

# The Billboard

SEP 18 1940

The World's Foremost Amusement Weekly

SEPTEMBER 21, 1940

15 Cents

Vol. 52, No. 38



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# The Billboard

Vol. 52  
No. 38

September 21,  
1940

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## NO HYSTERIA FOR TUNEMEN

### Unit Cashing In On War Interest

**SALISBURY, N. C., Sept. 14.**—Scotch Galde's French Follies unit is in this territory, playing picture houses with a unit attached to a world at war. Advertising matter says: "When France went to war they came home," and refers to the "best load of beauties" in the show. There is also a "military chorus," a "lifesboat full of dancing beauties," "Annet do Boise, who does a "bomb dance," and Harry Shannon's "Submarine Swing Band"—in a show that "50,000,000 Frenchmen did not see."

### Song Pubs Wait on Flagwavers; Judge Them Like Other Numbers

Most firms, tho they wouldn't turn down another "God Bless America," are not looking for patriotic or war tunes—seek to avoid stirring up any sort of hysteria

**NEW YORK, Sept. 14.**—Tim Pan Alley is being very cautious currently about the patriotic fever engendered in the country as the result of the war abroad, and is going off no deep bids in the matter of prolific production of war songs or even harmless flag-wavers. The general feeling among music publishers is that there is no sense in creating war hysteria thru flooding the country with war or anti-war ditties, and that even too many "American" numbers may not be the wisest course at the present time. The music boys are not averse to taking what they sincerely believe is a really worth-while patriotic song, for they have before them the picture of Irving Berlin's God Bless America, its tremendous royalties, and its attendant publicity, and no other pub is going to turn down the chance to revel in the same sort of glory.

But by and large the publishing houses are not going out of their way to look for such numbers, and in some instances they are not even interested in the patriotic material submitted to them. Bryman, Vocco, & Conn feel that it's pointless to stir up anything approaching war hysteria now, and that the time enough to bring out martial airs when, as, and if war comes to these shores. This firm has done nothing along these lines, except for a slight interest in a flag-waver which needed a great deal of fixing up and was still not right after doctoring. Shapiro, Bernstein has no objection to patriotic songs, if they are in the proper spirit of the times, and if they're the "right" songs. Otherwise, this firm is not interested.

Robbins Music Corporation is the publishing medium for perhaps the most elaborate contribution to the spirit of the times, having Earl Robinson and John La Touche's Ballad for Americans in its catalog. But beyond this ambitious musical flag-waver the company has not taken anything else and isn't likely to, with Jack Robbins more likely to refuse a war number than to accept one. Edward B. Marks Music Company is releasing Archie Goffette's Ballad to America, which carries out the general (See NO HYSTERIA on page 24)

### Another Four A's

**NEW YORK, Sept. 14.**—To clarify misunderstanding which seems to have been many among the hundreds of actors, performers, and musicians who are being flooded with propaganda letters from the American Artists Ambulance Association, London, asking for contributions in the name of "The Four A's," Frank Gilmore, president emeritus of the Associated Actors and Artists of America, issued the following statement: "It is difficult to believe that the many American performers whose names are listed in the committee of the American Artists Ambulance Association did not know of the Four A's here. "If there are those who are sympathetic with the cause in England they should address their communications to the American Artists Ambulance Association, which has no connection whatever with the Associated Actors and Artists of America." (Letter is commonly referred to as the Four A's by actors and performers.)

In the letter soliciting funds from American performers, the British organization uses the name of "The Four A's" without making a distinction between itself and the American actors' organization, giving every the impression that the A.A.A. International itself was behind the drive. Further use of expressions such as "we Americans in the theater in England" and "The Four A's now operating in England is raising subscriptions from Americans in all branches of the theatrical profession," etc., have misled performers.

### Two Ice Runs Set; St. Regis, Center Shows Rehearsing

**NEW YORK, Sept. 14.**—Two long-term ice shows bear here next month when the St. Regis Hotel reinstalls its Arctic attraction October 3 in its Midium Room, and Smart Productions, Inc., debuts with It Happens on Ice at the Radio City Center Theater October 9.

The St. Regis revue, unnamed as yet, will feature Dorothy Lewis for a third run, the Henley Twins for a second season, and Billy and Betty Wade, in their show-spot premier. Last named are currently with the Winter Wonderland Show at the New York World's Fair. Skates went into rehearsal Wednesday. Gustavo Lusa, of Lake Mead, a St. Regis alumn also, returns to direct. He'll be back to move back to the Midium Room from the St. Regis roof, to play again for the winter's ice revue.

The Bonnet Productions initial enterprise has changed its title from Hot Ice to It Happens on Ice to avoid conflict with Hickey script already under the flat title. Box-office schedule will range from 7 1/2 cents to \$2.50, with no upping for the center. There will be eight performances a week, none on Mondays, and matinees on Wednesday and Saturday. Production will star Joe Cook, as the only non-skater and the only talker, tho his role will be reduced so that the non-skating scene is reduced to a minimum. Quartette and a boy and girl (See TWO ICE RUNS SET on page 9)

### Beachcomber Night Club Circuit Idea Being Worked Out by Proser

**NEW YORK, Sept. 14.**—A night club circuit, long talked about but never having materialized, is being approximated by Monte Proser, who now operates four night clubs and plans another two or three before the new season is up. Proser is already sending talent from one spot to another, since all of his clubs use the same type of music and talent—exotic, Latin, and South Seas stuff. Los Tropicales, a troupe of four boys and four girls who demonstrate dances, played his local Beachcomber club for AX weeks and then went with the Boston Beachcomber another six weeks, shifting to Proser's Zombie club at the World's Fair August 24. It is probable that good Latin bands

will be routed to play each spot. This set-up, of course, will enable Proser to get a better price on his music.

Proser's other spot is La Congo, Hollywood. He is dickering for the Outlaw Club site and may reopen it as a big Continental-style nitery. He also hopes to open a Beachcomber club in Miami this winter.

The fact that each Proser spot uses the same type of talent will make the route idea easy. The failure of night club bookers to build up club circuits that would take intact shows has been due usually to the instability of a booker to line up enough similar-type clubs to guarantee a route.

### Air Raids Darken London Vode Houses

**LONDON, Sept. 9.**—Leading local vaudeville houses were forced to close this week due to severe bombings. Theaters darkened included the Palladium, Hippodrome, Herborn, and Empire.

Theaters will remain closed until further notice, due to air raid dangers.

### Strates Plays Bath, N. Y., Birthplace of His Show

**BATH, N. Y., Sept. 14.**—As Bath was the birthplace of what are now known as the James E. Strates Shows, there was quite a turnout to see the 30-car special train which it rumbled into town for the Stueben County Fair. It was in 1903 when Manager James E. Strates first organized his own show on the fairgrounds here, using the title of Southern Tier Shows.

The fair, which opened September 10 and closed today, encountered cold and rainy weather. In consequence attendance and gross receipts were off from previous years. The grounds were too small to accommodate the Strates

### Big Houses Lure Bigger Units; Six Now Readying; May Be More

**NEW YORK, Sept. 16.**—With the bigger vaude houses under way for their fall and winter seasons, more big units are preparing to bid for bookings. Latest are a Laurel and Hardy unit, another Louella Parsons unit, and a Joe Palmer show. In the works are two Harry Howard units and RKO's own unit, Ball Roll. Units are asking from \$5,000 to \$8,500 a week.

Phil Bloom, of Music Corporation of America, flew to Los Angeles last week to work out bookings for the Laurel and

Hardy and the Parsons units. The Laurel and Hardy unit will mark the comedians' first American road tour, and will include the line of Danny Dare Girk now at the Coconut Grove, Los Angeles; Lew Parker and stooge; the Fredericks dance team; and another act had specialties. Unit opens at the Orpheum, Omaha, Neb., September 27, followed by Orpheum, Minneapolis, October 4; the Chicago, Chicago, October 11; the Alhambra, Milwaukee, October 18, and the Lyric, Indianapolis, October 25. MCA feels it can pick up another 15 weeks for the unit, which is asking for a guarantee and percentage.

Leo Morrison booked the Parsons unit last year at \$6,500 a week, and this year MCA will handle the tour. This unit will include, as it did last year, Jim Starline.

"(Team Morris agency is booking the (See BIG HOUSES LURE on page 25)

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# Bearded Members of House of David Run 1,000-Seat Nitery; Spend \$500 Weekly for Talent

BENTON HARBOR, Mich., Sept. 16.—Consistent emphasis upon vandeville has been a paying policy for 33 years at one of the unique night spots in America—a "beer garden" operated here by bearded members of the House of David, a religious community known nationally.

The garden was started in 1908 and has used acts continuously ever since, according to Clarence (Chief) Bell, entertainment manager. Operating in earlier years under different policies, it became a beer garden in 1933, serving beer and wine. Ten-cent charges is made for seats, with capacity of 1,000. The garden proper is in a natural amphitheater, with seats and space for other spectators up in the lightly wooded hillside.

Three to four standard acts are presented at matinee and evening shows daily, booked thru Frank Glendon, of the Metropolitan Booking Office, Chicago. Current bill includes Winston and Lolita, dance team, and Missing Brothers, comedy acrobats. Typical of acts that have played this season are Morrill Gates and Billy Parker and Fredericks, Dick Burns, Zeppo Trio, Great Savatta Troupe, Ora and Minerva, International Folies, Six Creoleans, Mel Hall, Ambassadors, Honeyboy and

Siamasab, Six Brucettes, and Four Whittson Brothers.

Audience averages about 300 people, for matinee as well as evening show. Additional amateur night Wednesdays has been held up into the biggest night, averaging around 8,000 attendance, including those unable to get into the theater proper. Farmers' Night-Fridays, with all pairs encouraged to attend in

(See HOUSE OF DAVID on page 35)

# Fifth "Ice Follies" Opens in L. A.; Looks Like Good Grosser

LOS ANGELES, Sept. 14.—Fifth edition of the Shipstad-Johnson Ice Follies, which opened last Friday (8) at the Pan-Pacific Auditorium, is by far the best thing S&J have turned out. Opening night crowds went for the revue in a big way, indicating that the production will be a good grosser on tour. Show this year has the Ziegfeld touch, with the females better dressed and production numbers more lavish than before.

Opening featured Moonlight Vision, with females doing balloon dance on the ice. Valerie and Jenna contributed a bit of fancy skating and striking the comedy line-up was Len Hamilton, who appeared dressed as a ballerina.

Toy Antics, on next, featured Ruby and Bobby Mason. Artie Nichols, George Radin, and Gordon McKellen provided amusement dressed as ducks. Phyllis and Marie did a difficult number on still skates. Osborne Colson, as the Jack-in-the-box, wound up the Toy number with nitzy work.

With Boss Erhardt and Roy Shipstad in the top spot, Boats No Way is a nice eye-filling number, opening with the girls doing the conga and rumba, and winding up with Miss Erhardt and Shipstad in Tempo Def No. Teach

# Orphan Annie Gets Compensation Pay

DETROIT, Sept. 14.—The local unemployment compensation office was heard recently by Leif Leon Estes, eight years old, with a demand for payment because he is unemployed. Check-up showed that the youngster appeared as Orphan Annie at the last State fair and has worked since as a model occasionally, but not lately. However, he is claiming the right to compensation as an unemployed person. He is using his would-be earnings to buy an accordion to do an act and is leaving for Hollywood with his parents.

# Sacramento Fair Pulls 659,406

SAN FRANCISCO, Sept. 14.—Local office of MCA booked exclusively into the State Fair, Sacramento, which closed Monday with a 10-day total of 659,406 visitors.

Complete unit, headed by Bob Hope, Horace Heidt, Kay Kover, and Orrip Tucker, with vocalist Bonnie Baker, cost \$35,000. Other acts were the Carlos Romero Girls (18), Wally and Fern Stapleton, Jerry and Turk, and the St. Darwells.

For the San Mateo Fiesta, September 18, 19, 20, MCA has set Horace Heidt, Carlos Landa, the Carlos Romero Girls and 12 local acts.

Set this week into the Rancho San Pablo were Hicker and Sidell, comedy dancers; Tommy Martin, magician; Rosemary Deing, ballerina; Bob Saunders and Lorraine de Woods, singers; and Dick, Deb, and Ditch, knockabouts.

# At Least They Waited

CAMBRIDGE, Mass., Sept. 14.—City censors waited until the final night to clamp down on Anita Corio, appearing in White Cargo at the Cambridge Summer Theater. Authorities forced the burlesque queen to wear a apron for her 30-second appearance at the close of the first act. Came after complaint by anonymous patron.

# Minnesota Stock Expanding?

MADISON, Wis., Sept. 14.—It is understood that negotiations have been entered into between Henry Adria, managing director of the newly organized Minnesota Stock Company at Minneapolis, and the Wisconsin Union Theater here with an eye to staging several productions in this city.

# "Skylark" Opens SLC Legit

SALT LAKE CITY, Sept. 14.—Club Theater, an Intermountain Theater motion picture house, played the first legitimate stage attraction open here in many a day last Saturday (7), when Gertrude Lawrence appeared in Skylark. Charles Fincher, manager, reported heavy sell sale.

# SF Winterland Rink

SAN FRANCISCO, Sept. 14.—Second season of public skating at Winterland opens today. Spot showed the Ice Follies this summer. House is being handled by Management Corporation of America. George J. Campbell is manager, with Marco Arata in charge of the box office and Jerry Dunn handling publicity. Admissions range from 25 to 55 cents, with three sessions daily.

# Lamour Draws 3,500 in NO

NEW ORLEANS, Sept. 14.—Twelve acts, topped by Dorothy Lamour, drew 3,500 at the Saenger Theater here Friday night (8) when \$5,000 was raised for relief of flood sufferers in Southwest Louisiana. Show was sponsored by the Young Men's Business Club of New Orleans and was given a Hollywood premiere ball, with broadcasting over three local radio stations, WWL, WENB, and WDSU.

# JAN SAVITT

(This Week's Cover Subject)

JAN SAVITT, before breaking the ties that bound him to classical music some five years ago, was better known almost exclusively in "legitimate" music circles due to his position as first violinist of Leopold Stokowski's Philadelphia Orchestra. It was during the period that he was music director of Station KYW, Philadelphia, however, that he became a swing convert and ultimately broke loose from being a house conductor to one of the nation's leading swing bands.

Savitt, now 28, first studied the violin at the age of 6 and by the time he was 15 was an honor scholarship student at the Curtis Institute of Music. Immediately after, he joined the Philadelphia Orchestra. In 1935 he was house conductor of Station WCAU, Philadelphia, and later transferred his musical affiliation to KYW. Of the 35 units under him, one group, known as the Tophaters, formed the nucleus of the band with which he cracked the commercial field. Most of the original men which came on to New York to do a 10-month record-breaking engagement at the Hotel Lincoln are still with him. With all of the attention he received from fans who became acquainted with him via his Coast-to-Coast broadcasts, the success of the Yohannes was assured.

One year after his first Broadway theater date—the Paramount—Savitt again finds his way back to the same house, starting this week. His showmanship shines, Ben Ben and Allan DeWitt, both familiar names on Savitt's Decca recordings, are along to provide the singing end of the bill.

Jan is under the able personal management of his brother Bill and Consolidated Radio Artists, which books him exclusively. Barbara Shiffwell, his former secretary, also took an exclusive on him four months ago—she married him.

# The Broadway Beat

By GEORGE SPELVIN

**S**IGNS of a trend? When Mickey Rooney opens at the State September 28 he'll be competing with himself (his screen self) starting in Strike Up the Band up the street at the Capitol. And it's deal now on the fire is completed, the Andrews Sisters in Universal's Argentine Nights will be playing an opposition Times Square house while the trio in the flesh appears at the Paramount for a fortnight, beginning September 18. . . . Propaganda: Note an announcement on the bulletin board at the American Guild of Variety Artists headquarters reads: "Free, a large-size tuxedo and full dress suit to anyone who needs them." The donation is on the level, but, strangely enough, there have been no takers yet. . . . Hellopoppin will be celebrating its second Broadway birthday September 18, four days before the actual event. It's been the State's longest running full-scale musical over since April, when it passed Anna Marie's record; during the week it will become the fifth longest run show of any type, with only Tobacco Road, Abie's Irish Rose, Liphin', and Pins and Needles ahead of it; and by August 31 it had grossed, according to the management, almost \$3,000,000. All of which is pretty good going for a "middleville" unit that suddenly decided to put on long pants. . . . Some of the local boys, in order to out short the inevitable political discussions that crop up these days, slip back their lapels to reveal Coolidge or even McGuffey buttons.

**C**HARLEY MARTIN passes on the crack about the fellow who met Arde Bulova and asked him for the time. Bulova didn't know. . . . Versatility: Bill Smith, night club editor of Financial Reporter, also does two other columns for his sheet—one of Wall Street gossip and the other on the stock market, no less. . . . Fred Block, former Columbia burly wheel executive, and Lew Carter, former vaude producer and film exec, have opened the Vanity Bridge Club uptown. . . . The song-writing fever seems to get everyone sooner or later. The other evening Gray Gordon got a phone call over in the Green Room of the Hotel Edison from Henry Aris-Strong, the aptly named clump. Hammering Rooney was calling his friend Gray to find out if the latter would be interested in playing a new tune he had dashed off between lights. . . . Katharine Hepburn will do some real tramping when she goes out again in The Philadelphia Story—at least during the week of December 18. During that week the show will play one-night stands in Cedar Rapids, Davenport, Des Moines, Sioux City, all in Iowa; Omaha, Neb., and Kansas City, Mo.

**C**OLLECTING sometimes takes strange turns. One of the most ardent among C show business collectors is Norman Norris, of Harris and Shore, now at La Martinique. He collects antiques, specimens of wood and rock, menus, and maps. And the stuff is piled up in a Los Angeles Whitehouse. . . . The other evening at the Ice Terrace of the Hotel New Yorker, Woody Herman and his boys finished a particularly torrid and driving rendition of Woodchopper's Dell, with the riff at the end repeated over and over and over again, each time with increasing power and life. As the band came out of it for the last time a gal stepped up to Norman and demurely asked, "Would you please play that number again?" Woody is thinking seriously of sending her a phonograph and his record of it, if she likes it as much as all that. . . . The World-City is doing a piece on Ben Selvin and Mazak. . . . Jack Miles, formerly of the NBC press department, went back to see his former associates at the party NBC threw for Frank E. Mullen the other day. The party, incidentally, marked what is practically a revolution in the newspaper business. Many of the news lads, evidently reformed, took to drinking wines instead of hard liquors.

# Possibilities

**TRADY SWING FEATURE**  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1554 BROADWAY.

# For RADIO

**WOODY HERMAN AND HIS ORCHESTRA**—among dance bands becoming increasingly popular throughout the nation, Herman's stands out as an excellent bet for a radio commitment, because of its combination of musicianship and versatility. Leader himself is a triple-threat man whose charmed playing, ballad warbling, and projection of rhythmic ditties could make him a potent radio personality. Mustn'tly, the band is eminently capable of selling both itself and a commercial product thru a diversified blend of swing, sweet swing, and blues.

# For FILMS

**JOHN ROBE**—legit character actor now appearing with Grace Geary in the revival of Kind Lady at the Playhouse, New York. He has done many excellent jobs in the past, and in his present assignment, the job is a good one, he aids immeasurably in building up a powerful climax. A actor who would be invaluable in films as a utility character part.

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Decision To Mediate Lends Hope to AFRA-Network Peace

NEW YORK, Sept. 14.—Prospects for peace between the networks and the American Federation of Radio Artists looked encouraging at press time, as a result of both sides accepting an offer to mediate made by William H. Davis, chairman of the State Board of Mediation. Neither side, however, is bound to accept the terms, but the unwritten law of entering mediation "in good faith" makes it difficult for either side to walk out on a "reasonable" deal. Meeting set for Monday afternoon. The New York local recommended exchanging the mediation method first, and this attitude was endorsed by the union's other major locals in Los Angeles, San Francisco, and Chicago.

intact all the standards of working conditions already achieved and which would be an improvement on terms offered by the broadcasters. Whatever compromise the national board accepts will be submitted to the membership for ratification. In the past, the membership attitude has endorsed the board's.

Mrs. Holt pointed out that, the the salary scales and rehearsal money figures were the points of widest difference between the union and the networks, these were other working conditions and terms which had yet to be ironed out. Under the present contract, for example, actors are allowed to double in one more part other than their original role in the program, and the stations may have one unidentified voice. For a third role in the same program, an actor must get an additional 50 per cent. (See Decision To Mediate on page 9)

L. A. Attracts More Burly Names; Film Scouts, Lower Costs Angles

LOS ANGELES, Sept. 14.—Eastern burly performers are eyeing West Coast with more favor than in the past, since they discovered that film scouts cover the four-a-day houses for likely prospects. Polities Theater here, which has been a springboard for several performers in cranking Hollywood, has long been known as a good showplace for burly talent.

flickers include Chill Wills, Henry Hathaway, the late Eddie Collins, and Joan Davis, who played the spot around 13 years ago.

In the past, the comics have been pulling most of the flicker breaks, but addition of Betty Rowland to cast of BRO'S Matinee Savings II has given females new hope. Featured for over eight months at the Polities, Miss Rowland stepped out to grab herself a sizable film role.

Altho the Dalton Brothers house is having no trouble importing Eastern talent, performers claim main inducement here aside from picture possibilities is better working conditions. One burly name claimed that even the salaries are lower than they are in the East, he would rather work here, due to cheaper living costs.

Burly names are brought out by Dalton Brothers on straight 12-week contracts, with some of them stretching to (See L. A. ATTRACTS on page 9)

Latent comic recruit from Polities was Joe Yule, who was signed to long-term contract by MGM. Others who have trod the boards here and wound up in the

office of the Collector of Internal Revenue, Richmond, Virginia, September 12, 1940. The following described personal property seized from Gene Austin and Billy Wells at Newport News, Virginia, under warrant for distraint for repayment of unpaid taxes due, will be held as provided by Section 5130, Revised Statutes of the United States, at public auction on the 24th day of September, 1940, at 11 o'clock a.m., at 2908 Huntington Avenue, Newport News, Virginia: 1 Ford V8 Sedan, 1 Buick Wildcat, 1 Chevrolet Sedan, 1 1934 Ford Truck, 1 1935 Ford Truck, 2 1934 Ford Trucks, 1 1934 Ford Truck, 1 Electric Light Plant, 1 Big Tent, 1 Kibitz Tent, 1 Hitcher Quill, 1 Piano, 1 Barrel, 1 lot of Sundry, 1 lot of Trenches and General Bottom Gear, 1 Trench, 1 1934 Ford Truck, 1 1934 Ford Truck and 1 Water Tank Trailer.

"Belinda" Speeded In Boston Tryout

BOSTON, Sept. 14.—With the prolog eliminated and changes being made daily in the dialog, Johnny Belinda is shaping up as a fairly good dramatic offering. Elimination of the prolog has automatically eliminated the flashback, play beginning with the story itself and working up to climactic episode in the courtroom. Piece now runs three hours and manages to provide good entertainment generally. Altho it is still a bit draggy in spots, it is expected that the combined efforts of producer Harry Wagstaff Gribble and author Elmer Harris will eliminate this, if it is done, Johnny Belinda stands a good chance for a successful Broadway run.

MURDER ON THE MIDWAY!

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# CBS, NBC Not Going Overboard On Drama To Bridge Music Crisis; Talent Agents' Sales Unaffected

NEW YORK, Sept. 14.—Possibility that a slowdown with ASCAP would force a change in existing ratios of drama, quiz, variety, and musical programs on the network was denied this week by NBC and CBS execs. and talent agents. Trade for some time has buzzed with reports that more drama, more quiz, and talk shows would be used to circumvent the music crisis.

Neither NBC nor CBS is attempting to create a special reservoir of dramatic programs. Miles Tamm, NBC proxy, and Davidson Taylor, CBS production exec, stated such a move would not be necessary and that the nets would put over a crisis without changing existing program ratios. Taylor stated CBS felt that non-ASCAP music would fill the breach, and that the slowdown would force radio music managers to develop an expanded repertoire. "They will have to dig," stated Taylor. He also admitted that CBS had practically eliminated ASCAP repertoire on sustaining programs, that dramas and quiz on commercial programs were being switched, and that infiltration of non-ASCAP songs on remotes was proceeding as per schedule.

Tamm felt no excessive use of non-musical programs would be necessary. He added that only 260 of the ASCAP membership really made a lot of money, and stated there were many more people in the United States "who have music in their souls."

"We will double them," he predicted, and added, "Boy, we're going to have a scrap."

### Agents Outwardly Calm

Talent agencies, including Music Corporation of America, Columbia Artists Bureau, NBC Artists' Bureau, William

Morris, and Hess & McCaffrey, are going ahead with their business as if no storm clouds were gathering. General belief among the podders is that scrap will be settled before sale of musical talent can be affected. MCA, for instance, sold Ben Bernie for the Bromo Quinine program recently and admits Bernie, like other talents, would be handicapped without ASCAP repertoire.

Herb Rosenthal, Dan Tuthill, Nelson Hess, and Sam Weinberg claim sales unaffected as yet.

### Theater for MBS Quiz?

NEW YORK, Sept. 14.—Double or nothing. Pennington's quiz show which debuts September 20 over at least 80 Mutual stations, may be broadcast from a Broadway theater. Lee's Bunk has been mentioned as a possibility, but able holding up the deal is that program will be broadcast Sundays, 8-9:30 p.m., a time when theaters do good business anyway. Mutual's Playhouse cannot be used because The Shadow broadcasts from 8:30-9 p.m.

Pennington program will have a hand, not yet set.

### Nelson Bros. Adds Clock

CHICAGO, Sept. 14.—Nelson Bros. Storage and Furniture Company, joins WBBM Musical Clock sponsors October 1 on a Monday thru Saturday a day, 7:30 to 7:55 a.m. CBS. New spot makes three shows for advertiser, others being Men on the Street, with John Drabington, and Depth Off the Record. Nelson Bros. has used WBBM since 1933, when the firm owned only one store. Now it has four.

### The Perfect Listener!

PHILADELPHIA, Sept. 14.—WDAE is planning a party for listeners. But unlike most parties of this type, not all listeners will be invited. Getting ready for the fifth birthday of the Merry-Go-Round program, two-hour record feature, listeners are being asked to write in requests a single day since the show's inception. Stations invite the writers may unfold interesting stories, especially one who has been requesting the same selection, "It's a Sin To Tell a Lie" continually for the past three years.

To make the party complete, WDAE publicist Jerry Stone is searching for a listener who has never written in to a radio station.

### Schreiber Replaces Ryan in WGN Upset

CHICAGO, Sept. 14.—Upheaval at WGN has ousted Quinn Ryan, for nine years manager of the station, and has promoted Frank P. Schreiber to his position. Officially Schreiber will be known as co-ordinator of all WGN departments.

The new co-ordinator was director of special events and publicity since 1931. No one has as yet been selected to replace him. New position entails close co-operation with each of the five departments: Engineering, under the direction of C. J. Meyer; sales, under W. A. McGuiness; production and programming, under W. A. Escher; music, under Henry Wecker; and auditing.

Ryan will continue to announce several commercial shows, possibly until the expiration of their contracts.

Appointed yesterday to take over Schreiber's former duties as publicity chief was Bruce Dennis, who comes from the city desk of The Chicago Tribune.

# AFRA Aid Sought To Curb Walkout Actor Problem

NEW YORK, Sept. 14.—Protection in the form of contractual guarantees against current talent practices permitting actors to walk out of shows and to jeopardize continuity of characters and quality of acting will be part of demands made later in the season by sponsors, producers, and agencies when the American Federation of Radio Actors seeks to renew its commercial contract, which expires in February, 1941.

According to the agents and employers, AFRA members have no qualms about doubling and even taking on third and fourth programs whose rehearsal or broadcast conflict with their first job's rehearsal. Practice among the actors has been to use stand-ins for rehearsals and then show up unprepared for the broadcast, it is claimed.

Further, the directors complain, actors walk out on roles they have built up for three or four months, leaving the spectators with the problem of having to find a successor of some voice and dramatic interpretation. Outside of the starring roles, producers explained, they have no way of keeping the actors in line, binding them to their parts for the duration of the script. Explained that some roles are written in for a five or six-month run, and that at the end of four months the actors drop out without further ado to take on a new job. Audience reaction, sponsors report, is unfavorable to the shifts in actors for the same roles.

Several of the offices indicated that they could guarantee a minimum employment for most roles, in return for which they want assurance that actors won't walk out. Some spokesmen, who have had dealings with AFRA's silver union, Actors' Equity, point out that the legit union would not permit a member to accept jobs whose periods conflict. If well-ness of the first production were thus jeopardized.

# War Grabbing More Canadian Personnel

REGINA, Sask., Sept. 14.—War has cut into the staffs of Regina's radio stations, CJRB and CKCK. From CJRB, engineers Bill McDonald, Mike Frankel, and Len Gozine have entered the signals unit of the non-permanent militia, where they are doing instruction work. Announcer Jack Hill is awaiting his call from the Royal Canadian Air Force.

At CKCK, announcer Maurice Reynolds and accountant Harold Law are on call for the RCMP, and salesman Al Smith and Traffic Manager Don Dawson are in the non-permanent militia.

Elmer Fox has been added as an accountant at CKCK replacing Law.

DETROIT, Sept. 14.—What the war is doing to manpower at Canadian stations is indicated by a check-up at CKLW, Windsor, Ont. Five staff men are in the non-permanent active militia. James Van Kuren and Raymond Lambert of the later-office staff are in the Signal Corps. Douglas Atchison, engineer, is a Provisional Major; Campbell Ritchie, traffic manager, and Frank Lynch, announcer, are lieutenants, all in the Essex Scottish Regiment.

### Reed in Broadway Legit

NEW YORK, Sept. 14.—Paul Reed, baritone on Columbia program, Lincoln Highway, has been signed to sing some of the lead roles in the Lyric Opera Company's Gilbert and Sullivan series opening September 30 at the Forty-Fourth Street Theater. Reed will play Don Albarosa in the company's first show, The Gondoliers.

Deal set by Columbia Artists, Inc.

### WGN Lines Up Operettas

CHICAGO, Sept. 14.—WGN and Mutual have lined up a series of operettas for the coming year. Series will consist of 40 shows, produced by Will Boeher under the musical direction of Henry Weber, and starring Marlon Clark. Start off with Conrad Thibault in the Vestibule King, October 5, followed the next week by James Melton in Chocolate Soldier. Thibault was booked by the William Morris office. Thus far seven shows have been set.

# Advertisers, Agencies, Stations

### NEW YORK:

COLGATE has signed Bill Stern and Sports Newsworld of the Air for 52 weeks. . . N. W. Ayer has contracted Gladys Swinhout for the Post Symphony program for December 1 and February 23. . . Voices of Yesterday, Harry Goodman was show, renewed on WHN for 52 weeks, sponsored by A. Plakenberg & Sons. . . Rhea Diamond, of WSEW, back from a vacation. . . Mildred Smith, Wick Crider's secretary at J. Walter Thompson, marrying Walter Kline this week. . . LCH Ed: NCO press rep on telephone, vacationing. . . Al Mitchell, Mutual's Answer Man, adding 25 more stations beginning September 23. . . John Steel, Mutual's news man in London, received a cork on the nose while leaving the EBC studios in London during an air raid. But not seriously hurt.

Radio's Big Town back on CBS October 9 after summer lull-off. . . Lyn Murray, CBS choral and ork director, engaged by Buddy DeSylva to supervise the choral singing in forthcoming Broadway musical, Panama Hallel. . . WBNX throw a surprise party for Abe Lyman, who conducts the station's Jewish Hour. Attending were WBNX manager W. C. Alevan, and Hal James, Storm Hayes, and William Munsal of Coenpton Agency's production department. . . According to Lewis H. Patterson, chief of NBC's Script Division, some 25,000 scripts are submitted to NBC and read in the course of one year. Three people read them.

Toppling & Land, Inc., and Dillingham, Livermore & Durham, Inc. have consolidated, the firm now being known as Lloyd, Chester, & Dillingham.

PHILADELPHIA:

ERED FIELDING, one-time N. W. Ayer radio head, joins the sales staff at WFL. . . Walter M. Swartzberg, with Lord & Thomas before going with Seagram Distillers, rejoins the agency field as Ward Woodcock Company account exec. . . Whitford Cruxin, interest addition to WIP secretarial staff in office of Bonedell Gimmel Jr., station exec. . . Powers Conrad this month marked his 31th year as WCAD theater and dramatic critic. . . Ray Thorne, who went to Atlantic City this summer with the M46 Desmond Players, stock company, heard on WDAE last season, remained behind to join the resort's WBAE as woman's page and amusement announcer. . . Wayne Gody, WIP's Uncle Wip, back at the mike with his broken arm on the mend. . . WCAU looking for America Pines, aviation stanza, to European audiences via its WOAB short-wave. . . Bob Horn, WIP public relations director, on the board of governors of the Merchantville (N. J.) Flyers. . . WFL's Jack Stork jumps to Washington each week, conducting his "comedy auctions" at the capital theaters. . . Ben Greenblatt, WFL's phoo rambler, marked his ninth mike birthday this week.

DENVER:

BONNIE McWILLIAMS has been added to the KPZL news staff. . . Engagement of MRS Eddy Davall, of Evergreen, Colo., to Alfred W. Grayson, of KOA, announced. . . KOA Assistant Manager Robert O'Neil returned from New York motor trip. . . Hilda Benwell joins KLE staff as Arthur Wicks's assistant in charge of traffic. . . Ray Wilson joins the KVOJ announcing staff. . . Paty-

### P&G Add Two on CBS

NEW YORK, Sept. 14.—Procter & Gamble are adding two script shows to their CBS schedule. One is Women in White for Camay and the other The O'Neills for Ivory. Both start September 30. The O'Neills will be from the NBC-Red network, which had carried the show at 12:15 p.m. and at 5:45 p.m. EDT. The late afternoon show will be affected by the change of network outlet. The switch also places The O'Neills in a favorable Columbia spot immediately following The Goldbergs, which is being moved from its 1 p.m. time to a 9 p.m. spot. The O'Neills is an Ed Weil production. Women in White will occupy the 1:15 p.m. Mondays thru Fridays. WGN continues 25 minutes earlier.

one novel recruits take oath of allegiance in special KOA broadcast attended by 300 relatives and friends of recruits and naval officers. . . Gene Willoughby of KPZL sales staff, accepts position as sales manager of WING, Dayton, O. . . W. D. Pyle, KVOJ proxy, vacationing on the West Coast. . . Salome Simmons, new editor of woman's page of KFEL, news service. . . James H. McKelway joins KLE sales staff, coming from Oklahoma City. . . Assistant Vice-President of NBC West Coast Division A. E. Melvin, Mrs. Nelson, and son, Alvin, spent two weeks vacation in Denver. . . Bear-Girl Sports Review starts over KVOJ this week. . . Dixie Mack broadcasts renewed on KPZL by Ted Levy agency, making sixth six-month renewal. . . Jim Campbell, KOA announcer, vacationing in Chicago. . . Lightning strikes KVOJ towers, putting station off the air for one and one-half hours.

