNION LABEL. Mfrs. of Largest Variety Line of J.P. Games—Winning Derby Games—Baseball Daily and Weekly Series—Tip a Jack Pot Game—Sales Cards—Penny Parade Games.

GAY GAMES, INC.
 DEPT. 88-11, MUNCIE, INDIANA



CLEVELAND COIN MACHINE EXCHANGE has this efficient force to keep Exhibit Supply Company games a favorite in that city. Left to right are Ralph Sheffield, shop foreman; Audrey Marks, stenographer; H. Braunstein, secretary; Milton Cousin, head mechanic; H. H. Gisser, rental department manager, and M. S. Gisser, general manager.

ALLIED BARGAINS

FREE PLAY GAMES

Ragtime ... \$16.50	Follies ... \$36.50
Spotlight ... 18.50	Commodore ... 37.50
Cheerion ... 18.50	Big Town ... 39.50
Airport ... 21.50	Score Card ... 41.50
Big Six ... 21.50	Shortstop ... 42.50
Flash ... 22.50	Sally's Beauty ... 44.50
Vogue ... 24.50	Jolly ... 46.50
Triumph ... 24.50	Oastline ... 48.50
Mr. Chase ... 24.50	Drum Major ... 49.50
Punch ... 32.50	Daughboy ... 49.50
Spiner Six ... 34.50	Spooky ... 49.50
Rosy ... 36.50	Mills 1-2-3 ... 59.50

WRITE FOR LATEST PRICE LIST. LIBERAL TRADE-IN ALLOWANCE.

AUTOMATIC PAYTABLES

Winner ... \$16.50	Hawthornes ... \$62.50
Prizeketeer ... 17.50	Grandstand ... 79.50
Stables ... 22.50	Pace Maker ... 89.50
Sport Page ... 37.50	Grand Natl. ... 96.50
Gold Medal ... 37.50	Sport King ... 116.50

PHONOGRAPHS

Wurlitzer 500, Like New ... \$149.50
Wurlitzer 24, Illuminated ... 99.50
Wurlitzer 616, 16 Records ... 54.50
Wurlitzer 716, 16 Records ... 54.50
Wurlitzer 412, 12 Records ... 56.50
Seeburg Gem ... 122.50
Seeburg Royale ... 53.50
Seeburg Rex ... 79.50
Seeburg Model O ... 32.50

LEGAL EQUIPMENT

Keeney Anti-Aircraft Gun, Like Cab. ... \$99.50
Keeney Anti-Aircraft Gun, Blk. Cab. ... 92.50
Goldfish's Basketball ... 64.50
Evans' Ten Strike ... 59.50
Rooska's Ten Pin ... 52.50
A. B. T. Tarotta, Model F, Blue Cab. ... 16.50

Terms 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.



Phone: Capital 4747
3520 W. Fullerton Ave., CHICAGO

MILLS VEST POCKET BELL

1c or 5c play

Plain or Metered

(Meters Standard on One Cent Models)

Blue and Gold

or

Chrome Finish



WRITE OR WIRE FOR PRICE

IMMEDIATE DELIVERY

Exclusive Northwest Distributor

MAYFLOWER NOVELTY COMPANY

2218 University Avenue

St. Paul, Minnesota

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Completely Redesigned

The New 1941

FAST TIME



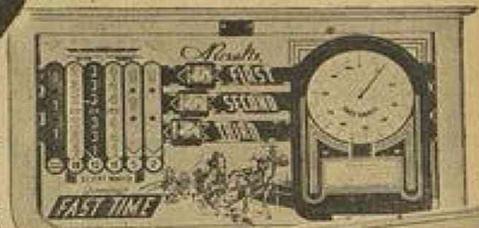
Free Play or Skill Field—Never has a console enjoyed the popularity of Fast Time. It's out earned—outplayed them all. Now this terrific money maker has been completely redesigned for 1941. More appealing—more fascinating than ever.

It's Slug Proof—has famous Jennings single unit chief mechanism. Brilliantly illuminated top. Order today.

Fast Time

With **FREE PLAY TOP**
1c Or 5c Play

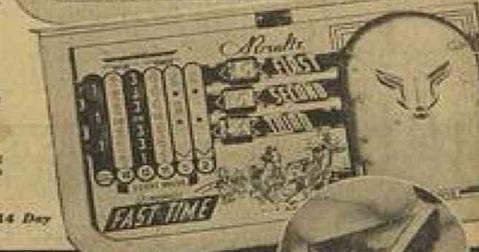
No patent mechanism. Awards made only in free plays. Thousands now being successfully operated.



Fast Time

With **SKILL PLAY TOP**
1c Or 5c Play

Automatic payout giving awards only when ball is shot into skill line.



Try Fast Time on our liberal 14 Day Free Trial Offer.

O.D. Jennings & Company

4309 West Lake Street • Chicago, Illinois

THE WINNER and NEW CHAMPION!
GOLD AWARD AMERICAN EAGLE



SOLD TO YOU BY ATLAS ON 10 DAY MONEY BACK GUARANTEE!
10 FOR \$275
Sample \$32.50.
Ball Gun Model \$2.00 Extra,
Gold Award Model \$1.50 Extra.
AND—50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!!
1/3 With Order—Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT; ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH



I. L. MITCHELL & CO.

THE BEST MACHINES — THE BEST PRICES

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-6460
1070 Broadway, BROOKLYN, N. Y.



All-American choice for **BIG PLAY!** Packed with Football atmosphere from A to Z! Fast—exciting—spellbinding! 4 ways to Score—High Score; Combination Rollovers; Sequence and Free Play Rollover!

Location records prove **LINE-UP** kicks in with **REAL MONEY!** Here's your chance to cash in with this player's favorite! **Order Yours Today!**

LINE UP WITH LINE-UP



\$104.50

Free Play Convertible

THE BAKER NOVELTY COMPANY INC.

2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

Liquor Industry's Good-Will Efforts

NEW YORK, Nov. 9.—Typical of the news stories which have been building good will for the liquor industry is the news that Gene Tunney, former world's heavyweight champion and chairman of the board of American Distilling Company, has been designated by the Advertising Club as the Man-of-the-Month for October.

In awarding the bronze plaque to Tunney, G. Lynn Sumner, president of the club, said he was chosen for this honor because of "his courageous fight against subversive influences in the American Youth Congress and his advocacy of patriotism among all youth organizations."

Jennings' Fast Time Gains Ground

CHICAGO, Nov. 9.—Operators who are on their toes are really going to town with **Fast Time**, remarks Hymie Branson, official of O. D. Jennings & Company, Chicago. "Progressive operators have found that they may operate **Fast Time** with either **Skill Top** or **Free Play Top**. Operators like the machines because of their dependability—an assurance that they will not break down at a crucial moment when the playing is fast. They know how well made the Jennings Chief mechanism is and they are finding out every day that the new 1941 models are tops.

"Several improvements are incorporated in the new models which make them more dependable than ever. For instance, the coin track has been redesigned so that it absolutely eliminates banging of coins and jamming. In addition all 1941 features of the Jennings Silver Moon Chief are now an integral part of every **Fast Time** mechanism.

"In the last six months, many new areas have begun to operate **Fast Time** and we expect that many more will begin operating this machine in the very near future. To acquaint operators with **Fast Time** we are arranging for a demonstration trial offer.

"Operators are looking over their territories with an eye to operating **Fast Time**. Not only will it be profitable wherever operated, but the long experience of O. D. Jennings & Company assures the perfect amusement machine,"

which, as operators know, will be among the most modern in the business. They will be sectioned off as to types of equipment.

"We want operators to feel at home when they call on Monarch, and therefore are installing many comfort-making facilities. Our reconditioning departments on the second and third floors of our new building are fast becoming organized and have stepped up their schedules for reconditioning all types of equipment."

Monarch Quarters Round Into Shape

CHICAGO, Nov. 9.—"It has taken a longer time than we anticipated to get our new headquarters in tip-top shape," comments Al Stern, executive of Monarch Coin Machine Company.

"Gradually we are getting things in condition to enable us to more satisfactorily fill the requirements of our larger-than-ever list of customers. Our individual offices are just about completed.