### SAN FRANCISCO:

LEINCOLN BELLER, general manager of KSFO, is in the East contacting offices of the station's newly appointed rep., Edward Peary & Company. . . Jennings Pierce, NBC's Western division agricultural chief, received an honorary State Farmer award at the California State Fair. . . Henry Busek will record the song he wrote in co-operation with Dick Avandt. KSFO's musical director, with Decca. . . Tito It Serves in Right. . . KPZC's manager, Bill Baber, Ed accepted membership in the Salvadorean Army's advisory council. Some station reports signing \$200,000 worth of business in a single day.

# Claim Lack of Air Time Chief Obstacle to "Forecast" Sales

NEW YORK, Sept. 14.—Question of whether Columbia's elaborate Forecast series has been a flop or is now agitating the trade, but CBS continues to regard the venture as worth while from both prestige and possibly monetary angles. While some of the shows had been sold up to press time, CBS execs stated that deals for three are hot, chief obstacle being lack of good air time.

According to estimates by CBS, talent costs of the Forecast programs would range from \$3,000 to \$12,000 weekly bought as packages. Not excessive state that, with the exception of Charles Laughton and Elsa Lanchester, most of the talent on the Forecast series is available for regular commercial series.

With very little good air time available, CBS has been mulling the possibility of popularizing some of the lesser sought-after hours. It is pointed out, for instance, that Bing Crosby did very well for Kraft at 10 p.m. on NBC before the recent shift to the 9 p.m. period. This angle is a likely sales point for the CBS execs.

Trade talk for has explained non-sale of Forecast on the angle that sustainers usually are the kiss of death, and very few become successful commercials despite evidence of Information Please, Hobby Lobby, etc. Other angle is that

agencies, having their own idea and production departments, are loath to take on outside material. One agency man stated CBS would have done better to concentrate throughout the summer on three or four shows instead of 14.

Ted Weber, CBS exec, stated CBS fully expects to sell some of the series and never regarded the programs as sustainers but as showcase auditions. Also predicted that the series would start new trends in radio, and that stations would probably list some of the choicer Forecast ideas—particularly the fancy hill-billy programs which featured Clifton Fadiman.

## Boston "Globe" Tie With WBZ-WBZA Set

BOSTON, Sept. 14.—A co-operative tie-up between The Boston Globe and radio stations WBZ-WBZA was arranged this week by Vincent Callahan, general manager of the stations and W. O. Taylor, head of the Globe Newspaper Company. The Globe will use the Westinghouse stations to promote various features of the newspaper, and the stations in turn will use the paper's Sunday edition to promote WBZ and WBZA. Still further co-operation between the newspaper and the stations is being brought about by the three-weekly WBZ feature, Frontline Headlines, presented by the Globe's war editor, John Parry. Plans are under way for coverage of the forthcoming elections by setting mikes in The Globe city room for 24-hour service.

## WCAR Mich. Fair Tie-Up

DETROIT, Sept. 14.—Establishing a location studio at the Michigan State Fair proved a profitable investment for WCAR, 1,000-watt station owned at Pontiac, Mich., in December. Bucking eight established stations in the Detroit area, WCAR succeeded in making its name known to nearly a half-million visitors to the fair by picking up over 100 broadcasts from the grounds. Extensive tie-up with 17 broadcasting points on the grounds was installed, and all types of fair attractions went on the air.

Twenty of the broadcasts were sold to a sponsor, Sears, Roebuck (placed thru Advertiser, Inc.). Stanley Schultz, program director, was in charge.

## "Headlines" Co-Sponsored

PHILADELPHIA, Sept. 14.—Knappe-Monarch Company, electric shavers and accessories, news mag, will co-sponsor Ahead of the Headlines, news show conceived by Tom Sabia and tested here at WFIL last spring. Sabia will get a weekly NBC-Blue coastal ride, originating in New York, starting September 29. News experts will include Admiral Pratt, Major General Fuqua, and Raymond Moley, with Sabia carrying on as program director. Show set for 52 weeks by Gramer-Russell Company, Milwaukee agency.

## AMP Adds Three; Eyes FM

NEW YORK, Sept. 14.—Associated Music Publishers' transcription library service has added three stations, WBBM, Chicago; KMON, St. Louis, and WGPO, Cincinnati. All these stations, according to AMP, have FM licenses, and intention is to use the AMP service for FM. Wax execs are fighting a boom in business when FM develops, and some of the companies are adjusting equipment to produce waxes with less surface noise. AMP's disks are regarded as ok for the purpose now.

## Nash Kelvinator on NBC

NEW YORK, Sept. 14.—Nash Kelvinator, which has been off radio since December, 1937, is returning to the air and will sponsor John B. Kennedy in a five-minute news program, 9:50-9:55 p.m. daily, on the NBC Blue network. Agency is Goyer, Cornell & Newell, and deal was inked with the NBC Artists' Bureau.

## Dunlap Heads RCA Info

NEW YORK, Sept. 14.—Orvin E. Dunlap, for 18 years radio editor of The New York Times, has joined Radio Corporation of America as manager of the Department of Information, succeeding Morton H. Heath.



# Educational Radio Receives Blow With UBC's Dissolution

CHICAGO, Sept. 14.—Dissolution of the University Broadcasting Council, which takes place at the termination of the council's lease October 1, is regarded in educational and broadcasting circles here as an unfortunate event.

The council was established five years ago, under the direction of Allen Miller, as a co-operative broadcasting enterprise of three universities, Chicago, Northwestern, and DePaul. Three years ago the Rockefeller Foundation conferred a grant of \$60,000 over a three-year period. An unbroken title of the Rockefeller Foundation is that no grant be extended. This fact, together with the U. of C.'s withdrawal from the council last year, made further operation impossible. N. U. and the U. of C. each made an annual contribution of \$5,000 to the co-operative organization, while DePaul's share was half that amount.

Soon after William B. Benton's appointment as vice-president in charge of radio at the U. of C., he recommended withdrawal from UBC because, as the university's radio office explained, he believed educational disquisitions via radio were best promoted if broadcasting was conducted from the campus, both as an inspiration to the faculty toward closer co-operation with the radio department on broadcasting research and as a means of sounding the pulse of the university and its work to the listening audience.

UBC was an experimental effort in co-operation among universities. Its short existence resulted in many contributions both to radio broadcasting and popular education. Chiefly thru its offices, Chicago became the center of educational broadcasting. Whereas in 1934-'35 only \$189,000 in network time was given the three universities, in 1938-'39 the total had risen to \$1,000,000. In the same vein, percentage of more effective night time, as against total time given the schools, was only 35 to 32 per cent before UBC's creation, whereas in 1935-'36, under the Council, it had reached 70 per cent; 1937-'38, 74 per cent, and 1938-'39, 65 per cent, the drop resulting from the U. of C.'s withdrawal.

Fred Wheatley, who was associated with Miller in the management of the Council, regarded the fall of UBC as "a loss to co-operative effort among universities." Wheatley, who is in charge of N. U.'s radio department, indicated that it would continue with the same shows produced hitherto with the co-operation of UBC. Northwestern's Peering Stair also on 46 stations of the Mutual System, while John T. Frederick's Of Men and Books boasts of a 60-station CBS hook-up, as well as miscellaneous broadcasts of lesser importance.

In the last year the Council had the co-operation of the Chicago Art Institute and the Field Museum of Natural History.

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1. TWICE THE AUDIENCE of any other New York Independent station. (Hooper-Holmes and other impartial surveys.)
2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.)
3. ONE-THIRD THE COST of any New York network station.
4. RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.)
5. LOCAL ADVERTISERS know WNEW moves most goods—fastest.
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# Radio Talent New York

By HERRY LESSER

# BMI Acquires Latin Tunes; Believed Valuable to Radio

NEW YORK, Sept. 14.—Broadcast rights these contracts with writer-members.

Office of Schwartz & Frohlich, ASCAP attorneys, declined to say whether ASCAP would seek an injunction until further facts of the deal were known.

Irving Caesar, president of Songwriters Protective Association, referred injunction queries to ASCAP attorneys, but finally stated the BMI was "playing with fire and would get a flock of lawsuits."

## DECISION TO MEDIATE

(Continued from page 5)

and full scale for more than three. The networks are asking, in the renewal contract, for a loosening up of these restrictions, more free doubles and more free voices—which the union claims would cut down on employment and set working conditions back to low standards.

AFRA is asking for a two-year contract in the renewal, but the networks want a much longer term. AFRA is not inclined to accept a 10-year deal from the networks, pointing out that the radio industry is still growing, and that recent gross billings reports show that all three major networks enjoyed unprecedented business for 1940. Union argues that artists are entitled to some share in the industry's improved business conditions.

Networks have insisted up to now that they would not sign the sustaining renewal until the union opened up on details of its licensing policy, which will effect the network artist bureaus. Reported even that the networks deny having been warned by AFRA that, at the expiration of the first contract, the artist bureaus would have to submit to licensing and regulation. AFRA contends that the artist bureau regulation contract is separate and apart from the sustaining deal, and that the artist bureaus are the only three offices to come under the licensing regulations which will be negotiated with all agents simultaneously.

Should mediation fail, union contends its strike benefit fund is able to take care of those members involved. There are about 80 network sustainers, in addition to local programs. Pushed to the striking point, the networks will resort to filing in with musical programs and special features; it is expected. At the moment, the American Federation of Musicians feels favorably disposed toward the networks in view of the rift with the American Guild of Musical Artists, sister union to AFRA. Increased musical programs, to substitute for those pulled by AFRA members, could probably hold out until the BMI-ASCAP crisis at the end of the year. By that time, the AFRA commercial contract would be drawing close to expiration, to give the union the advantage.

## L. A. ATTRACTS

(Continued from page 5)

14 weeks. Options are given for an additional 12 weeks.

Pollack has also furnished easternbury circuits with some names. Jean Harlow stepped out of line to fill in as pulled recently and checked so well she was retained and is now traveling east. Madge Da Silva, Gussie Beaton and Flo London also untried as strippers at this house, the last-named just wedding up seven months at Earl Carroll's.

Current Police cast has Makins, Jack Romig, Lou De Vito, Minnie Lewis, Hentze Sandwall, Miss Jeanie, Olive Sinclair, Annette Ross, Louise Miller, and Jack Murray.

## TWO ICE RUNS SET

(Continued from page 3)

singing unit will probably be added to show, but warblers will be skaters also.

Construction of ice boat, which will extend for eight rows into orchestra, eliminates the old old pit. For first week of the show Erno Rakoc, of Radio City Music Hall, will handle a newly assembled band. Successor for remainder of run has not yet been named. A spun glass curtain, said to be the first of its kind, will be dropped from the ceiling of the theater, in front of the normal stage drops and curts out to follow the contour of the stage. Show will be geared for a two-and-a-quarter-hour run. Costuming credits go to Helene Pens.

ELSIE MAE GORDON gives an Alka-Seltzer show September 21 and 28 and will broadcast her own show, "Your Peace and You," from Gbl September 20 and 27. . . . FLOYD BUCKLEY and BRETCHIN DAVIDSON have been added to the cast of My Son and I. . . . JEANETTE NOLAN plays a dual role on Pretty Kitty Kelly. She is Helen Morris and the gray Afro. . . . PAT RYAN, ESTELLE LEVY, PHAN GARDEN, ANITA MCGEE, and GLORIA and YVONNE MANN, stars known for their work in NILA MACK'S Let's Pretend, will model teenage clothes at the Pink Party, a fashion show to be held at the Savoy Plaza in New York this week. . . . GENEVIEVE BOWE, soprano on Johnny Peters and Gay Nineties, married to Florida with her husband, concert pianist ROBERT HILL. Their first vacation in years. . . . MENASHA SKULNICK, perennial favorite of the Kiddish theater, is now a regular member of The Goldbeys. . . . ANNE SHEPHERD, of Joyce Jordan, takes a singing and speech lesson every day of the week. . . . WENDELL HOLMES, Dix Woodward of Myrt and Marge, admits to having been the youngest student who ever entered Ohio State. Holmes became a freshman at 14 and graduated with a B.S. at 18. . . . Conductor PAUL LAVAL of NBC, won a prize for the biggest fish ever caught at Gandwood Lake, Conn. LAVAL owns a lodge at Gandwood Trails.

NOW that the government has entered in radio with a special division set up to push national defense, elaborate plans are under way to get into the microphone business in a big way. Rumors are that sponsors are being sought to underwrite a series of programs for the government division, the aim is to incorporate dramatizations of patriotic films. It is

expected that picture companies will cooperate because of the mentions involved. . . . BILL STERN has been given a new ticker by his sponsor, effective October 9, and will continue to be heard over the NBC-Rine network Sundays with his commentary on athletics. . . . HARRY SALTER is conducting the We, the People band during the vacation of MARK WARNOW. . . . LAWSON ZERBE and CARL EASTMAN are additions to the cast of Kitty Kelly. . . . AGNES MOOREHEAD will be written out of the Sip Sister show for two weeks to allow her to appear in the ORSON WELLES picture, Citizen Kane. . . . The Shaddy will return to its Mutual spot on September 25. . . . When Lone Journey moves to New York it will be minus BETTY WINKLER, who'll remain in Chicago to continue her Girl Alone show. . . . ED NYRON and FINAS FARR have obtained the radio rights to "Jon Can't Take It With You." . . . TOM MCKNIGHT will again handle the production on Starlock Homes when it debuts on the Coast, September 25. . . . MAURICE LOWELL, young radio director who may swoon go to Hollywood to direct movies, will be a father in January.

ASK me another: Would KATE SMITH like to add AL PEARCE's Mory Macs to her new fall series? . . . Is PINEZ MCGEE'S daughter, KAY, planning a journalistic career? . . . What is this big surprise that BETTY WINKLER will have to tell us shortly? . . . How many folks realize that UNCLE KERA did his show last Saturday with such a severe cold that he has been bedded over since?

JOHNNY GREEN guests on Major Hovos' program September 22. . . . TED STRAETER enlarging his orchestra for the first Kate Smith program, September 20.

# Chicago

By NORMAN MODELL

THE gal who gets ANN SEYNOR'S role, that is, the juicy part of Mory Berlin, is none other than J. K's wife, BETTY LOU OLSON. . . . BOB GRIFFIN returned from the Coast Thursday (12) to resume the role of Joe Martin. . . . The much-waited-about show for Quaker Oats, Wishing Well, will begin because of legal snags. . . . VIC BOSEY, who formerly wrote TRUMAN BRADLEY's stuff when the latter broadcast over WEEM, will soon take a bride. To be specific, none other than Wild Broadcasters' switchboard miss, NANCY BAEDORN, who leaves for Hollywood Aug 16 September 25. . . . EDIE FEANODY has inked a 26-week renewal on the Barn Dance. . . . Judy and Jess was renewed last week. . . . PAUL ALLEN is contemplating in Memphis from her recent proposals renunciation. . . . FRANK FACELLI will replace JACKIE CHARBECK in the role of BETTY WINKLER's foster son on Girl Alone. . . . HELEN HARDIN, just returned from a New York vacation, is writing a series of scripts for a prospective outlet in Gotham.

Are So Distant, written by Paul Franklin. Just to make sure no sickly scripts get into production, the show has a play doctor on the job—COURTNEY SAVAGE. . . . Two new members of the NBC announcing staff are HENRY COOPER, formerly of WBOY, Tom Hauls, Ind., and DAVE GARROWAY, from KDKA, Pittsburgh. . . . J. CLYTON FOULKE of the NBC Chicago special opera and news staff, will soon say "I do" to JEANNE EADIE, of Glen Elgin, Ill. . . . Women in White moves to CBS September 30. . . . RUTH BAILEY was given the menace role on Helen Frost. . . . ED ROBERTS is set as announcer on Night to Happiness.

CONNIE OSGOOD, CBS actress, will marry IRVING BENNETT, New York banker, early this fall. . . . Now sequences in Beckage Wife have given jobs to NAL MEAGHAM, LUISE BARCLAY, and SHERMAN MARKS. . . . New casting on LEI Adler went to SYLVIA CLARK. . . . EDITH PERRY, young hopeful who has been in but not as often as she would like, is sending a clever piece of direct mail to Cbl eastern, summarizing her background. Her hope is that the Achilles heel of advertising men may (who knows?) be advertising. . . . PEG HILLAR, ART KOHL, STUART McINTOSH, and JOE ROBERTS are recipients of new roles on Stepmother. . . . DONNA HEADE is recuperating from a 10-day hospital confinement caused by an attack of pneumonia. . . . AUCIE KLEIN has been made a regular part of the WLS Bandstand. . . . JOHN RUDIAK and LOU KRUGMAN are new to the cast of Thunder Over Paradise.

# NBC Artist Bureau May Try Again for An Equity License

NEW YORK, Sept. 14.—Extra of NBC's artist bureau indicated this week that the bureau might apply for an Actors Equity license, in order to permit NBC to "place its artists in legit via "the front door" instead of having to work thru other agents, Columbia Artists' Bureau, when queried, stated it has been operating for years without an Equity license and would continue to do so.

According to NBC exec, matter of commissions from legit is not the important element involved, but rather the prestige and showcase value accruing from legit appearances. Actors' Equity, queried this week, stated NBC had not as yet applied for a license. Spokesman added, "The bureau know what our rules and regulations are. Their legal heads work overtime trying to dope out contracts to beat our rules."

According to statements by both Equity and NBC men, angle preventing issuing of licenses is fact that the networks are employers in addition to handling talent. This angle was brought out years ago when NBC's artist bureau had Fred Niblo try to obtain an Equity license.

Situation, however, is peculiar in that Equity affiliates, sister unions of the Associated Actors and Artists of America, AFA International covering all performers, grant licenses to the network artists' bureaus. Examples are Screen Actors' Guild, and American Guild of Musical Artists.

NBC bureau, incidentally, is considering expansion into the radio and night club fields, but has set no plans as yet.

History of the week: Who is the new author writing Freds Rich's just born serial, Dear John? . . . Now that Kinkaid's Playhouse is returning to the air, a definite improvement may be expected in Cbl's dramatic fare. Not that it was good when it first was aired, but according to Kester, a third effort will be made to get A-1 scripts. Only one try to do that is to pay higher rates for them. . . . HELEN HART, which JOE ANGLY plans to do initial play in better shows Saturday (21), The Stars

# Hollywood

By DEAN OWEN

BOBBIE SHERWOOD, who will handle the Helen assignment on EDIE CANTOR'S show, Made East for contacts with the comic. . . . ARTIE AUBREACH is about to sign with a major studio, not as a star, but as a writer. . . . RICARDO, of NBC in San Francisco, is in town to sign violin backgrounds for Moon, Dear Bureau and Dancing on a Dime. . . . MICHAEL RAFFETTO, of

One Man's Family, in New York for a three-week stretch. . . . IRVING ALLEN winding up scenes in Love Thy Neighbor at Paramount. He leaves this week for New York to prepare for new air series for Texaco. . . . RAY KYBER and his boys planned out the Sacramento for a date at the State Fair there. . . . SAM HAYES is going to stick his neck out this fall by making football predic-

tions on his new show, Eighth Precinct. No guarantee to average 80 per cent right in picking winners and 63 per cent correct in predicting scores within one touchdown. . . . KAY ST. GERMANE of the Signal Carnival, gets a spot in the new Frank Morgan film, Hullobaloo. . . . JIMMY WASHINGTON, star of the Texaco Summer Theater, out for New York. . . . RENAY VENUTA, of the Abbott and Costello show, couldn't wait for return to Manhattan, so hopped a plane, but will return in time for the next show. . . . BOB CROSBY and his boys couldn't get going in that softball game the other day. No wonder the boys were dazed; the pitcher of the opposing squad was a blonde, captain of an all-girl team.

# NETWORK SHAVES ASCAP

## Only Half Society's Songs, NBC Orders Vocal Sustainers

NEW YORK, Sept. 14.—Battle between American Society of Composers, Authors and Publishers and the broadcasting industry over the 1941 agreement reached new heights this week when the National Broadcasting Company issued orders to its sustaining singers that effective immediately they would only be permitted to use 50 per cent of ASCAP music during their broadcasts. Entire music industry was buzzing with the rumor that the order, to become effective September 15, completely eliminates ASCAP songs from sustaining vocalists' schedules, but general denials were made all around.

Mark Wood, labor relations chief of NBC, claimed that no orders had been sent to the singers, outside of the one a few weeks ago calling for at least one non-ASCAP song. "We haven't gone that far yet," said Wood.

Another executive at NBC stated that such was the intention ultimately, when the network can build a sufficient library of BMI, public domain, and tax-free songs.

Vocalists involved, however, confirmed the report that they were ordered to shave their ASCAP tune budget to half of the numbers they perform on their respective programs. In some instances, it was said, some vocalists are getting the 100 per cent non-ASCAP order.

Music publishers are in the dark over the whole thing, and after putting two and two together are inclined to believe that a cold winter is facing them all as far as plugs from vocalists are concerned. Some publishers said that during this week vocalists have been ducking them much more than usual because of the decree which is supposed to have surrounded the last denial order. Of the several officials questioned at NBC, none of them would issue a forthright denial.

Partial list of the singers involved includes Ray Perkins, Dinah Shore, Gwen Williams, Virginia Hays, the Southernaires, Gene and Glenn, Clark Dennis, Dixie Abbott and Jim Robertson, and Tvetto.

Order did not include band leaders, other than the notification several weeks ago that they were to begin including BMI songs among their library of tunes played on the air. Another phase, however, of the cease signal to band leaders was revealed when they were to play no more medleys because the modulation in between numbers might be four or eight bars of an ASCAP song, no matter how hard the arranger tries to be original. As such, they were told, they would be open to a suit from ASCAP after December 31 and that they should start getting used to it now and adjust their libraries to the standards they might have to follow.

John G. Paine, general manager of ASCAP, also stated that he didn't know about the order, but was unconcerned, he said, because no matter what music is being played over the air ASCAP still collects for everything under the ex-

isting agreement which expires with the broadcasters December 31.

Paine compared the public reaction of the substitution of BMI music for ASCAP for performance over the air with how they might feel if *The Saturday Evening Post* dropped all of its music writers and substituted them with high school students who majored in English.

"However," said Paine, "if the artists care to risk their artistic reputation, and the broadcasting industry its capital investment, that's their own business."

Asked whether ASCAP was planning any retaliatory methods after December 31, Paine said that ASCAP has not decided to make them known. Said Paine: "There is no question asked that might be too indiscreet, but the answer might be very forthcoming."

## Sammy Kaye Returns To the Victor Label

NEW YORK, Sept. 14.—After what was probably the briefest recent affiliation in war history, Sammy Kaye this week switched back to the Victor label, which he forsook early in the summer to go over to Eli Oberstein's United States Record Company. Kaye left the Victor, then 75-cent label last June to go under the Variety imprint, and also under a contract that was practically all in Sammy's favor, including one of the highest figures per side ever paid a dance band, selection of tunes and number of tunes, and cancellation clauses giving Kaye an out whenever he sought it.

Letter was invoked this week after U. S. Record filed voluntary bankruptcy proceedings the week before. Only four Kaye sides were released during his Variety association. When he picks up where he left off at Victor, he will record under the new 50-cent black label, RCA having slashed the price several weeks ago. Band will do his first sides when it gets back to town next month for its Hotel Commodore opening on October 17.

## C. Teagarden With Jack

NEW YORK, Sept. 14.—Charlie Teagarden this week accepted a permanent berth in the trumpet section of brother Jack's band. Jackman offered Charlie a featured spot when he first organized his crew, but Charlie preferred to hold on to his job with Paul Whiteman. Dissolution of the latter's band this summer led to the brothers Teagarden joining forces.

## Palladium Ballroom Gadgets Strictly Out of This World

HOLLYWOOD, Sept. 14.—According to a mimeographed rhapsody sent out by the press agent for the new Palladium Ballroom here, if a band leader doesn't play the Palladium during his lifetime he hasn't lived. It even bids fair to serve as a substitute for heaven for those in the music profession who think they still have a chance.

Palladium, scheduled to open October 15 with Tommy Dorsey on the stand, is strictly out of this world as ballrooms go. The interior of that place, as it is poetically described, is lined with "pink walls and coral suede ceiling... thousands of feet of costly Lucite fabrications... innumerable dimmers and spots interchanging in color continuously playing upon glass-headed panels, shooting star discs and illuminated plastic statuettes."

As if this weren't enough, it goes on to say that the "curtains silently and swiftly drop," "tomorrow and 'tomorrow' unfold into position and steps on which to go from dance floor to stage appear

## If I Had the Wings

ALABASTER, Okla., Sept. 14.—Songs have been written and composed in all sorts of places, but the first instance of one being published in jail has arisen in the Oklahoma State Penitentiary here.

The tune, *Stars Went To Sleep*, was written by Morris Marsh, an inmate. Irony of it is that the publisher, Edward M. Duffy, is also in the same lockup and conducts business from there.

Song has been doing well despite the absence of a song-plugger.

## Sherman, Chi, New Season Band Set-Up Follows '39 Pattern

CHICAGO, Sept. 14.—Orchestra bookings for the Panther Room of the Hotel Sherman here have been tentatively made this past spring. Four-week engagements of name bands having proved successful last season, the Sherman management is attempting to repeat the pattern by almost identically duplicating the succession of bands to appear during the next eight months.

Following Duke Ellington, currently playing the spot, will be Charlie Barnet, booked for two weeks beginning October 3 as a substitute for Benny Goodman, who canceled because of illness. Starting October 18 for four weeks will be Harry James, and from November 15 to December 31 Pat's Walter will hold the stand. Next band likely is Gene Krupa, starting February 7.

Only last year outfit so far left out of the coming pattern is Ben Pollack. Jimmy Dorsey will come back in April instead of January.

## Shaw Building Swing Group, 'Gramerey 5'

HOLLYWOOD, Sept. 14.—Following in the steps of Benny Goodman and his trio, quartette, and sextette, and Tommy Dorsey and his Glambake Seven, Artie Shaw this week waged four sides for Victor with a six-piece jam combo (six pieces includes Shaw on clarinet) which he is calling the "Gramerey Five."

Instrumentalists are all from Shaw's big band, line-up including Billy Butterfield on trumpet, John Guarneri, who followed Fletcher Henderson in Goodman's orb several months ago, on piano; Nick Fatool, another Goodman alumnus, on drums; Al Hippichian, guitar, and Bud De Naut, bass. Boys knocked out two originals and two old show numbers. Shaw will cut sides like this from time to time in an endeavor to hold up the small band-within-a-band.

and disappear, seemingly by the wave of the maestro's baton." And for enthusiastic feet, "layers of cold-mastic tar and more layers of cork sandwiched between, resting on a five-inch concrete foundation, form the best 'set of springs' for the huge dance floor."

With the decorations over with, the Palladium has another innovation that will do away forever with the necessity of the maestro rubbing elbows with "autograph hounds." The new gadget is called "Teleautograph," which would be located in various parts of the huge ballroom-cafe, each of which would be wired to a similar machine on the stage. Then when Bessie Filter wants an autograph, "during autograph time," she would just press a button and the wand water would signal back with his signature. The autograph would be on a card with a picture of the ballroom.

The entire set-up is supposed to cost \$1,000,000 by the time of completion. The price itself is worth the price.

## Barnet at Fiesta After AFM Talk; Battle Really On

NEW YORK, Sept. 14.—Challenging his contract with Consolidated Radio Artists and the right of the American Federation of Musicians to revoke his card, Charlie Barnet opened his undesignated engagement at the Fiesta Daneteria here last night (13), while the trade held its breath to see what would happen to all of the threats, allegations, and charges early next week, when the warring parties go into action.

All concerned appeared before the executive board of the AFM yesterday afternoon, including Charles Green, CRA proxy; Ann Richardson, Green's confidential secretary; Bill Burnham, CRA location booker; Charles Weintraub, Barnet's manager; Jack Rosenberg, president of Local 502; and Barnet. Ruling by AFM Proxy James G. Petrillo was that the CRA contract was valid, but the AFM granted the right to Barnet to lean out his contractual differences in court. Petrillo ruled, however, that if Barnet opened at the Fiesta, it would be in violation of his pact and he would have to suffer the consequences.

Weintraub, speaking for Barnet, said they welcome the right to go to court, because, he alleges, "Barnet's contract with CRA is specious and he will continue to lose money as long as he's hooked by CRA." Opening last night was done in the face of two weeks of one-nighters set by CRA, covering dates on which he will be at the Fiesta.

Earlier this week, while Barnet was playing at the Midland Theater, Detroit, AFM wired him, "Violation of your contract with Consolidated, made in conformity with our laws, will result in your automatic resignation." Barnet wired back that his 10-year contract with CRA "was conceived in fraud," and that it was the obligation of the union to protect its members.

At the hearing it was alleged by the AFM forces that Green induced Barnet to sign a 10-year contract at 50 per cent commissions on the promise that he would be able to return to the Hotel (See BARNET AT FIESTA, on page 14)

## Clinton First In Cincy Hotel Poll

CINCINNATI, Sept. 14.—In a poll conducted by the Hotel Netherlands Plaza here to determine patrons' tastes before booking a band for the fall season Larry Clinton received the most first-choice votes of the 20 bands listed on the customers' ballot. Russ Morgan, Kaye Cugat, and Henry King were second, third, and fourth choices in that order.

Table ballots informed patrons that a list of available bands had been submitted for the Parkland Caprice, opening late next month, and "your co-operation will assist us in bringing the bands you want."

Other bands on the ballot included Lou Breese, Bobby Bruce, Del Courcier, Ben-Cutter, Chuck Foster, Cecil Gray, Ray Herbeck, Herbie Holmet, Jerry Livingston, McFarland Twins, Johnny McOn, Carl Ravara, Joe Swain, Eddy White, Lawrence Weik, and Griff Williams.

## NY Radio Station Features Best Selling Record Show

NEW YORK, Sept. 14.—Station WOP, which is slowly undergoing a change of policy in an all-foreign-language outlet to a combination act-up which features swing recordings daily after 6:30 p.m., has instituted a highlighted bill hour for Saturday nights to feature the National listing of "Best Selling Retail Records" as compiled weekly by the Billboard.

Program includes story behind the writing or rise of each song. Weekend swing sessions feature interviews with band leaders, booked into local spots of special Vogue in rhythm hour between 9 and 10 p.m.

## L. A. Dansant Closes, But Not Before E. Hawkins Hits Record

LOS ANGELES, Sept. 14.—Shuttering of the Vogue Ballroom here in preparation for its transformation into a bowling alley marks the passing of one of town's oldest temp spots. Formerly known as Solomon's Penny Dance, ballroom flourished for several years until promoters attempted to put it in the "moder" class with face lifting and new name.

Even name bands failed to create any great stir, and spot finally closed with only an occasional date. Strangely enough, last band to play the spot, genuine Hawkins broke the house record, playing to 4,511 customers and collecting \$1,830.

Sports Go Patriotic

NEW YORK, Sept. 14.—Scheduling a long-time president of limiting his sports radio program to personal appearances of personalities in the sporting world, Bill Stern, conductor of Sports-Race-of-the-Air, will have as his guest Gray Gordon, hotel Edison master, and the complete crew to dramatize their participation with the song, I Am An American. Program is dated for September 22.

This is said to be the first time that a dance orchestra is guesting on a commercial sports program.

T. Dorsey Signed by Para for Filhausal

NEW YORK, Sept. 14.—Tommy Dorsey and his orchestra were signed by Paramount this week to appear in Las Vegas Nights. Dorsey will be featured, along with Allan Jones and Bert Wheeler.

Dorsey's signing, with Paramount marks the third name dance band to contract with the company this year. The other two are Artie Shaw and Orrin Tucker with Bonnie Baker, who will appear in You're the One.

Also in the Paramount roster are André Kostelanetz, to furnish the music for a series of Puppetteen shorts; John Scott Trotter, and Victor Young.

No shooting date as yet has been set for the Dorsey film.

New Drive Against Store Song Sheets

PHILADELPHIA, Sept. 14.—A drive to stamp out illegal song sheets has started here in this territory. Instead of making arrests, picking up the street peddlers of the sheets, the music publishers are striking at the home file stores selling song sheets. Rather than asking the police to make arrests, which hasn't proved very effective in stamping out the evil, publishers are now seeking court relief. Suits are being filed in United States District Court asking for injunctions to restrain the stores from selling the sheets, charging infringement of the federal copyright act. Fines no royalties are being paid for the use of the chorus lyrics.

Seeking to bring the issue to a head, Emanuel Kahn, of Newark, N. J., and Herman L. Marsh here have been retained as attorneys, and this week suits were filed in Federal Court seeking injunctions against Shubert's Patent Medicines, local cut-rate drug store, and Killbuck, Lancaster, Pa., store. Suits were filed in the name of Shapiro, Bernstein & Co., with other similar suits filed recently here in the name of Chappell and Murko.

Luncheon Tops Attendance Gate at Casa Manana Cafe

GILVER CITY, Calif., Sept. 14.—Jimmy Luncheon, who opened at the Casa Manana Cafe here August 14, has broken all nightly and weekly attendance records, according to Joe Zucca, manager of the place.

Luncheon, with two more weeks to go at the Casa Manana, is still drawing capacity attendance, said Zucca. After leaving, his next spot will be at the Bestia Delicatessa, New York City, opening in mid-October.

BILLYM BEACH, Houston, Tex., which played piano works practically all summer, closed Labor Day, with Jimmy Livingston as the final act. E. W. Dahves, manager, expects to reopen busy, 1941, continuing his policy of names.

Andy Hardy Turns Plugger

NEW YORK, Sept. 14.—In addition to his many other activities, Mickey Rooney has now turned song plugger. This week he sent mimeographed letters (with personal signatures) to band leaders and singers, asking for plays on Our Love Affair from his current picture, Strike Up the Band. Rooney told them how nice it would be to hop on the band wagon of that song by making an arrangement and putting it in the books, and how much nicer it would really be if they played (or sang) it on their Coast-to-Coast broadcasts. First publisher the tune.

# Orchestra Notes

By DANIEL RICHMAN

Broadway Band Stand

LOU BRITTON, in the short space of three days, checked up one of the biggest checks ever registered at Frank Dailley's Mendocino, siding band mecca in Cedar Grove, N. J. . . . Britton, in over the recent weekend (6-8), did so well that Dailley immediately promised him six weeks, if it could be arranged, between December and January, which would be between the T. Dorsey and the J. Dorsey stands there. . . . Lou, however, is slated for a Chops Faveo, Chicago, return on Christmas Eve with General Amusement Corp's film trying to straighten things out so that Britton can capitalize on his Mendocino hit. . . . Joe Olster has taken over the personal management of DON BESTON. . . . When Leo Reisman moves the band stand at Den Maiden's Riviera, Fort Lee, N. J., on the 19th, JOE REICHMAN will take over until the spot closes for the season in November, which is quite a bit later than usual. . . . LARRY CLINTON dropped his gal through, HELEN SOUTH-ERN, with no replacement as yet. . . . William Morris office has taken over the management of EARL COLEMAN, CHARLES BAUM, and THREE CATS AND A MIDDLE. . . . The CLARENCE PROFIT TRIO, currently at the Hotel Times Square American Bar, is set to cut a few sides for Decca. . . . Another septa swing star, JIM YANCY, will knock out four sides of boogie-woogie originals on a Bluebird plate. . . . HARRY ALDRE, formerly assistant radio editor of The New York American and publicity director for Bennett Radio and Station WINS, New York, has joined the Moe Gale organization. . . . He'll assist Art Franklin, Gale's publicity director. . . . GRAY GORDON gets another extension of his Hotel Edison contract, which keeps him there until November 1. . . . New innovation at Sherman Billingsley's swanky Story Club will be cocktail dancing, starting Wednesday (15) with CHARLIE WRIGHT making the music from 5 to 7 p.m. . . . Wright has been playing for dinner and supper, but as of the 17th JACK HARRIS, London batman, takes over these duties.

Midwestern Melange

XAVIER CUGAT comes back to the Stoller Hotel, Detroit, a very successful stand for him last season, October 3, staying until the 23d. . . . In the same Michigan city, PAUL BURTON makes it the Palm Beach Cafe on the 7th of this month, remaining until November 10. . . . JOHN SANDUSKY, formerly with Robbins Music, is now personal manager for PHIL LEVANT, who closes October 4 at the Blumark Hotel, Chicago, and follows a one-night tour of a couple of weeks with the Schroeder Hotel, Milwaukee, October 15. . . . CARL FRIED is set for an indie stay at the Park Night Club, St. Paul, September 19. . . . MARK RUSSELL, who shifted to the Chez Paree, Omaha, September 9 from the Eden Theater Restaurant on the outskirts of Chi., has been followed at the latter spot by TOASTY PAUL. . . . SIDNEY BECKETT, the old master of the soprano sax, is waxing six sides for Victor in Chicago on an all-star line-up bubbled him. . . . EARL KINGS on piano, REX STUART on trumpet, JOHN LINDSAY (who used to play with King Oliver) on bass, and BABY DODDS on drums are the backing. . . . HELEN GUMMINS stops off at the Hotel Nicollet, Minneapolis, September 30 to October 26. . . . SAMMY WATKINS will find himself at the Baltimore Hotel, Dayton, O., on the 26th of this month, staying until the 23d of October. . . . Stevens Hotel in the Windy City gets GRIFF WILLIAMS back October 19 until February 7. . . . ROBERT BRUCE is another repeater, at the Club Gloria, Columbus, O., starting October 14 for a couple of months. . . . last year the band went in for two weeks and stayed six months.

Penn-Jersey Patter

JOE KEARNS, WCAU master, Philadelphia, selects ANN SUTHERLAND for the singing. . . . JOE THOMAS takes to the Royal Hotel's The Spot, Wilmington, Del. . . . LEN GRAY gets the call at the Glenview (Pa.) Sho-Boat. . . . RANIE BECKER brings his band to Washington House, Bechtelsville, Pa. . . . BOB HABITT is at Checkered Inn near Trenton, N. J. . . . VERNON ISAAC taps off the musical tempos at Paradise

Cafe, Philadelphia. . . . DELLA BEACH is at the Village Barn near Fleetwood, Pa. . . . ROLAND KINNETT gets the call at Club Conrado, River Road restaurants near Trenton, N. J. . . . The Danacellum, Camden, N. J., Ballroom, holds in the new season with RAY CATHRALL's Chaperons. . . . BILLY VAN returns his Three Kings to Herkoff's Music Bar, Atlantic City, for the fall season. . . . HILDE SIMMONS, pianist-singer at Club Normand, Atlantic City, all summer, brings her swing singing to a band for the first time, joining up with JACK TEAGARDEN. . . . BELLE BROWN goes into the Hotel Hollywood, Shoemakerville, Pa. . . . GRACIE HAY takes to the stand at George W. Curlin's Inn along Gropch's Lake near Trenton, N. J. . . . HUGHIE BARRETT brings his band to Atlantic City's Ritz-Carlton.

Of Maturity and Men

WHEN HAL KEMP opens the Hotel Alamy's Rainbow Room in Atlanta September 28 he will be playing in competition to his former actman, SAXTE DOWELL, heading his own crew a block away at the Henry Grady Hotel. . . . ARTIE SHAW, at San Francisco's Palace Hotel, will likewise be vying against an old associate when CLAUDE THORNHILLS' new band opens at the Mark Hopkins Hotel. . . . CLARK YOYUM replaces Billy Wilson in Tommy Dorsey's Pied Piper quartette. . . . MARIO MARIANI in for George Brodsky in the Bob Chester sax section. . . . While a new face in the Glenn Miller outfit is Tony Carlson on bass. . . . GUY LOMBARDI is going to race his yacht in the regatta at Washington September 17-18. . . . EVERETT HOAGLAND makes it the Strader, Boston, October 4. . . . GEORGE HINEK former Enoch Light vocalist, is now singing with Duke Daley's band. . . . Hotel Adelphi, Dallas, gets MALCOLM BEEBLY and his oek October 2, indie. . . . PAUSTO CURBELO, whose first Columbia platter made his appearance last week, takes his rumba outfit into the Fernan Room of Philly's Ritz Carlton Hotel early in October, after a two-year closing of the room. . . . JIMMY WALSH takes in the October 12-November 8 period at the Rainbow Room, Denver. . . . TERRY SHAND, songwriter turned maestro, gets his first important air time—five CBS spots weekly—when he opens at Alamy's New Republic Hotel September 28. . . . Thursday (12) IRVING WYNN's oek started a four-weeker at the Rainbow Inn (not to be confused with the Rockefeller's Rainbow Room) in New York. . . . JERRY LYNDSTON begins a run at the Chanticleer, Milburn, N. J., Tuesday (17).

## Midwest Territorial Bands To Get Chance For West Coast Debut

HOLLYWOOD, Sept. 14.—First attempts to turn top ranking Midwest dance crews to the Coast will soon be made upon completion of deal worked out by Vin Schroeder Agency of Omaha, Neb., and Reg Marshall, local broker. Financing will be done by Gene Pinger, who debuts at Pasadena Civic Auditorium on November 1. Bands headed by Paul Woodhead, Wally Wallace, Leo Fresco, Jimmy Barnett, Skippy Anderson, and Ralph Sted, all top Midwest territorial laves, will follow.

Better is that local promoters are steering clear of top money bands, and are looking for new blood in the middle bracket class. Many observers feel that the time is ripe for the coin-bell outfits to hit the Coast, as they can be bought at a lower figure than the big name crews, but will pack enough muscle to pull the customers thru the wardrobe in their own locality.

At present the plans call for each band to stick to one-nighters. If combos prove their worth, it is expected attempts will be made to line them up in some of the top spots here. Outfits will be given good build-ups, with every attempt made to get local top bounds asking for more.

## Atlanta Aud Record Broken

ATLANTA, Sept. 14.—Marine Sullivan and Tiny Bradshaw's oek shattered all records at the City Auditorium here Sunday (2) with 7,500 paid admissions, including 2,500 white spectators. First appearance of the Loch Lomond distasteless plus Bradshaw's large local popularity, accounted for the biggest crowd ever chalked up at this spot for a dance. Prices were 75 cents advance, 85 cents at the door.

## Will Hudson To Wax Originals for Decca

NEW YORK, Sept. 14.—Will Hudson, signed to a Decca Records contract this week, will do only his own tunes and originals for the waxworks for the time being.

Maestro is current at the Hotel Lincoln here.

WALTER POWELL went into Cincinnati's Old Virginia Restaurant September 6. . . . JERRY BLAKE had his oek picked up at the Desher-Walkie Hotel, Columbus, O., which keeps him there till the end of October.

## Philly Fall Nitery Picture Shows Few Bandstand Changes

PHILADELPHIA, Sept. 14.—New season band changes on the bandstand front here few and far between, practically all of the spots either returning to or holding on to their home makers. In nitery lines, call is strictly for the local combos on 28-week contracts to take advantage of the reduced wage scale on such long-term binders. Stamp's Cafe is only spot with an out-of-town crew, reopening last night (13) with Billy Caldwell and His "Sinn" Band Jive Five," indicating another split in the Slim and Siam combination. Only other night spot still to select a band is the Anchorage Inn, which reopens next month as the Park Casino. It is reported that Xavier Cugat filed a \$1,000 weekly offer, and ops are now concentrating on a local crew.

to home-town talent with Johnny Archers mentioned.

At the class hotels, Bellevue-Stratford sticks to Meyer Davis music, localite Sylvan Hyman returns to the Barclay Music Corporation of America band, get the Warwick nod, latter agency having the in it and when Ritz-Carlton decides on a night live spread for its swanky dining room.

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# 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 style, selection, or both.

Keys (T)—Fox Trot; W—Waltz; VC—Vocal choruses; V—Vocal recording.

By DANIEL RICHMAN

### KAY KYSER (Columbia)

Ferryboat Serenade—PT; VC. The Gail of the Canyon—PT; VC.

A POTENT contender for top honors in the nation's music machines where a *Ferryboat Serenade* is concerned is the old professor's dinking of it. All the novelty of arrangement for which Kyser is noted on songs of this sort has gone into this side, with both the novelty and the arrangement out of the topmost drawer. The ditty is the follow-up to *Woodpecker Song* by the same writers, and Hobbs Music Corporation, publisher of both, is planning to do for the new one what it did for its predecessor. With this background, and with Kay's particularly excellent version, the number has vast commercial possibilities, especially in the automatic phonos. *Beverly Hills* is also abundantly sprinkled with music and home sales potentialities. The song is the first that *Blitz* (*Last Bound-up, Old Spinning Wheel*) III has turned out in a long time, and it's in the same vein and mood as his other smashes. With a fine Chippy Blums vocal and a smooth band arrangement, Kyser's platter is likely to top first prize in the *Canyon* sweepstakes. A great double from every standpoint.

### ANDREWS SISTERS (Decca)

Pennsylvania 6-8000—V. Beat Me Daddy (Right to a Bar)—V.

AFTER a couple of so-so recordings of not too good material, the Andrews girls deliver a pair of sides in the great style that is expected of them. Here they have two numbers to work with that fit their talents like a proverbial million, and there's really little to choose between in the matter of which is the better side. Each is excellent, with some of Patty's solo vocal acrobatics on *Pennsylvania* perhaps giving that one the edge because of the ease and amazing invention she brings to the passages. Both numbers make excellent phono fodder, with *Beat Me Daddy* this time the slightly better bet, inasmuch as Glenn Miller's recording of *Pennsylvania* and its machine popularity may have taken the edge off any subsequent disks of the number, no matter how worth while. Home sales should be tremendous on this couplet, with everything about the disk being on the credit side—material, arrangement, and execution. Vic Schoen's scoring and accompanying band are of no small assistance in the last two departments.

### RAY NOBLE (Columbia)

That's for Me—PT; VC. Rhythm on the River—PT; VC.

THIS corner has remarked before that Noble turns out perhaps the most listenable recordings being pressed today. If there ever were any doubts on the matter, the A side here ought to dissipate them. By listenability is meant the ability of a record to thrill the listener thru its utter perfection of orchestration and instrumentation, thru the quality of its solos and ensembles, thru the use of inventive, imaginative musical touches that can't be found on other records (particularly of the same song). There are bands that swing better than Noble's, some play sweet with a more distinctive, decisive style, others offer greater individual instrumentalists and therefore finer solo work—but for an all-round performance that never strays far from the peak of brilliant quality, Noble can't be topped. Here are two regulation film tunes—not outstanding musically in comparison with the originals and the standards constantly being waxed by bands—out of which Ray makes an object lesson in how an orchestra record songs so as to guarantee the maximum listener enjoyment. Verbal dissection of these sides can't do them justice; they must be heard to be fully appreciated.

### SEGER ELLIS (Okeh)

Oodles Up a Little Closer—PT; VC. Happy Travels—PT.

Ellis couples two creditable enough arrangements on one disk here, with the reverse move of a showpiece for the band's instrumentation. Sax, trumpet, and wah-wah brass are featured on the latter side. Irene Taylor's vocal on the A side isn't up to the standard the set for herself some years back when she was with Paul Whiteman.

### CHICK WEBB (Decca)

Chick Webb Memorial Album—Six-record album.

Decca pays a nice tribute to the memory of the late Chick Webb by grouping together some of the better sides he turned out before his untimely death a couple of years ago. The packaging not only pays homage to a great swing name, but it also offers collectors a chance to fill in their Webb library with some of the items they may have missed when these disks were released originally. Included here is the now immortal *A-Ticket A-Ticket* with its Ella Fitzgerald vocal and fine Jack Mason arrangement.

### THE THREE PEPPERS (Decca)

Hot Dogs—V. Tom Tom Serenade—V.

The A side reveals the Peppers as just another trio, not too good and not too bad. The reverse, however, contains a lot more imagination and an effective rhythm.

### FAUSTO CURBELO (Columbia)

Americano—Congo. Sueno Dorado (My Golden Dream)—Bolero Canelon.

This number, outfit debut on the Columbia label with this release and gives out nicely with typical bouncy conga tempo on the first side, and with a slow, subtle bolero on the reverse. Commercialism is conspicuous by its absence, except among devotees of the Latin American idiom.

### DEL COURTNEY (Okeh)

Now I Lay Me Down To Dream—PT; VC. Basket Weaver—W; VC.

Two more Courtney sides in the usual refined, carefully shaded style of this

sweet hand. *Dream* is conveniently straight and not outstanding; the companion piece is quite elaborate vocally, operable warbling back of Sherman Hays' capable lead.

### BILLIE HOLIDAY (Okeh)

Tell Me More—V. Laughing at Life—V.

Backed by Roy Eldridge's wailing trumpet, Miss Holiday moodily changes thru the first side, switching to a fast tempo for the companion side. Accompanying band contains other swing stars in addition to Eldridge, and the whole makes a Roman holiday for hot jazz lovers.

(See ON THE RECORDS on page 80)

# 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

### Eddy Duchin

(Hotel Waldorf Astoria, New York City, Mutual Network, Monday 12, 9:30-10 p.m.)

THE magic fingers of Maestro Duchin are sold to the air audience with the same brand of suave showmanship that the Ivory Ticker has been using to sell himself on sight these many years. It's no accident that Duchin has been a strong name during the past decade, and his ether remote is built to sustain that popularity.

Program is centered around the Duchin personality, mainly as the listenable listener knows him—as a piano virtuoso. His being constantly featured tends to make the listener always conscious of his presence. Tune selection combines a variety of all sorts (in few out of that category would make for better balance), with June Robbins handling the vocals smoothly, and enough male

# On the Stand

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

### Skinny Ennis

(Reviewed at Lakeside Park, Denver)

ENNIS has a nice outfit that leans toward the sweet side but can handle itself nicely on five work. Instrumentation of five brass, four reed, and four rhythm keeps a steady rhythmic beat and full front going at all times. Altho the band at times dives into the Hal Kemp style and the tone color is similar to Kemp's, there is a smoothness and blend in chromatic runs that are definitely distinctive. Ennis himself was featured vocally with the Kemp outfit before taking up baton work himself.

Reeds play a prominent part in all Ennis arrangements, brass is kept tightly muted, and the clinches do some sweet background work behind vocals. Ennis sells well on vocals and his recitations are in the particular style of lifting melody with rather abrupt ending lines for which he is so well known. His fronting is on the easy side, and he keeps a nice flow of chatter going. Carmelo, handling the ten side of the vocals, sells and shows nicely. Dave Wade, first trumpet, is good both in novelty trumpet work and deadpan comic vocals. Sonny Dawson carries on nicely in his yodeling vocal. A smooth trio blend is obtained in the work of Carmelo, Dawson, and Pete Carpenter.

Two recent additions to the Ennis outfit were Sam Furman at the piano and George White, bass player. Trunkman.

### Sonny James

(Reviewed at Regent Tavern, Atlantic City)

THE scion of this resort's salt water taffy spoon, it's quite natural for Sonny to strike at the cork with a sweet band. But he never lets it get on the sticky side. It's a thoroughly able unit with plenty on the ball for dance incentives, the emphasis on keeping the melody inviolate in both the playing and arrangements, sections running the gamut from pop to rumba with a generous smattering of waltzes.

Only disconcerting note is the attempt to tax the music with an identifying style. Burden is on the trumpeters, who attempt to simulate the maestro's steel guitar vibrato with a slow trill combined with a wah-wah fluter. It's not a particularly musical sound, as compared with the triple-sounding of the Held-Kemp school or the fluter wailing of the Kyser-Barron brigade. Its constant use not only tends toward monotony but also grates against the ears the wrong way.

James, still a bit on the shy side and somewhat stilted, features electric-harp (somewhat guitar) highlights, but fronting, doubling on accordion and steel guitar, depending on the mood of the music. All used judiciously. Instrumentation takes in four saxes, three trumpets, single trombone, piano, bass, and drums.

Lightning changes emanating from the console, the maestro's own invention, makes a nice effect, enhancing the real appearance of the band.

Vocals are sold on a high scale, Lucretia Matthews giving capable force to the ballade, with Hilley Moore stepping down from the trumpet section to pipe the rhythm pops. Joe Zukoroff, pianist, fashions the musical arrangements.

### Vaughn Monroe

(Reviewed at Solter's Ten Acres, Westland, Mass.)

MONROE appears definitely headed for great things. One of the Barn bands ever organized in Boston and comprised of 12 stellar handmen, this outfit can play sweet, hot, and well.

With arrangements by Johnny Watson, ex-Jack Savitt arranger, the band has built a definite style that is easily imitable and easily uncopyable. Instrumentation consists of four brass, four rhythm, and four sax, occasionally adding another brass when Monroe himself picks up the trumpet. This set-up can and does provide excellent re-creations of Watson's typical arrangements.

With a library of 120 arrangements, some of which are the finest Watson has ever done, Monroe can give out with a diversified program all evening and appeal to every taste. For the swing fan, jam choruses featuring the brilliant technique and fertile imagination of Frankie Levine on tenor, and the sparkling the sometimes erratic trumpeting of young Bobby Nichols, never fails to please. Nichols is a 16-year-old youngster who should go far once he attains steadiness. For the lovers of sweet, the melody numbers are capably put across with the accent on the fine sax and rhythm sections.

André reinforcements have brought the band to a fine pitch where they are able to execute beautifully the Watson arrangements. Occasional use of novelty numbers give sax player Ziggy Taleri a chance to do comedy vocals. Monroe handles the regular singing chores in excellent style. Capable of rendering ballads (pop or classical stuff), Vaughn has a fine range and a pleasing personality that ticks. His smooth baritone is featured with the orchestral background shaded for best effect.

Band is ideal for hotels, and yet could do a swell job on ballroom dates. It would be difficult to select the best instrumentalist in the group, with Levine's great tenor work, Jimmy Athens' very solid brass, Sam Stacey's fine piano and celeste, and My Lovine's maddeningly deceiving of special praise. Other members of the band, all fine musicians, include sax men Andy Nagay, Doc Falco, and Talent; Al King, Dino D'Onno, and Joe Connors on brass, and Guy Scalfaro on guitar.

### Staff Smith

(Reviewed at Old Vienna, Cincinnati)

TO THOSE who like their five in the row and from the bottom of the barrel, these septa ionblers stack up as the proper stuff. Their hilarious antics, solid sending, and even their straight playing of legitimate music leave little to be desired. They go over well with the younger dance element as well as with those who wish merely to be entertained.

In the group besides Sam and his great wife are Donal Jones, trumpeter; John Brown, bass vocalist; Eric Brant piano; Luke Stewart, guitar; Herbert Cowens, drums; and George Clark, who sax, and with them all riding in the groove they sound like a damn man. The boys are hard workers, take their chores seriously, and practically go into a trance to get in their best hot job. Each dance session is almost a marathon. Necessarily, the outfit is plenty loud, a trait reflected by the later night crowd, but not so readily accepted by the quiet dinner trade. Smith fronts in swell style and displays deftness in handling the newcomers. His work on the electric violin, both on the straight stuff and the sentimental tunes, is outstanding. Trumpeter Jones is nothing short of terrific, with plenty a star on the piano end. The boys are strong on entertainment, give out liberally, and pack a lot of comedy novelties.

Billboard

WEEK ENDING SEPTEMBER 13, 1940

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

Records 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 20 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

- SIERRA SUE. (9th Week) Bing Crosby, Glenn Miller.
I'LL NEVER SMILE AGAIN. (13th Week) Tommy Dorsey.
FOOLS RUSH IN. (7th Week) Glenn Miller, Tommy Dorsey.
WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (3d Week) Glenn Miller, Dick Todd, Ink Spots.
BLUEBERRY HILL. (2d Week) Glenn Miller, Kay Kyser, Russ Morgan.

COMING UP

- FERRYBOAT SERENADE. Gray Goudon.
CAN'T GET INDIANA OFF MY MIND. Bing Crosby, Kate Smith, Bobby Byrne.
ALL THIS AND HEAVEN TOO. Tommy Dorsey, Charlie Barnet, Dick Todd.
TRADE WINDS. Bing Crosby.
THE NEARNESS OF YOU. Glenn Miller.
PRACTICE MAKES PERFECT. Bob Chester.
I'M STEPPING OUT WITH A MEMORY TONIGHT. Glenn Miller.
WHISPERING GRASS. Ink Spots.

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: Decca Music Super, Broadway Music Super, Liberty Music Shop, Vee Jay Music Shop, Boston: Boston Music Co., The Melody Shop, Ascher Music Co., Inc., Philadelphia: Whitman Song Shop, Broadway Music Shop, Atlantic Record Shop, Pittsburgh: Volkwin Bros., Inc., Philadelphia: Wells Music Co., Knight-Campbell Music Co., The Record Shop, Chicago: Charles H. White Music Co., St. Louis: E. C. M. L. Record Dept., Portland, Ore.: Mel and Frank Co., Inc., Sherman Clay & Co., Los Angeles: Harkins-Richardson, Southern California Music Co., Indianapolis: House of Music, San Francisco: Schwabacher-Frey, Camp Music Co., Chicago: Sears, Roebuck & Co., Marshall Field, Wurlitzer's, Lyon and Mealy, Grinnell Music Shop, Goldstein Bros., Canton: Goss Music Co., Wichita: Music Co., Hudson's Wurlitzer's, Goss Music Co., Minneapolis: Milwaukee, Reber's, Canton: Goss Music Co., Detroit: Broadway House of Music, J. B. Hendricks Piano Co., Des Moines: Des Moines Music House, Dayton: Davidson Co., Detroit: Wurlitzer's, Grinnell Music Shop, Kansas City: Mel Music Box, St. Louis: Arnold Co. of Music, Parsons & Barr, St. Paul: W. J. Dyer and Bros., Maywood Novelty Co., Cleveland: Hall Bros. Co., Birmingham: Nolan's Radio Service Shop, St. L. Payne & Sons, Monarch Sales Co., Louisville: Louis Music Dry Goods Co., Atlanta: Cox Prescription Shop, Raleigh, N. C.: James K. Tamm, St. M. Stephenson Music Co., Miami: Richards Music Co., Burlington, Ind.: New Orleans, Louis: Grinnell Music Co., Inc., G. Schirmer, Inc., Fort Worth, Tex.: McGary's, Kemble Bros., Furniture Co., San Antonio: Thomas Auneau, Alamo Piano Co., San Antonio Music Co.

NATIONAL

Table with 2 columns: POSITION Last This Wk. Wk., and 10 records including 'I'll Never Smile Again', 'Blueberry Hill', 'I'm Nobody's Baby', etc.

EAST

Table with 2 columns: POSITION Last This Wk. Wk., and 10 records including 'I'll Never Smile Again', 'Blueberry Hill', 'I'm Nobody's Baby', etc.

WEST COAST

Table with 2 columns: POSITION Last This Wk. Wk., and 10 records including 'I'll Never Smile Again', 'Blueberry Hill', 'I'm Nobody's Baby', etc.

MIDWEST

Table with 2 columns: POSITION Last This Wk. Wk., and 10 records including 'I'll Never Smile Again', 'Blueberry Hill', 'I'm Nobody's Baby', etc.

SOUTH

Table with 2 columns: POSITION Last This Wk. Wk., and 10 records including 'I'll Never Smile Again', 'Blueberry Hill', 'I'm Nobody's Baby', etc.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dealers Service, Inc., Aubrey Music Supply Co., Pittsburgh: Volkwin Brothers, Inc., San Francisco: Pacific Coast Music Jobbers, Sherman Clay & Co., Los Angeles: Morse M. Freeman, Inc., Seattle: Capitol Music Co., Portland, Ore.: Pacific Music Co., Chicago: Lyon & Healy, Carl Fischer, Inc., Columbia Record Music Co., A. G. Schwartz, St. Louis: St. Louis Music Supply Co., Kansas City, Mo.: Jenkins Music Co., Detroit: Grinnell Brothers, San Antonio: Southern Music Co., Fort Worth, Tex.: Ault Music Co., New Orleans: G. Schirmer of Louisiana, Atlanta: Gold Piano Co., Phoenix, Ariz.: Dawson Music Co.

Table with 3 columns: NATIONAL, EAST, WEST COAST, listing sheet music best sellers with positions and titles.

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network spots-WABC, WYCA, WABC between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Saturdays for the week ending Friday, September 13. Independent plugs and those recorded on WDR, WNEV, WJDA and WJLN, film units are designated as "R." musical production numbers as "M."

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

Table with 4 columns: POSITION Last This Wk. Wk., Title, Publisher, and No. Radio Plugs, listing songs with most radio plugs.

# More Tax Free Music on ET's Lessening Pubs' MPPA Income

NEW YORK, Sept. 14.—Publisher members of the Music Publishers' Protective Association will find their proceeds from the mechanical royalties of songs considerably diminished in the event that the current ASCAP-EMI battle continues beyond the expiration of the present agreement between the electrical transcription companies and Harry Fox, publishers' agent and trustee.

A check of the leading transcription libraries reveals that more and more tax-free public domain music is being used to supply subscriber members, many of whom are radio stations affiliated with the National Association of Broadcasters, which is leading the anti-ASCAP campaign.

Little concern over this rift is displayed in the MPPA headquarters here, however. Walter G. Douglas, MPPA chairman, stated that as far as they know their accounts use as much ASCAP music as ever before, and that no changes in their method of music selection are being made.

Most of the present MPPA contracts with transcription libraries expire at the end of this year, tying in with the contract deadline between ASCAP and the radio stations.

Don Allen, executive of Standard Radio, West Coast transcription firm with a total of 386 United States and foreign subscribers, stated that his outfit has gone away with ASCAP music altogether, recording its tax-free compositions. Company is realizing a tremendous saving, considering the fact that each ASCAP tune is taxed 40 per cent.

Associated Music Publishers and NRC Thorburn, two leading libraries in the

East, have also increased their output of non-ASCAP music. Associated is currently employing between 50 and 60 per cent public domain tunes. World Broadcasting Company is also using fewer ASCAP pieces, but no definite figures are available.

## Denver Ballroom Opens With 1,500

DENVER, Sept. 14.—The Rainbow Ballroom here opened for the fall and winter last Saturday (7) with Eddie Fitzpatrick. Despite holdover of warm weather, opening was good, with 1,500 in attendance. Ballroom, which is operated by Mr. and Mrs. O. K. Parr and Ronald Parr, was completely redecorated.

Jimmy Walsh is scheduled to follow Fitzpatrick, with September 23 set for Jan Garber to play a one-nighter. Admissions will be upped to 60 cents for ladies, 85 cents for men, and \$1. for logo reservations.

Ballroom is dark Monday and Wednesday nights. Sunday, "Beat the Clock" night, ladies are admitted free until 9 p.m., after which admission is regular, ladies 20 cents, men 40 cents. Greater Rainbow Nights each Tuesday offers ladies free admission.

Rainbow is the only shabbe ballroom opening thru the winter here.

## Horace Henderson Pulls In 1,700 for Tom Archer

DES MOINES, Ia., Sept. 14.—Labor Day dances were definitely on the up-beat here after the recent rainy spell caused near washouts during the past month.

Tom Archer's outdoor, Val Air turned in a surprise with a Sunday (1) dance with 1,700 out for Horace Henderson. One thousand paid 30 cents to "beat the clock," rest coming in later at 60 cents, plus taxes. The dance was good for a \$230 gross.

Walter Woods, playing at the New Rivers at Riverway Park, had a good night for the Sunday dance there, with 750 dancers attending for a \$300 gross.

MPPA Negotiating New Arranger Pact With 802

NEW YORK, Sept. 14.—Music Publishers' Protective Association started negotiations this week with Local 802, American Federation of Musicians, for the renewal of contracts covering arrangers, copyists, pianists, and proof-readers. Current pact expires December 31.

Walter G. Douglas, chairman of the board of MPPA, stated that few changes from the current form of contract will be demanded.

## Garber \$1,700 in Spokane

SPOKANE, Wash., Sept. 14.—Jan Garber drew 2,000 at 60 cents a head to Natatorium Park Ballrooms Tuesday (10), to beat Gus Arnheim and Skinnay Ennis, and come just under Benny Goodman. Phil Harris topped the drawing books with nearly 3,000 this season.

Dancing at the park has been reduced to a Saturday night policy for the remainder of the season with Dutch Croshoff, local maestro, furnishing the music.

## Alpert Selling Hub Record

BOSTON, Sept. 14.—Mickey Alpert signed for another year at the Coconut Grove. Band has been here now for 15 months. New contract assures Alpert of setting a record for the longest stand at any Hub sitery.

## Did They Say Sweet Bands?

PHILADELPHIA, Sept. 14.—Sammy Kaye copped off the "sweet and wavy" contest conducted during the August month among WHAT listeners in connection with the 0-25 Express, daily record program. Polling the sweet-band fans instead of the swing. Tommy Dorsey was selected in the sugar class for the summer-sig, tallying Kaye by 112 votes. In third spot was Benny Goodman, trailing the first-place winner by 476 votes. Glenn Miller copped fourth honors, followed by Frankie Hawkins, Kay Kyser, and Phil Harris.

Other bands in the running were Artie Shaw, Russ Morgan, Hal Kemp, Larry Clinton, Jimmy Dorsey, Orrin Tucker, Fats Waller, and Guy Lombardo. Sam Decca, WHAT production manager, directed the contest, votes counted and tabulated by a committee of listeners.

## Piantadosi Sues Over Themér

LOS ANGELES, Sept. 14.—Chamber of Commerce of Encino, Calif., was named defendant in suit filed by Al Piantadosi, songwriter, who claimed the C. of C. of Encino failed to keep their contract with him. According to Piantadosi, the C. of C. called him in to write a song boasting the hamlet. Number turned out by Piantadosi was titled *In a Garden in Encino*.

After staffing the wire and hiring Harry and Pauline Carroll to help in the writing, plaintiff stated that the Encino C. of C. accepted they wanted no part of the bargain. Consequently Piantadosi is suing for \$5,000 and an additional \$417 to cover a bill owed to music pub La Wolfe for printing the number.

## BARNET AT FIESTA

(Continued from page 10)

Lincoln at any time. Weintraub also alleged that Max Marx Kramer, owner of the Lincoln, was to receive a cut of the 20 per cent, which Green emphatically denied. Green also denied that he had such a conversation with Barnett, resulting in the contract.

Weintraub also alleged that Green said at the hearing that the reason he had Barnett sign a 20 per cent agreement was because he spent from \$25 to \$75 a week at the Lincoln Hotel in behalf of Barnett, and since the job called for scale and no commission for the band, he felt that he was entitled to a share.

Green would not comment on any aspects of the AFM hearing.

Barnet claimed that all of his financial troubles were a result of the Lincoln date, which he said ran him approximately \$300 to \$400 a week in the red. Sente for the job was \$1,111. It was at that time, Weintraub said, that Mike Richardson, when nobody else would lend him money, made a personal loan of \$1,100, which he paid back after his possession New York theater date. Mike Richardson confirmed the loan and said, "He came to me in distress, and I felt sorry for him."

Merciling a host of other charges against CRA, Weintraub said that after Barnet's dealings with CRA, and after the band had been built up to a degree of national popularity, Barnet was "penniless." He also charged mismanagement, unprofitable engagements, and long jumps between dates, which left the band without sufficient funds to get to the next place.

Green, describing Barnet as "an ungrateful boy," stated, "I deny each and every allegation and charge made by Barnet. The real reason in back of all of this is that Barnet owes us \$7,000 in cash loans and commissions, and is seeking to get away with it."

Green stated that when Barnet was signed by CRA in 1937 he couldn't get more than \$150 for one-nighters and \$500 for locations. Three CRA's efforts, he said, Barnet was built up to the point where he received from \$2,000 to \$4,500 per week. "We haven't been able to collect a nickel of that," he stated.

Green also said that since May Barnet has been booked on \$48,000 worth of jobs, and all the commission CRA has received is \$500.

Weintraub, on the other hand, said CRA was attempting to book Barnet on the road instead of bringing him into New York "so that they could grab up

# Music Items

Songs and Such

HUGHIE PRINCE, staff writer at Leeds, recovering from a stage of pneumonia which has kept him on his back for the past six weeks. While still in hospital, Prince was given non-participating membership in ASCAP, while his partner, Don Rye, was moved up a notch with a participating membership.

Composer Harry Archer has been appointed chairman of the Composers Division of the Republican National Committee.

Ferry Shand, a songwriter before he turned hand leader, was signed to a two-year writing agreement by Moe Galley Advance Music, a Warner sub-unit.

Jay Burton has written two new songs, *You're a Strain On My Brain* and *Have You Got a Song To Go With That*. Attie Pine, Gray Gordian's personal manager, provided the title for Gordian and his arranger, Frank Sinatra, recent song, *Gullin' the Glass*. Mercer-Bloody publishing.

George Antiel and Morris Stolof, of Columbia Pictures music department, did the musical scoring for Ben Hecht's new picture, *Angels Over Broadway*.