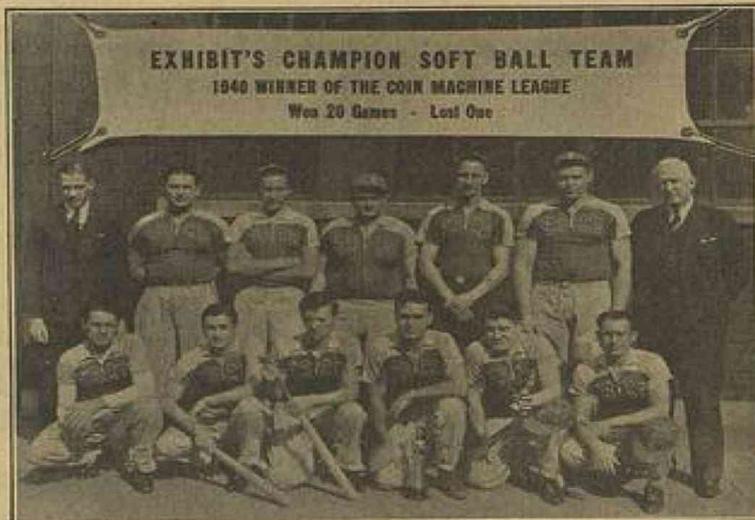
"Work has begun on our showrooms

VEST POCKET



BY MILLS
VIA
MONARCH

COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago, Ill.
Phone Armitage 1434-5-6-7



EXHIBIT'S CHAMPION SOFT BALL TEAM

1940 WINNER OF THE COIN MACHINE LEAGUE

Won 20 Games - Lost One

1940 SOFTBALL CHAMPIONS from the Exhibit Supply Company. Top row, left to right, are Exhibit assistant sales manager, Bill DeSelm; Ed Teplo, Hank Ross, Lefty Pullis, Cyclone Ivare, and Exhibit sales manager, John Christ. Bottom row, left to right, are Rocco Di Genio, George Romano, Mike Bodnor, Manager Dick Schuita, Joe Lasala, and Captain Frank Cosenzo.

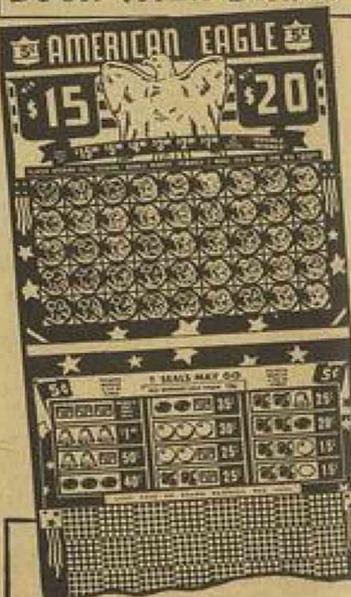
Police Sgt. Tucker Joins Newark Coino

NEWARK, N. J., Nov. 9.—Former Police Sergeant Edwin E. Tucker, retired from the Newark police force with honors after 27 years of service, has joined the sales force of Jack Berger's Newark Coino Distributors here.

Tucker is well known to New Jersey coinmen. Last year he ran for city commissioner of Newark. Tho defeated he polled over 10,000 votes, considered an unusually fine showing. It is understood that he will run for the city commissionership again next year and many predict he has a fine chance for victory.

Sergeant Tucker will act as field representative for Newark Coino Distributors. "Sergeant Tucker has been with the police department in Newark for over 27 years," said Berger. "He not only has many honors for his long and meritorious service, but he has served in every department from that of director of public safety all the way down. There is no doubt that Sergeant Tucker will be successful as our field representative. We believe that he will tremendously help all the coinmen in this State."

SLOT SYMBOL BOOK COVER BOARDS



SALUTE THE "AMERICAN EAGLE" BOOK!

Gardner's beautiful new! super-thick slot symbols now combined with terrific book cover board profit appeal in Gardner's latest hit-creation—

NO. 1000 AMERICAN EAGLE BOOK

5c, 10c or 25c Play

Order this new super-thick book-cover

sentation—**COLORFUL—TIMELY—**

NEW SLOT SYMBOLS—BIG PROFITS!

Tantalizing eagle seal awards with a \$10

top seal in 5c play and a brand new

"double winner" seal playing 10c.

Gardner presents a complete line of **SLOT-**

SYMBOL BOOK-COVER AND REGUL-

AR STEP-UP BOARDS. Write for full

descriptions **TODAY!**

GARDNER & CO.

2307 S. ARCHER CHICAGO, ILL.

BIGGEST PROFITS

from the
SMALLEST COUNTER MACHINE

TOT

Order Yours Today!

WESTERN PRODUCTS, INC.

925 W. North Ave., CHICAGO

Timed for Operators

Operators! You will need additional used machines for that extra Christmas Holiday Business. The Billboard's Christmas Special will be crammed full of extraordinary bargain offers. Watch for it—and buy from its advertisers.



On Sale
As Early
As Tues.,
Nov. 26

Forms
Close
Friday,
Nov. 22

Timed for Jobbers

Advertisers! Don't miss this opportunity to sell your used equipment. Make room for the large stocks of new and used equipment you will have to carry after the big January CMI Show. Plan now to have a message in the all important Christmas Special. Write today for information, or mail your copy in time to reach us not later than Friday, November 22.

The Billboard

25 Opera Place,

Cincinnati, O.

GUARANTEED FREE PLAY GAMES

- JumboParade \$115.00
- 1940 Western
- Baseball . . . 74.50
- Playmate . . . 69.50
- Gold Cup (Console) . . . 65.00
- 1-2-3 (Factory Rebuilt) . . . 62.50
- Mascot . . . 65.00
- Five-in-One . . . 47.50
- Fairground . . . 46.50
- Dauphroy . . . 46.00

- Bowling Alley \$25.00
- Mr. Chips . . . 25.00
- Triumph . . . 25.00
- Supercharger . . . 25.00
- Scop . . . 22.50
- Champion . . . 20.00
- Topper . . . 20.00
- Big Six . . . 19.50
- Maze . . . 19.50
- Variety . . . 17.50
- Airport . . . 12.50
- Cowboy . . . 12.50

The Markepp Company

3328 Carnegie Ave. 1410 Central Parkway
CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list



10-Day Free Trial
American
Eagles
or Marvels, Lots of 10
\$275.00

Sample \$32.50, Ball Gum Model, \$2.00 Extra.

Bally Announces New F. P. Multiple

CHICAGO, Nov. 9.—"Free play operators can now get their share of the profits earned by Bally's Long-Shot," says George Jenkins, general sales manager of Bally Manufacturing Company.

"Bally's new Lark-Horse, four-multiple, free-play game has all the features of Long-Shot, except the reserve. In other words, Dark-Horse is a by-request repeat performance of Bally's famous Sport Special and includes the great buy-the-board feature which has proved such a sensational money-maker.

"Dark-Horse is quickly convertible for one-shot or five-ball play and is available in either console or table. Judging by way Sport Special is still taking in top money, after six months on location, and also judging by the fact that used Sport Specials are practically non-existent, Dark-Horse should be a best seller from now until the time of the show.

Operators Line Up For Baker Line-Up

CHICAGO, Nov. 9.—"Election is over, the war news has lessened, and the exciting topic today is football," declares Harold L. Baker, president of the Baker Novelty Co., Inc., Chicago.

"The All-American sensation, the biggest thing since Doughboy, is our new football game, Line-Up. We have gone into capacity on this sensational hit. Orders are pouring in from everywhere and operators are in high spirits over the game.

"The only complaint is that they cannot get the games fast enough. Rush, rush, rush is their continual demand. We ask operators to please be patient.

"We've geared our manufacturing to top production and are doing all we can to give them the rush service they ask for. Take my advice; line up with Line-Up and you're in the line-up for big profits."

Gottlieb on Triple Duty

CHICAGO, Nov. 9.—The triple threat man of football fame has nothing on Dave Gottlieb, it is said. He's doing three jobs at once these days and he's on his toes with all of them.

There is, for example, production of machines, made more intense than ever because of the success of Gold Star. Then there are convention duties as proxy of the CMI. These become more numerous as the days of the big event draw nearer.

On the side Dave is building a new factory for his company. In case that's not enough to keep his time occupied, there are good ball games to see in various parts of the country.

"Besides my multiple duties I manage to see my quota of games and get in a bit of golf. There's nothing like plenty of work, play, and a favorite like Gold Star to produce, to put a coin machine manufacturer in top spirits!" says Gottlieb.

ORDER QUICK! WHILE THEY LAST!