New march, called *Marching Feet*, by Kenneth Krippene and Gilbert Sloc, is being published by them. Another new start-and-scriber in *Old Glory*, published by Harmonious Edition.

## Publishers and People

JACK PERRIN left New York last week to take charge of the Robbins Chicago office, replacing Irving Kipfelman, who left the music business.

Arranger Harold Potter is now on the staff of the new Henry Spitzer-Alcoa Silver combine, Lincoln Music. Harold Licht is now on the contact staff of Alfred Music.

Harry Link, general manager of Film, left for California this week to confer with Metro executives concerning the exploitation of tunes in pictures now under way, including "Hello, Ho!", "Little Miss Kelly," and other Metro musicals. Lia, who on the West Coast, will handle exploitation of "Our Love Affair," from the heavily promoted Mickey Rooney-Judy Garland pic, "Strike Up the Band."

Glande Herliker, professional master of Bell Music, Chicago, acquired rights to *Wired All Americans*, *All True Rags*, by James T. Mangab.

In the midst of patriotic and tear-jerking tunes, Chart Music, Chicago, has released *The Gonna Have a Cowboy Wedding*, by Nat Vincent and Milo Savel. Not that it may become a trend, but Bob Miller, Inc., is concentrating on another cowboy ditty, *The Cowboy First Speaking To His Horse*, by Arthur Shepperson, Pinky Herman, and Michael Clark.

Pat Shethin, maestro at Broadway Casino, Philadelphia, has finished sophisticated *Dixon and My Radio Love Letter* dedicated to "Little Orphan Annie."

The featured title song, *Wine, Women and Song*, in the new revue at Jock Lynch's Walton Roof, Philadelphia, opened by Bridge Fielding and George Barnes, who wrote an original scene for the show, has drawn attention from the New York publishers.

the commission," Weintraub still claims that they notified CRA August 10 not to book them any more, because they were coming to New York, but that CRA went ahead and booked them anyway.

Weintraub said that during the last theater tour, CRA sent registered letters to the theaters, allegedly demanding that Barnett's money be paid to CRA or CRA's lawyer. Weintraub claimed, at this juncture, CRA's office, Palace, Cleveland and the Michigan, Detroit, and in each instance Barnett refused to play the show unless he received a guarantee that he was going to get the money himself. Weintraub said that Bill Howard, IRO booker, arranged for Barnett to get the money.

Before final action is taken on the case, differences will have to be adjusted between Local 802 and the national and since 802 asked the Press date and AFM national asked the road date. Hearing on the matter will be held at the local Thursday (18). meantime, Ed Randall, attorney for Barnett, said that he was going to file suit next week against CRA for \$100,000, for excessive commissions and an abrogation of his contract.

## Detroit Ballroom Fall Season Rolls

DETROIT, Sept. 14.—Fall season for ballrooms as well as siteries is getting under way this week, with nine stand dates opening during the week. All are for four weeks or longer.

Mike Park office has two ballroom openings—Tommy Martin at the Arcadium, and Art Mooney at the Vanity—and four night spot band dates, Emerson Hill at the Green Hill, Saginaw, Mich.; Larry Funk at the Moonlight Gardens, Saginaw; Bobbie Grayson at Westwood Inn, Detroit, and Harry Watkins at the Whittier Gold Cup Room.

Carlton Hauck, booking thru DeWitt and Dorrell, opened Sake Cafe, and Pete Vorn, formerly pianist with Bob Crober, is forming his own Dixieland combination for the same office at the Cafe Loma in Flint, Mich. Eddie Camfen opened at the Grande Ballroom, Detroit, booked by Stanford Zucker.

## Canadian Bands Shifting Around for Fall Season

REGINA, Sask., Sept. 14.—Howard Russell's orchestra has returned from a summer at Watertown Lakes, Ala., and opens in the Trianon Ballroom here today (14). Sam Hillier's orchestra moved from the Trianon to the Hotel Saskatchewan. Hillier broke all existing records for summer dancing at the Trianon during the past season.

VANCOUVER, B. C., Sept. 14.—Almost forced to disband his orchestra three months ago because there was no dance spot which needed a band, Dal Richards signed a new contract which will keep him on the Panorama Roof, Hotel Vancouver, until next April. Newcomer to the band is Henning Andersen, formerly with Billy Blaser at the Savoy, London.

AL STROHMANN's orchestra will play every Saturday night during the fall and winter in the Embassy Room, Hotel Kinshald, Springfield, Mass.

**New Hits by a New Firm**

**ASHES IN THE TRAY \* HEY! STOP KISSIN' MY SISTER**

Beautiful Ballad \*  
Recorded By Erskine Hawkins \*  
Bluebird No. 10790 \* Great Novelty Song Recorded by Fats Waller—Bluebird No. 10429

All Our Music Two Prices

**EXCELSIOR MUSIC PUBLISHING CO., 1674 Broadway, New York**

Inserts are for current week when no date is given.

Abb. See (Starboard) Buffalo, N. Y.
Abb. Bill (Club 17) Hollywood, N. Y.
Abb. Bob (Coca-Cola) Atlantic City, N. J.
Abb. Bob (Coca-Cola) Atlantic City, N. J.
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Orchestra Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a—auditorium; b—ballroom; c—cafeteria; cb—cabaret; co—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Admission of Rhythmic (De Wit Clinton) Albany, N. Y.
Aldi, Max (Green Hill) Easton, Md.
Albi, Bill (Coca-Cola) NYC
Alford, Al (Frolic Club) Albany, N. Y.

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

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Bands on Tour—Advance Dates

JACK TEAGARDEN: RKO Theater, Boston, Sept. 19 week; Casa Loma Club, Charleston, W. Va., 28 week.
TOMMY TUCKER: Oriental Theater, Chicago, Sept. 20 week; Flatbush Theater, Brooklyn, Oct. 10 week; Windsor Theater, Bronx, N. Y., 24 week.
GEORGE OLSEN: Purdue Memorial Union, Lafayette, Ind., Sept. 20; Leland (Mich.) Country Club, 21.
WILL BRADLEY: Raymor Ballrooms, Boston, Sept. 20-Oct. 5.
THE CATS AND THE FIDDLE: Lincoln Theater, Washington, Sept. 20 week; Apollo Theater, New York City, 27 week; Royal Theater, Baltimore, Md., Oct. 4 week.
JACK DENNY: Manhattan Beach, Brooklyn, Sept. 21-22.
COUNT BASIE: New Rhythm Club, New Orleans, La., Sept. 24.
WILL GIBSON: Purdue Memorial

Union, La Fayette, Ind., Sept. 28; Lamar Ballroom, Fort Dodge, Ia., Oct. 8.
TED LEWIS: Robinson Memorial Union, Little Rock, Ark., Sept. 27.
INA RAY HUTTON: Oriental Theater, Chicago, Oct. 4 week; Lyric Theater, Indianapolis, Oct. 11 week.
ALEX BARTHA: Town Hall, Philadelphia, Oct. 20.
BEN BERNIE: Metropolitan Theater, Providence, R. I., Oct. 21-23.
KAVIER CUGAT: Palace Theater, Cleveland, Nov. 1 week; Fox Theater, Detroit, Nov. 8 week; Shubert Theater, Buffalo, Nov. 16 week; Colonial Theater, Dayton, O., Nov. 22 week.
JIMMY DORSEY: Chicago Theater, Chicago, Nov. 11 week; Erie Theater, Philadelphia, Nov. 18 week; Erie Theater, Washington, Nov. 25 week; Hippodrome, Baltimore, Dec. 1 week; State Theater, Hartford, Nov. 8-11.

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(See ORCHESTRA ROUTES on page 57)

# MINIMUM UP; SUNDAY OK

## Equity Raises Bottom to \$50 and Initiation to \$100; Code Renewal Set; Audience Organization Asked

**NEW YORK, Sept. 14.**—A raised minimum for actors, renewal of the theater ticket code, and a plan for audience organization to stimulate box-office trade will constitute the major features in the renewed contract which the League of New York Theater and Actors' Equity Association are expected to sign before the month is out. All three had been conditions of renewal indicated by Equity two weeks ago in its reply when the League asked for continuation of the code and agreement. One factor, the minimum, is already definite and is set to go into effect as of December 1. The figure is \$50 in place of the old \$40. Measure was voted upon by Council at its Tuesday (13) meeting, and, at the same time, Equity initiation fee was raised from \$50 to \$100.

Thursday Equity reps met with League execs for the first conference on the new contract renewal. Indications are that there are no wide points of difference between the two bodies and that, as soon as the updated minimum code certifies, and an audience organization plan can be passed to suit legal departments of both, the basic agreement will be renewed.

Code, as far as contractual relations between the brokers and the League are concerned, expired September 1, but the League has notified ticket men that there will be no lapse in regulations and has asked them to re-sign.

In raising the minimum Equity settled on a figure which has been begging the union calendar almost two years. The \$10 increase represents a compromise on the part of forces which originally asked for a \$75 minimum. To avoid the continued onrush of would-be actors to Broadway, where jobs are already scarce enough for dice-rolling members, Equity doubled the initiation fee, a move that was first suggested as long ago as 1933.

### Audience Org Plans

Since Equity notified the League that a plan for audience organization would have to be part of the renewal, the League has submitted five such plans, which will probably be sent to an Equity committee for handling. Briefly, they are:

(1) Neighborhood Ticket-Distribution Plan, which provides for local outlets via suburban butcher, baker, drug stores, etc., where out-of-towners may make reservations and avoid a trip to the theater before curtain time. Such authorized outlets would receive 60 per cent of the first \$100 of business, and 10 per cent thereafter. After a few trial and error experiments on this plan did be-

gin to work, but the end of the season prevented a complete trial.

(2) Deposit and Reservation Plan, as a result of last year's League activities, could start on the basis of 100 persons who indicated readiness to deposit \$5 as guarantee to call for tickets on reservation. There were 418 replies last year to League campaign for customers willing to enter a plan whereby they would assume certain obligations for theater ticket privileges. A promotion bulletin among members is part of the plan.

(3) Central Information Medium. If provided with free office space in the League office, plus nominal expenses, a promoter has offered to conduct the bureau and develop a theater audience education program among women's clubs, schools, etc.

(4) Times Square Hotels. Association of 34 hotels in the TS area now conducts package tours and has offered to include a theater combination ticket for plays at certain increase in tour price.

(5) Theater Promotion Service. This is strictly a commercial personal and mail solicitation plan among social and business organizations on the basis of small parties, rather than on the old plan of trying to sell a whole house in a block. Man calls, of course, for a professional promoter who has a set \$50 weekly fee from each of the theaters participating in the program, which would require from four to six producers. For one producer to do it alone the cost of the promotion would be too expensive. Co-operatively, the cost would be divided, and the results, it is hoped, sufficient to warrant the expense.

## "Skylark" 10G in Portland; 8,500 in 2 Days in Denver

**PORTLAND, Ore., Sept. 14.**—Gertrude Lawrence in *Skylark* grossed almost \$10,000 at Mayfair Theater here September 2, 3, and 4. Played to almost capacity and grossed exactly \$2,546, according to William B. McCurdy, road show agent. Prices ranged from 50 cents to \$2.50 for the three night shows, and from 50 cents to \$2 for a matinee the third day. Weather was incident the first night but later was generally fair. Competition came from Cole Bros.' *Circus*, Jan Carber's orchestra, and the Astoria, Ore., Regatta.

**DENVER, Sept. 14.**—The opening of the Arthur M. Oberfelder legitimate season September 9-15 drew an attendance of 7,500 for Gertrude Lawrence in *Skylark*. A matinee was given September 10. Matinee prizes were scheduled from 50 cents to \$2, nights from 75 cents to \$2.50.

Oberfelder has announced that *Meet the People* will have a two-day showing, September 25-26. *Mrs. Robson in Ladies in Retirement*, scheduled for September 26, and *Matinee Hippity in Philadelphia Story*, scheduled for December 31 and January 1, have been canceled.

BROADWAY RUNS		Opened	Perf.
Forster Laughs (Theatrical)	Sept. 14	8	
Blind Lady (Theatrical)	Sept. 15	15	
Life with Father (Theatrical)	Sept. 2	338	
Man Who Came to Dinner	Sept. 14	384	
The Divine Lady	Sept. 23	291	
Requiem for a Dream (Theatrical)	Sept. 14	8	
There Shall Be No Night	Sept. 14	8	
(Second stage) (Theatrical)	Sept. 14	8	
Tabasco Road (Theatrical)	Sept. 14	2477	
<b>Musical Comedy</b>			
Dearest Walt a Lady	Sept. 14	826	
High on the Hog (Musical)	Sept. 11	6	
Springtime for Henry (Musical)	Sept. 28	187	
New Hodgepodge (Musical)	Sept. 11	320	

## Motyleff for Lerner in KC

**KANSAS CITY, Mo., Sept. 14.**—A new director for the Resident Theater, Dr. Ila Motyleff, arrived this week to succeed W. Zedley Lerner, who left to assume a post as assistant director at RKO in Hollywood. Already lined up for appearance at the Resident Theater in February in a yet unnamed production, according to Motyleff, is Charles Laughton, with other names expected as guest stars later.

## Ballet Theater to Chi Op

**CHICAGO, Sept. 14.**—The Ballet Theater has been engaged to appear with the Chicago Opera Company, whose season opens November 2 in the Civic Opera House. In addition to the ballet's regular performances with the opera company there will be special all-ballet performances on Thursdays and Sundays.

Resident choreographers with the ballet will be Antony Tudor, Eugene Loring, and Anton Dolin. Leading dancers will include Lucia Chase, Nina Sirogova, Mona Montes, Patricia Bowman, and Karen Conrad.

# From Out Front

By EUGENE BURR

**AND** so another Broadway stage season gets under way—and it takes no Nontradenus to predict that it will be one of the most critical in the history of the theater. World events and National events over which the theater and its people have no control will rule the fate of the stage. The make-up of both its business and its artistic approach will, in one way or another, be decided for it.

Meanwhile, what does the theater itself plan? Aside from the three shows opening during the current week, such plans are sketchy. Only three more productions are, at the moment of writing, penciled in for the rest of September, and only 37—most of which will never see the lights of Broadway—are scheduled for October. November lists five more, and December has a single prospect.

No one can tell what the next few months have in store. It may be that the public will suddenly and inexplicably show a taste for classical revivals. Mystery plays may flood the stage. Perhaps the type of new drama will be determined by co-operation, enforced or otherwise, with the national administration that happens to be in power. It may even be that the United States will be thrown into Europe's holocaust before November, and a flood of war plays will result.

But as things now stand the season will be predominantly musical, according to the expectations of producers. That is only natural; musicals, during the past season or two, arose from the premature grave in which they had rested and, by diverting the public mind from the bludgeoning of world events, enjoyed a highly prosperous revival. According to the few announcements so far made, that revival will continue during the season of 1940-41. There are more musicals announced than any other type of show.

Of the 25 announcements now on the books, in fact, no less than 10 are for musicals of one sort or another. Next—also indicative of the desire to get away—are comedies, with eight listed. There are just five dramas listed and three melodramas.

It may be that the serious-minded will deplore the theater's levity and light-hearted refusal to tinker with world events affecting the lives of every man, woman, and child in America. But such refusal is not entirely to be deplored. The theater, by taking people out of themselves in even the most artificial and time-studded way, is filling a deep human need and performing its highest possible artistic function. Some of us might feel happier if such escape were furnished by beauty and dignity and high artistic achievement, rather than by female epigrams and meaningless popular tunes. Yet the fault, if it is a fault, lies with the people themselves, rather than with the theater that serves them. That the theater fulfills their need at all is to its everlasting credit.

There may be some—and theatrical writers among them—who feel that it is somehow impertinent even to think seriously about the theater when world-staggering events are taking place. They forget that, to human life which retains any dignity or importance, escape from horror is far more valuable and important than discussion of the horror itself, that beauty, no matter how isolated or alone, is infinitely more precious and deserving of service than the storms that momentarily beset it. They forget that plays were being written and staged were being made when Alexander spread like a scourge over Asia, when Hannibal's floods were drenched at the gates of Rome, when Caesar's legions subjugated Europe, when the Spanish Armada sailed, when Napoleon devastated nation after nation. They forget that the horrors have stalked before, that nations have gone down beneath despots, that personal liberty has often before been betrayed in republics, whose officers were sworn to defend it. They forget that these things have raged and have passed constantly, becoming forever-recurring paragraphs in histories, while the great things among the arts have lived on as vital, moving, stirring parts of the inner life of succeeding generations.

## Sabbath Question Goes to Members; All Shows Included

**NEW YORK, Sept. 14.**—Unconditional approval of Sunday shows in New York at weekday rates for all night, both day and night, was voted by the Council of Actors' Equity Association Tuesday (13) for the first time in the history of the union. Approval by the stagehands several weeks ago similarly bestows the alternative of a switched week to all box-office grades of productions, with the stagehands at first said that they would not extend the permission to all shows. Further, the unions are not requiring the managers to stagger the night off, but are leaving it up to the individual managers to work out their own problems to suit their own pocket-books. As yet, the League of New York Theater is not scheduled to regulate the night off for shows taking advantage of the Sunday offer, but James P. Kelly, executive secretary, favors some sort of stagger method.

Council action does not permit immediate initiation of Sunday shows, however. Council turned the subject over to the membership, which is expected to vote for a national referendum at a quarterly meeting September 27. This procedure will put off the effective date at least six weeks. Despite the delay, however, producers are heartened in the thought of unhampered Sunday experiments.

If the actor membership, which had voted for a double rate of pay the last time the Sunday show referendum had been placed before them five years ago, endorses the action of its council, producers may select any day in the week as the starting point for the work week and enjoy the privilege of giving Sunday shows at weekday rates instead of the double fee. Also there will be no restrictions as to which show may experiment in this manner.

Good business reasoning, Kelly pointed out, would seem to suggest to the producers that they get together and work out a stagger schedule so that there is a more or less constant number of shows each night. Unless producers adopt such a plan there is a possibility of too many laying off one night, probably Monday. On such a night, it is pointed out, the few left on hand would benefit, but when the others returned the competition would be greater, with poorer business per theater as a result.

## AC Moves To Build New Trout House

**ATLANTIC CITY, Sept. 14.**—Appetite whetted by three world premieres during the summer at Garden Pier Theatre, movement is gaining momentum here for the construction of a large and modern theater to return the resort to its former glory as a trout town. Hotel interests, led by Paul Aronson, Hotel Shelburne manager, hear that guarantee might be obtained from Shubert interests to keep such a house going the year round.

Many producers have indicated that they like Atlantic City for pre-broadway showings. Eddie Dowling, who brought his ill-fated *The Little Dog Laughed* to bow at this resort this summer, wrote Mayor Tom Taggart Jr., "Build me a theater with 1,400 seats and I will lease it from you and see that you get all the big trout." He added that he would never play Atlantic City again, until there is an up-to-date theater to house a big show.

Alex Carlin, who managed the Garden Pier resort a dozen theatrical premieres last season instead of the three secured this summer. To insure all-year operation, plan is being brought forward by interested parties, to be acted upon at the next Hotel Directors' meeting, that the hotels, cottages, boarding houses, and all other places of business be solicited to subscribe for as many tickets as they can use for the whole theater year, thus ensuring audiences during the off-season months.

Mayor Taggart indicated he would lead his aid to accomplish the building of the new theater.



Review Percentages

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

"Jupiter Laughs"—67%
YES: None.
NO: Anderson (Journal-American), Lockridge (Sun), Whipple (World-Telegram), Atkinson (Times), Brown (Post), Watts (Harold-Tribune), Winchell (Mirror), Krosznberger (PM).
NO OPINION: Mantle (News).

"Sim Sala Bim"—89%
YES: M. H. (Journal-American), Whipple (World-Telegram), Waldorf (Post), Coleman (Mirror), Byvester (News), Brown (Sun), L. N. (Times).
NO: None.
NO OPINION: J. P. (Harold-Tribune), B. B. (PM).

"Hold On to Your Hats"—100%
YES: Whipple (World-Telegram), Krosznberger (PM), Lockridge (Sun), Anderson (Journal-American), Brown (Post), Watts (Harold-Tribune), Mantle (News), Atkinson (Times), Winchell (Mirror).
NO: None.
NO OPINION: None.

OUT-OF-TOWN OPENING

"Boys and Girls Together" (Shubert) BOSTON

A scene created, produced, and staged by Ed Wynn. Settings by Owen Walker. Lyrics by Jack Yellen and Irving Kahal. Book by Ed Wynn and Pat C. Flick. Music by Sammy Fain. Cast, in addition to Wynn, includes Jane Pickens, the DeKorot, Dore Apollon, Jerry Cooper, Walter Long, Edna Sedgwick, Phyllis Coit, Paul LaVarré and Brother, Al Brown, Eugene Wiley, Dorothy Koeter, Francis Straus, Lynn Lawrence, Mira Stephens, Iva Marshall, June Smith, Kay Paulsen, Dick Parker, Dot and Dick Remy, Lawrence and Ashour, Sally Craven, Florence Foster, and others.

The Perfect Fool makes a triumphant return to the stage in his new vehicle, which is definitely a hit. All the Wynnisms, the trick hats, the costumes, and the stunts are used to good advantage. And, as always, Wynn starts the show by attempting to describe "his new show," and keeps it up all night.

There are many new tricks in the piece, probably the strangest of which is the piano built on a tricycle, on which Jane Pickens sits to sing while Wynn pedals back and forth in tempo. Sitting Miss Pickens in the singing department are Jerry Cooper and Phyllis Coit, whose glittering numbers lend balance to the fine thrashing of Miss Pickens. Cooper's rich voice blends well with Miss Pickens' tuneful new songs. Best bits in the music department are Such Stuff as Dreams Are Made Of and Liable to Catch On. I Want to Live is another number, beautifully done by Cooper, that may go places.

Altho originally very long, running almost four hours, some changes have already been made and by the time the show reaches Broadway it should be in proper condition. It will be difficult to make decisions regarding cuts, for the book is excellent. There is no question of its success that was attested the first night when Wynn held a capacity house in gales of laughter for three hours and 45 minutes. The cuts already made have served only to make the show more compact without losing its zest. An outstanding vaudeville turn, the Rex Willys provide one of the best scenes with their juggling. There are some beautiful dances, brilliantly executed by

New Plays on Broadway

Reviewed by Eugene Burr

BILTMORE

JUPITER LAUGHS

A play by Dr. A. J. Cronin. Staged by Reginald DeKorot. Setting designed by Raymond Green, built by Martin Turner, and painted by Triangle Studio. Press agent, Lawrence J. Anhalt. Stage manager, Paul A. Foley. Assistant stage manager, Robert Breen and B. Ambard. Presented by Warner Brothers (Management, Bernard Klawns).

Dr. Richard Drowell.....Reginald Mason
Dr. George Thompson.....Carl Harbord
Dr. Paul Vennor.....Alexander Knox
Misson, Fanny Leeming.....Edith Meiser
Dr. Edgar Burt.....Philip Tonge
Dr. May Murray.....Jessica Tandy
Dr. Gladys Borge.....Mary Orr
Misson, Nancy Sheidan
Albert Chivers.....Charles Jordan
Metha Foster.....Eather Mitchell

The Action of the Play Takes Place in the Doctors' Common Room at Hoppwell Towers—a Nervous Sanatorium in England.

ACT I—Scene 1: A Winter Afternoon, Scene 2: Sunday Morning, Six Weeks Later. ACT II—Scene 1: A Spring Afternoon, One Month Later. Scene 2: Evening, Two Days Later. ACT III—One Month Later.

Dr. A. J. Cronin, a British medical who entered an alien field to perpetrate a best-seller called The Citadel (and who for some reason became known thereafter as a writer rather than a doctor), invaded the American theater last Monday night at the Biltmore, with the aid of the Warner Brothers and their generalissimo of light, Bernard Klawns. His play is called Jupiter Laughs, and it is almost bad enough to have become another best-seller if the doctor had only written it as a novel.

It details the trials and tribulations of Paul Vennor, a coldly reasoning young doctor in an English home for mental cases, who spends his spare time experimenting with a new cure and making himself unbearable to his associates. These include an old doctor who inexplicably likes the lad; a young doctor who doesn't a matron who resents him fiercely because he has appropriated her sitting room as his lab; the pompous and stuffy head of the institution, and the head's wife, who is engaged in having an affair with the young scientist, an occupation that yields her, so far as Dr. Cronin shows, all the emotional satisfaction of a cold shower.

Into this cozy little group comes a lovely young female doctor, filled with love of her fellow men and a desire to go to China as a medical missionary. She and Paul fall in love for some reason and argue somewhat desultorily for a couple of scenes about science vs. love of mankind. Then a patient upon whom Paul has been experimenting dies from other causes, and all Paul's epiphanies, with the head's wife now enthusiastically included, take the chance to tear him down. His laboratory is closed and he is slated for trial; and, to cap his misfortune, the head's wife goes into the lab to burn the reports that will vindicate him. The lovely young missionary tries to put out the flames and gets herself killed in an explosion.

In the last act Paul receives rather wide accolade for his discoveries (how

"Lost Colony" Pic, Maybe

SALISBURY, N. C., Sept. 16.—The Lost Colony may soon be made into a motion picture. Cecil B. DeMille, E. V. Richardson, and William Pine last week inspected the Lost Colony country. Accompanying the group was Paul Green, whose play about the Lost Colony has been presented each summer at Hatteras, N. C., for the past three years.

the DeMilleos and eight of the most beautiful show girls ever assembled in one revue. There is an all-too-small bit featuring Dave Apollon, the wizard of the mandolin, whose artistry still leaves an audience breathless. There is an excellent adagio bit by Lucienne and Ashour, and the comic-acrobatics of Dot and Dick Remy, and the mad gyrations of Paul and Frank LaVarré, who manage to get Wynn twisted up between them to contribute to the general hysteria. And over all is the longing that the show continue—for this is the sunniest, spirit-lifting, and by far most extravagantlike revue in some time.
NIKE Kaplan.

MOROSCO

SIM SALA BIM

A "mystery spectacle" ascribed, staged, and performed by Dante Whitney A. Janical. Press agent, Charles Washburn. Associate press agent, Frank Goodman. Presented by Harry A. Jettara.

MAGICIAN: Dante.
CHIEF ASSISTANT: Mel Yo Miller.
ILLUSIONISTS: Byron Cheu, Frank Carola, Willich Esley, Gregory Feiner, Stanley Franklin, Leonard Harris, Aron Jackson, Gen Jordan, Harry Keller, Joseph Keegan, Merty Faber, Nate Ward, George White, Allen Whitney, Paul Voss, Ananias Brooks, Diana Ferrer, Dorothy Killy, Lynn Nelson, Mollie Sherman, Helen Snacks, Gloria Washburn, Harriet Williams.

When, several weeks ago, a magician billed as Dante announced the impending opening Monday (3) of Sim Sala Bim, the first magic show to hit Broadway in seasons, he was almost as much a mystery to the stem as any of his illusions. That, as it turns out, was only natural; Dante, since he parted company with Howard Thurston in 1927, has been touring practically every corner of the known world, so far as this reporter can tell, the unknown world. The partial list of engagements given in the program reads like the combined itineraries of all the tours in a travel catalog.

Dante, incidentally, is not to be confused with the Italian Dante who made hell both famous and boring. This one is far livelier and more entertaining. Born Harry A. Janical, he is a Danish-American who, after touring in vaudeville on his own, became associated with Thurston and then went out on his own again 13 years ago. A trumper of the old school, he combines the geniality and humor of an old-time vaudeville act with a series of magical effects that make up a thoroughly entertaining evening. There's very little in the absurdist line that he misses, from conventional sleight of hand to the disappearance of three people suspended in a basket from the flies. Almost all the old favorites are there, in addition to some that are new, at least to this reporter. And the program, exciting and interesting and very often genuinely mystifying, is aided immensely by Dante's humor and genial, half-kidding stage presence.

Naturally, in a show in which one man holds the spotlight for more than two hours, his performance varies. He is least effective in the run-of-the-mill night of rapid, in which he is not at all aided by the width of the Morosco, which allows customers at the sides of the house to see not only some of the manipulation but also a part of the modus operandi of less important illusions. On the other hand, many of the longer numbers are terrific—smoothly executed, amusingly presented, and completely baffling.

There are, as a matter of fact, only two things wrong with the show: One is the fact that the program tantalizingly lists a huge number of additional tricks in Dante's repertory, a dirty trick on avid customers like this one, who would have

KC Expects Big Season

Playgoers' League, non-profit org, claims 17 shows set for Music Hall

KANSAS CITY, Mo., Sept. 16.—A bigger season for the legitimate stage in Kansas City than has been known here since the '20s is promised by Jimmy Nixon, manager of the Music Hall of the Music Auditorium. The Music Hall has proved the most profitable theatrical venture this city has seen in several years. In 1928-'29 it played eight legitimate productions. Last year the roadshows numbered 15.

This season numerous Broadway successes already have been booked, and negotiations are going on for others. Frank P. B. Houston, chairman of the Playgoers' League, a newly organized civic group, announced that 17 plays and musical shows already are lined up. The Playgoers' League is a non-profit civic group organized to sponsor a full season of theatrical productions. Membership is \$1 a person, with the privilege of purchasing tickets in advance of the public sale for each show. With a discount of 10 per cent for instant production. Members are required to receive seats on at least six plays during the season to guarantee a definite audience for each attraction.

The season here opened with Gertrude Lawrence in Skylark, which played September 13 and 14.

Other productions listed for the Music Hall include Hallelujah, The Little Foxes, My Dear Children, The Philadelphia Story, There Shall Be No Night, The Time of Your Life, Ladies in Resistance, Missouri Legend, co-starring Ralph Forbes and Blanche Sweet; Step This Way, with Sheila Barrett and Lester Allen; Outward Bound, featuring Keffe Shannon and Tom Powers; Dullerry Was a Lady, The Wise Animal, Life With Father, The Second Man, with James Hensle and Violet Heming, and Tobacco Road.

had a swell time if the mystification had gone on a couple of hours longer. The other in the box office of the Morosco, which slips a tax on passes to those members of the working press who returned their regular untaxed tickets because of the conflict with Jupiter Laughs. If the practice is known to Charles Washburn, the press agent of the show, and the Shuberts, who run the house, they're not being as smart as usual. If they don't know about it, it's time they found out.

That, too, fails to affect the entertainment inside. Dante, along with Mel Yo Miller, his chief assistant, and the capable boys and girls who help him with his tricks, was watched on third night by as distinguished a collection of Broadway luminaries as any magi could gather—magically or otherwise—and they were as enthusiastic as a bunch of kids. Dante gave them sufficient reason.

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# Joe Pursent Still Looking for Promising Talent; But It's Tough

Hoboken, N. J.

Dear Paul Denis: WELL, I'm still out here looking for new talent, but I'm afraid the only thing new around this town is my toupee. Our Barbara or Benny Davis, or one of those other procege guys, must have been around, because there's nothing promising left.

The Waterfront House had one little singer who wasn't bad—but when I went back there last week the show had closed and everybody was gone except the cashier. And he had been held over by popular request of the local District attorney.

Too bad, because that promising little singer was not bad at all. Of course her voice sounded like a rag being torn at times—but I could have straightened that out. I told her that she was promising, and she said "Sure, I've been promising all the steady customers, but I never mean it."

I went over to the El Groucho last night, too, and sure enough I found that little singer. Her name is Daisy Dale and I found out she used to be a hairdresser before teamed with Hal Hazy, who is now teamed with Maitse. (You remember Maitse, don't you, Paul?) Anyway, Miss Dale is a very high class dame who got used of laying off as a dancer and thought it would be more dignified to lay off as a singer, instead. She says that as a singer she can always mention radio and set high-toned; but you can't do that very well when you're a dancer.

Well, she told me she came to the El Groucho because an NTC man promised her an audition. But he turned out to be a big cracker and biscuit man from the National Biscuits Company—and now poor Miss Dale is awfully disillusioned with human nature.

She says she won't even believe an agent now. And, so, you see Paul, how we poor agents always get the blame when performers have trouble with those phonies. Please write something in *The Billboard* about how un-honest agents, who love and care for our performers, always get the blame for everything.

And please also write in *The Billboard* that Joe Pursent, leading indie agent of New York, is always loyal to his acts, even when they don't loan him money. In fact, tell them the truth that Mr. Pursent (that's me) has a nervous stomach and can't sleep daytime because he worries so much about his performers. There was a time, Paul, when I could take a nap in my office during afternoons, just like that! But not now. Now I have to stay awake—and now I suffer thinking in the time! It's awfully tiring to think as much as I do.

JOE PURSENT.

## Shows at Earle, Philly, Sept. 27

PHILADELPHIA, Sept. 14.—Warner's Dale returns to stage shows for the first time in 10 months September 27, starting with Georgie Jessel's unit.

This marks the end of the long rift between the Warner Circuit and the musicians' local. An agreement was reached during a meeting attended by James O. Petrillo, head of the American Federation of Musicians, and Joseph Bernhard, vice-president of the theater chain. The Earle shows will again play the circuit's Stanley Theater in Camden, N. J., Sundays, the Pennsylvania blue law forbidding Sabbath stage bills.

The Earle, under the pact, will use 20 pit musicians and 12 at Camden on Sundays. While wage scales have not been settled, no trouble is anticipated. Harry Mayer, Warner booker in New York, will service the Earle.

## Metro, Providence, Reopens

PROVIDENCE, R. I., Sept. 14.—Metroplexian (5,000 seats) here reopened yesterday (13) with 8-combo policy. Fresh attractions booked out of New York thru Arthur Fisher. Bands and big units will be used thruout the season. Opening show has Glenn Miller's outfit.

This indie house will have no flesh opposition this season, since Fox's, former madeline theater (1,000 seats), will operate with a twin picture policy thruout the year.

## Will Ferry 54 Years On Stage—and Working

BRIDGEPORT, Conn., Sept. 14.—While playing at the Loew-Poll-Globe Theater for a one-night engagement last week, Will Ferry, original "Frog Man," called out for a curtain speech by House Manager Harry Rose, revealed that this is his 54th year in show business and still going strong despite his 70 years. He recently celebrated his golden wedding anniversary.

## Irene West in Hollywood

HOLLYWOOD, Sept. 14.—Irene West, former operator of theaters and night clubs in Honolulu, Shanghai, and Manila, returned to her home here, war conditions curtailing her activities in foreign countries.

Miss West, now in retirement, claims that the war in the Orient has made amusement ventures in Shanghai both "precarious and unprofitable."

## Chevrolet Vaude Show

DETROIT, Sept. 14.—Two-day show, closing today at the Masonic Temple for Chevrolet, was booked by the Gelling Music office. Decision was a preshowing of new models for employees. It used the largest regular audience in town.