THE GREATEST BUYS EVER OFFERED BY JOE CALCUTTI! EVERY MACHINE GUARANTEED REGARDLESS OF PRICE! WIRE OR PHONE YOUR ORDER NOW!

1-Ball Multiple and Single Coin Chute AUTOMATICS

- 1 Bally Grandstand . . . \$74.50
- 14 Bally DeLuxe Prekness . . . 22.50
- 4 Bally Regular Prekness . . . 12.50
- 1 Bally Blue Ribbon . . . 55.50
- 1 Bally Pace Maker . . . 79.50
- 1 Bally Gold Medal . . . 49.50
- 9 Bally Golden Wheel . . . 8.50
- 12 Bally Arlington . . . 12.50
- 1 Bally All Star . . . 6.50
- 1 Bally Belmont . . . 6.50
- 11 Bally Stables . . . 17.50
- 15 Bally Klondike . . . 12.50
- 2 Bally Entry . . . 17.50
- 12 Bally Derby . . . 7.50
- 1 Bally Senas . . . 6.50
- 4 Bally Classic . . . 7.50
- 8 Bally Jumbo . . . 4.50
- 12 Keeney Derby Champs . . . 17.50
- 1 Keeney Winning Ticket . . . 59.50
- 1 Mills Big Race . . . 14.50
- 1 Mills Double Header . . . 4.50
- 23 Mills New Style 1-2-3 Tables with all latest improvements . . . 49.50
- 21 Mills Hi-Boy . . . 17.50
- 1 Pameo Bells . . . 6.50
- 1 Pameo Palooka . . . 7.50
- 10 Rock-Ola Three-Up . . . 14.50
- 5 Western Derby Time (9-Coin Multiple) . . . 17.50
- 1 Western Pikes Peak . . . 6.50
- 1 Western Feed Bag . . . 32.50
- 4 Western Ak-Sar-Ben . . . 16.50

CONSOLES

- 2 Evans 1938 Galloping Dominoes, Serials 2372 and 2196 . . . \$32.50
- 2 Evans 1937 Galloping Dominoes . . . 42.50
- 3 Evans 1938 Galloping Dominoes with large odds drums . . . 89.50
- 1 Jennings Liberty Bell . . . 22.50
- 1 Jennings Padlock Club . . . 22.50
- 1 Keeney 1938 Skill Time . . . 52.50
- 14 Keeney '37 Red Head Skill Times . . . 42.50
- 3 Keeney Kentucky Skill Times . . . 45.00
- 2 Mills Flashers . . . 18.50
- 2 Pace Pay Day . . . 89.50
- 2 Pace 1939 Saratoga Sr., shup-proof . . . 69.50
- 1 Pace 1940 Saratoga Jr. . . . 89.50
- 1 Stoner Zipper . . . 17.50

FREE PLAY GAMES

- 49 Bally Triumph, 10 for . . . \$175.00
- Less Than 10 . . . 19.50
- 8 Bally Pick-Em . . . 21.00
- 2 Bally Variety . . . 19.50
- 14 Bally Scop . . . 27.50
- 7 Keeney Big Six . . . 27.50
- 12 Keeney Super Six . . . 37.50
- 2 Keeney Up and Up . . . 19.50
- 2 Keeney Super Charger . . . 19.50
- 5 Keeney Cowboy . . . 19.50
- 6 Chicago Coin Lucky . . . 42.50
- 5 Chicago Coin Sports . . . 42.50
- 3 Daval Follow-Up . . . 5.50
- 14 Exhibit Conquest . . . 12.50
- 1 Exhibit Congo . . . 39.50
- 8 Exhibit Flagship . . . 39.50
- 6 Genco Bang . . . 12.50
- 11 Mills Free Play Jumbo Parade Novelty Bells . . . 117.50
- 6 Mills 1-2-3 Tables . . . 69.50
- 6 Sencer Davy Jones . . . 9.50
- 1 Western Trio . . . 15.00
- 1 Western Mardi Gras . . . 39.50

NOTE! In placing order give second and third choice to insure immediate delivery, inasmuch as our stock of used equipment is continually changing.

TERMS Less than \$10.00—certified remittance in full with order. Over \$10.00—1/3 certified deposit with order. We ship C.O.D. for balance.

THE VENDING MACHINE CO.
105-15 Franklin St., Fayetteville, N. C.



Mills Vest Pocket

is the best and only Counter Machine ever to be equipped with complete automatic payout, only

\$44.50

SEE JACK—SAVE JACK!

- Fleet . . . \$55.50
 - Score-a-Line . . . 62.50
 - Power House . . . 45.50
 - Score Champ . . . 19.50
 - Yacht Club . . . 39.50
 - Steady . . . 39.50
 - Glamour . . . 34.50
 - Vacation . . . 42.50
- WEEKLY SPECIALS!**
- THREE SCORE . . . \$42.50
 - LANDSLIDE . . . 48.50
 - DOUBLE FEATURE 48.50
- WRITE FOR PRICES OF:**
- Scanner's Hold Over
 - Keeney Speed Demon
 - Obitson Fox Hunt
 - Cowboy . . . \$8.50
 - Keeney Ball . . . 7.50
 - Headline . . . 8.50
 - Draw Major . . . 39.50
 - Chubbie . . . 8.50
 - Sporty . . . 41.50
 - O'Boy . . . 22.50
 - Big Show . . . 24.50
 - Flagship . . . 14.50
- All these games like NEW! Please state second and third choice when ordering.
1/3 Deposit, Balance C. O. D. on all orders!

NEWARK COINO, 107 Murray Street, Newark, N. J.

"The House of Proven Winners"

- FREE PLAY GAMES**
- Bally Victory . . . \$49.50
- Bally O.O.D. . . . 22.50
- Bally Topnotcher . . . 24.50
- Keeney Super 6 . . . 29.50
- Exhibit Flagship . . . 24.50
- Keeney Supercharger . . . 24.50
- Exhibit Short Stop . . . 39.50
- Keeney Thriller . . . 19.50
- Stoner Clipper . . . 14.50
- Lucky Pick—Counter . . . 7.50
- Big 6, Keeney . . . 17.50
- FREE PLAY GAMES**
- Gottlieb Big Show . . . \$32.50
- Bally Vogue . . . 19.50
- Bally White Balls . . . 22.50
- Bally Scop . . . 21.50
- Bally Cozum . . . 44.50
- Bally Pickem . . . 16.50
- Exhibit Congo (1 or 5 Ball) . . . 34.50
- Exhibit Conquest . . . 17.50
- Bally Triumph . . . 28.50
- Mills Westmoct, Counter . . . 24.50
- NOVELTY GAMES**
- ABT Challengers, Like New . . . \$14.50
- ABT Med. F. Like New 17.50
- Bally White Balls . . . 10.00
- Bally Pickem . . . 7.50
- Bally Vogue . . . 9.50
- Exhibit Counter Game . . . 14.50
- Penny Pack—Counter . . . 6.00
- Daval Reel Spot, Counter 4.50
- One-Third Cash With Order—Balance C. O. D.

J. and J. NOVELTY COMPANY
4840 MT. ELLIOTT AVE. (Phone 1433) DETROIT, MICHIGAN



EARL WINTERS, sales manager of International Telescope Reel, takes time out to be photographed and relate what a big job his firm is doing on Sky Fighter.

Exhibit's **NEXT!**

ZOMBIE

P.S. You'll be hearing it's Greater than LEADER!

AMERICAN EAGLE

World's Smallest Fruit Symbol Bell With Automatic Token Award.



ON 10 DAYS' FREE TRIAL
SAMPLE \$32.50

10 for \$275
Gold Award Model \$1.50 Extra
Ball Gum Model \$2.00 Extra

BALL GUM

15c Per Box, 100 Pieces
Case of 100 Boxes, \$12.75
1/3 Deposit, Balance C.O.D.

SICKING, INC.

1401 Central Parkway, Cincinnati, Ohio

Genco Metro Keeps Factory Stepping

CHICAGO, Nov. 9.—Latest reports from the Genco plant in Chicago confirm the pre-release predictions of Dave Gensburg, Genco executive, who said: "The new Genco game, Metro, will be the biggest hit in the long line of Genco money-makers."

"Operators are saying it with orders," said Gensburg. "Record orders have deluged our distributors to such an extent that we're working night and day to supply the demand. Bert Lane, our Eastern representative, reports that he has never before experienced such enthusiasm about a game. Metro seems to be the absolute tops in our history. With pardonable pride we can point to the outstanding record of hit games in the industry."

"Metro has been speeded to its pinnacle of success by the new build-up feature which adds the come-on of extra high score and free game awards to the really thrilling action of the game. The combination of the build-up feature and the pulse-raising A. B. C and 1-to-5 rotation features mean that it is a big money-maker."

"Genco is the name—Metro is the game! is the happy slogan developed for this great game."

South Solid for Guns

RICHMOND, Va., Nov. 9.—"Solid South today refers not only to politics but also to the operators' opinion on the greatest money-maker we have ever seen," reports H. F. Moseley, head of Moseley Vending Machine Exchange.

"I mean Keeney's Air Raider, and when I say solid: an unbreakable front of enthusiasm for a gun with unmatched features and earning power. Orders have been coming in from operators in Virginia and North Carolina in an ever-growing stream."



MAKE BIG MONEY

From Now Until Christmas Selling **JUMBO TURKEY BOARDS**
A Real Flash That Readily Sells at \$1.00 Each
150 Holes, No Numbers Over 100
BRINGS \$21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
PRICE \$3.50 per Box. \$22.50 per 100
Sample, \$1.00
Remittance With Order or 50% on C. O. D.
LARRIMORE MANUFACTURING CO.
447 PIERCE BLDG., ST. LOUIS, MO.



CANDY FOR OPERATORS
24 1-LB. BOXES OF CHOCOLATES . . . \$4.25
EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX WITH MIRROR, Containing 1 Lb. Miniatures
Quality Assl. Chocolates . . . Per Box \$1.00

CANDY FOR THE HOLIDAYS
5-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 70c
5-LB. BOX OF AMERICAN MIXED . . . Per Box 60c
2-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 50c
Send for our Free New Illustrated Catalogue.
20% Deposit With Order, Balance C. O. D.

DELIGHT SWEETS, Inc.
50 E. 11th Street, NEW YORK CITY

Look To The GENERAL For LEADERSHIP!

BIG SHOW \$32.50	WE WILL HAVE FIRST DELIVERIES OF COTTLEB'S PARADISE	POWERHOUSE \$52.50
BIG SIX 17.50		SKY LINE 57.50
DUDE RANCH 55.00		SUPER SIX 27.50
FLIGHT 57.50		THREE SCORE 52.50
LUCKY 22.50		TRIUMPH 22.50
OCEAN PARK 22.50		YACHT CLUB 47.50
PLAYMATE 59.50		JOLLY 35.00
POLO 55.00		VEST POCKET 27.50

OUR QUALITY RECONDITIONING IS OUR GREATEST AD—WRITE FOR COMPLETE PRICE LIST! We BUY good Used Games, 1/3 Cash With Order, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 2320 N. MONROE ST. BALTIMORE, MD.

WANTED FOR CASH COUNTER GAMES, IMPS, COTTLEB'S GRIPS, AND VEST POCKETS

Bang-A-Deer \$24.50	Vest Pockets, Blue and Gold Cabinet \$34.50	Bally Shoot the Bulls \$64.50
Chicken Game 22.50	Black Cabinet Keeney 37.50	Vest Pockets, Green Cabinets 22.50
Ray-O-Lites 22.50	Anti-Airports 64.50	Seaburg Parachute Jumpers, slightly used 129.50
A. B. T. Model P 13.50	Salt Birds 23.50	7-Column Goettias 12.00
C-Col. SP Stewart-No. 12.00	16-Record Rock-O-Lax 37.50	
	Tom Miss 24.50	

S & W COIN MACHINE EXCHANGE
2416 GRAND RIVER AVE. (1/3 Deposit) DETROIT, MICH.



E. T. MAPE MUSIC COMPANY'S new quarters in Los Angeles. The new building was the site of a huge open house party October 26. Spacious and beautiful showrooms, a well as modern offices, are housed here. L. B. McCreary, manager of the firm, reports that the opening day celebration was a complete success.

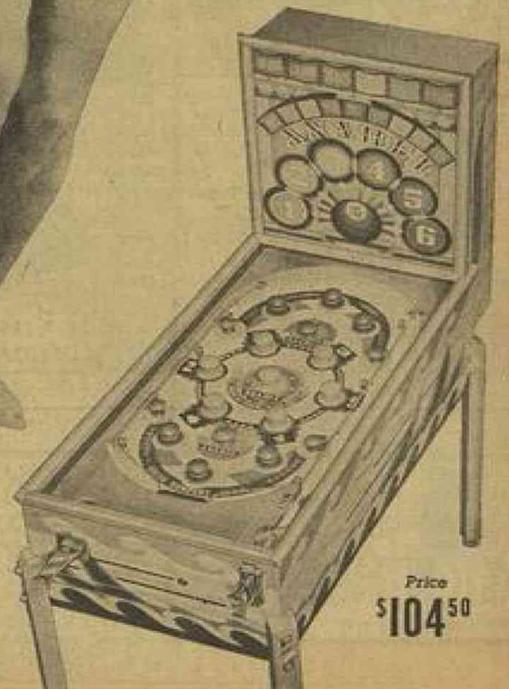
Get acquainted with

ANABEL

WITH SPECIAL
\$300
ANABEL AWARD

More pep... more zest than you've ever seen in any game. Two Anabel bumpers for a \$3.00 award (automatically converted into free games). The wild, exciting Brite Spot Bumper, the thrilling rotation scoring principle of six lights out (and they look so easy) — plus the ever popular high score principle. If you want a game that's really new... really different... then get acquainted with Anabel.

STONER CORPORATION
AURORA ILLINOIS



Price
\$104.50

Stoner Asks "Have You Met Anabel?"

AURORA, Ill., Nov. 9.—"Have you met Anabel?" asks Clarence Adelberg, official of the Stoner Corporation. "Wait 'til you see her. She's slated to be the 1941 glamour girl, full of tricks, zest, and player appeal."

"You'll be seeing her all over shortly and you'll be anxious to operate it in

your choice locations. Beauty and play appeal are great and will register with players as well as with operators.

"A special award is earned by successfully contacting Anabel's bumpers. The popular high score and rotation lights-out scoring principle adds spice to the play. Added to this is the wild bright-spot bumper, always alive to add new excitement to the game.

"Introduce Anabel to your locations and watch how the play will swing to it. She's a beauty and truly irresistible when it comes to larger and quicker profits."

Robbins Offers Counter Game

BROOKLYN, Nov. 9.—"When a counter skill game that is capable of paying for itself in a few weeks is offered to operators at a reduction in price—that is news," declares Dave Robbins, head of D. Robbins & Company.

"Because of a special deal with the factory, the Baseball Gum Vendor, 1-cent counter game, is offered at a savings price to operators. When this large purchase of machines is exhausted, the price will revert to normal.

"The counter game is equipped with a A. B. T. coin chute and vends a ball of gum for every penny. The idea of the game is to shoot the penny into a base or home plate pocket. All skillful hits are recorded so that operators may determine at a glance the status of play on the machine."

Four So. Automatic Offices Very Busy

LOUISVILLE, Ky., Nov. 9.—Reports from the four offices of the Southern Automatic Music Company indicate that that firm is enjoying a large volume of business. Improvements in service and facilities are credited for a large part of the rise.

The recent move to new headquarters in Indianapolis has enabled the Southern Automatic office in that city to speed up service and carry a larger stock of equipment.

"Speaking of speed and service," comments Sid Stiebel, "I left the Louisville airport one morning and returned that night to find a complete Seeburg wireless remote control music system already installed and operating. Incidentally, this installation has proved to be a most profitable one."

"Music equipment continues in high demand. Our four offices are running at top speed in sales and installations. In answer to the many queries regarding the status of our new building addition in Louisville, we are happy to announce that the bricklayers are almost finished with their work, and work will soon commence in constructing the roof."

CASH IN WITH MILLS

VEST POCKET BELL

Midget Automatic Payout



America's most practical Jackpot counter machine. Completely automatic payout of all awards, 3 to 20 and Jackpot.

- 1c Play with Jackpot Register \$47.50
- 5c Play with Jackpot Register 47.00
- 5c Play without Register.. 44.50

ORDER TODAY

1/3 Deposit, Balance C. O. D.

SICKING, INC.
1401 CENTRAL PARKWAY
CINCINNATI, O.