Booking is for a solid week, however, with the show moving on for five more days in Flint, Saginaw, and Bay City, where other Chevrolet plants are located.

## Night Club Owner Gets Bid to Draft Bd. Service

NEW YORK, Sept. 15.—Probably the first local night club owner to be asked to serve on one of the draft boards now being set up is Meyer Horowitz, operator of the Village Barn. Horowitz received a letter from Mayor La Guardia, saying his name had been recommended by Judge Alfred J. Hoffman.

## Small Town Vaude Opening Up Around West N. Y., Ohio

BUFFALO, Sept. 14.—Small town vaude possibilities around this part of the State are increasing steadily and opportunities for units are particularly good.

The Schindler circuit has signed 40 of its small-town houses in Western and Central New York State, and Ohio to use Doc Buckley and Her Hollywood Cowgirls, seven-people unit, for one and two-day stands. Tour began at the Palace, Lockport, N. Y., September 13 and 14. Ray S. Kneeland, Buffalo, is setting the show. Saturday night vaude at the Palace is contracted for the season.

With a few available open days, Kneeland has set the Mackley Cowgirls at the Independent Majestic Theater, Hornell, N. Y., September 26, 27, and 28, and at the Mount Morris, N. Y., house of the Martin chain September 23 to 25. Other Martin theaters may be worked into the schedule along the route where there is no interference with school houses.

At the Hollywood, Okla., N. Y., which uses Sunday vaude, Kneeland is responsible for the placement of Billie Hession's Police, a 12-people unit, October 2. In addition to regular policy, The Hollywood's manager, Hoyt Harwood, expects to take touring units whenever possible.

## Portland Open Booking

PORTLAND, Ore., Sept. 14.—William B. McGurdy, temporary manager of Capitol, here remaining vaude house here, reports "overlapping line," following Ted Gumble's acquiring the theater three weeks ago.

No change is contemplated in the theater's policy, McGurdy said. Acts are being booked thru Joe Daniels, of Seattle. Bert Levey, of Los Angeles, or who-ever has the best to offer, he said. The *Rhythm Rangers* unit appeared here last week, and a Major Bowes unit, the first to visit this house, started Sunday.

JEROME ZERBE writes us, "Regarding your recent fascinating article polling New York night club publicity methods and press agents in fairness to myself and perhaps El Morocco I have not been connected with it as press agent for over a year and a half. Marion Carter handles that account. Incidentally, I suggest an article on newspaper writers and columnists as judged anonymously by press agents would be highly entertaining and revealing."

## Laughlin Unit Folds in Chi; Cast Not Paid

CHICAGO, Sept. 14.—Fattie Telle of 1940, the Hollywood unit which opened at the Oriental Friday (6), disbanded at the conclusion of the week's engagement Thursday (12). The cast is being returned to Los Angeles. Show closed owing salaries.

On opening day the local office of the American Guild of Variety Artists issued an attachment for \$758.42 back salaries due the cast, but the musicians and stagehands had placed a prior attachment on the box office, which left nothing for the performers. At conclusion of the engagement there was approximately \$1,000 available, which is being used to return the cast to their homes.

Show, produced by Jack Laughlin, opened as a musical in Los Angeles and played there two weeks. It was forced out of the theater by poor bookings. Laughlin condensed the show to play vaude and, after playing a few independent dates around Los Angeles, jumped to the Oriental Theater here, advancing \$1,400 to bring the company in. Before leaving L. A., the company voted to continue in the hope of retrieving its losses, and AGVA was eager to keep it going from an employment standpoint. "No one was to blame," said Veto Mail of AGVA. "It was just one of those things that couldn't be foreseen."

Mary Carlisle, star of the show, waived her claim to both salary and transportation in order that the remainder of the company could be returned to L. A.

Cast included Joyce Helmer, Daphne and Dharma Woods, Leo Trent, Rhodanella Ryder, Darlene Walters, Don and Sally Jennings, Marjorie White, Carole, Billy Robb Jr., David Durant, Harriet Collier, Bob Freeman, Notta LeGrand, Jeanette Sakoff, Colora, Lee Murray, Frank Gregory, Patricia Jackson, and Edith Wilson.

Show was to have played Toledo, Akron, Cleveland, and Indianapolis, following Chicago. It was being booked by Charlie Yates, of CRA Artists, Ltd., and was being submitted at \$4,000 net.

## F&M Setting Shows In St. Loo Houses

ST. LOUIS, Sept. 14.—The strong business pulled by the George Jessel unit at the Missouri this week will encourage the Funchon & Masco booking office in New York to be on the lookout for additional "beef" attractions for both its Missouri and Fox theaters.

Jack Kaya, F&M booker in New York, revealed that already set for the Fox are Phil Spitalny and his all-girl oak week of October 11 and a new Major Bowes' unit week of November 22.

## Atlanta Spot To Reopen

ATLANTA, Sept. 14.—Negotiations are under way for the reopening of the Baldwin Room of the Ansley Hotel around October 1. It has been closed since last spring.

6th CONSECUTIVE YEAR ON THE ROAD!

# MAJOR BOWES UNITS

Booked Solid Until Jan., 1941

6th ANNIVERSARY—Portland, Spokane, Denver, Kansas City, Omaha, etc.

TALENT PARADE—Buffalo, Detroit, Indianapolis, Great States, Minneapolis, St. Paul, Chicago, St. Louis, etc.

GRADUATES—Camden, Hartford, Boston, etc.

The Bescheomber, New York

Talent policy: Latin band; street band; floorshow at 8:15 and 12:15. Management: Monte Proser, operator; Mr. and Mrs. Ching, hosts; Jack Diamond, publicity. Prices: Dinner from \$1.50 and a la carte.

Monte Proser brought in new diversification to his dim-lit exotic niterly Friday (8) and that, along with his two swell bands, should make the customers happy.

Yvonne Bouvier, recently in Streets of Paris; the Gerardo Conkumbanda Dancing Sextet, just in from the Boston Beach-comber, and a band number compose the show. It's not much, but the atmosphere and the dance music are the real attractions here anyway.

Miss Bouvier is a tall goldlocks beauty with a French accent, a potent personality, a small voice. Sticks too close to the mike. She did a nice arrangement of Gileso's Love Song; a rumba tempo on I Can't Resist You, and a Latin-Are Lousy Lovess special, forcing an encore in which she sang about the Congo in French. Good personality singer.

The sextet (three Latin youths and three shopily charmers) demonstrate the Congo for the late show and the rumba for the dinner show. They are really excellent, giving their dancing life, color, speed. Went over big. One of them, Booty, introduced as the "Cuban Ray Belger," does a novelty dance solo that clicked.

Benny Keadis, playing a showmanly piano, leads his sweet band, originally in for four weeks and now in its fifth month. The band plays subdued rhythms that make for swell dancing and also permit table talking without trouble. His band makes fine contrast to Chavez's congarumba eight-man band which kicks out with vigor on Latin rhythms, making the room vibrate. Keadis band played the dinner show, with Keadis himself doing a lively, catchy piano solo. Chavez played the supper show and did a fair vocal solo in the show.

Victoria Gonzara, singer, was announced but did not appear opening night.

This spot, chosen by The Billboard's publicity pool as the best publicized club in town, continues to keep the town awake with publicity stunts and steady plugging. Paul Demis.

Hotel Netherland Plaza, Restaurant, Continentale, Cincinnati

Talent policy: Dance band and ice cream; shows at 12:30 p.m., 8:30 p.m., and midnight. Management: Max Schulman, hotel manager; Peter Maurin, manager; Richard Kimer, catering manager; Jean Bishop, press agent. Prices: Dinner from \$1.75; drinks from 25 cents; minimum \$1 week-days and Sundays, \$1.50 Saturdays.

Lamb and Younis Joe Rowe transfers its activity to this room after 45 days at the Adolphus Hotel, Dallas, and is corded to stick here until October 19, when the hotel cracks its fall season in the Pavilion Caprice apartment. The lot, carrying only seven people, is ideally adapted for rooms with small floor space and, despite its limited personnel, packs considerable entertainment and novelty in its 30 minutes of running. Outlining is good throughout. The skaters trimmed their routines a bit opening night due to the hard ice.

The Four Lambettes (the Murray Twins, Betty Wharton, and Adela Henry) give the layout a snappy opener, the girls veering from the standard stuff to pull sound applause with fancy whips and twists. The foursome is shapely and attractive. Betty and Adela follow immediately with baton twirling and trick skating that click nicely.

Dubbing their stint Personalities on ice, Gladys Lamb and Ruba Younis contribute a sock session loaded with thrills and excellent akata work. Opens with Miss Lamb soloing on the blues, with Younis warbling, in so-so fashion, Lady of the Evening. Their graceful and showmanly double-skate work that follows nets a warm sitting.

Comedy relief is supplied by Buddy Lewis, who mixes dancing with his laugh material. His tricks and comedy are well received. The Murray Twins, in short costumes and toppers, register handily with their fast and graceful work, a thrill get-away bringing ringing applause.

Betty Wharton, a singer for La Henda in looks and style, wins favor with graceful ballarina novelty. Lamb and Younis return for a nifty tango and

rumba, made especially effective by lady wardrobe. The Four Lambettes follow with a speedy Boopit session.

Buddy Lewis gives the revue a flash finale with his jumps over barrels, high and distance leaps. His clover, a leap over the barrels and thru a fiery hoop, makes for a thrilling finish.

Orlando Benedict and orchestra, showing vast improvement since their opening here last May, played the show music capably. Also registered well with their dance tunes, the band's new vocalist, Anita, and Benedict doing a good job on the song selling.

A temporary dance floor, covering the lot, is laid down in three minutes. BOB Sachs.

Harry's New Yorker, Chicago

Talent policy: Show and dance band; relief bands; floorshows at 9, 11:30, and 2 a.m. Management: Charles Hepp, manager; Dave Brenower, producer; Fred Joyce, publicity. Prices: Dinner from \$1.25; drinks from 50 cents; minimum, \$1.50.

It's a new Harry's New Yorker that reopened Thursday (12) with a new band and a lively show. The remodeled interior of Hepp's popular resort presents a very attractive appearance. Seating capacity has been increased by the addition of a small balcony along one side and a stage and dance floor that can be raised and lowered. The walls and balcony are adorned with KUMOROG Pictures and gulps on the Esquire order.

New show, caught at a press preview on Wednesday night, has some excellent talent, but is not up to the New Yorker's usual standard. An unfortunate selection of encores less made. It takes more than an old fat hat, a pair of horn-kim specs and vociferous shouting to make a comedian, and Chick Barrow, from New York, lasted only thru the preview night. Wally Rand, a local emcee, replaced him.

Winnie Howler's Dancing Darlings remain from the last show and continue to give a pleasing performance. Best of their routines is a new Indian number in which the girls essay some adagio work and do it nicely.

Charles and Jeannine Brewster are a pair of tapsters whose snappy routines put them over solidly. Mildred Craig has a fair voice and won applause for her singing of You Can't Brush Me Off, Body and Soul, Nobody's Baby, and Si Si, which she sold nicely. Bobby Dolhart, long, lanky dancer, garnered laughs with a clever drunk bit and a goofy eccentric dance. Jeannette Cullie sang several pop numbers with a French twirl.

For solid entertainment the Bellfords, Riley set, top the bill. The three men and a girl are expert Riley artists and offer a fast and snappy routine, finishing with a triple back-dip (two men and a girl) from feet of the underlander, for a big hand.

Aria Barnett's six-piece orchestra furnishes excellent show and dance music, and Al Milton's three-piece combo plays during intermission, with Linda Preston vocalizing nicely. Nat Green.

Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 8:30, 11:30, 1:30. Management: Tom Bonola, operator; Mary Norris, host; Jack Blue, booker. Prices: A la carte.

With especially houses the usual run, Manager Remola is keeping his show running strong. Willis Harrell and his five-piece combo, doing dance and show duty, are still selling in a big way.

Dina, of the terps team Newell and Dina, opens the show doing a cabare dance which, in keeping with the Oriental idea, is a bit slow, but nicely interpreted. Stubby Remore gets a fine hand on his pantomime work. Remore is an example of what years of experience can give a performer in both timing and expression. His original on how different dances originated is good for laughs from start to finish, and his poker game encores marks him as a top pants performer.

Jelen Kaye comes thru with a duo of coon shouters, Basin Street Blues and St. Louis Blues, and gets a nice hand on each. The gal does her best with this type of number, altho she can handle sweet numbers nicely when she calms down a bit. Harrell is next with his own number, recently published by BMI, My Anna From Old Cheyenne. Pianist Art Cow, in cowboy get-up, and Harrell

divide vocal honors on this number, which sells nicely as a novelty.

Emcee Bob Tolly takes over at this spot, opening with vocal variations on Maria Don't Allow. Accompanying himself with a ukulele, Tolly sells his voice work nicely; a la Cliff Edwards. An encores, No. 6; a Thousand Thanks No gives the boy a chance to work a range of three voices, and his change from deep male to high female brings a nice hand.

Newell and Dina close the show, with looks that lean toward the Latin, the team is a nice click in tango which they follow with an encore, Matagora, a folk dance with a modern ballroom touch. A nice hand brought them back again for a rumba. Herb Trackman.

La Martinique, New York

Talent policy: Dance and show band; Latin relief band; shows at 9, 12:30 and 2:30. Management: Daria, operator; Ed Bokoff, press agent. Prices: Dinner from \$1.50; supper minimum, \$2 week nights and Sundays; \$1 Saturdays and holidays.

The first important local club to reopen for the season. On opening night (10) it was given a flying sendoff by a mob of New York's veteran night clubbers and friends of Dario, former ballroom dancer who since late last season has been doing well operating this place.

Spot had some luck with its floor bills last season, developing single personalities, such as Danny Kaye, who netted the room plenty of publicity. It also caters to many professional dancers, and the floor during dance sets resembles a dance contest scene on many occasions.

Initial bill features three acts and, while the layout hardly represents a balanced show, the offerings, individually, are good. Package comprises Carlos Ramirez, Georgio Tapp, and Harris and Shore.

Ramirez, operatic baritone, making his night club debut, sings with a trained, colorful voice. He is young, fairly handsome, and depends entirely on his set of pipes to carry him thru. His opening selections went big. As a change of diet, he added I'll Never Smile Again, which wasn't hard to take.

Georgio Tapp has seldom been in better style. He is a fine tap dancer with a good ballet background, working with polish and dexterity. His method of delivery has improved, too. His offerings included interpretative numbers to Night and Day, Merry Widow WALTZ, The Fire Dance (a new routine), Impression of old vaude hooper, and a rumba.

Harris and Shore, capable comedy dance team, were at a disadvantage in closing spot opening night. The show didn't get on until 12:45 a.m., and by the time the first two acts were over the customers had become restless. However, the team played on for five numbers and the laughs were many from those who could see them from conventionally located tables. Their dance routines are clever rather.

The bandstand is ably occupied by two La Martinique veterans—Val Chian for show music and pop dance sets and Curleis for lively rumba, tango, and conga music.

General management of the club is of high caliber. Sam Rosinberg.

Pierre Hotel, Cafe Pierre, New York

Talent policy: Dance band; floor entertainment at 12:15 a.m. Management: Gustave Von Loosveldt, managing director; Felix (Felix) Ferry, manager and host; W. Ware Lynch, press agent. Prices: Cocktail dancing minimum, \$1.50; supper minimum, \$3.50; dinner from \$2.50, drinks from 75 cents.

Still attracting throngs in this fashionable East Side cocktail lounge with thru swell publicity and reputation of them in charge of operation, has been drawing social and theatrical elite. A place to see and be seen; get the best sleep, don't stand in the way.

In addition to using a seven-piece dance outfit (Bob Knight), spot has made a habit of using female singers during its single after-midnight floor presentation. First it was Carol Brink, then Jean Edwards, Dolores Anderson and, currently, Mill Manti.

Miss Manti, attractive Continental chanteuse, places more emphasis on gestures and emotional interpretations than voice. Once the mob displays an inclination to listen, she can entertain with interpretative French and English numbers. They are of the romantic variety, embellished with fitting, meaningful lyrics.

Bob Knight conducts a good dance band and plays some impressive solos on his electric guitar. Boys are youthful and capable musicians.

Sam Rosinberg.

Pearl WILLIAMS Singing Pianist RETURN ENGAGEMENT HICKORY HOUSE, N. Y.

WHAT THE BILLBOARD SAYS ABOUT PRINCE MENDES THE ROYAL DECEIVER ISSUE SEPTEMBER 14, 1940 Gray Wolf Tavern, Masary, O. Prince Mendes is the hit act here this week with his magic novelties which are amusing and new. One of his best tricks is to call up someone from the audience and transform him into a Charlie McCarthy. REX MCCONNELL. Directions: ED RILEY, 1560 Broadway, N. Y.

Thanks to Henri Gine, opening September 13 at LA CONGA, NEW YORK HARRIS, CLAIRE and SHANNON "One of America's Outstanding Dance Acts" (in their own estimation) JUST APPEARED AT EDGEWATER BEACH HOTEL AND CHICAGO THEATRE Thanks to Ray Lyte and Dave O'Malley

Park Central Hotel, Coconut Grove, New York

Talent policy: Production floorshow at 10, 11 and 12; dance and show band;...

Bill falls short on solid case between all numbers, but in this case it is a pardonable sin...

Jack Waldron, familiar Broadway figure, makes in speedy fashion but on his own...

The Pachelles, dance team, and Fanchon are singled out in dance routines...

Robertil Roberts, prima donna, in good on voice, but only so-so on delivery and appearance...

Barry, Prince, and Clark, comedy song trio, made a mild impression with their double meaning entries...

Edwy Clarke and band do a comparatively good show job. The boys (10) also whip up some swell dance tempos...

Entire production is in for 10 weeks, according to the management, incidentally, Sally Hand attracted an average weekly gross of \$8,500.

Cliquot Club, Atlantic City, New Jersey

Talent policy: Dance and show band, floorshows at 11, 12, 1 and 2. Management: Phil Nipp...

Without any question, this long-suffering Northside spot has a non-com-

petitive high in low-down entertainment. Not it fills the need for the resort's merry-makers...

It all revolves around the antics of Lenny Ross, not to be confused with Lanny. Lad is a terrific worker...

Celia adds support for what is billed as Varieties of 1940. Frenchy Martin, of portly proportions, sings unusual songs...

Lavoda offers the epidermal display, without which no Northside hot spot could be complete. Even the town's Mayor Teggart said anything could go in that section...

Lulla are filled by the tears-in-your-eyes singing of Joe Conlin, Larry Ames, Ed Brown, and Phil Nipp...

Lookout House, Covington, Kentucky

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Jimmy Brick, manager...

With Belle Baker unable to make it in due to illness, last-minute booking has Mittal Green as headliner...

St Reeves does neat emceeing and introduces first Don Arden and his Artistic Models (8)...

Jackson, Stone, and Reeves have the makings of a sock turn, but yet is still too disjointed to get the best results. The trio opens with a rousing rendition of a song special...

Mittal Green proved a disappointment to those who have seen her do patch better. It can be blamed on weak building. Made her first mistake by opening with a Gag-water...

Arden Girls, long a strong asset here, give the show a pleasing finisher, Maury Fraser and his Red Huddle...

Waldorf-Astoria Hotel, Starlight Roof, New York

Talent policy: Dance and show band, relief band; shows at 9 and 12. Management: Lucius Roemer, managing director...

attraction previously at the equally ultra-Plaza Hotel. And it took a business to lend an admirably informal atmosphere...

Once exposed to Duchin's friendly manner of entertainment, it would take a Frankenstein's creation to remain in the room and not spend an enjoyable evening...

His new vocalist, blond and attractive June Robbins, has a nice enough voice for the swing hits...

Show features two strong acts: Connie Russell, singer, and Gower and Jeanne, dance artists. Miss Russell has a bang-up voice for numbers that require lift and gusto...

Gower and Jeanne, youthful and talented, went strong enough to stay on for six roulettes. Their work is graceful, refreshing, and effervescent...



Advertisement for THE WHITSON BROS. featuring 'NOVELTY', 'COMEDY', and 'RISLEY'. Text includes 'FIRST New York Appearance', 'currently featured', '7-Week Engagement to October 16', 'RAINBOW ROOM, Rockefeller Center, RADIO CITY, NEW YORK', and 'Sincere Thanks to MR. JOHN ROY'.

Talent Agencies

FRANK R. MURPHY, Buffalo, who has been ill for several months, has finally cleared his office. George Newton, his brother-in-law, had taken charge...

RAY S. KNEELAND, Buffalo, set Lou Walton, Pauline Payne, and Norman Brothers at Hayloft, Jamestown, N. Y. also five acts for Buffalo Athletic Club benefit at Erlanger Theater...

Lebanon Opens Three Days

LEBANON, Pa., Sept. 16.—Vaude returns here for a three-day stand when the Major Bowes 1940 Prize Winners unit plays at the Colonial (Comerford) this week.

Advertisement for THE DUFFINS. Text includes 'Now Dancing at the HOLLENDEN HOTEL, CLEVELAND'.

Advertisement for Denison's Plays. Text includes '60 Years of Hits', 'Songs, Minstrel Shows, Operettas, Vaudeville Acts, Blackface Skits', and 'We supply all entertainment needs for lodges, dramatic clubs, schools, etc.'.

Routes are for current week when no date is given.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE 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-café; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- Adams, Stanley (Nat House) Miami, Fla.
Allen & Kent (Riverdale) Milwaukee, W.
Alvin & Howard (Rochester) Jacksonville, Fla.

- De West, Bob (Chicago) Chi, t.
Duncan, Bob (Chicago) Chi, t.
Dustin, Bill (New York) NYC, b.

- E
Earl, Dorothy (Gal & Fiddle) Cincinnati, no.
Earl of White (Gal & Fiddle) Cincinnati, no.
Eaton, Fred (Music Hall) NYC, t.

- F
Faye, Gloria (Edison) Chi, h.
Fennell, Joe (Rainbow Room) NYC, no.
Fisher, Stanley (Pal) Cleveland, t.

- G
Gardner, Marjorie (Vesper) NYC, no.
Gardner & Leonard (Club) Phila, no.
Gardner, Louis (Kismet) Philadelphia, no.

CYNDA GLENN International Comedienne Opening September 20 COPACABANA CASINO Rio de Janeiro, Brazil

- George, Oriental Chi, t.
Jewel, Isabel (Oriental) Chi, t.

UNCLE SAM'S MILLBURY CIRQUE featuring POLLY JENKINS AND HER MUSICAL PLOWBOYS

- Johnson, Peter (Cafe Society) NYC, t.
Jones, Ralph (Club Renaissance) Atlantic City, t.

- K
Kane, Helen (Club Encore) NYC, no.
Kane, Dorey (Club Encore) NYC, no.
Kane, Raps (Music Hall) NYC, t.

- L
La Compagnie Danseurs (Ball) Phila, no.
La Compagnie (Danse) NYC, no.
La Mar, Barbara (Old Heidelberg) Milwaukee, t.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

- Leahy & Leman (Mayflower) Akron, O., h.
Leahy, Edna (Mayflower) Akron, O., h.
Leahy, Edna (Mayflower) Akron, O., h.

- Leahy, Edna (Mayflower) Akron, O., h.
Leahy, Edna (Mayflower) Akron, O., h.
Leahy, Edna (Mayflower) Akron, O., h.

- Barry, Bill (Paradise) Atlantic City, no.
Barry, Bill (Paradise) Atlantic City, no.
Barry, Bill (Paradise) Atlantic City, no.

- C
Collins Sisters (Frontier) Atlantic City, h.
Collins, Frances (Frontier) Atlantic City, h.

- D
Dale, Nicholas (Music Hall) NYC, t.
Dale, Nick (Music Hall) NYC, t.

- Dale, Nicholas (Music Hall) NYC, t.
Dale, Nick (Music Hall) NYC, t.

- Dale, Nicholas (Music Hall) NYC, t.
Dale, Nick (Music Hall) NYC, t.

- Dale, Nicholas (Music Hall) NYC, t.
Dale, Nick (Music Hall) NYC, t.

- Moore & Reed (Hudson) NYC, no.
Moore, Monica (Hudson) NYC, no.

THE NONCHALANTS 10th WEEK with SAMMY KAYE STATE, HARTFORD, CONN. Director: MOA

- N
Nelson, George (Walt's Theater-Restaurant) Pawtucket, R. I.

- O
Ortiz, Sergio (Mayan-Madrid) NYC, no.
Ortiz, Sergio (Mayan-Madrid) NYC, no.

- P
Pace, Anita (100) Chi, t.
Pace & Gilbert (Paragon) NYC, t.

- Q
Quiz, Pauline (Riverdale) Milwaukee, t.

ICE SHOWS ON TOUR

- Ice-Capades of 1941 (Produced by Anna Mayhew) Association, Inc. 5-23, 24th St. Auditorium, New Orleans, Nov. 2-11.

DRAMATIC AND MUSICAL

- Bankhead, Tallulah (Harold Williams) Pa. 17; (Sara Bradford) Pa. 18; (Sara Bradford) Pa. 19; (Colonial) Akron, O., 20; (Park) Youngstown, O., 21.

BURLESQUE

- Pine A (First Circuit Shows) (Lyric) Allentown 27-28.

REPERTOIRE-TENT SHOWS

- Griner's, Ltd., Variety Show: Warren, N. J., 26-27.

**Vaudefilm Grosses**

**B'way Vaudefilmers Doing Well; Holdover Shows Okeh; New Strong**

**NEW YORK.**—No tears are shed on Broadway these days, for business is good and fortunately there is no sign of a lull. The city is well crowded with visitors who are taking in both night spots and theaters, and the five Broadway vaudefilm houses are reaping their share.

The weather was perfect for theaters all week. The combo house attractions are strong and in a formidable position to compete for trade.

The Paramount has one of its most profitable bills of the season in the new Bing Crosby film, *Rhythm on the Beach*, and the Will Bradley band-Tito Guizaran Murray-Dinah Shore stagelash, getting a three-week run Tuesday (17). Third week indicates a fine \$35,000, giving combination an excellent total of \$120,000 for the three-week run (first week \$34,000; second, \$25,000). Andrews Gurner and Jan Savitt's band come in Wednesday (18) for two weeks.

Broad is doing nicely with Larry Clinton's band and *No Time for Comedy*. Indications for second week, beginning September 13, are brighter than they were for the first, the bill getting a good word-of-mouth build-up. Strong \$35,000 predicted, which is only \$9,000 behind in opening week season. Combo will head a third week, giving way September 19 to Bobby Byrne's band and Warner's City for Conquest.

Macle Hall also has a holdover bill this week and, while *Lucky Partners* and the Florence Hoggis presentation is not as strong at the box office as previous bills, the generally good business trend helped the house to a fair enough \$32,000. The Ginger Rogers-Ronald Colman partnership in the picture is not drawing as well as expected. Second week, beginning September 12, should gather a good \$45,000.

The State, week beginning September 12, had a good opening with Al Donnahue and band and Mary Kaye and Kaldi plus second run of *South of Pogo Pogo* on screen. Stageshow will do the drawing this week, both Donnahue and the team

being well known in this area. A good \$25,000 in sight. Ed Sullivan and the Harvest Moon Dancers (holdovers) and Benny Fields closed Wednesday (11) with a strong \$25,000. Pse. Andy Hardy Meets Debutante, helped plenty.

Roxy has Shirley Ross on the stage this week (13-14), one of the few names used in this house. She heads a strong bill, including *Back and Bubblets*, plus *Wife (Universal)* on screen. Good gross of \$40,000 in view. Miss Ross should draw because of her work in *Bob Hope* pictures and her recent appearance in the Broadway musical, *Higher and Higher*. Last week, ended September 12, the second and final session of Columbia's *He Stayed for Breakfast* and presentation show featuring Larry Adler grossed fine \$26,000, bringing fortnight's total to \$37,000.

**Detroit Gives 20G To Barnet, Bolger**

**DETROIT.**—Return to stage shows for a week at the Michigan drew moderate business, closing Thursday (12), for Charlie Barnet and Ray Bolger. House grossed around \$20,000, considered a good average, take with stagelash, but far under marks set in recent months by Gene Krupa and Orrin Tucker, not to mention the house record set by Bob Hope.

Aside from limited drawing power of the names, the show was hit by running day and date with the Michigan State Fair for three days, plus the fact that intermittent stagelash policy at the Michigan has not built a steady clientele.

**Acts Help Tower To Average 6Gs**

**KANSAS CITY.**—The Tower (2,200 seats) average gross, \$5,000) did an average week's business with a Republic picture, *Caroline Moon*, and a five-act vaude bill, week ended September 5. Due to the picture's lack of box-office appeal, management played up its flesh show.

Line-up included the Three Sophisticated Ladies, Dorso, Burns Tapes, and Evelyn Price. Week starting September 7 opened well with Della Carroll, nude, and new, plus *Pier 13* (20th-Fox) on screen.

**Radio Rangers Revue Cops 9G in Seattle**

**SEATTLE, Wash.**—New vaude revue, with the Radio Rangers, and *They Drive by Night*, week ended September 9, grossed a strong \$9,000 at the Palomar (1,500 seats; average gross, \$5,000).

Set-up was held over for a second week, indicating a nice snough \$8,200.

**Sp'fd Vaude Good**

**SPRINGFIELD, Mass.**—A six-act show and an "A" film combined to give a good three days' business at the Court Square Theater ending Saturday (7). On the stage were Muriel Daniels, Brown and Leo. Rasse and Daryl Page and Parker, White and Stanley, and the Two Jacks. Movie, *My Love Came Back*.

**Cab OK in Ind'polis; Duncans Nose-Dive**

**INDIANAPOLIS.**—The Circo, ordinarily a full-time movie house, presented Cab Calloway for week ended September 12 to a \$11,500 gross. This is \$1,000 less than Cab grabbed at the Circle last year. The Lyric, town's regular vaude house, nose-dived to a poor \$2,500 for week ended September 12. Average weekly gross is \$8,000. Bill was straight vaude, headlining the Duncan Sisters and Bowery Poodles.

**"Tattle Tales" Folds; Chicago, SL Poor; Jessel, Lombardo Headed for Big Week**

**CHICAGO.**—Week ended Thursday (12) was a tough one for the vaudefilmers, none of which had a satisfactory week. With no names and an over-rated picture at the Chicago, business dipped sharply to \$28,500. *Tattle Tales* of 1940, which came into the original on the cuff, failed to draw and the company disbanded following its week's engagement, cost being returned to Los Angeles. Grossed a poor 10G. At the State-Lake, Carlos Molina's band and La Carga *Bebe* failed to prove a magnet and business was poor, house grossing around \$12,000.

The Oriental, with a Hollywood show starring George Jessel and featuring several screen well-knowns, is headed for a big week. Close to capacity business on Saturday and should wind up the week with at least \$34,000. Guy Lombardo is back at the Chicago for the first time in a number of years and is expected to prove a big draw. Balance of stage bill only average, and picture, *I Want a Di-*

vorce, is expected to have a fair draw. Looks like a \$27,000 week. State-Lake, which has the Three Stooges as feature attraction, a fair supporting bill, and picture *Golden Gloves*, had only fair box for two days, but on the week should do a better than average 14G.

**Rooney Sock 38G At State, Cleve; Bernie 14G, Off**

**CLEVELAND.**—Town is stage conscious this week (10-12) primarily because of the Mackay Rooney unit which opened its four-week tour at Loew's State (3,500 seats; average gross, \$11,000), and grossed a tremendous \$30,000. It's one of the biggest figures in the history of the theater. Week-end of September 8 brought some \$20,000 into the box office, accompanying picture was Paramount's *The Great McGinty*.

RKO Palmer (2,300 seats; average gross, \$12,500) week ended September 12 grossed only \$24,000 with Ben Bernie's band due to the tough competition from Rooney. Pic was *Argentine Nights*.

**Pic, Vaude Bill 18Gs in San Fran**

**SAN FRANCISCO.**—The Golden Gate (2,350 seats; average gross, \$18,000) drew a big \$10,000 with *Lucky Partners* and vaude show, week of September 4. House is selling pic only—acts, the good, not having any box-office draw. Entire lay-out holding another week.

Fish bill includes Nicholas Brothers, Gaynor and Ross, Thelma Walton, Franklin D'Amore, and the Peggy O'Sullivan.

**Quintones, Barra, "Lucky" Fair H. O.**

**BALTIMORE.**—The Hippodrome (3,000 seats) had only a fair hold-over week, September 6 to 12, drawing \$11,000. Pic was *Lucky Partners*, while stage featured the Quintones and Cappy Bagg Boys. Grossed \$18,500 the first week, with Henry Armetta heading the stagelash. Previously (week ending August 30) the Scandals unit and RKO's *Shipwreck in Prison* drew a big \$19,000.

**JUST OUT! McNALLY'S BULLETIN No. 21**

PRICE ONE DOLLAR  
NEW, BRILLIANT ORIGINAL COMEDY  
*The Vaudeville Musical Comedy, Baltimore, National, N.Y., CBS, Barco, Radio and Harry Kay, Secretariat, Sciatas, 15 Scoring Montelias, 16 Hounding Acts for Two Males, 7 Original Act for Male and Female, 20 Burlesque Parodies, Great Vaudeville Act, 4 Rocking Parodies, Act 7,00, Garland and Guss Special, Musical Comedy, Ten and Sautanas, 14 Costing Musical First-Fives, McNally Musical Company, 2 Grand Musical Finest, 28 Monologues, Blackouts, Review Special, Dance Band, Bands, Revue of John and Carl, November, McNALLY'S BULLETIN No. 21 is only one dollar (it will cost you 20 cents Nov. 19, 12, 16, 19, 27, 30 and 21 for \$4.00, with monthly guarantee.  
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When in or near San Antonio, Texas, looking for  
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205 Bell Block, Cincinnati, O. Phone Parkway 9875.

**Spokane Vaude Low**

**SPOKANE, Wash.**—Combination of a late heat wave, opening of horse racing season, and wind-up of league baseball proved too much for Post Street vaudefilm week-end of September 6 to 8, and its box office took a \$300 dive below house average of \$1,750.

Billings were Tippy, the Wonder Dog, Kuk and Clayton, Nolan and Konyak, Gordon and Diane, and Monte Carlo Pie, plus six Crooked Road and Emergency Squad.

**Radio-Stage Combo 138C in Milwaukee**

**MILWAUKEE.**—The heavily publicized "wedding of radio and the stage" produced a first-class \$19,800 take at the Embassy Theater for the week ended September 12.

Show included Jane Froman, Mary Kay, Gene Shelton, the CBS Singers, and Dick Leonard, who holds star by right. Generally fair weather during the week had a favorable effect on the take.