SPECIAL FOR THIS WEEK ONLY!
TRIUMPH, \$15.00 - - - DOUBLE FEATURE, \$50.00

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
 BROOKLYN, N. Y. Telephone: NE 8-3700
 Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

Everyone Admits it's *Sensational*

All American

by Chicago Coin

Be Patient!

Because of the avalanche of orders and re-orders for All American some deliveries were delayed. Stepped up production should assure more prompt delivery!

BIG PRIZE
"50 REPLAY"
TOP AWARD \$104⁵⁰
GAME

Chicago Coin Games Cost Less Because They Have A Greater Trade-in Value!

RING STARS

PACKS A REAL PROFITWALLOP



Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

No. 11359 5c Play 1000 Holes
Takes in \$47.50 Average Payout \$33.05
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 13th to 16th

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.

SAVE WITH SAVOY ON FREE PLAY GAMES!

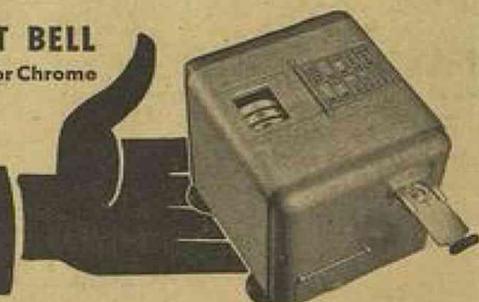
BRITE SPOT	\$47.50	SPECIAL CLOSE OUT	THRILLER	\$12.00
PUNCH	19.50		BLONDIE	42.50
SUPER SIX	19.50	LANDSLIDE	BIG SHOW	27.50
SHORT STOP	29.50		TWINKLE	14.50
ROXY	29.50	DBL. FEATURE ...	C. O. D.	22.50
TRIUMPH	14.50		MASCOT	29.50
SCORE CHAMP	22.50		HOME RUN	34.50
SPEEDWAY	44.50		DUDE RANCH	52.50
COMMODORE	19.50		DRUM MAJOR	42.50
SPORTY	42.50			

One-third Deposit. With All Orders. Balance Shipped C. O. D. All machines guaranteed perfect working order. Write for any machine you want not listed here.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

VEST POCKET BELL

1c or 5c Blue & Gold or Chrome



ATLAS NOVELTY COMPANY
2200 N. WESTERN AVE • CHICAGO • ILL.

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write today! If interested—ASK AL260 FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ACTION!



Mills Vest Pocket Bell is completely automatic—pays standard Mystery rewards. The only small payout Bell ever made. This eight-inch cube, weighing 18 pounds, makes money like its hundred-pound big brothers. Standard model is hammerloid blue and gold, 5c play. Also 1c play. Also with case in solid chrome, 5c or 1c. Metered Jackpot on all 1c models; optional on 5c models. If your distributor doesn't carry it, he must have a hole in his head. Mills Novelty Co., Chicago.

GET ACTION WITH MILLS VEST POCKET!

WANT TO BUY
100 MILLS VEST POCKET BELLS
Also
FREE PLAY GAMES
BLONDIE, FORMATION, LEADER AND
GOLD STAR
Write or Write Best Prices
3147 Locust St.,
St. Louis, Mo. **CALL NOVELTY CO.**

Allied Service Features Praised

CHICAGO, Nov. 9.—“Yes, sir, it's getting to be a well-known fact throught the trade that Allied can supply the machines,” said Harry LeVine, official of Allied Novelty Company, of Chicago. “It is surprising how fast the fact has got around that we make unusual efforts to expedite deliveries on customers' orders.”

“For example, if we happen to be sold out of games that are on a customer's order, our liberal trade-in policy, as well as spot cash buys, bring quick results in the way of a replenished stock. This is what enables us to give exceptional service in filling customers' orders immediately.”

Both Harry LeVine and partner, Sam Kleinman, are enthused over the prospects of great sales on Keeney's new gun, Air Raider.

Atlas Praises A-A Gun

CHICAGO, Nov. 9.—“Enemy parachute troops had better steer clear of Illinois and Iowa,” remarks Morrie Ginsburg, official of the Atlas Novelty Company.

“If I am to judge by the number of Keeney Air Raider guns that will be in operation in these two States very shortly, every man, woman, and child will be practicing air-defense marksmanship daily. I have never seen so great a demand as our company is now experiencing with Air Raider.”

Ben Kulick, sales manager for Atlas Phonograph Company, Buffalo, reports similar enthusiasm for Air Raider in his territory. “Operators are justifiably pepped up over the grand features in Air Raider,” he states.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$3.65
- 1200 hole F-5275-Horses at 3.92
- 800 hole F-5270-Pocket Dice at 1.89
- 720 hole F-5255-Pocket Jack at 1.86
- 600 hole F-5305-Royal at 2.12

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

BARGAINS

- | | |
|-----------------------|-------------------------|
| FREE PLAY | ONE BALL PAYOUT |
| Bally Beauty, \$42.50 | Derby Days, \$15.00 |
| Headliner, 27.50 | Providence, 16.50 |
| Jumpin', 19.50 | Daily Races, 10.00 |
| Sparklers, 16.00 | Daily Derby, 5.50 |
| Lucky Strikes, 27.50 | SLOTS |
| Majors, 20.00 | Columbia, J.P., 35.00 |
| Rebound, 19.50 | BlueFri., D.J.P., 32.50 |
| Contact, 17.50 | 4-Star Chief, 30.00 |

Rockola 12s, Type Two, \$30.00
Rockola 12s, Club Model, 27.50

One-third deposit required with order.

Operator's Exchange

1713 YOUNG, DALLAS, TEXAS

GET YOUR PICK!! SACRIFICED While they last

- EVANS TO STRIKE \$44.50
- REBURN CHICKEN B&M, without base, 49.50
- SEEBURG CONVICT, without base, 59.50
- BALLY ALLEY 24.00

All Machines Reconditioned Like New.
PEERLESS DISTRIBUTING CO.
301 W. 9TH ST., KANSAS CITY, MO.

Correction
A city column in the November 9 issue from Matchex, Miss., erroneously identified Ed Stern, of Dallas, as regards his firm affiliations. Stern is a representative of the J. P. Seeburg Corporation, Chicago. Apologies to Mr. Stern.

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FREE PLAY	FREE PLAY
1938 Kentucky Club, \$45.00	Spectem, \$14.00	Golden Gate, \$14.00
Dark Horse, 17.50	C. O. D., 22.50	Ocean Park, 24.50
Panco Reamont, 17.50	Triumph, 22.50	Contact, 14.00
Cigarette Slots, 22.50	Lucky Strike, 22.50	Up A Up, 12.00
Phoenix, 22.50	Wally, 24.50	Chubbie, Novelty 1 Ball, 10.00
Heartome, 22.50	Lucky, 22.50	Milk 1-2-3, 07.50
Derby Time, 22.50	O'Ray, 34.50	Cocoy, 39.50
Wills 1-2-3, 22.50	Hot, 27.50	Gold Cup, 07.50
Rix, 12.50	Big Six, 18.00	Arington, 22.50
Zeta, 12.50	Scotchamp, 34.50	Bally Alley, 29.50
Keeney Anti-Aircraft, 110.00	Deposit With Order, Balance C.	

2018 CARNEGIE AVENUE, CLEVELAND, OHIO

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

PHONOGRAPH AND LEGAL MACHINES	FREE PLAY GAMES AND CONSOLES
Rock-Ola 1939 De Luxe, Late Model, \$144.50	Keeney Speedways, \$99.50
Wurlitzer 500, Keyboard, 144.50	Bally Vacations, 69.50
Rock-Ola 1939 Standard, Late Model, 129.50	Sloper's Rotations, 69.50
Wurlitzer 516, Illuminated Dials, 64.50	Genco's Duke Rancher, 69.50
Rock-Ola Rhythm King 194, 59.50	Baker's On Deck, Birdie, 69.50
Jennings Roll-in-the-Barrel, Like New, 39.50	Goldfish's Oh, Johnny, 39.50
Keeney Anti-Aircraft Guns, 79.50	Genco's Big League, 39.50
Bally Bull's Eyes, 54.50	Genco's Range, 19.50
Seeburg Chicken Sams, With Base, 42.50	Keeney's Big Six, 19.50
Rock-Ola Ten Plus, 47.50	Jennings 1940 Fast Time, Dc, 39.50
Rock-Ola World Series, 34.50	Face 1940 Saratoga Jr., Bc, 69.50
Bally Alley, Late Model, 27.50	Face 1938 Saratoga, 54, 194, 254, 79.50

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Badger Novelty Co., 2546 N. 30th St., Milwaukee, Wis.