**Colonial, Dayton, 75C With Osborne**

**DAYTON, O.**—Will Osborne's band, new to Dayton, drew \$7,300 in its first appearance here on the Colonial stage. Considerable increase is expected this week with Ben Bernie, also the week after when Blackstone makes his first appearance here in two years.

**Bowes Unit Clicks**

**HAZLETON, Pa.**—Accompanied by widespread publicity and advertising, the three-day bill of Major Bowes 1940 Prize Winners unit played to capacity houses at the Capitol, Commodore house.

Loew's State, New York

(Reviewed Friday Evening, September 13)
Full with Al Donahue and band, Emil Boreo, Rayo and Naldi, and Sara Ann McCabe...

Sara Ann McCabe is back in top quality and technique, after a not-too-good opening with The Greer and I...

Rayo and Naldi, suave ballroom duo, contributed four numbers, ranging from classical waltz to an unusual version of Begonia the Begonia...

Emil Boreo is still knocking them over with his volatile song characterizations, shot thru with piano and peculiar double bass...

Al Donahue band opened very swingy and brassy, but tempered offerings throughout with an infusion of sweet tunes...

Paul Ackelman,
The last a good novelty which picks up heat as it goes along...

RKO Strand, Syracuse, N. Y.

(Reviewed Friday Evening, September 13)
Cab Calloway and his He-De-He hit the town like a blitzkrieg...

Cab opens with his theme, He-De-He the He-De-He, with solos by Cory Cole on the drums and Chu Berry on tenor sax...

The three members of the trombone section assist Cab in a solo of I Don't Recall You, and from here the band goes into Jumpin' Joe and a beautiful solo by Chu Berry on the tenor.

The Cotton Club Boys are brought back twice for encores with their military tap dance...

A highlight is the vocal solo by Benny Pace, Cab's piano player, who does a swell bit with I'll Never Smile Again...

The band comes in again for St. Louis Blues before the next act by a group from the band called the Cab Jitters...

Avie Andrews, soprano, takes the next spot, doing Yours Is My Heart Alone...

Princess and Baby YVONNE 'PSYCHIC WONDERS'
AMERICAN SENSATION AND DOC M. IRVING SENSATION

Vaudeville Reviews

Roxy, New York

(Reviewed Friday Afternoon, Sept. 13)
Hearing a couple of minor intrusions, the Roxy staff this week whipped up one of its best stagelows this year...

The opening glorifies Rumbogie, using Ben Yost's New Yorkers (four singing couples) in a tuneful arrangement...

Francisco is one of the more capable wide walkers. He struts, struts, slides (including a sliding split), balances on his knees...

Shirley Ross, formerly of the screen and more recently a feature in Higher and Higher, made a fine impression with a versatile popular song offering...

Entertained, alike they stayed on a bit too long. In addition to doing their familiar act, they returned for an encore to do some trumpet and tambone blowing...

The finale, most impressive, features the girls, dressed in brief pale blue velvet dresses...

On screen, Hired Wife (Universal), Business good, Downstairs second show opening day.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 13)
A typical family-time vaude bill with plenty of comedy and novelty, but the picture, Golden Glow, lacks feminine appeal...

The Four Blondes, three girls and a man in Western garb, present a eye-catching act that has more than the usual amount of novelty...

Maureen Vorrany, gypper violinist, scores handsily with her violin playing while doing dance steps, backbends, and spins...

The Harrison Sisters, three girls in their teens, have fair singing voices, lively personalities, and are pleasing harmonists...

The Three Scoopes do their usual zany comedy, which registers big as ever. Cortello's Cantone, a well-trained group of poets...

Joe and Jane McKenna, cop comedy heroes, Joe's drunk bit, in which he takes spectacular falls, is a laugh classic...

Hippodrome, Baltimore

(Reviewed Friday Evening, September 13)
Plenty of shining talent makes this week's bill resemble a radio studio come to life, in band, on stage for current offering...

Linda Woody follows with tap interpretations of the high-stopping, fast-twirling variety...

Her and Davis, better known as Mrs. Waterfall and her sister from the Kate Smith act show, did well. The former, gaily costumed in a nightgown...

Tommy Riggs, of the double voice, introduces his imaginary little girl, Betty Lou...

Chasing spot here is the Adrian Rolinski Trio, playing brass fiddle, vibraphone, and guitar...

The whole show is highlighted by the Princess and Baby Yvonne...

RKO-Boston, Boston

(Reviewed Thursday Afternoon, Sept. 13)
Six acts, solid and worthy of attention, Romita Royce, dove dancer, is featured...

They and Lyons display some neat tepping, but act has tendency to fade due mainly to lack of proper musical background...

They spot is capably held down by Al Berlin, whose excellent imitations have flavor and are interpreted with instructions on how to be a mime...

Currents open to show Romita Royce on elevated platform. With a solid cork backing, she starts down the stairs...

Alfred Douglas and Trisilla waste about 14 minutes on some of the oldest gag in the business...

Four Vernona presented a strong single number. Three boys and a girl who go thru several difficult tricks with ease and finesse...

Miss Stage to China and Laughing at Danger, Business fair. N. N. Kaplan.

Beacon, Winnipeg, Man.

(Reviewed Saturday Afternoon, Sept. 14)
With Whitehouse and White, called novelty dance and laugh team, in top position, the stage fare has much of what Beacon customers like...

The Earlston Twins took two spots with a rumba and a hit. The first work was good, but they didn't catch down front...

Congo, the Forest King, colored character, was taken with interest with his novelty turn...

Charles Murray, tenor, sang several standard songs and ensured the show.

Edgar Whitehouse.

Ken, Boston, Big Opening

BOSTON, Sept. 14.—Manager Charlie Baker, of the new Ken, reports capacity business followed the opening of the 450 seat club on the site of the old Theatrical Club...

Artie Arthur's band headlines with Del Ocho, Baron La Fond, Three Adolescents, and the Giants of Rhythm recording out show...

FOLLIES COSTUMES
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Wardrobe very lovely and am well pleased. FRED CLARK, Producer. Radio Theatre. Chicago Ill.

March of Time's The Ramparts We Watch. House crowded. Phil Lehman.

Harry Kahn is back in the pit to give the able musical support. Show runs smooth and fast for its 55 minutes.



# Once Up to 14 Units, Bowes Now Routing 3

**NEW YORK, Sept. 14.**—Road production activity of Major Bowes' Attractions will be limited to three units this season, the popularity of these shows, while still maintained in many cities, not being as high as in former years. Lou Goldstein, booker of the Bowes shows, points out that the three touring units will be booked almost through the season.

One of them is currently playing the West, another, which recently closed a big week at the Roxy here, went into the Majestic, Paterson, N. J., yesterday (13), and follows into the State, Hartford, Conn., September 20.

A third is being rehearsed. "It will be known as *Totent Tod* and will use many of the better Bowes alumni who heretofore have played the shows. This unit will be given all key-city dates, with weeks being already set. It opens at Shea's, Buffalo, October 5, and, in succession, goes into the Lyric, Indianapolis, October 13; Great States, Chestnut Hill, Pa., October 15; Great States, Columbus, Ohio, October 17; State-Lake, Chicago, November 15, and the Fox, St. Louis, November 22.

During the prime of Bowes the Goldstein routed 14 units.

# Philly AGVA Group Votes on Kelly Tiff

**PHILADELPHIA, Sept. 14.**—How within American Guild of Variety Artists ranks here over the matter of Tom Kelly, executive secretary, becoming too hot to handle, national board has decided to put the matter up to the local membership, comprising about 475 performers.

Members here have called for a special meeting on Tuesday (14) to vote on the matter, with the balloting to be supervised by Ewey Baro, national proxy, and Edna from the national body.

Johnny Leary, who resigned as proxy of the local chapter earlier in the summer, has been recalled, since his written resignation was never officially accepted. In the meantime, Leo Travers, former fifth vice-president of the local, continues in executive secretary and claims he's recruited 50 new members in the past 10 days as compared to 10 in four months under Kelly.

**NEW YORK, Sept. 16.**—Boyd S. Hadcock, executive secretary of AGVA, said that in addition to Dewey Baro, Henry Dum, and himself, any other member of the national executive board who can spare the time will make the trip to Philadelphia tomorrow (17) to attend the special membership meeting.

**NEW YORK, Pa., Sept. 14.**—Woodie Leib, vice of the Old Mill Inn, criticizes the Philly local of AGVA, claiming that the minimum demands for spots in this area are out of proportion with business conditions.

Leib writes, "We can't pay large bills, not because we don't want to, but because of our stringent liquor law. Practically the only business left any place is on week-ends, and on Saturday night we are forced to stop selling liquor at 12 o'clock because of the Pennsylvania law."

# 240-Night Run in Omaha for Meller

**OMAHA, Sept. 14.**—Melodrama of the Gay '30s just closed run of 240 nights at the Roma Hotel here, longest theatrical run in local history. Show moved to season's engagement at Seebach Hotel, Louisville, Ky.

Show is revival of old-fashioned meller thriller, played with scenery, costumes, stage effects, and gestures of the '30s. Company is under the direction of Aulger Smith.

# Saks, Detroit, Reopens

**DETROIT, Sept. 14.**—Saks Show Bar, Franky Smith had piece, reopened September 11, booking shows thru the Amusement Booking Service, says Jim Bennett, booker. The office will also, naturally, book the Commodore Club.

**Double Feature**

**DETROIT, Sept. 14.**—The policy of ultra-length shows, which has made The Bowery a famed nightery, decided one customer to have comfort with his shows this week.

A regular showed up with a good-sized padded cushion and informed host Frank Barbro that he wanted to enjoy sitting as well as seeing.

# "Funzafire" Unit Clicks in Twin City Engagements

**MINNEAPOLIS, Sept. 14.**—Benny Meroff's *Funzafire* played at the Orpheum here August 30 to September 8 and at the Orpheum, St. Paul, September 7 to 13.

The performers overflowed into the aisles, boxes and balconies, tumbled into the orchestra pits, beat guns and wrestled on the stage. Occasionally there were brief interludes when it appeared the theater might be restored to some semblance of sanity while girls sang and danced, the orchestra played, and Meroff displayed his skill juggling—but always, there was a relapse and the show went on with all its insanity and ruff.

The audience gave every evidence of enjoying the proceedings mightily, after getting used to fat men sitting in their laps, powder smoke, and racing up and down the aisles. Unexpected blasts of racket on the stage added to the confusion and fun.

There were a number of girls in the show that would have done credit to Earl Carroll's *Varieties*. *Fred Strong.*

# Portland Orpheum Sold; Vaude Out

**PORTLAND, Ore., Sept. 14.**—Cancellation of the Orpheum Theater building lease to John Dams of Seattle, and sale of the property to the Evergreen State Amusement Corporation has been announced.

Dams, who had been operating the theater with vaude since September 1, 1930, closed it August 7.

The Orpheum along with the Paramount, will be one of Evergreen's first-run picture houses.

# Warner Drops Plan To Open Mastbaum

**PHILADELPHIA, Sept. 14.**—Intention of Warner Brothers to reopen long-dark Mastbaum Theater, Co. Luxe House, has again gone up in smoke.

Warner officials checked over the necessary repairs and furnishings last week, intending to re-open the house again for name vaude, and keep the Earle on straight six, but it is understood that the musicians' union balked at the substitution of the Mastbaum for the usual settlement made at the Earle, which last week terminated a 10-month-old strike against the theater circuit.

As a result, WB will return the Earle to vaude either Friday (20) or the 27th, depending on the run of *Boom Town*.

# Shenandoah Valley Spot Using Talent

**SHENANDOAH, Va., Sept. 14.**—Mr. and Mrs. Floyd R. Stabler, owners of the Club Verona, have added floorshows, the first club to use talent in Shenandoah Valley. Spot caters local trade as well as tourists, being located near the famed Virginia Skyline Drive.

The Stablers are planning to use name bands after the present building is enlarged.

Current act Du Kish and Del Mar, magic act, in their seventh week.

# Dallas Club Resumes

**DALLAS, Sept. 14.**—A. D. Carpenter, local club owner, has finished redecorating Bagdad, swank night club on the Fort Worth Pike. The club has had intermittent operation the past 10 years.

The club caters to the residential area built around the new \$7,000,000 aircraft factory at near-by Mesquely Field. Bob Campbell's orchestra is current, with the Gastons, dance team, working twice nightly.

# Mosque and Adams Battling It Out in Newark With Names, Orks

**NEWARK, N. J., Sept. 19.**—With the reopening of the New Mosque Theater (3,400 seats) here Thursday (12), another local vaude war has started. The Adams (2,000 seats) opened its vaudeville season Friday (6) and now both houses are squaring off for a real fight, using attractions and letting the films play second fiddle.

The fight is a fight of showmen, too. Adam Adams, owner of both the Adams and the Paramount here, has played vaude at the Paramount for years, but last year bought out the opposition Shubert and renamed it the Adams. He also changed bookers late in the season, dropping Al and Belle Dow after being jilted by them for years, and switching to Eddie Sherman. Sherman had booked the opposition Shubert for a while. Now Sherman is booking the Adams (new name for the Shubert) and the Dow have joined Al Rogers and Max Wilcox to reopen the Mosque, long considered a white elephant and owned by Prudential Insurance Co.

Rogers is booking the Mosque and brought in Ed Sullivan and the Daily News Harvest Moon Ball winners to head the opening four-day bill, with Bill Robinson and Benny Youngman to head the second bill, September 19 to 22, and Billy Rand unit September 26 to 29. The house is dark Monday to Wednesday.

Sherman's opener at the Adams had the Andrews Sisters and Joe Venuti band, who drew good business, and followed this week with Bob Claster's band, Harry Wood, and Bert Wheeler. Joe Penner's new unit comes in September 23, and Larry Clinton's band September 27. It uses a single film, compared to the Mosque's double feature. The Mosque can't get good film product and, for example, has to use this week such dogs as *Bill's Cargo* and *Shark Woman*.

The Mosque asks 10 and 15 cents matinees and 20 and 30 evenings, compared with the Adams' 45-55, and 65 evenings. The Mosque's location, away from the cluster of downtown de lusers, is another handicap.

Currently, show for show, the Adams has the edge.

# The Adams:

Full week show that opened September 13 has Bob Chester band on the stage doing a solid, satisfying job. Chester toots a good sax and makes an adequate cymbal and front. His four sax, five brass, and four rhythm co-ordinate for enticing swing music that doesn't depend on trick stunts or production effects to get across.

Dolores O'Neil, willowy brunet, sang three ditties, doing best when handling a ballad and poorest on *La Zonga*. Drew a big hand. Chester song-talks in a duet with her, too.

Coely Una Cooper dips and leaps her way thru a fast routine of acrobatics. Smooth, varied routine that registers well. Harry Wood, Lucky Burke radio program singer, scored solidly with his bartending of current pop. The voice and interpretation is all there, but that radio studio stiffness is there, too. Did exceedingly well, nevertheless, and had Ruth Lowe accompany him at the piano on the song she wrote, *Mr. Never Smiles Again*. Miss Lowe took the spotlight for a package of two. A personal appearance and done without drammes. Good.

Bert Wheeler, getting excellent straightening from Hank Ladd and Fran-

cotta Malloy, had them laughing continuously with his smartly paced comedy talk.

Film in *Days of the City*, obviously hardly a draw.

# The New Mosque:

The Harvest Moon winners' only vaude date besides the two weeks at the State, New York, is the opening feature here. Sullivan makes the bill, showing steady improvement in his ability to handle lines and to keep the show moving. Has more poise than any other newspaperman-performer we have ever seen.

Show has Leo Prudenberg's 12-man orchestra on the stage, with the show cast seated at tables in a week effort to simulate a cafe scene. The Stroutos is the first turn and it clicks solidly. Two men and a blonde jockey work on bikes and motorcycles and do tricks of precision and balance that are remarkable and won them steady applause.

Ginger Delys, billed as "soreball of swing," is another blonde swinging pop and special songs, augmented by mugging, litara, comedy sides, and mimicry. The girl has personality, a good enough voice, and fair material.

Next came Steve Brans, who showed-stopped with his gags, mimicry, and realistic take-off of a Polish worker drunk. He used a lot of blue remarks and gestures, but the audience loved it. Even his corny Lon Chaney caricature wowed them.

The Harvest Moon dance teams were only fair—when judged from professional standards—but the audience liked them, applauding the waltz, fox-trot, and largo tango rout. Dave Vinn, heckling Sullivan from a box, was handicapped by a poor p.a. system and poor visibility, but his dialect gags drew steady laughs. Sullivan did excellent straight.

The three colored Liddy Hop teams close the show, and rightly, because they provide a fast and flashy finish.

Doing four-a-day, but matinees are poor. About 2,500 were watching the last show Friday (13). House front, incidently, needs brushing up.

*Paul Dent.*

# Magic Show In AGVA Agreement

**NEW YORK, Sept. 14.**—The Dante magic revue, *Six Six Six*, at the Marocco Theater, has signed an agreement with the American Guild of Variety Artists, raising salary minimums for male assistants from \$18 to \$25 and for girls from \$25 to \$35 a week.

Cast gets a two-week guarantee and one-week dismissal notice, and also "some rehearsal money." AGVA says Dante has agreed to negotiate another contract when the show goes on the road.

# Vaude Houses Celebrate

**WILKES-BARRE, Pa., Sept. 14.**—While the Comerford-operated Capitol here and the Capitol in Scranton have not as yet set any stage-show policies for the new season, the circuit's other houses—the Irving Theater here and the Paddy in Scranton—have been consistently being vaude shows three days a week for over a year.

Both houses recently celebrated their first show-show policy anniversaries.

# TITO GUIZAR

Just Completed Three Successful Weeks at

## PARAMOUNT THEATER, New York

Following a Sensational South American Tour

Week September 27, PALACE THEATER, Cleveland, Ohio.

Week October 4, COLONIAL THEATER, Dayton, Ohio

COLUMBIA ARTISTS' MANAGEMENT

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

MARIANE MILLER left the Ellings, where she was billed "Queen of Shaks," September 19, to open an extra added attraction at the Howard, Boston. Ellings booking was thru Dave Cohn, and Boston thru Phil Rosenberg. . . . MARLENE came in from the Howard, Boston, to be featured at the Gaiety opening September 19. . . . HARRY BLANCKE sends word that, while in Elmhurst, he visited Archie McCann, former ork leader in Jacobs and Jerome's shows, who told him of the passing of his wife, Alice McCann, ex-character, May 3 last. . . . HERBIE PAVE follows Bob DieMantis as comic into the Gaiety, and then comes Patsy (Nuts) Kaplan, both returns bookings. . . . HAZEL PAXTON drops burly this season for the Sally Hahl road show. . . . IRENE CORNELL opened at the Ellings September 13. . . . SUNYA (SMILES) BLANE (taken ill and forced to leave the Gaiety three days after opening September 8. . . . KOKANNE to tour the Midwest Circuit. . . . MADGE CARMYLE, Bob Taylor, and Al Phaz opened at the Republic September 19. . . . VALEKIE PARKS, heretofore a Hirst wheel feature, opened with special billing on the Midwest wheel at the Grand, St. Louis, September 13, surrounded by a carload of blow-ups for out-front exploitation that Jack Klatke freighted from Iowa. Co-principals are Billy Fields, Fran Lewis, Jess Mack, John Lee, Jerome Cougshall, George Schiller, and Elaine Lovels. . . . JOAN RYDELL, and Ina Thomas were booked into the Nomad Club, Atlantic City, by Jack Parr.

ANNETTE opened August 30 at the Gaiety. . . . NOMA, dancer, all summer at Why Do, Flushing Fair, opened at the Ellings September 6. It replaced by Grace Carlos, Princess Leandra, also at Why Do, left for the Midwest Circuit. . . . CLETOEA, new stripper in the East, and now at the Republic, tells of air flight from the National, Detroit, the plane landing her in Hartford, Conn., instead of La Guardia Field because of fog, which made her two performances late opening day August 30. . . . MABEL BART BRICKSON, ex-burly comedienne, and brother Carl were local visitors week of August 26 from their home in Springfield, Mass. . . . EDITH SHAPIRO, former burly star, writes from Monticello, Ind., and inquires about Andy Harer, former ork leader.

GINGER BRITTON is being top featured at the Gaiety. Next venture will be Martine Miller, a newcomer from West-ern houses. . . . LARRY CRYSTAL HOLLAND closed at the Leona Hotel, White Sulphur Springs, N. Y., Labor Day, as producer and manager, assisted by Bob Kahn, songwriter, to return to the cloth-

ing business. . . . DOROTHY WAHL, dancer, and Al Rio, comic, latter of the former Three Lustrix act, are debuting at the Ellings as a team. Opened September 6 with Harry Shuffles. LeVan, Miss Wahl was formerly teamed with the late Jack Richards. . . . DAVE ROSEMI, who was elected vice-president and general manager of the Harlem Amusement Company, Inc., announces that the Triboro, recently granted a license, opens September 20 with burly stock, with Jimmy Allatin as producer. Already booked are Patsy Ginger Johnstone, Irma Vogelier, Bobby Fay, Harry Evenson, and Artie Lloyd.

## MIDWEST:

Capital Theater, Toledo, O., opens with Midwest shows September 27. First will feature Rod Marshall. . . . GRAND THEATRE, Canton, O., Gayety, Cincinnati, and Gayety, Minneapolis, opened September 13. . . . BOB FREEMAN played the Oriental, Chicago, in the bit called Trifurcates of 1939. . . . VALEKIE PARKS opened on the Midwest Circuit at the Grand Opera House, St. Louis, September 13. . . . AUDREY ALLEN will have charge of production at the Capital Theater, Toledo, O. Bill Collins will personally manage the house. . . . HARRY KATZ will again be associated with Harry Hirsch in the management of the Alvin Theater, Minneapolis, which opened September 13. . . . KOK-KANE, formerly Mrs. Kingfish, LeVinsky, will open on the Midwest Circuit at the Palace, Buffalo, September 20. Both the Midwest and Hirst circuits will have competition in St. Louis with the opening of a new burly house at the Shubert Theater under the management of Sam Reiter.

## N. Y. Burly Chorus Given Salary Tilt

NEW YORK, Sept. 14.—Some 30 chorus girls working in five burlesque theaters here and in Brooklyn received salary increases due to the efforts of the Brother Artists' Association and the co-operation of the respective house owners. Weekly salary was tilted from \$24 to \$25 and the former midnight performance fee of \$1.75 has been raised to \$2. It was also agreed to pay \$2 for each extra performance. Houses involved are the Gayety, Republic, Ellings, and Tiboro in Manhattan and the Star in Brooklyn. Agreement went into effect September 1.

PAGE AND KUBER, Harry (Smuffy) Colby, and "Skinny" Chandler are in the current line-up at the Mutual Theater, Indianapolis.

## Midwest Now 14 Weeks; Big Gain; Clean Show Aim

CHICAGO, Sept. 14.—Midwest Circuit, entering its third year of operation, begins the new season with a 75 per cent increase over last year in number of weeks. Since last year six theaters have been added, making a total of 14 weeks. Last year the circuit started with eight weeks and ended with 12. In 1938, the year Midwest was organized, it offered only five weeks.

Altho only 16 weeks are offered, actually many performers find themselves occupied for 20 weeks or more. During 14th week a show rehearses new bits and develops a new show with the same cast, provided that all members have done satisfactorily, and begins the circuit all over again. This procedure differs from that of the Hirst Circuit, inasmuch as it does not split a troupe but carries on with the same group and a new show.

"Policy of the circuit," says booker Milton Schuster, "is clean burlesque." We try to encourage the lady audience and in many theaters we have been successful in doing so."

The circuit is a non-profit organization. Theaters pay no booking fees and share equally on transportation costs. Managers meet every six weeks to decide on matters relative to salaries, conditions, theaters, policies, and performers. Last year Midwest signed an agreement with the Brother Artists' Association. Scenery and wardrobe are made outside the organization and rented to the individual theaters. Production is handled separately by each theater, because, according to Schuster, it is impossible to get line girls to travel at burly prices. Jumps are made by train, and recently a quick hop from Boston to Buffalo by the Bob Carney show necessitated using the airlines, the first plane trip made by a burly show. Circuit uses no vaude acts, but the theaters themselves occasionally book variety entertainment.

Theaters on the Midwest Circuit include Rialto, Chicago; Alvin, Minneapolis; Castro, Toronto; Empress, Milwaukee; Grand Opera House, St. Louis; Fox, Indianapolis; Gayety, Cincinnati; Capital, Toledo; Romy, Cleveland; Grand Canyon, Globe, Boston; Embassy, Rochester; Palace, Buffalo, and Avenue, Detroit.

## 2d Philly House For Hirst Maybe

PHILADELPHIA, Sept. 14.—Harry Hirst expects to add a 13th week to his burly wheel. He may take over the Walnut Street Theater, one-time legit house here. Wheel shows would open at his Troc and Wind up at the Walnut. Same procedure was followed when Hirst operated the Shubert last year. Hirst shuttered his Oloza, Atlantic City, Monday (8), which played stock during summer.

## Dave Cohn Bookings

NEW YORK, Sept. 14.—Dave Cohn booked for Midwest Circuit, Hunter Phillips, opening September 13; Joan Ryckel, 20, and Floyd Haffley and Elaine Sheridan, 27; also Dorothy Henry, Fay's, Philadelphia, 10; Margie Kelly, Palace, Buffalo, 12. For Gaiety here, Eddie (Nuts) Kaplan, Diane Grey, and Valerie, 13, and Dick Dana, 20. Ellings here, Martine Miller, Dorothy Wahl, Al Rio, and Steve Mills, who opened September 9.

## Burlesque Review

"Femmes de Paroe"  
(Reviewed Saturday Evening, September 7, Grand Theater, Youngstown, O.)  
Femmes de Paroe is replete with novelty. House is in its third week of stock and clicking nicely. La Von Walls, featured specialty dancer, is in her third and final week. Gal has been seek entertainment, and management had to extend her stay. The headliner this week is Mills Papi, who packs a lot of energy. Dark haired, she has the European style of parading, singing, and dancing. Is highly entertaining. "Enury" Smith is a new comic, while the girl line is on hand to tease and please. Nothing sensational about the production numbers. Rex McConnell.

## Magic

By BILL SACHS

(Communications to Cincinnati Office)

VIRGIL THE MAGICIAN, who closed his summer tour at Browning, Mo., August 30, begins his fall trek in Grand Falls, Mont., September 10. His tour in North Dakota and Montana was good, Virgil reports. He will work Christmas, and down the Coast until Christmas. Virgil carries 100 people and a truck load of equipment. His working is large illusions in six changes of scenery. . . . JUDITH JOHNSON, assistant and partner, Harold Laughlin, are set for an indefinite stay at Miami Inn, Toledo, O., after winding up a return engagement at the Wagon Wheel, LeVittsburg, O. BOY KISS and DEL MAR, magic-mime team, have been booked on indefinite extension at the Club Verberna, Shenandoah, Va. They're now in their sixth week there. . . . EL DORADO was honored last week at Eaton Rapids, Mich., by having Governor Dickerson of Michigan pin the blindfold on him before making his drive over a new highway that had just been opened. . . . FRAZER is now in his 14th week at Earl Carroll's nitery in Hollywood. He has the distinction of stopping the show there recently, the first time a magician ever pulled that trick at the Carroll club. . . . TERKAL is now on the hit seta bound for a year's trip to his homeland, Japan. Before leaving Los Angeles, Terkal called at the Beverly Hills home of Caryl S. Fleming to bid him good-by, arriving there a few minutes after Fleming had dropped dead. . . . H. A. McKnight has six more weeks to go on his 16-week contract with National Casino Company, playing key cities in Oregon, Idaho, and Washington. He has a contract with a brewery to follow his present tour. . . . JOHN BOGRATES is producing Bob Nelson's talking tea-table act in 6 and 10-cent stores with horseplay. He opened under Nelson's banner at Lehigh, Ky., September 5.

LOS ANGELES Society of Magicians will present an evening of magic for the Magic Chapter, Eastern Star, Los Angeles, September 21. . . . MAX GRANFIELD, publicity man for Margie the Magician, is in Veterans' Hospital, Pittsburgh, for treatment. Sam Weisbein is pinch-hitting for Max on the show.

THE QUIET the hoodlers who are saying the "blow" his recent engagement at the State Theater, Sherman, Tex. Margie the Magician typewriter to say that he canceled the stand due to the limited stage facilities. He says LILWA Walker, house manager, will verify that fact. . . . A NORTH TEXAS IBM Boy has just been formed at Fort Worth with 17 members on the charter. . . . CHANDA THE MAGICIAN and Princess Zoolin, mentalist, have concluded a six-week engagement at the Bay Shore Beach Club, Norfolk, Va. They've recent visitors on the Wallace Brod Circus during its engagement there. Chanda says he is adding a number of new tricks and illusions. . . . O. LEWIS GERBER, the Cincinnati conjurer, will manage to risk in an occasional city engagement in the Queen City territory. He was featured last week at the Palladium, Cincy. . . . A REVIEW on Dandy's magical extravaganza, Star-Sun-Sun, which opened Monday, September 9, at the Morocco Theater, New York, appears under New Plays in the Legitimate Department of this issue. . . . LESTER LAKE (Markle) is back in Cincinnati after a journey to Colon, Mich., to star in Percy Abbott's magic party. . . . EDDIE DECOMA tapered in the 2nd school season at Fairfax, Ill., September 11. He is doing an hour's program of vent, magic, and puppetry, working three to four schools a day plus a Saturday morning matinee. Jim Admitt is back as agent 31 days ahead. DeComa plans to go to the West Coast and return. . . . MABRO THE MAGICIAN (Herb Brand) is in Naval Hospital, Philadelphia, for treatment, and is permitted to remain there until around September 20. When he is discharged, he has a string of dates in the Reading, Pa., area. Marko worked Miami and Cincinnati last season. He played nothing but surprise dates this summer and word on surprise dates is better than says the season has been better than average. . . . PLATO AND JEWELL, White-Barre, Pa. their home town, September 5-7, and received reams of publicity locally.

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### Christy Obrecht Set Till Dec. 10

ROCHESTER, Minn., Sept. 14.—Christy Obrecht Tent Show is in its 21st week, with 19 weeks still to go, but not all under canvas. While the show has encountered considerable rain this season, it hasn't lost a single night's business. Company is playing its old established town, but the territory is in a slump and business is below last season's mark.

Show opened here Monday for a four-day stand, with business good despite rain. From here the Obrecht players move to Owatonna, Minn., for a week's stand, the show's first visit there under canvas. It has always been good for the Obrecht indoors in the past.

Cast is the same as at the opening and includes Christy Obrecht, Fritzie Obrecht, Christy Obrecht Jr., Dorothy Mae Roberts, Ruth Keeloh, Elmer (Ole) Oerg, Mason Wilkes, Doris Sullivan, Gary Smith, Kenny Larson, Freddie Robertson, and Harry Kingler. Jerry Kelchum is in advance.

Show has been playing week and split-week stands, with two concerts in each town. While the season, from present indications, will show a profit, it won't approach last year's figure, Obrecht says. Closing is scheduled for December 10.

Christy Obrecht Jr., law student at the University of Minnesota, leaves the show September 20 to resume his studies. He will be a junior this year.

### Daniels' New Opry Playing Maine Area

MILBRIDGE, Me., Sept. 14.—George Daniels, who until recently operated the former John R. Van Arman Tent Show, is playing repeat dates in Maine with a new show which he framed recently in partnership with Bob Whitson, manager of the Opera House here.

They are presenting the Loco Pine Mountaineers and Company, popular in the Maine area thru their radio work.

Working crew and cookhouse men moved with Daniels from the old to the new opry, as did Jimmy Heron, banners, and Jay Wall, advance.

### Hal Stone Ends 13-Week Season

BLOOMFIELD, Neb., Sept. 14.—Hal J. Stone Tent Show, which this season headed the "Seabee" Hayworth players, concluded a 13-week canvas tour here Thursday. Business for the season as a whole was good, altho the show ran into much inclement weather. After storing their equipment at Treynor, Ia., Hal and Laura Stone will go to Florida for the winter.

Show's roster remained the same all season and included "Seabee" Hayworth, producing comedian; Marion Andrews, lead and comedienne; Hal J. Stone, manager and general business; Laura Stone, violin and general business; W. D. McKenzie, piano leader, general business, and characters; Billie Love, singer; Brodus Steilwalt, ingenue; Buddy Cannon, drums and juke; Tip Walker, general business, characters; and guitar; Elliot Williams, box canvasser, and Blanche Williams, tickets.

Hayworth is slated to resume on his North Carolina circuit October 25.

### Lyceum in Comeback

By E. F. MANNAN

NOT so many years ago lyceum bureaus dotted the country and every city of any size had one or more. The slicker show came along and grabbed all the available show space everywhere, so that lyceum bookers went the way of vaude performers and legit actors.

The last couple of seasons much renewed activity has been noticed among the lyceum business, and even greater activity is on the way for this season. Signs suitable for flesh entertainment are being built into many stepless halls and there, along with school auditoriums, will open up seating arrangements for road shows, particularly the smaller outfits. If this increased activity in lyceum booking continues to prosper it will be a great boon to smaller shows. The success of this revived activity will have much to do with future of show business in the sticks.

### Pep Ripples

CHARLES (DOME) WILLIAMS, until recently with George Daniels' Van Arman Tent Show in New England, has teamed with Wallace the Magician on club dates. They are current this week at a Jamestown, N. Y., party after three weeks at Frison Inn, Syracuse, N. Y.

JOHN J. VAN ARMAN is working a circuit of New York State towns with a 16mm. picture show, with John Jr. doing the operating.

SHERMAN BUNCH is readying his small trick to play schools in Crawford County, Indiana.

MR. AND MRS. LORING LESLE are being booked for schools in the Washington and near-by Maryland area with their impersonation acts.

DAN ALSPACH visited Al Piquetville when Billy's Comedians played there, O. September 6. The two formerly trouped together on the Jack Kelly tent, where Dan did the acting. Letter is now off the road and associated with a cleaning company in Bluffton, O.

LEON HARVEY, who lost his leg in an auto crash last season while a member of an Ohio tent show, has been unable to wear the artificial limb which he acquired some months ago, so doctors have ordered him back to the hospital for another operation. He expects to be able to navigate with the substitute gum in about two months. Leon is still operating the smoke shop in the Park Hotel, Columbus, O.

HAYDON COLE, regular, who for the last several months had his Knights of Rhythm at Station WROF, Hopkinsville, Ky., is launching a picture-vaude trick out of that town.

HARVEY (SLIP-FOOT) CLIFTON, tab, rep, and misc. led, after 18 months at Nassau Sanitarium, Long Island, N. Y., has been transferred to the Will Rogers Memorial Hospital, Saratoga Lake, N. Y., where he is slated to remain for six months. He would appreciate hearing from old friends.

BEBE WHITE, of the Bryant Showboat, Cincinnati, and her mother

and dad, Mr. and Mrs. Bob White, employed a visit last week from Bob's brother and family, who were passing thru town en route from Dallas to Boston. Bob's nephew and niece, H. K. (Curly) Ward and Sue Ward, who have been entertaining in Dallas, were visitors at the rep desk last Friday (13) with cousin Bebe.

GRIFF AND MI, since leaving WNOX, Knoxville, Tenn., have been with Charlie Hunter's tent show, now heading southward thru Virginia after a swing thru Maryland. The show is in Delaville, Va., this week.

ONE OF OUR READERS last week reported that she had heard that Harry Rollins, well-known tab and rep performer, had been killed the week before in Pittsburgh. However, efforts to verify the rumor have been unsuccessful. A wire from Eddie Grech, Columbus, O., booker, to Larry Kenith, Pittsburgh agent, brought the reply that nothing was known about Rollins's death.

BERT CHALMERS, former rep agent and performer, is engaged in commercial lines in Calgary, Alta., Canada. He is planning on doing some circle stock work in that section this fall and winter with a small troupe.

BOTT'S SHOW, vaude, dramatic, and pic outfit, is reported doing okay business in Western Idaho. Unit will go into schools in Idaho and Oregon for the winter.

TORY'S COMEDIANS played three nights in Anderson, Mo., last week to good business.

A VISITOR to the rep desk last Friday (13) was Jack (Hazard-Face) Kennedy, veteran minstrel and vaude performer and well known to many tent show folks. Jack, who recently was left stranded with a bad opey in Kentucky, was taking the highway to Chicago and was planning to stop off at La Fayette, Ind., Saturday for a visit with his old pal, Bennett Miller, a feature this season with Billy's Comedians.

THE AUCTION by the government of the Gene Auldin-Billy Wehle show stuff, which was slated for Newport News, Va., September 10, has been postponed to September 24 at Wehle's request.

### Harry Hugo Moving Indoors in October

KIMBALL, Neb., Sept. 14.—Harry Hugo announced that his Hugo Players will remain out under canvas until the middle of October, at which time the company will move intact into theaters for the winter.

While business to date hasn't been too good, it has been far from bad, Hugo states. Show has played three States and suffered one blowdown at North Platte, Neb.

### Morgan in Brookfield, Mo.

BROOKFIELD, Mo., Sept. 14.—J. Doug Morgan Show opened here Monday for good business. The organization has not shown here for several years. Show carries 30 people. King Reiter, midget musician, is an added attraction.

### FIFTH "ICE ROLLIES"

(Continued from page 2)

his same stunts, but with better dressing for his act. He does his jumps over miniature metal rocket ships. Best was a jack-knife over 11 rockets. Now wrinkle this year has him diving thru a revolving fiery hoop.

Ervin Chandler and Bruce Mapey were featured in Jola the Nuts. Their work was tops as usual. The McKellen Brothers provided the comedy here with a series of well-timed spiffs. Safus Walle is still a great favorite with the crowd, and, as in other years, Italy and Bobby Maxton generated most of the applause.

Second half of the show got under way with a production number, Pirate Gold. Against background of parade girls, Catherine Colson and Fran Claudet offered a well-done Buccaneer's Conquest.

Bob Ehrhardt's solo spot found the star opening in a big wooden shoe with six exerts. She is still one of the foremost woman exerts.

A new team, the Vogue Trio, two males and a female, provide a series of three-way lifts and triple jumps. Composed of Pat Merfield, Arthur Nickolas, and Buff McGuire, trio works hard.

Hermie Brock, crowned as a Mexican peon, did enough fancy stuff on the lee to stop the show cold.

Old Southland was one of the best numbers in the show. With the ensemble attired in effective period costumes, group fashioned its skit to such old-timey tunes as Dixie and Waiting for the Robert F. Lee. Highlighted Evelyn Chandler, who did a series of acrobatics, winding up with some difficult Arabian cartwheels. Comedy came by way of Shipless and Johnson. Ray Shipstad, in a sophisticated solo, had a tough time boxing off.

A meadow touch was given by Paper and Zwack, who did a beautifully executed dance. The Flash and the Flame.

Frick and Frack are back again this year, depending on pantomime instead of falls to get their laughs. Frick's special trick is the cauliflower spread eagle. His partner garnered laughs with his rocking-chair spread eagle.

Show wound up as On Parade, with the entire cast in a smooth production.

Straging was handled by Fanchon, skating routines by Fran Claudet and Mary Anne Lewis' orchestra, under the direction of Ernest Kratzinger, special music arranged by George Hackett. Original music, composed by Stanley Cowan and Bobby Worth. Publicity was handled by W. H. Hindlich. Paul Gannon took care of the music spot.

Show, which was booked locally by MCA, will hit the road after its run here.

Dean Owen.

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Baton Rouge Contest Has 7 and 1 After 816 Hours

BATON ROUGE, La., Sept. 14.—After 816 hours in the Tent Amphitheater on the Highland showgrounds here, George W. Pugh's Derbyshow of 1940 has seven couples and one solo still going. They are Betty and Bill Part, Adelle Bailis and Benny Stone, Tittle and Don Donelson, Phyllis Manning and Duo Tropeo, Ruthie and Al Smith, Edwina Trahan and Jackie Pan. Hilda and Larry DeCorado, and solo Eddie King.

Judges Larry Capps and Jack Reynolds are putting the kids thru 30-minute romble marches in the afternoons and 22-minute dynamic sprints each evening, with minutes being added at the show goes on. Adelle Bailis recently did the tea set.

Emcees are Arbie Gayer, Ralph Bergman, Jimmie Bittner, and George Jacobson. Gayer handles the two daily broadcasts over WJBO. Music is furnished by Dave Ackerson's Derbyshowmen. Show is sponsored by the Baton Rouge Fire Fighters' Association.

### 7 and 1 Hold On in St. Louis

ST. LOUIS, Sept. 14.—Contest here continues to play to satisfactory business, with seven couples and one solo remaining at the 797-hour mark. Staff includes King Brady, Chuck Payne, and Moon Mullins, emcee; Ernie Steele and Ernie Clark, judges; Johnny Quilligan and Walt Green, doorman; Johnny Hubbard and Pat Hamby, kitchen; and Eddie Anderson and Jimmy Burke, maintenance.

### Oger-Hamby Win Mil. Derby

MILWAUKEE, Sept. 14.—Derbyshow, which opened at Riverfront Park and Yachtclub here June 19, came to a close Tuesday. A capacity audience witnessed the final sprint, lasting 36 minutes and 27 seconds, which saw Oger and Clyde Hamby beat out Chad Aviso and Louis Meredith for top prize. Third place went to Peggy O'Donnell and Joe Hook, and fourth place to Jean Long and Gordon Haring. Lenny Paige, Eddie Snyder, and Joe Palooka emceed, and Ernie Bernard was floor judge. Stanley Jacobson and orchestra furnished the music.

IT'S NOW Mr. and Mrs. Dale Tourje, Judy Ellis, and Dale having said "I do" recently while participating in the Baton Rouge, La., contest.

STARR E. HERRICK hits the following: "Glad to see Tim Hamann's recent squib, because we need more notes like his to make for a bigger and better endurance column. However, I can't see why he brags so much on Pop Outlay, Hal J. Ross, and others; even tho they are well promoters, because half the time nothing is sent to The Billboard by them in regards to their shows. Come on, old-timers, let's shoot in more dope to the column. This goes for content-ants as well as promoters." Just for the record, Starr was married in Dick Richards' Winter Garden Show in Reno, Nev., June, 1931.

JOE BANANAS info that he visited the Joliet, Ill., show Monday (9), and got the thrill of a life time. Joe says he met Patsy Watson, who took him for a ride on her motorcycle all over the high-

ways and byways of Joliet. Joe was hit just 10 pounds too.

MARTY SHANKS cards from Chicago that he would like to read notes here on Margaret and Whitey Helm and Helen Blase.

PHIL MURPHY letters that Nick Hudson and Broadway Red had the preacher make them one recently. According to Phil, Nick is now with the Rubin & Cherry Exposition, but that after the carnival season the two will walk again.

### HILL BILLY TENT SHOW

Wants by late season with Western Kings, Yelena, Minkova and several instruments. Accepts Marie, Nancy and Conroy HAVILLI, Eppie, Eileen, Bow, Catherine and can keep 2nd in price. Address: MANAGER, TENT SHOW, 207 Western Union, Rochester, New Hampshire.



# The Final Curtain

## Marriages

**ALDEBERG**—O. L., 63, former trapeze artist with the Reno Shows, and Belle & Brown, of a heart attack at the home of his daughter, Mrs. Ralph Christy, Keokuk, Ia., September 5. He formed his own show in 1913, but a few years later took the show to Texas and converted it into a picture show. In 1938 he closed it and joined Russell Bros. Circus, but ill health forced him to leave that organization. Survived by his widow and daughter, of Keokuk, and a son, of Crane, Tex. Services in Keokuk September 8, with burial in Oakland Cemetery there.

**ATKINSON**—Harry A., 67, associated with General Film, Ltd., Regina, Sask., since 1917, and president of the company until his retirement in 1938, at his home in Regina September 3. Survived by his widow, a son, Stanley, president of General Film, and two sisters, Gertrude in Regina, with investment in the family plot in Minneapolis.

**BAKER**—Frederick Charles, 63, president of the Prince Albert Agricultural Society in 1913, in Prince Albert, Sask., hospital, August 27. Survived by a daughter and four sons. Burial in Peace Albert.

**BANKHEAD**—William B., 66, Alabama, speaker of the House of Representatives and father of Tullulah Bankhead, in private life Mrs. John Emory, prominent film and stage actress, in Naval Hospital, Washington, September 15 of an internal hemorrhage. Survivors include his wife and a brother. Burial in Jasper, Ia.

**BECKER**—Emil S., 37, Naperville, Ill., auto racer, September 10 in a Beaver Dam, Wis., hospital of injuries sustained the day before while participating in the race at the Dodge County Fair. Survived by his widow, three children, his mother, and two sisters.

**BERGER**—Mrs. George S., 52, wife of the chief auditor for the Butterfield Theater Circuit, September 5 in Detroit, Michigan, in Evergreen Cemetery there.

**BILBE**—A. W., 53, retired motion picture theater operator of Tampa, Fla., September 5 near Lake Oka, Fla., when a train struck his car. Survived by his wife, a son, and a brother.

**BODDEN**—Mrs. Bella Pink, 70, operahall in Milwaukee musical circles for many years, September 9 at her home in Milwaukee. She sang in numerous occasions with the Chicago Symphony Orchestra. Survived by two daughters and two sisters.

**BURKE**—William, 48, father of Johnny Burke, songwriter, suddenly in Los Angeles September 8.

**CUNYER**—Alfred (Eddie), 77, former musical press agent and one-time manager of the old Smith Theater, Bridgeport, Conn., in that city September 4 after a long illness.

**CURRAN**—Mrs. Frank, mother of Honor Curran, owner of the Curran and Deary theaters, San Francisco, September 8 at her home in Beverly Hills, Calif. She also survived by another son, Kith.

**DEVLIN**—Mrs. Lydia Shrock, widow of Frank Devlin, owner and operator of the Family Theater, Wilkes-Barre, Pa., and the Casino at Harvey's Lake, Pa., at home at Harvey's Lake September 10 of a heart attack. She was active in the management of the Family Theater. She leaves a daughter and a sister.

**DUNN**—Edward A., for many years musical director Joe Dan Russell and the Melrose Girls' Company, at his home in Honolulu, T. H., July 17 after an operation. He had also played in Kansas City, Mo., and Great Falls, Mont., theaters. Survived by his widow, his mother, and four children, all of Honolulu.

**FARROW**—George, 70, well-known Middletown, Conn., dance master, recently in that city.

**FELDSER**—Dr. Oscar B., 43, prominent in Harrisburg, Pa., musical circles, at Harrisburg Hospital September 5 after a long illness. Feldser played the clarinet and saxophone and had been a member of the old Majestic Theater orchestra, the Penn-Maria orchestra, and the Starline band. Survived by his mother, Mrs. Lena Katz, of Harrisburg.

**FOWLES**—Thomas J., 61, former owner-manager of the Jodt Theater, Lond., O., September 4 of a heart attack while driving thru Wellington, O., on route to Detroit. Fowles operated the Lodi movie house for more than 10 years, and after disposing of his interests there in 1938 he bought a movie theater in Rushing, O., which he operated for a time. He retired three years ago. Two daughters and a sister survive. Services in Lond. September 7 with burial in Woodland Cemetery there.

**FRANK**—Mrs. Bertha, 30, wife of Samuel Frank, owner of a chain of theaters, September 7 at her home in Hamamton, N. J., after three weeks' illness. Her husband operates theaters in Hamamton, Ray's Landing, and Egg Harbor, N. J., and Newark, Del. Two sons also survive. Services in Phila-

delphia September 9, with burial in Max Nebo Cemetery there.

**GOTTWALD**—Julia E., dramatist, instructor at Wayne University, Detroit, and Detroit high schools for over 20 years, September 7 in East Lansing, Mich., after a long illness. One sister survives. Interment in Noline, Ill.

**GRABOWSKI**—Sophia, blind pianist and organist, August 29 at home in Nanticoke, Pa., after several weeks' illness. Burial in Holy Trinity Church Parish Cemetery, Nanticoke.

**GROSS**—Alfred (Abraham Grossberger), 77, one of the founders of the Jewish theater movement in England, in Priory Nursing Home, Hampstead, London, August 6 of a heart ailment following a long illness. He is credited with introducing Anna Held and Jacob P. Adler to the British stage. Gross leaves his widow, two sons, one of whom is Bert Ross, theatrical journalist and formerly *The Billboard* correspondent in London, and two daughters, Marion, radio and screen actress, and Jane, costumer. Burial in East Hampstead Jewish Cemetery, London.

**HALEY**—William C., 70, for many years cornet player and manager of Haley's orchestra, September 3 in Chester, Mass., Associated with him in the orchestra were his two brothers, Thomas and John. Survived by his widow, two sons, Robert and Donald; two brothers, and two sisters, Mrs. James J. Harrington, and Nora.

**HILL**—W. S., 77, president of South Dakota State Fair for 15 years, September 11 at Rapid Springs, S. D.

**HINTZ**—Otto, 66, head men keeper at the Philadelphia Zoo, September 4 in Presbyterian Hospital, Philadelphia. He had won with the zoo since 1928, and had been associated with the Berlin Zoo before coming to this country nearly 80 years ago. His widow, Martha Nikolai, and a brother survive.

**HUTWIG**—Alexander, 61, retired chief usher of the Metropolitan Opera House, September 3 in Brooklyn Hospital, Brooklyn, after a lingering illness. He leaves his wife.

I am sincerely grateful to all those whose kind expressions of sympathy comforted me in my recent bereavement.  
T. W. KELLY

**LAURIA**—Mrs. Marie, 68, wife of Agostino Lauria, retired musician, September 6 at her home in Camden, N. J., after a short illness. Other survivors include two daughters, a son, and two grandsons, Joseph and Gus DeLuzia, who operate RMA Hill Inn, Pennsylvania. N. J. night club.

**LEONARD**—Jay Sam, 70, outdoor showman for 50 years and owner and operator of the Leonard Amusement Company for over 23 years, September 14 at his home in Texas, Tex. In late years he had been general agent with various shows. Survived by his widow, two daughters, and three sons.

**LE SAINT**—Edward J., 59, pioneer Cincinnati director and film actor, recently in Hollywood. In the silent picture era he played major character roles, and also directed for several large companies. He played in Cincinnati with the old Pike Stock Company. Survived by his widow, Stella Bassetta, also a film player, and a brother, William, of Cincinnati. Burial in Hollywood.

**LEVENTE**—Charles E., 65, advertising manager for York (Pa.) Inter-State Fair, recently of a heart attack in Hummelstown, Pa., while en route to York from Lebanon, Pa.

**LIDENTON**—Frank E., 67, father of Louis Lidenton, orchestra leader, at his home in Poplar Bluff, Mo., August 25 after a long illness. Deceased was a produce merchant.

**LIEBHARD**—Mrs. Frieda, 72, mother of Mrs. Pauline Lennon, concessionaire, and Mrs. Rita Dunn, of high wife fame, in St. Louis August 16. Survived by her husband, Joseph; three daughters, and three sons. Services in De Soto, Mo., with burial in Hillsboro (Mo.) Cemetery.

**MATHEWS**—Orville A., former character actor and leading man with stock companies and road shows, at his home in Dallas September 2 of a heart ailment. He was formerly connected with the Broadway Production Company of New York and in recent years was associated with several Dallas film distributors. Survived by his widow, the former Ruth Fitzgerald, of Dallas, and a brother, Orin Mathews, of Fort Worth. Services and burial in Dallas.

**MOORE**—Estelle M., owner of the Moore Letter Shop, Kansas City, Mo., in Olathe, Kan., September 1. Survived by two sisters, Mrs. Bertie Burrow (Coardt), and Edith, of Olathe; and three brothers, Dr. H. Z. Moore, of Des Moines, Kan.; Austin, and Richard, of Bell, Calif.

**MULCAHY**—Jim, 61, night club operator, September 5 in Memphis, Tenn. He ran the Panama, a Negro night club in Memphis.

**NAKAMURA**—Utsunon, 76, dem. of actor in Japan's Kabuki Theater in Tokyo, in that city September 11. He was forced to quit the stage about a year ago because of illness.

**PADILLA**—Manuel O., 47, songwriter, August 23 at home in Mexico City, a victim of beatings. He leaves his wife and a son.

**PARKER**—Jack (Horace A. Ruwe), 47, radio singer, September 11 at Graceland Hospital, Eastview, N. Y. Recently he had appeared on the Metropolitan Joffe-Goldman and City Service Corporation programs, and at one time had been on the Lucky Strike Hour. He leaves his wife and a daughter.

**SOULIER**—J. P., 84, retired theater operator, September 10 at Monmouth County Memorial Hospital, Long Branch, N. J., following an appendicitomy. Soulier owned among other houses, the Lyric Theater, Hoboken, and conducted it for almost 40 years as a vaudeville house.

**STREIBER**—Ward, 61, pianist, composer, and at one time assistant conductor at Oscar Hammerstein's Manhattan Opera House, September 11 at St. Luke's Hospital, New York.

**STINSON**—William Harris, 57, who with his brother, George A., operated concessions at Cedar Point, O., for 30 years, September 6. Only survivors are his widow and two sisters.

**STRAUSS**—Sigmond, theater manager, September 8 at his home in Brooklyn. Many years ago he was employed by Nicholas and Joseph Schickel and recently was connected with Loew's as a theater manager. Burial in Evergreen Cemetery, Brooklyn.

**STRONG**—Mrs. Jessie A., sister of Curtis Lloyd Bockus, manager of Falls City Shows, September 4 in Boothbay, Me.

**SWAN**—Ray, 58, for a number of years manager of the Green and Majestic theaters in Billings, Mont., August 29 in that city of a heart ailment. Survived by a sister. Services August 30, with burial in Mountain View Cemetery, Billings.

**TODD**—Joseph, 38, manager of the Jolly Joe orchestra, September 10 in an Oklahoma, Wis., hospital of a heart attack. Survived by his widow, a daughter, a son, his parents, five sisters, and a brother.

**UTZELHART**—Mack O., 25, staff announcer at Station WRCB, Canton, O., in Mercy Hospital, that city September 8 of a heart ailment. Prior to taking up radio work, he had served as executive secretary of the Canton Junior Chamber of Commerce. Survived by his mother, and a brother, James W., news announcer at Station WSPD, Toledo. Services at the residence in Canton, with burial in Westlawn Cemetery there.

**WAYMAN**—Velour Samuel, 50, former organist, September 12 at the home of a daughter, Mrs. George B. Klein, Carlisle, Pa. Surviving are a son, H. C. Wynnan, Pleasantville, N. Y., and two daughters, Mrs. Olive C. Butler, Hillsdale, Pa., and Mrs. Edith. Services September 14 with interment in Westwood, N. J.

**WAXLER**—Pete, 23, balloonist, killed August 21 when his parachute failed to open while parachuting at Calhoun County Fair, Marshall, Mich. Survived by a brother, Joseph, who worked with him in the act.

**WILD**—Mrs. Marie S., who with her late husband, Joe Wild, operated concessions for 20 years, in Los Angeles September 3. Services in Los Angeles September 5, with interment in Angeles Abbey Mausoleum there.

**WILSON**—Ardell, 65, in Sault Ste. Marie, Sask., August 27, after an emergency operation. He served on the Saskatoon Exhibition board for several years and had been president of the exhibition. Survived by his widow, two sons, and one brother. Interment in Sault Ste. Marie.

**WYMAN**—Elizabeth, 28, screen actress, September 1 in an automobile accident near Lancaster, Calif. She leaves her mother.

**ZIEGELBAUER**—John, 64, a trader in the old Washington Park (Milwaukee) Driving Club and one of the first Milwaukeeans to own a stable of trotting and pacing race horses, September 11 in a hospital there. Survived by his widow, six children, four brothers, and three sisters.

**BARDINI-CHIARETTI**—Albert C. Bardini, Scottdale, Pa., member of Scranton Philharmonic Orchestra, and Theresa Chiaretti, Scranton nonpro, September 1 in that city.

**BENNETT-SMITH**—Joseph L. Paul Bennett, advertising salesman for Station CJBX, Yorkton, Sask., and Miss Elizabeth Smith at Yorkton August 9. It has just been revealed.

**BLACK-ZIMMERMAN**—Charles T. Black, outdoor showman, and Gladys Zimmerman in Middletown, O., September 5.

**CHATTON-STACEY**—Byrd Chatton, member of the Radio Rogues, and Elaine Stacey, showgirl, September 3 in Maryland.

**CRANSTON-ANDERSON**—John Cranston, manager of the Stanley Theater, Camden, N. J., and Jane Anderson, nonpro, in Elkton, Md., August 31.

**CROSS-GOOD**—Burrell Cross and Vera Good, both with the Happy Day Riders, in La Jara, Colo., August 15.

**CHAMBER-GOLDBERG**—Merton Chamber, radio sales manager for Raymond Rosen, RCA-Victor distributor in Philadelphia, and Doris Goldberg, nonpro, in Philadelphia September 8.

**HANDEMAN-CANNADY**—Charles F. Handman and Vencie Cannady, both with the Mad Cady Flaming Shows, August 31 in Vienna, Ga.

**HELMER-BACON**—Ray Helmer, drummer with Foster Gillette's orchestra, and Juanita Bacon, cigarette girl at the Crown Room House, Alexandria Bay, N. Y., recently in that city.

**JONES-HANLEY**—Dorcas Huntington Jones, co-owner of the Cambridge Summer Theater, and Constance Hanley, nonpro, September 7 at Amherst, Mass.

**KENNEDY-HOLOVAY**—Roger M. Kennedy, international vice-president of the International Alliance of Theatrical Stage Employees and business agent of the Detroit local, and Mary Holoav, of the Detroit office staff, recently.

**LOUBLINER-GREEL**—Leah Lubliner, nonpro, and Frances Greel, actress-daughter of George Greel, United States Commissioner to the Golden Gate International Exposition, San Francisco, in Reno, Nev., September 8.

**MADE-SHAWER**—Tommy Mack, drummer with Del Richards' orchestra, and Betty Shaver, of Hammond, Ala., in Vancouver, B. C., September 4.

**MAEPE-GRAY**—Essie Maepe, night club owner, and Katherine Gray, nonpro, recently.

**PETERSEN-JOHNSON**—Axel Petersen, Vancouver, B. C., nonpro, and Anna Johnson, who was seen in the New York musical, *Music in the Air*, and heard on the CBC network in Canada, in Calgary, Alta., August 31.

**PRESTON-POZIER**—Wiley Preston, foreman of Tills-Whirl with Wallace Bros.' Shows, and Dorothy Pozier, of the girl show on the same organization, in Boonville, Ky., September 3.

**STUMPH-KANTER**—Irvin Stumph, trumpet player with Billy McDonnell's orchestra, and Dorothy Kanter, of San Bernardino, Calif., in Fort Worth, Tex., August 27.

**TUMBUS-BAUNE**—Tony Tumbus, cookhouse waiter on Crafts 20 Big Shows, and Oryls Baune, member of Karl Lohmuller's Follies, also of the Crafts organization, recently in San Diego, Calif.

**WALL-IYET**—Jay Wall, publicity man with the Lone Pine Mountaineer Radio Show, playing Maine under canvas, and Christine E. Ivey, of Houston, Mo., at the home of Mrs. Anna Taylor in Machias, Me., September 10. Bride's father operates Ivey's Restaurant in Houston, a gathering place for showfolk.

**WHITE-DUNCAN**—William A. White, of Midway, Mass., and Ruth Duncan, of Nashville, Tenn., May 15 in Franklin, It has just been revealed.

## Coming Marriages

William H. Parsons, manager of the Grand Theater, Swyersville, Pa., and Janet Evans, nonpro, at Truckville, Pa., soon.

Irving Bennett, New York banker, and Connie Dagood, Chicago radio actress, this fall.

## Births

A daughter to Mr. and Mrs. Bill Oliver at Hahnemann Hospital, Philadelphia. (See *BIRTHS* on page 24)



# Loss of Carnival Revenue Leads Dela. Firemen To Seek State Aid And Legalized Harmless Games

WILMINGTON, Del., Sept. 14.—A resolution adopted at the Delaware State Volunteer Firemen's Association Convention here last week urges the General Assembly to grant an appropriation of \$2,000 a year to each organized fire company in the association and adds that "if it can be proved that State funds are not available... a State tax should be levied upon all real estate sufficient to produce the equivalent of \$2,000." The resolution explains that such action is necessary because of the attorney general's attitude toward carnivals.

Another resolution adopted calls for amendment of the present laws so that harmless games of chance, when operated for legitimate organizational purposes, are distinguished from individual or corporate bodies seeking personal gain, may be legalized. It points out that "tremendous amounts" are spent in legalized betting on horse races while the prohibition placed upon the laws by the attorney general has made it impossible

to conduct firemen's carnivals "with honest and legal profit." These profits, it further says, "absolutely essential for maintenance of these volunteer companies at the high degree of efficiency required to protect the lives and property of our citizens."

Earlier Leroy B. Truitt, retiring president of the association, called upon the delegates to draft an effective plan under which the gambling laws could be liberalized to permit the use of wheels and other devices at carnivals. "Certainly such a step is not impossible, surely not unreasonable," he said in his annual report.

## Committee To Decide Fate Of Va. Contry License Law

RICHMOND, Va., Sept. 14.—Henrico County's ordinance requiring payment of \$100 minimum license fees by carnivals or circuses performing in the county is under fire.

At a meeting of the county board of supervisors, September 11, Dr. Horace Hicks, supervisor from Fairfield District, moved that the board refund the \$100 fee paid by American Legion Post 144, Highland Springs, sponsor recently of a festival in the county. Commonwealth's Attorney B. M. Rattcliffe told the board that he was "not arguing for or against Dr. Hicks' motion," but that he would advise the supervisors "either to repeal the license fee ordinance or enforce it without exception."

Following a tie vote on Dr. Hicks' motion, the board adopted a motion by Supervisor W. H. Ferguson to have a committee look into the ordinance and recommend whether it should be amended, revised, or repealed. To the committee were named Ferguson, Rattcliffe, and Hugh Sanders.

It was understood that the Legion-sponsored festival at Highland Springs encountered a bad week and had failed to make money.

# Goodman Eclipses 1939 Mark by 66 At Nebraska Fair

LINCOLN, Neb., Sept. 14.—Max Goodman, owner of Goodman's Wonder Shows, said here last week that his organization grossed \$16,000 on the midway at Nebraska State Fair here, September 1-8. Figure is said to be \$6,000 above last year's midway mark for this time period.

Goodman said that Feltzhaus and Row of Shows obtained the heaviest pay and that business for sides was moderate throughout, excepting on September 9, when the Merry-Go-Rounds obtained a big play from the Children's Day crowd. Better crops in the territory sent farmers into the fair with more spending money than at any time in the last eight years, officials reported.

Chick Franklin, press representative for the shows, obtained some good publicity breaks, including a five-column picture of the midway in The Nebraska State Journal.

## Breese Rejoins Lawrence

ROCKY MOUNT, Va., Sept. 14.—W. L. (Bill) Breese reported he is again affiliated with Lawrence Greater Shows, having joined the organization here this week as business manager for the remainder of the season.



SOME of the old-timers with Ben Williams Shows, snapped at Oxford County Fair, South Park-Norway, Me., September 9-14. Over 300 years of show business is represented by members of the carnival in the picture. In the lower row, left to right, are Jack Quinn, fair publicity director; Doc Eubank, show publicity director; Frank E. McDowell, fairgrounds superintendent; and Ben Williams, president-owner of Ben Williams Shows. In the top row, left to right, are Props Kuntz, manager of the Ten-in-One; Hank Sykes, manager of the Gang Western Show; Professor Ozerl, musician; Chick Rouchfus, painter-concessionaire; Matthew J. (Squire) Riley, general agent; Thomas E. Williams, pitch-fork-thrower; Jess Trout, ice man; and Ground Man E. Solomon, at the right.

# Showmen's League and Its Home

The board of governors has, so to speak, broken ground for our Showmen's League Home. The goal that we set for ourselves only a few years ago will stand as a reality in the very near future. Credit for this remarkable and worthy feat goes to the officers of the League, whose inspiring leadership played an all-important part.

Special mention should be made of the officers, both present and past, who have rendered uninterrupted service to the League. To the various shows that repeatedly gave benefit performances the League is justly grateful. They, after all, are the units without whose help the drifting generalists would have been hopelessly handicapped. Scores of shows were not contented with their goals. They doubled or even tripled their assignments. The greatest praise, however, must be reserved for the individual members and for the producers who worked loyally in the League, who carry on, year after year, without distinction or praise.

To succeed an organization must have inspiring leadership and a definite plan of action, but more important than these is a membership capable of intelligently responding to its leaders and to carry out plans that have been agreed upon. An organization must have action from the bottom up to produce such results as the Showmen's League has shown in the past few years.

We have been successful and we have reason to be proud of our success, but to rest on our splendid achievements now would be detrimental to our cause. Let us therefore increase rather than decrease our efforts. Only in that way may we be sure of making progress. We have been successful, for ever since the start of the Showmen's League we have been the outstanding organization of its kind. With foresight to our solidarity and to our humanitarianism we were first to provide burial and hospitalization for our own, and now the Old Folks' Home.

For this work we need to add to the number of men who believe in and who will dedicate themselves to the principles of the League. To carry on we need the full co-operation of every member determined to fill his obligation. Every member owes at least one new member every year. It is therefore essential that every member do his bit, pay his dues, report distress cases, send in suggestions that may help in making ours a better organization, which will help build a better foundation for future years.

The Showmen's League has fulfilled its obligations at all times, and has always tried to help those in need, regardless of their distinction.

Should you desire application blanks, please get in touch with the League in Chicago or write to the chairman of the membership committee.

NED E. TORTI, Chairman.  
E. LAWRENCE PHILLIPS, Co-Chairman.

## Biz Is Good for Steffens

HAWTHORNE, Calif., Sept. 14.—Following an excellent week's stand at Wilmington (Calif.) Fiesta, Steffens Superior Shows played here to fair business on August 28-September 1. Officials plan to keep the show out as long as weather permits. Shows furnished the midway at the San Gabriel (Calif.) Fiesta on September 8-9. California bookings to be played include three-day Antelope Valley Fair, Lancaster, and nine-day San Diego County Fair, Del Mar.

## \$275 From NSA Benefit on CW Shows at Reading

READING, Pa., Sept. 14.—The third annual National Showmen's Association midnight jamboree benefit show at the Reading Fair was held in Paradise Night Club Revue tent on Cettin & Wilson Shows' midway Thursday night. Over \$200 was raised, plus personal contributions of \$75 by Cettin & Wilson organization and \$25 by George A. Hamid.

A highlight was a rally put on with Hamid and John W. Wilson talking on the front. On the platform were the giant Henry Hite, the midjet Stanley Hots, and Tommy Love, of the Hamid comedy team from the Reading Fair grandstand program. The 11-act show played to a packed audience that received more than its money's worth of entertainment.

Performers from the Hamid grandstand show at the fair who contributed their services included Billy Keaton, singer; Tommy Love, Stanley Hots, and Henry Hite, comedy; Eddie Roebker, singer; Carver Dredy, juggler; Bob Grauman, dancer and comedian; act; Marlon Bell and English Brothers' act; from Cettin & Wilson Shows' entertainers who performed were Chief Brown and His Madams; Princess Olga, La Coups dance; Paradise Night Club Revue dancing girls; Walter DeLanz, juggler; Hal Hatten, Washboard Band; Paradise Girls, dancers, in finale.

Before the finale Wilson made an impressive talk praising the NSA and introduced Past President Hamid of the NSA, who told of activities of the association during the past year. Stanley Hites, president of Reading Fair, was also introduced and praised the Cettin & Wilson Shows and Hamid's grandstand act.

Telegrams of best wishes were received from Max Linderman, president of NSA; Midge Cohen, president NSA Ladies' Auxiliary, and Anita Golic, secretary of Ladies' Auxiliary, NSA. The packed audience included John N. Liddy, secretary of NSA; Mrs. George A. Hamid and George J. G. Berkman, representing Max Linderman, and Dorothy Packman, past president of NSA Ladies' Auxiliary.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Dear Editor:  
To jump a show this far north so late in the season may seem a bit foolhardy to some managers, but the bosses wanted

to give the show world in general a bit of surprising news and their people something to beef about. It has always been their policy to play annually every State in the Union and Alaska, so why change a policy? No, the common herd, felt like prospectors in the Far North without grub stinks, picks, or shovels. Still we figured this was no worse than killing Florida without a bedroll, fishing line, and an orange-picking bag.

On the long trek north the boxes called a meeting to iron out all petty jealousies among their copying department heads and to finish the final details regarding the new super-attractions, as well as plans to cool off their super-heated midway. After checking over their list of tented attractions they found the bedroom shows to be two to one over the others. Coming into the dining car, Pete Ballyhoo announced, "We have been busy working out plans whereby we will have more stage acting and less at-do cutting." Jake Ballyhoo followed with, "Ice and more ice is the answer."