MILLS

Distributor
PHONOGRAPHS
CONSOLES
BELLS
TABLES
KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.
Baltimore Office
515 Cathedral St., Baltimore, Md.

AMERICA'S

LEADING DISTRIBUTORS

Get your order to your Keeney distributor today!



Air Raider



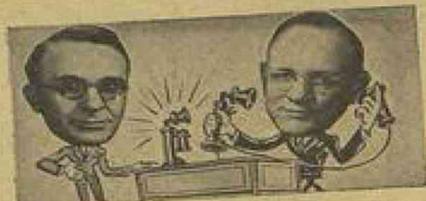
"Best Money-Maker I've Ever Seen, Jack!" Morrie Ginsburg

Air Raider

ILLINOIS-IOWA OPERATORS
Order from
↓



ATLAS NOVELTY CO.
2200 N. Western Ave.
CHICAGO, ILL.



"Thanks, Jack, for the tops in Guns!" H. F. Moseley

Air Raider

NORTH CAROLINA VIRGINIA AND W. VIRGINIA OPERATORS
Order From



MOSELEY VENDING MACHINE EXCHANGE, Inc.
80 Broad Street
RICHMOND, VA.



"Congratulations, Jack, on the greatest of all money-makers!" I. H. Rothstein

Air Raider

PENNSY OPERATORS
Order from
↓



BANNER SPECIALTY CO.
1530 Parrish St.
PHILADELPHIA, PA.
1508 Fifth Ave.
PITTSBURGH, PA.

15 SEPARATE PLANE FLIGHTS...UNLIMITED

Call it the **GREATEST MONEY MAKING GAME Ever Offered!**



"It's a whiz, Jack! More profits than anything else on the market!"
Dave Simon

Air Raider

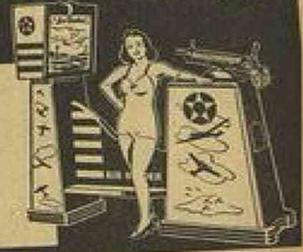
ORDER YOURS FROM
SIMON SALES CO.
437 W. 42nd St.
NEW YORK CITY, N. Y.



"Sensational is the word for it, Jack! Congratulations on another world-beater!"
David S. Bond

Air Raider

ORDER YOURS FROM
TRIMOUNT COIN MACHINE CO.
1292 Washington
BOSTON, MASS.



"Big profits are in store, Jack, for Air Raider operators! Thanks for a winner!"
Wm. "Bill" Cohen

Air Raider

WISCONSIN-MINNESOTA OPERATORS - Order from
SILENT SALES CO.
200 11th Ave., South
MINNEAPOLIS, MINN.



"We can't get 'em fast enough, Jack! Everybody wants your money-making gun hit!"
C. W. Stanley

Air Raider

ORDER YOURS FROM
AUTOMATIC AMUSEMENT CO.
"The South's Most Progressive Distributors"
883 Union Ave.
MEMPHIS, TENN.



"They'll make big dough, Jack! Congratulations on another gold mine for operators!"
R. F. Mason

Air Raider

ORDER YOURS FROM
CENTRAL DISTRIBUTING CO.
105 W. Linwood Ave.
KANSAS CITY, MO.
607 W. Douglas
WICHITA, KAN.



"What a game! Congratulations, Jack, on the greatest money-maker in history!"
R. N. "Boots" Strange

Air Raider

N. CAROLINA-VIRGINIA OPERATORS - Order from
SOUTHERN VENDING MACHINE COMPANY
528 Craghead St.
DANVILLE, VA.



NUMBER OF SHOTS DURING EACH FLIGHT!

ANY NUMBER OF HITS CAN BE SCORED ON EACH FLIGHT!



"You've done it again, Jack! Territory is going 100% for your new gun sensation!"

"Bill" Cohen

Air Raider

MONTANA-N. and S. DAKOTA
OPS—GET YOURS FROM

SILENT SALES CO.

200 11th Ave., South
MINNEAPOLIS, MINN.



"Your great new gun is the money-maker of the century! Keep 'em coming!"

A. N. Delaporte

Air Raider

ORDER YOURS FROM

REX AMUSEMENT CO.

710 S. Salina St.
SYRACUSE, N. Y.

1443 Main St.
BUFFALO, N. Y.



"Operator response greatest in history of company! Congratulations, Jack!"

Morrie Gisser

Air Raider

ORDER YOURS FROM

**CLEVELAND COIN
MACHINE EXCH.**

2021 Prospect Ave.
CLEVELAND, OHIO



"Entire Pacific Coast besieging our offices for Air Raider! Greatest gun ever, Jack!"

Lou Wolcher

Air Raider

PACIFIC COAST OPERATORS—
Order From
**ADVANCE AUTOMATIC
SALES CO.**

1021 Golden Gate Ave., San Francisco, Calif.

MAC SANDERS
2837 W. Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS, Inc.
1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Wash.



"Congratulations, Jack, on the gun that'll make a mint of money for our ops!"

A. G. Haneklau

Air Raider

ORDER YOURS FROM
OLIVE NOVELTY CO.

2625 Lucas Ave.
ST. LOUIS, MO.



"Congratulations, Jack! Operators go for Air Raider 'cause they can't go wrong on it!"

Roy McGinnis

Air Raider

ORDER YOURS FROM

ROY MCGINNIS

2011 Maryland Ave.
BALTIMORE, MD.



ADJUSTABLE HIGH SCORE FREE PLAY AWARD!

CONTINUOUS LITE-RAY TRACER BULLETS!



"Jack, it's the greatest of them all! We've never seen anything like it for profits!"
 "Bill" Marmar

Air Raider

ORDER YOURS FROM
SICKING, INC.

14th & Central Parkway
 CINCINNATI, OHIO



"An orchid to you, Jack, for the top money-maker of the industry!"
 Al Schlesinger

Air Raider

ORDER YOURS FROM

SQUARE AMUSEMENT COMPANY

707 Broadway, ALBANY, N. Y.
 88 Main St., POUGHKEEPSIE, N. Y.



"Congratulations, Jack! This is the 'Better Gun' we've all been waiting for!"
 Ben Kulick

Air Raider

ORDER YOURS FROM

ATLAS PHONOGRAPH CO.

1669 Main St.
 BUFFALO, N. Y.



"Thanks for the money-maker, Jack! We've never been so deluged with orders!"
 Joe Frank

Air Raider

ORDER YOURS FROM

AUTOMATIC SALES CO.

416-A Broad St.
 NASHVILLE, TENN.



"Who wants a mint when he can operate Air Raiders? Thanks, Jack, for a real winner!"
 George D. Barok

Air Raider

ORDER YOURS FROM

The BAROK CO.

312 East Broad St.
 COLUMBUS, OHIO



"For big jack, Jack, my operators are calling for your great gun sensation!"
 Ben Robinson

Air Raider

ORDER YOURS FROM

ROBINSON SALES CO.

3100 Grand River Ave.
 DETROIT, MICH.



COMPACT—ONE PIECE . . . OCCUPIES VERY SMALL SPACE!

GENCO DOES IT AGAIN!

NEW METRO

GENCO'S GREATEST ACHIEVEMENT... & THAT'S SAYING A CASHBOXFUL! 3 WAYS TO WIN!



NEW! THRILL-FILLED "BUILD UP" FEATURE FOR EXTRA HIGH SCORE AND FREE GAME AWARDS!

"1 TO 5" ROTATION APPEAL

HIGH SCORE AWARDS

"A-B-C" FEATURE

METRO is simply terrific! Brand new "Build Up" feature is the greatest "come on" idea in years. (Every time a purple bumper is hit when lit it registers a possible high score on "build up" line on back-board. This high score is made when ball goes through lit lane at bottom of board. If A, B and C are lit, FREE GAMES will be made instead of points!) METRO HAS "LAST SECOND" THRILL ACTION THAT'S NEVER BEEN EQUALLED!! It's the greatest of Genco's great games! Tops in profits!

ORDER METRO IMMEDIATELY!

\$104.50
FREE GAME CONVERTIBLE

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO

Alive!
JESSE JAMES

A life history told in thirty thrilling scenes. Each winning scene appears four times. Bandit Seals each average \$2.42. Approximate average profit \$28.00.

Introduce yourself to the industry's latest write SUPERIOR for details on Jesse James and other new sensational boards.

SUPERIOR PRODUCTS
14 No. MERRILL ST. CHICAGO, ILLINOIS

A NOVEL SENSATION IN THE NEW ENCYCLOPEDIA OF OPPORTUNITY
The sensational JESSE JAMES will increase your profits. 1280 hole board with full-color Jesse James symbols.

Boston Coinmen Gain as Defense Program Begins

BOSTON, Nov. 9.—The industrial upswing as a result of the home-defense program and a revival in peace-time industries throughout the Boston area has been reflected during the past month in coin machine business. General amusement trend is upward, with theaters reporting bigger houses and with the coin machine operators generally experiencing sharp upwings in collections.

News of the month includes the installation of a Seeburg telephone system. Coinmen are studying operation of installations of this type. Interest was shown in the Seeburg set-up when it was pointed out that the machine could be easily switched over from wired music to regular remote control.

First installation of a new coin-operated electric shaver also was reported. Its value as a money getter is being watched by operators. An electric shave, 10 minutes in length, is provided with the insertion of a dime. When not in use shaver is plugged into box, automatically sterilizing it.

Games enjoyed a brief spurt at the beginning of September, when arcade



BERT LANE Says:

WRITE! WIRE! PHONE!
FOR MY SPECIAL
TIME PAYMENT PLAN
ON
SKY FIGHTER

A terrific offer to help you get going NOW in the biggest legal moneymaker ever seen!

*** METRO ***
IS GENCO'S MIGHTIEST MONEYMAKER!

RUSH YOUR ORDER NOW!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

A	Keeney Anti-Aircraft Black Cabinet	\$69.50	A
J	10 Grotchen Zooms—Like New	\$12.50	J
J	Bally Alloys—1940 Models	\$19.50	J
Write Prices on All New Machines. 1/3 Deposit.			
AJAX NOVELTY CO.			
X	2707 WOODWARD AVE. AT SPROAT ST.,		X
DETROIT, MICH.			

BE WISE!
FAMILIARIZE YOURSELF WITH
COIN OPERATED

POOL BOWLING

Acclaimed the outstanding achievement of the industry
100% legal 5c or 10c Play

POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phone: Intercoast 9760 (direct to factory)

OPERATORS, WRITE...
H. G. PAYNE COMPANY
312-314 Broadway, NASHVILLE, TENN.
For Weekly Bargain List. Most Complete Stock of New and Used Coin Machines in the South.

NEW PRICE LIST NOW READY! WRITE!
CONTAINS ALL THE LATEST AND BEST NEW AND USED MACHINES AT PRICES THAT GUARANTEE YOU BIGGER AND BETTER PROFITS!
ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

FROM BORDER TO BORDER
FROM COAST TO COAST—

GOLD STAR

GOLD STAR
GOLD STAR
GOLD STAR
GOLD STAR
(IT'S SHATTERING ALL RECORDS!)

IMMEDIATE DELIVERY
See Your Distributor Today!

D. GOTTLIEB & CO.

2736-42 North Paulina Street

Chicago, Illinois

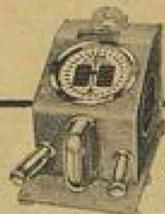


\$104.⁵⁰

DE LUXE GRIP SCALE

3-WAY Strength Tester

Has Button Indicator Control for competitive play . . .
Tension Adjustment . . . Bell Adjustment . . . Non-
Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50.



100%
LEGAL

\$19.⁵⁰

IMMEDIATE DELIVERY

OUR WEEKLY SPECIALS!

- Chicken Sam with Base..\$49.50
- Evans Ten Strike 49.50
- Bally Alleys 29.50
- Western Baseball 39.50
- Keeney Anti-Aircraft Gun 95.00

MILWAUKEE COIN MACHINE COMPANY

1455 West Fond du Lac Ave.,
MILWAUKEE, WIS.

buyers contemplated keeping open late because of mild weather. Bad weather then set in resulting in a slump of arcade business. Ray guns are going strong in every section with new installations reported almost daily.

Cigarette vending machine sales are down, as are collections, the result of the increase in price to 17 cents. Stiff competition now, as most over the counter sales are 15 cents or 16 cents. Drop of from 35 per cent to 40 per cent in collections generally, altho it is pointed out that with the price increase, operators can stand a 50 per cent drop and still be as well off as before.

Used machine market strong, with most dealers in used boxes and games reporting general inability to get sufficient merchandise.

There have been reports that something might be done about licensing phonograph machines so that the State could collect a tax. Generally believed, however, that reports were nothing more than conversation as sources close to the tax department say no such move is anticipated. Similarly recurrent reports, which most operators expect at this time of year when the Legislature is getting ready to go into session, that the State would license bells are treated lightly.

Minnesota Gophers Draw Game Fans; Machine Play Up

MINNEAPOLIS, Nov. 9.—Winning ways which the University of Minnesota football team has been showing thus far this season, knocking off one great team after another, has boosted profits of photograph operators in this section. Pinball games have been getting their share of attention during football celebrations, but the photographs are being used hard and often.

Minnesota's Home-Coming Celebration, with the Gophers rolling over Iowa 34-6, climaxed a big season. College songs, of course, have been getting the biggest play in the photographs, with the Minnesota Rouser song topping them all off.

The record business in general has been showing a marked increase since the reduction in disk prices.

Evans' JUNGLE CAMP

You Asked For It—
Here It Is!

4 MODELS
For All Territories!

- FREE PLAY
(straight)
- FREE PLAY
(mint vendor)
- FREE PLAY
(convertible)

PAYOUT
MODEL

★
FULLY
METERED



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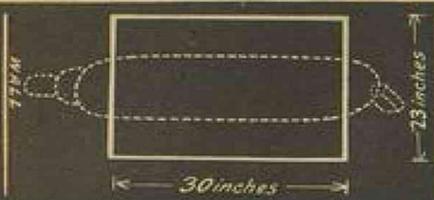
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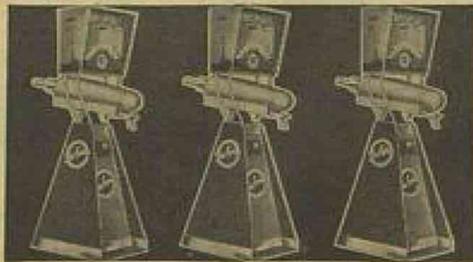
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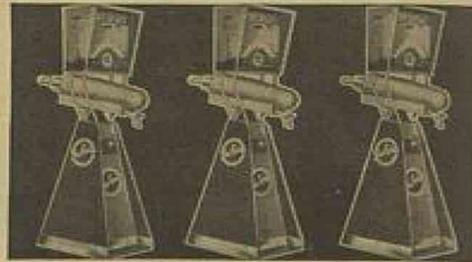
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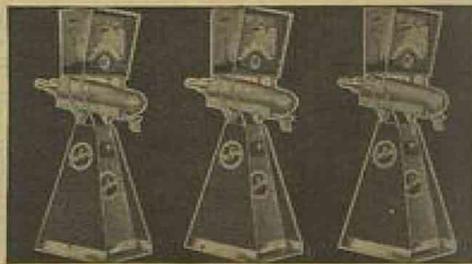
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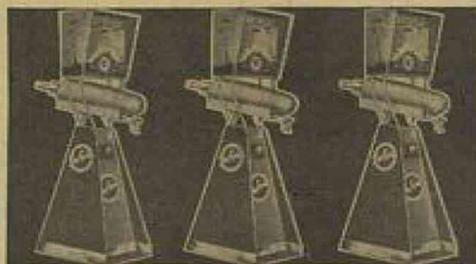
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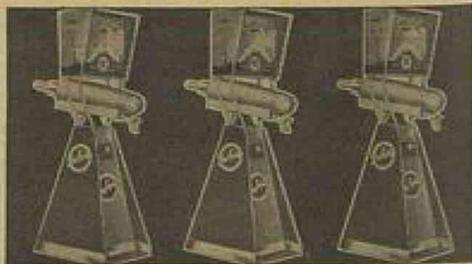
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MAKE MONEY FOR MONTHS
ON THE SAME LOCATIONS!

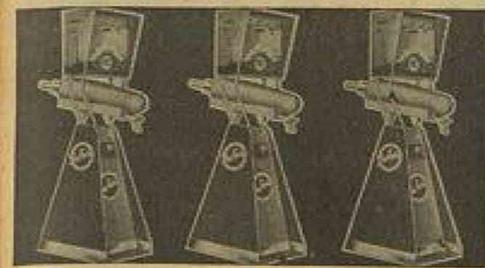
A. P. SAUVE CO.

3002-3004 Grand River Ave.
Detroit, Mich.

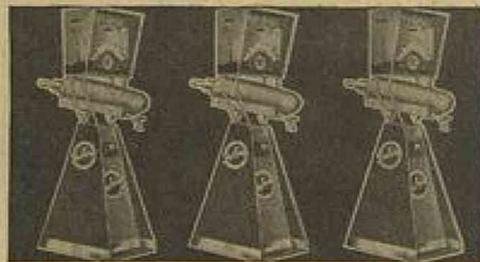
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SHOULD LEARN TO SHOOT!**SKY FIGHTER**

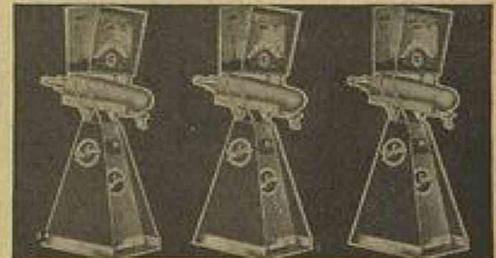
U. S. Patent No. 2,212,257, Other Patents Pending.

**PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH****MILLS SALES CO., LTD.**1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.**SKY FIGHTER**

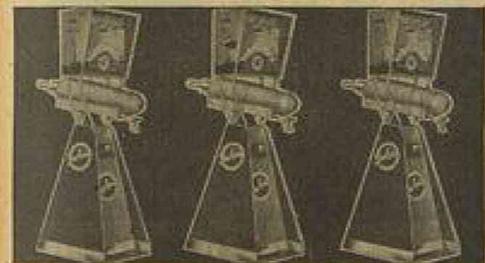
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**CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!****STEWART NOVELTY CO.**136 E. 2d South St.
Salt Lake City, Utah**SKY FIGHTER**

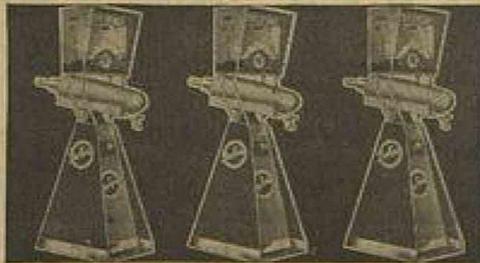
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**The ORIGINAL . . . and by far the BEST****SQUARE AMUSEMENT CO.**88-90 Main St., Poughkeepsie, New York
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.**SKY FIGHTER**

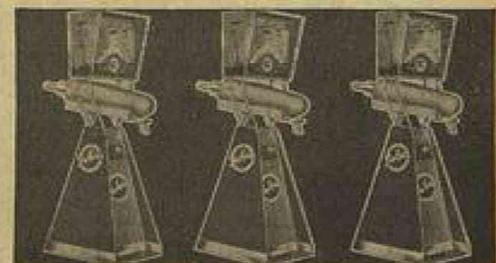
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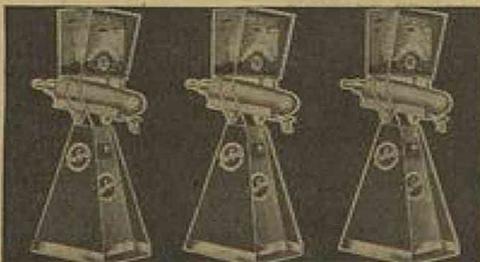
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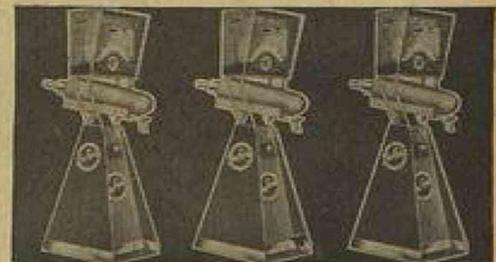
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- UNIVERSAL VENDORS**
788 Broadway, Albany, N. Y.
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WEST

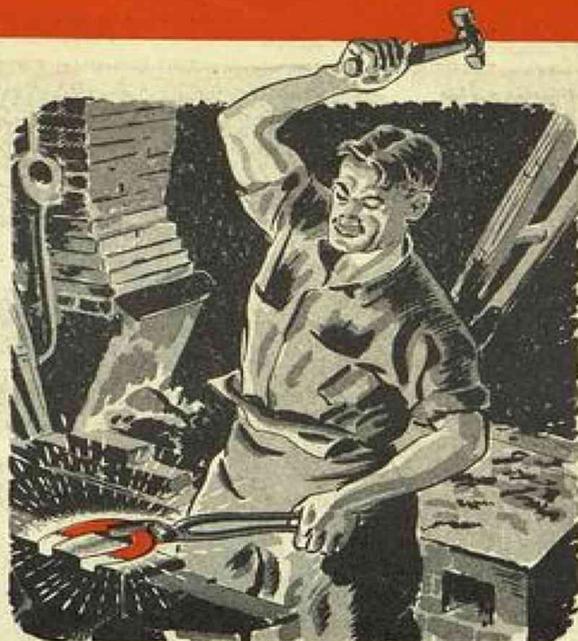
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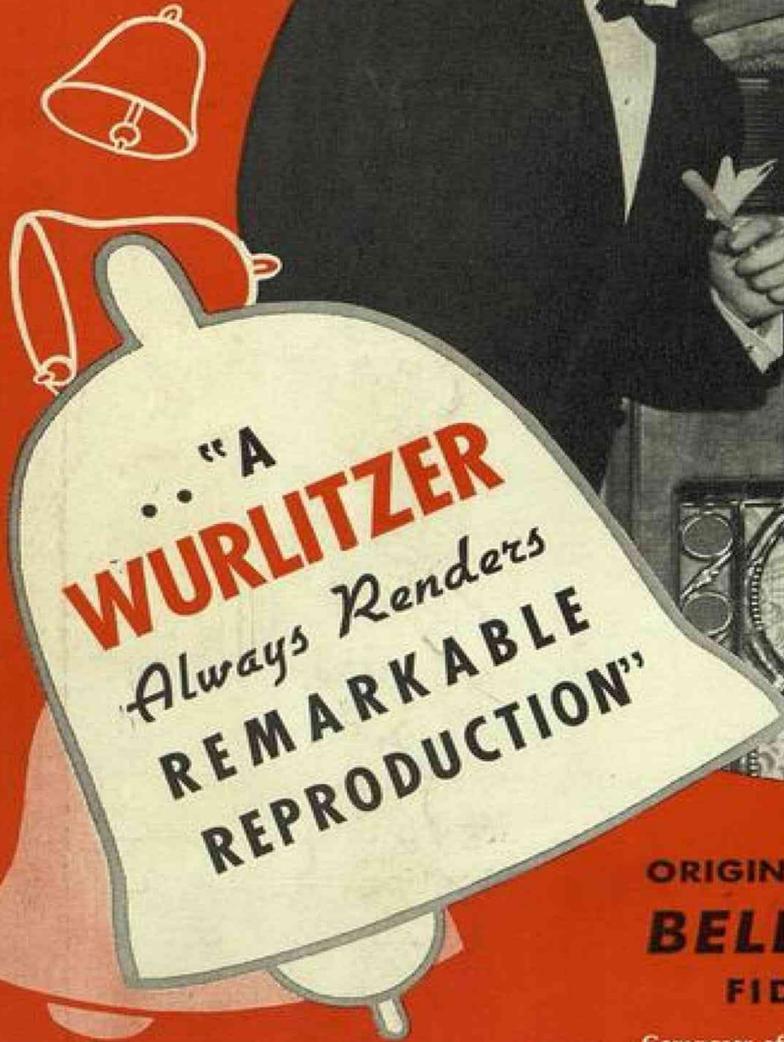
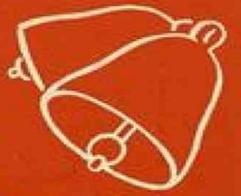
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