Thus new types of midway shows were born. The first show opened with a three-act drama entitled Who Sold the Trailer and Living-Wagon Refrigerators? The show opened unrehearsed and with all of the lot sweltering in the heat. The prolog about was changed to Iceman's Loves, the settings decorated with shaved ice. The Proven Alive Show doubled up with the Wax Show. Dummies were frozen into giant ice cakes. The living models bailed out by the end of the week a troupe of Parkins girls arrived from the North Pole regions and being used to the cold, they were frozen into solid blocks. It is rumored around the lot that the show operator left them in the ice to thaw out on Saturday night. The Caterpillar operator removed all (See BALLYHOO BROS. on page 62)

## Blake Injures Spine in Dive

LOUISVILLE, Ky., Sept. 14.—Capt. Kenneth Blake, high art diver with Johnny J. Jones Exposition, sustained spine injuries on September 8 while performing a free act at Kentucky State Fair here, reported Mrs. Viola Blinks. He may be laid up for the remainder of the season.

# IDEAL EXPOSITION SHOWS, Inc.

Can place Side Show with own outfit or will furnish outfit. Will book Octopus and Rolloplane Rides. Want capable Talker for Shows and Help for Rides. Can place all Concessions, including Wheels, Grind Stones, Palmistry, etc. No exclusive except Bingo. Week Sept. 23, Greensboro, N. C.; Week Sept. 30, Durham, N. C., Fair.

Write or wire WM. GLICK, Mgr., Raleigh, N. C., this week.

# CETLIN & WILSON SHOWS, INC.

Week September 23, Cleveland County Fair, Shelby, N. C., with Hickory, Albemarle, Henderson, Wilson, and Fairmont, all N. C., to follow.

Want legitimate Game Concessions that work for Show. All Eating and Catering Concessions open accepting Shelby.

All Address This Week, Hendersonville, N. C., Fair.

# FUNLAND SHOWS

Tri-County Fair, Selma, N. C., September 23-28; Roanoke-Chowan Fair, Woodland, N. C., October 7-12; Littleton County Fair, Littleton, N. C., October 21-26—Six More Good Ones.

Want all Block and Sales Concessions. Bingo and Bookhouse bids. Open—Bazaar, Big Game, Lead Game, Pinball, Hoop-La, Arcade, American Mill Game, Hi-Striker, Snacks, etc. No open or drift. All Accounts Payable, Mutual People. Gift Store Agency, coins etc. Want Snacks, Monkey, Big Snake, Gift Show, Special openings for Roll-Plane, Dicees and Dials. Want Little Jimmy Merry-Go-Round, Lewis, N. C., this week.

# KEYSTONE MODERN SHOWS WANT

FOR CHEROKEE COUNTY FAIR, MURPHY, N. C., SEPTEMBER 23 TO 28.

Legitimate Concessions of all kinds, including Snacks, Non-Fixer, Grab Joints. Everything open except Bingo and Cook House. Want Chalupana Foreman, Ride Help, Sound Truck Man and Truck Drivers.

ADDRESS: WAYNEVILLE, N. C., THIS WEEK.

# WANTED

FOR TYLER TOWN, MISS. FAIR, WEEK SEPTEMBER 23RD. Wheel and Lead-the-Loop Operators. Concessions, come on. No exclusives except Bazaar and Bingo. No-Good Free Fair, next September 30th; Jacksonville, La. Free Fair, October 7th, 8th; have full route for Concessions.

MILLER AMUSEMENT

THIS WEEK, BATON ROUGE, LA. RALPH R. MILLER, Mgr.

# DAVIS & PARROTT SHOWS WANT

For Asheville, N. C., Fair, Sept. 23rd to 28th, see more High Free Act, with Apex, Liberty, King Head, Henderson, Pussycat Springs, Greensboro, N. C., Fair to follow. Want Roll-Plane, Octopus, any Fair Game not conflicting. Experienced Ride Men, Ferris Wheel and Kicker Auto Ride. Big Snake (Big Palmistry), Monkey Circus, Unicorn, Furballs, Penny Archer, Legs and Croquet (Gillyer), Candy Press, Ball X on Horrors at all Fairs. Cook House, Join new! Concessions, come on. Going to Florida this winter. Louis Augustine wants Talker and Snacks for Side Show.

NORTON RED, Business Manager, Philadelphia, N. C., Fair, this week.

# FAIRS HARRY BURKE SHOWS FAIRS

## HARRY BURKE SHOWS

Can place Concessions of all kind that work for Show. Good openings for Grab Joints. Will book Side Show, make arrangements for any items of merit. El. County Fair Free Fair, Nashville, week of Sept. 13th. New Roads Free Fair, week of Sept. 20th. Celebration, week of Sept. 26th. Memphis, week of Oct. 7th. Greensboro, week of Oct. 14th. Independence Free Fair, week of Oct. 21st. All in Louisiana. Kickeres sold on Dippers, Pinball, Free Game, Game Game, Can use High Help of all kind. Address: HARRY BURKE SHOWS, Caberitz, La., this week; then as per route.

# IMPERIAL SHOWS WANT

For the following bona fide Celebrations: Columbia, Mo., September 16th; Wellsville, Mo., September 23rd; Concordia, Mo., September 30th; Moberly, Mo., October 7th; Barry, Ill., October 14th. Concessions of every description. No exclusives; rates reasonable.

ADDRESS: E. A. HOCKER PER ROUTE

# BANTLY'S ALL AMERICAN SHOWS

Can place for McJannet Six Counties Fair, Madison, N. C., September 23-28; Lee County Fair, Sanford, N. C., Sept. 30-Oct. 5; Wheels, Coupon Snacks, Grab, Juice, Candy Apples, Bull Games, Fishpond, Lead Gallery, Hoop-La, High Striker, Beans Your Age, Palmistry. All Address This Week, Blackstone, Va.

# Business Good for Brydon; New Equipment Is Taken On

CINCINNATI, Sept. 14.—Satisfactory business is reported for Ray Marsh Brydon's International Congress of Oddities by Rex de Rossett, special events and press representative. The show, which has a new line-up and new equipment, including trucks, tents, stage sets, and neon lighting, opened at Hot Springs (Ark.) Fair on September 9 after making a 480-mile jump from Du Quoin, Ill.

Line-up includes Hobson, mechanical man; Dave Watson and his Hawaiians; Ralph, elephant hide man; Madam Zeyden, mentalist, with Harry King, lecturer; Tony Marco, iron tongue and fire eater; K. J. Paul, "Poppy the Sailor"; Zola, Hindu mystery box; The Montage, knife and no-thruster; Zip, pinkieed Determined Eddie, armless carpenter; Wilber Plumbhoff, painless man; Little Lord Leo and Company; Princess So-To-So, snaker; Great Kubera, magician; Madam Ziska, crocodile girl; Lebour, musical acts; Alice, Antis Electric, illusion; Monkey People of Montevideo, and Irons Farrell, test oddity in the arena.

Staff includes Ray Marsh Brydon, manager; Arthur Hoffman, public relations and radio; Doc Hoffmann, business manager; George Paige and Ben Aldridge, talkers; Fred Mason and Jack Lord, mechanics; Capt. Terry Callahan, ticket; Earl Meyers Jr., inside lecturer; Walter Danby, in charge of books; Jack Whitby and Jim Lawson, cooks; Frank Carrigan and Joe Lowel, waiters; Mrs. Selma Danley, concessioners, and Ben Jacobs, in charge of tap.

# Snake and Keeper Both Missing From Carnival

Under the above head appeared the following item in The Hot Springs (Ark.) New Era last week:

"Chico," an Apache Indian, who looks after the mail of the Texas Exposition, a carnival attraction playing a week's engagement here, is missing. So, too, is a 22-foot boa constrictor, which was "Exhibit A" in the reptile show.

Officials of the carnival said they missed the snake about an hour after the Indian failed to return from the post office with the mail. Investigation showed that "Chico's" Indian wife and truck also were not on the grounds. The Indian fed the snake. The boa constrictor was recently purchased at a cost of over \$1,000, it was said, and one of its first acts was to sink its fangs into "Chico's" left hand. The bite caused him inconvenience, as the snake is not poisonous.

"For the life of us," an official of the carnival told Police Commissioner Weldon Ramsey, "we cannot see what caused anyone to take the meanest snake on the lot."

Police radio and telegrams were used in an effort to apprehend the suspected Indian.

# Bookus Sought; Sister Dead

CINCINNATI, Sept. 14.—Mrs. Jessie A. Strong, sister of Curtis Lloyd Bookus, manager of the Falls City Show, died September 8 in Bogardus, Mo., according to Nell Dwan Palford, Mrs. Strong's attending nurse, who has been endeavoring to contact Manager Bookus.

# WANT for the NEW MEXICO STATE FAIR

ALBUQUERQUE Fair. The Fair's Largest. First Big Drive—Sept. 23 to 28. A few extra Riding Drives, Wire what you have. This is an extra good Fair for Riders and Shows. Can place Shows with or without outfit. Can place a few more Concessions, Rates good place on Show nights.  
C. F. ZEIGER  
Box 100, Albuquerque, N. M.

# WANT FREE ACT. SHOWS, RIDES, CONCESSIONS, WALLACE BROS.' SHOWS

Newton, Miss., this week; Greenville, Sept. 23 to 28.

# MECOSTA COUNTY FAIR

Big Rapids, Mich., September 24 to 28. Can place Independent Shows and Concessions except Corn Game. Also Ride that do not conflict. Address:

W. G. WADE SHOWS  
Onchar, Mich., this week

# WANTED

For Balance of This Season 831 Poster with or without Truck. Can place legitimate Concessions of all kinds.  
MARKS SHOWS, Inc.  
This week at Mount Airy, N. C., Fair.

# BORTZ SHOWS WANT

Simple Ride Men that can drive Schick-Trailers. All Good Shows open that work for Show. All Fair work high on days. Night Fair, 23rd to 28th. High Fair, Oct. 7th to 14th; all Support. The active country.

# CAPABLE WHEEL MAN

That drives Best to Job on wheel. Salary \$1500. Also Kicker Ride Operator, Grab and Juice operator.  
C. W. HAIL, HAIL'S SHOWS  
WARREN, ARK.

# ALL-AMERICAN EXPOSITION SHOWS

CAN PLACE FOR DEER ARKANSAS FAIRS: FERRIS AND LEGITIMATE CONCESSIONS. Write or wire W. V. PETERSEN, Mgr., Memphis, Mo., this week. CHAS. W. ARK. Bldg. 23-24.

# DYER'S GREATER SHOWS

Want Show, Clerk, Concessions, Concessions Agent for Bazaar, Snacks, Bazaar, Snacks, Fruit and Toy Fair. Will book Snacks, High Striker, Cook House, Game, Kicker and other legitimate Concessions. Place Shows not conflicting, and Tap and Prizes. We do not allow exclusive sound or child-taps, riding horses. Fair, River, Mo.

# GREAT WHITE WAY SHOWS

Want Shows (Johnny Red, wife), percentage owners. No State, Have the Hires. Good route of Fair in North and South Carolina. Have not stood in line years. MORGAN WANTS SECOND WHEEL MAN. CLIFFORD THOMAS, WHEEL GREAT WHITE WAY SHOWS, Florence, S. C., Va.

# WANTED

One more Free Act for Alma, Georgia, Fair next week. Make particulars and forward early.  
Southern States Shows  
JOHN B. DAVIS, Tifton, Ga.

# Burdick's All Texas Shows

Want for Weatherford, Texas, week Sept. 18; Love Oak, week Sept. 23. Can place Two-in-One, Little Show. Can furnish tap for arena. Place Concessions of all kinds, reasonable rates. Can use Ride Fair Wire, write or come on.

# WANTED

Concessions and Shows that do not conflict with this Fair. The show will stay out into Oklahoma, Utah in Florida.  
EXHIBIT SHOWS  
Abbeville, Md., Sept. 10 to 14



J. C. (TOMMY) THOMAS, who has succeeded L. O. Kelly as general agent and railroad contractor of the Johnny J. Jones Exposition.



**Kelley, Jones Split; Thomas Successor**

LOUISVILLE, Ky., Sept. 14.—L. C. Kelley tendered his resignation as general agent and railroad contractor of the Johnny J. Jones Exposition here on Thursday to General Manager E. Lawrence Phillips. The post for the remainder of the season will be handled by J. C. (Tommy) Thomas, who has been a fixture of the Jones show for many years. The show grossed about 100 per cent more than last year on opening day of Kentucky State Fair here.

**Indiana Cross-Up 5%**

INDIANAPOLIS, Sept. 14.—Johnny J. Jones Exposition was well received during its fifth consecutive appearance at Indiana State Fair here on August 30-September 6. With thousands of feet of neon decorating now and rebuilt show fronts and sides glittering with new paint and chromium, the midway was called the most beautiful in the show's history. Many new attractions under new canvas helped to raise the gross 5 per cent over last year's take.

The *Follies*, with a cast of talented entertainers, now modernistic front, new wardrobe, and excellent performance, was well into the top-money class. Patricia Gordon worked merrily, turning crowd after crowd over the front platforms. Gene Austin and his company proved their popularity with the radio-minded as well as outdoor amusement seekers. Austin was kept busy during spare time making broadcasts. The Aquatic, Plantation Bazaar, Lewis's Side Show, Scott's Music Show, and Moto-drome kept up with the money-making pace. Lee Cuddy's twin Bell-o-Planas and Octopus, Hanny's Shooter, and Bill Kay's Caterpillar had a direct-from-the-factory appearance. Perfect weather prevailed. Many visiting fair officials from the States and Canada spent many hours with the staff and reviewed the midway.

**FLUSHING FRONT**

Determine the outcome of his try for captaincy in the quartermaster department, which will put him on defense construction detail, Pickett, a National Guardsman for 10 years, is a forequest pistol and rifle shot. You can believe that because his eyes are plenty eagleish when it comes to detecting flaws in midway construction, operation, general technical matters, and the like.

There's no blackout on above part tell here. And the reason (a) that the Entling Lodge gimmick gets such a taking night play is (are) Al Tucker and Mandy Smith, with Smith giving out provocative vocals while at the Keys and Tucker indulging in trick and fancy stunts on the trained *Baldie*. Albo he speaks of it modestly, talker Art Constock, of Living Magazine Covers, admits one line he uses on tips—"the only peeing show where a person don't have to use his imagination." Billyboonie Shannon O'Dea has anchored her affections from Hot and Cold to Poshidden Tibet. Agent Billy Jackson is one of the few in that class who got a personal kick out of listening to one of his own acts, Rodeo Ramblers at the Rontepoo Cafe.

What with Albert Johnson scheduled to tour American Justice, Bill Miller set for a tab version of *Mirrors of Paris* to play grand bouzou, Al Shaffer all prepared for his *World's Fair Highlights*, and other ops mulling similar plans, there'll be no dearth of "direct from the line" units. Incidentally, Joe Jackson is definitely set with Jubilee roadshow. Staffer left for his weekly air trip to Cleveland, his opening stand, and got

**Be Safe Than Sorry  
In Legal Affairs . . .**

Higher court cases pertaining to the amusement business are cited by Leo T. Barker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated September 28, under the title of "How To Avoid Liability on Suits Filed by Injured Circus Patrons."

back again in time for the Winter Wonderland week-end.

Some of the last week-end's grosses were comparable to the Saturday-Sunday just prior to Labor Day. The September 7-8 crowd cluster was nearly \$10,000, a better than fair record following a big holiday population out-flushing way. Carl J. Sedlmayr, of the Royal American Shows, looked over the midway, got an inside view of the fireworks from the control room, was greeted by Frank Duffield, Lew Dufour, and others, and then set out by plane to get back to the business of making a living. George P. Smith Jr. and Frank D. Ebers, co-managers of the Great White Way, will see Eastern States Exposition, Springfield, Mass., Tuesday. Ebers will then go to Washington.

One of the greatest pictures we've ever seen on a diving act—and, for that matter, any other action performance—appeared in *AM* as a full-page job with credit to Hamilton Wright Jr., expo publicity director. Subject was Sol Sherman. It shows him about half way down in his descent to the small tank. Scoring a hit in the free-act circle are the high-wire American Epics. That Mario Zaccchini incident was tough. At the first show of his Saturday he came out of the cannon in what was described as a weird posture and was out of balance when he landed on the net. He wreathed his shoulder severely and is expected to be out of action for about 10 days. HEGO Zaccchini, who did a terrific single before creating a double cannon shot, carried on alone.

**GIE GLEANINGS**

(Continued from page 10)  
Brown, and Major McChrystal spoke briefly but feelingly.

After the dinner a radio sketch was produced by Art Linkletter, titled *B.M. and A.M.*, meaning Before Monahan and After Monahan. The skit was typical of the Exposition, the parts being played by Clo Fogle, Red Kearns, Fred Sandusky, Dave Smith, Jack Bybee, Art McChrystal, and E. Champion. This part of the festivities was "aired" and recorded, the record being presented to Mr. Monahan. The hit of the party was the phoning of a lei around the neck of Mr. Monahan just before closing by Lena Machado, of the Royal Hawaiian orchestra, which furnished delightful music for the event.

The testimonial was acclaimed by all present as the finest they had ever attended. Food was of high quality and prepared by one of the most skillful chefs in California. There were vintage wines, beautiful table set-ups, marvelous floral decorations, and momento-menus. The showmanship of George Haley was apparent in everything pertaining to the feat. It impressed Mr. Monahan deeply and gave him much gratification to know that his open-door policy with the boys was so highly appreciated.

During Mr. Monahan's talk he assured the concessionaires that the money loaned by them to the Exposition for the reopening would be repaid after the necessary court formalities had been met. A fund had been established for that purpose and it was adequate to pay everyone in full. Clo Fogle missed her vacation. She should have been a lookout. She rendered her part in the skit like a professional. Art Linkletter and Ad Vallantine flew from Hollywood, where they were transacting business, to attend. They made it by an eyelash, finding it necessary to secure a police escort to streamline the way for the 14 miles from the airport to Treasure Island. This is being written the day after. I have just left Haley's and some of the boys are still there. I failed to inquire whether they had been there all night. Like the Fair, the dinner was run "not for profit." As an evidence of this, George Haley closed his Rendezvous to the outside world for six hours. Sammy Sheridan, Eddie Brown's left hand, guarded the door. He was assisted by two stalwart Exposition policemen. One-eyed Connelly would have had a tough time beating the barrier. There were only three ladies, Mrs. Tom Wolfe, of the Glass Show and Hollywood; Mrs. Clo Fogle, of the Monster Show, and Mrs. Molinetti, of Kiddieland, and not one word was said that would bring a blush to their faces. Colonel Wright, our dignified attorney, vibrant and became one of the boys. Dr. F. Walter Callison, who enjoys one of the largest medical and surgical practices in California and operates the Infant Incubator on the Clayway, stayed right along with

the Colonel and enjoyed himself to the utmost.

Ray Smith, money-digger-upper, extraordinary, just got under the wire. The doors were closing when he arrived. An extra table had to be set for Ray and George Lee, of the Calhoun Village. Charlie Duffield was assisted by his faithful and efficient Charley Pollis, who saw to it that Mr. Duffield participated to the fullest. Armistage and Kearny, of the revenue control and cashiers departments, were much in evidence, but as there were no dangers to tab, they devoted themselves to having the time of Marie Lee. Never saw so much auto-graphing in my life. Sixty-five souvenir intrus were continuously going the rounds. Some of them looked like maps when they were returned to the owners. There were more flowers on the tables than many a flower store has in stock. M. J. Berlin, who sells more "coke" than any other distributor in California, unlike the old wine agent didn't take any of his own medicine.

**BIRTHS**

(Continued from page 28)  
September 6, Mother is Dorothy Love, former radio editor of *The Philadelphia Daily News*.  
A son to bin, and Mrs. Benjamin Gill to Chicago September 10. Father is an NBC violinist.  
A daughter, Mary, to Joe and Hochelle Dora in St. Mary's Hospital, Cincinnati, August 10. Father is a drummer in burlesque and night clubs, and mother is a dancer.

**Divorces**

Lena Turner, film actress, from Arnie Shaw, band leader, in Los Angeles September 12.

**CARNIVAL WANTED**

**Lamar County Fair**  
Barnesville, Ga., week October 26. Also great Griffin Exposition, Griffin, Ga., week November 4th.  
Independent Rides, Shows, Concessions, Free Acts, Demonstrators, Write: Address: M. J. WALKER, Secy., P. O. Box 1000, Barnesville, Ga.

**WANTED For  
Tipton, Ind., Corn Festival**

Alford Square, October 2nd to 10th, 1940.  
Legitimate Concessions and Shows. No Old Shows. Miller's Ride Booklet. Address all communications to:  
TOM BAKER, Sheridan, Indiana.

**AT LIBERTY—WINTER SEASON  
GENERAL AGENT**

Thoroughly experienced, reliable, know-how, also when and why. Concessions (amusement), rides, entertainers, bands, entertainers, car. Offers invited from respectable, legitimate showmen.  
GENERAL AGENT, care of THE BILLBOARD, 900 Arcade Bldg., St. Louis, Mo.

**CAPITAL AMUSEMENT CO.**

WANT Shows and Concessions for Plymouth Beach, first festival on the beach, Beach, Michigan. Monday, Tuesday, Wednesday, September 23rd, 24th, 25th. Free acts, entertainers, papers, 20,000 people. Show booklet over. CONTACT THE MERRILL CELEBRATION, Merrill, Michigan.

**WANT TO KNOW PRESENT WHEREABOUTS OF  
RALPH COTTRELL**

Cook House Man  
Neely LOUIS T. SILBY, Care City, Ky.  
by Collect Wife.

**WORLD'S FAIR SHOWS  
and COE BROS.' CIRCUS WANT**  
Girl Show, Athletic Show. Have complete outfits. Legitimate Concessions of all kinds, also Cook House. Can use experienced Ride Men.  
Art Anderson wants Concession Agents. People contracting now can receive 1941 contracts. Thermopolis, Wyoming, week of September 15; Loveland, Colorado, week of September 23.

**CENTRAL AMUSEMENT COMPANY**  
SKERMAN HUSTED, MANAGER  
Want for Carolina, Joseph and Florida Fall and Winter Fairs, Rides that don't conflict. Especially First Rides to bin at once. Shows of all kinds. Act and all concessions that work for 1000 and not over 14 cents. Want to hear from Owl Dubs. Our first Florida spot is Duvalville Fair, Rides and Amusement Concessions combined—possibly the largest Amusement Celebration in the state of Florida. You do not have to buy Florida Fair to show with us. We can handle all permits. We need class. Bidebars, W. S. Fair, Sept. 23-25; Woodford, W. O. Fair, Sept. 30-Oct. 5; 1940, Ga. Fair, Oct. 7-12; Elmton, Ga. Fair, Oct. 14-19; East Georgia Southern Georgia to Florida Fair. All address: CENTRAL AMUSEMENT COMPANY, Marietta, W. O., all 1941 week.

**W. C. KAUS SHOWS, INC.**  
WANT FOR BEDFORD, VA., FAIR—SHELLEY COLORED PAIR FOLLOWS. Legitimate Concessions of all kinds. Reasonable prices to all, such as Donding Alley, Pin-Top-Diving, Gas Games or any kind of show. M-Buzzes, Shows, American Patriotic, Grand Show or variety. Canals with to handle Athletic Rides, come on! Italian, write. Act all the Italian show with own outfit, write. Girl or Police Show or Rides, write Milton Detach—good safety. Both Dancing Girls and Musicians wanted for Musical Shows. Because of disappointment can use a complete Ten-in-One or Ride Show. Union you here something else besides Rides Rides act, don't bother to write. World's Fair Working Act in form. One of us (in-entire) want Fair! What Many those who write before, please contact Agent. Write W. C. KAUS, Manager, Hopewell, Va., 1941 week.

**MIGHTY MONARCH SHOWS WANT**  
Can place Choke-Plane, Ferris Wheel to Dual, Roller-Plane or Spring Street. Want Meter or Sidetrack. Concessions all over except Cook House, Bingo and Pop Gen. Want act Organizer and Party Acted. All Fairs and all winter in Florida. Maywood, North Carolina, Fall next week. All address:  
M. P. ROLAND and GEORGE GOFFERS, Spott County Fair, Dunstonsville, Va., 1941 week.

**CRYSTAL EXPOSITION SHOWS**  
Want for 1941 series of bona fide Fairs ending November 26th. Legitimate Concessions all kinds that work for 25c. Good example for a Good Show. WOI (with) outfit. Mrs. Bernard wants Working Act for Circus Side Show. Can use Circus Girl. Consulting for Musical Shows. Also for Colored Band, Trampol, Ball, Piano, Trampoline, 3rd and Drummer. All safety and sure. Colored Musical Show will be set all winter in Florida. Can use experienced Ride Men that can drive trucks. Also Private Members. Rides write Desk. Must be sober. Address all mail: Hampton, Tenn., 1941 week.

WANTED DROME RIDERS

AT ONCE Allentown, Pa., Now! Richmond, Va., follows. Long season. Wag by Western Union.

EARL PURTLE World of Milk Shows

WANTED FOR GOVERNOR CITIZENSHIP DAY PICNIC Lucasville, O., Fair Grounds September 21. Free Gate Free Acts Free Fireworks 15,000 to 18,000 attendees expected. Wm HAP RUKL, Portsmouth, Ohio

WANT FOR BALANCE OF SEASON Can place legitimate concessions of all kinds. Can place small Grand Shows, Wmns, Sept. 19-21; Grand Rapids, 23-25; Michigan Center, Sept. 26-28; Monroe, Oct. 3-5; Clinton, 8-12; all celebrations in Michigan.

DOUGLAS WADE As per route

Miller Bros.' Shows WANT

Concessions of all kinds. Place one more Grand Show. Also looking for Midget Show, Mine Octopus with own transportation, Waterway, Virginia. Fair this week; Spring Hope, North Carolina, fair next week.

WANTED MADISON COUNTY FREE FAIR

Monticello, Arkansas, October 2, 4 & 5. Legitimate Concessions and Shows. Corroborating from circuit Cook House, Arkansas Institution. MR. JAMES B. PHELPS, Monticello, Arkansas.

RIDE-O FOREMAN WANTED

TO JOIN OR WHERE TO JOIN RIDE O FOREMAN J. J. PAGE SHOWS Greenville, Tenn., (this week) Rome, Ga., next week.

Crowley United Shows CAN PLACE

Corn Game and Ten-Cent Concessions of all kinds. Tex Characters no longer with this show. Heavy outfit for Athletic Show. Any Shows with own outfit, come on. We will stay out until Christmas. Address: Portales, N. Mex., this week; Clovis and Roswell, N. Mex., falls to follow.

VETERAN EX-SERVICE MEN'S TENTH ANNUAL FALL FESTIVAL

LOUISVILLE, KY., FOUR WEEKS, STARTING MONDAY, SEPTEMBER 23. With Best Independent Riders and Shows for 25 percent of profit. Can place Big, Fishpond, Mill Show, Wheelie, Oregon Diver, Baller and Concessions of all kinds. Write or wire CURTIS L. BOCKBUB, 601 Brady Building, Louisville, Kentucky. Phone Jackson 3861.

DODSON'S WORLD'S FAIR SHOWS

Can place Experienced Ride Help, Train Help of all kinds. Willie Johnson, Dealy Wilson, Joe Moran, Montebe White or any of the boys that have worked for me, come on. Will use you. Train Help, address Johnny Brooks, train assist. All others, DODSON'S WORLD'S FAIR SHOWS, Portsmouth, Virginia, this week; Norfolk, Virginia, next week.

FAIRS J. J. PAGE SHOWS WANT

All legitimate Concessions except Cook House and Corn Game. Want one more Grand Show, Rome, Ga., next week; Sandusky, Oct. Fall to follow. Then Charlotte Sedan Fair, Charlotte, N. C., followed by Lawrenceville, Ga., Fall; Mendenhall, Ga., Fall, and two others. RIDE-O FOREMAN WANTED To join on Wags. Address: J. J. PAGE SHOWS, Greenville, Tenn., (this week) Rome, Ga., next week.

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.

Mouhan lauded by Sibley at Dinner of CCIE Concessionaires

Address of Walter R. Sibley at a dinner lauded General Manager W. W. Mouhan, Golden Gate International Exposition, San Francisco, by concession owners on the night of September 11 in George Waley's Bonadon Cafe. It has fallen to my lot to be the one who is to welcome our illustrious guest in behalf of the Gayway concessionaires, to tell him of our sincere love, affection, and esteem to thank him for his arduous efforts in our behalf and for the many, many things he has done to make our way easy, smooth, and amazingly successful, and to show him our keen appreciation for the masterful job he has done in taking a "patient" that was 90 and 99/100 per cent dead, bringing it back not only to life but to a glorious existence, during which time it made a record that will go down in history as one of the things that "could not be done." But thru his sheer indomitable spirit, his uncanny knack for organization, his natural optimism and innate ability to make things that were really hard to do seem as easy as the job the man did on the flying trapeze he did the

job and did it better by far than anything of the kind had ever been done before.

The "patient" has virtually lived its allotted life, has nearly reached the end of its rope, and will soon pass to that bourne from which no traveler returns. In the words of George M. Caban, "it was born, lived a little while, and then it died," but while it lived it gave uncountable thrills, trillions of happy moments, tons upon tons of joy, heaps upon heaps of pleasure, thousands of hours of beautiful recreation, and inestimable advertising to the city of San Francisco and the State of California.

The man who has done all these great things, who has found an everlasting place in our hearts, and who will ever live in our memories is the man to whom we are paying homage tonight. But, like the "ships that pass in the night" we are on our way. We may never make the same parts of call, as it's just another one of those milestones of life, where we stopped for a little while and there met a "regular guy."

May his path be strewn with roses. May he always wear the smile that won't come off. May his life be long and happy, and may he always be surrounded by friends as loyal as we have striven to be. This is the sentiment of the concessionaires of the Gayway of the Golden Gate International Exposition for my friend, your friend, our friend, the general manager of this great show, Bill Mouhan, a

"REGULAR GUY"

Many terms are used expressing affection. Of lovable nicknames there's quite a collection. But when one wants to laud a fellow sky-high. This tells the story—he's a "regular guy." So on one here we've placed that appellation. One who merits our fullest adulation; Because to pull you out the mire he'd try. Is one good reason—he's a "regular guy." While he sits on a seat that may be called mighty. He stays on your level—never gets "heighty" Whether you're big or just small fry. And that's another good reason—he's a "regular guy." He had troubles himself but worked all the while. Never once losing his infectious smile; His word was his bond—on this you'd rely. And there's no better reason—he's a "regular guy." More reasons, say there's a thousand and one. But as no better fellow lives under the sun. Please all stand up—in unison cry. Bill Mouhan—he's a "regular guy."

Rutland Good for Linderman Rutland, Va., Sept. 18.—World of Milk Shows had better-than-average business for their week at Rutland State

Fair, September 2-7, according to Manager Max Linderman. Loss of Labor Day due to rain was more than compensated for by increased attendance on the remaining five days. Shows had some difficulty in setting up due to a flooded lot, but were ready for the Monday morning opening. Monday night it appeared that the Hurricane girl show, would be washed off the lot by the rise of a near-by brook, but the rain stopped in time to avert a washout.

CARNIVAL ROUTES

Routes are far current week when no date are given. In some instances possibly mailing dates are listed.

- Alamo Expo: Durant, Okla. All-American Fair: Fairview, Okla. All-American Expo: Memphis, Mo.; Clarksville, Ark. 23-28. American United: Hollywood, Wash., 18-21. Anderson-Grader: Hugo, Okla. American Am. Co.: Wadsworth, Ga. Atlanta (Fair): Big Sandy, Tenn., 18-21. B. & B. Amusement: B. C. B. & B. Expo: (Fair) Watsonville, Pa., 18-21. Alentown 19-21. Bayley's All-American: (Fair) Blackstone, Va.; (Fair) Albemarle, N. C., 23-28. Barnhart's Constantinian: (Fair) Manchester, Ga.; (Fair) Charleston, 23-28. Barker: Bonna Terra, Mo. Baxinger, Alf: Portageville, Mo. Beckmann & Ortel: (Fair) Chatsworth, Tenn. Best: H. C. (Fair) Alamo, Tenn.; (Fair) Dubuque 23-28. Blue Ribbon: (Fair) Florence, Ala. Bortz: (Fair) Ava, Mo.; Miller 23-28. Bristol: Waido, Ark.; Paradise 25-28. Buck: C. C. Front Royal, Va.; Harrisonville, Mo., 25-28. Buckeye State: (Fair) Louisville, Miss.; (Fair) Haverhill 23-28. Bullock Am. Co.: (Fair) West Jefferson, N. C.; Herdick's All-Texas: Weatherford, Tex.; Los Oak 19-28. Burt: Harry: Ithardville, La.; New Hope 23-28. Butell & Rust Am.: Warrensburg, Mo., 19-21. Byers Bros. No. 1: Kendall, Mo. Byers Bros. No. 2: Sullivan, Mo.; Ironton 24-28. Capital City: (Fair) Clay, W. Va. Central Am. Co.: Marshallville, N. C.; (Fair) Bladensburg 24-28. Celin & Wilson: (Fair) Hatterasville, N. C.; (Fair) Shelby 24-28. Charo, James: Union City, Ind. Cherokee Am. Co.: Colony, Kan., 19-21; Knoxville 23-28. Clark-Greiner: Sassa Maria, Calif., 17-21. Coleman Bros.: (Fair) Farmington, Mo., 18-20. (Fair) Great Barrington, Mass., 23-28. Conroy: J. J. (Fair) Butler, Okla. Conklin: (Fair) Stratford, Ind. Con. 18-21. (Fair) Lindsay 19-21; (Fair) Peris 23-28. Crafts 29: (Fair) Pomona, Calif., 18-21. Crescent Am. Co.: Frankinton, N. C. Crest: (Fair) Portales, N. Mex., 19-21. Clovis 23-28. Crystal Expo: (Fair) Hartman, Tenn.; (Fair) Newport 23-28. Cudney Border State: (Fair) Calvert, Tex.; Sandusky 23-28. Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Jonesboro, Ga., 23-28. Cunningham Expo: Junction City, O., 18-21. Galt, W. B.: New Holland, Pa. Dalley Bros.: (Fair) Chandler, Okla., 18-21. Dale City 23-28. Davis & Francis: (Fair) Phillips, N. C.; (Fair) Ashfield 23-28. Dixie Belle: Gave City, Tex. Dodson's World's Fair: (Fair) Portsmouth, Va.; Norfolk 23-28. Douglas Greater: Puyallup, Wash. Down: Fairmountville, S. C.; 19-21. Springs, N. C., 30-33. Draper, D. S.: (Fair) Guilford, Tex. Dyer's Greater: Flat River, Mo. Edwards, J. E.: Sandusky, Ga.; (Fair) New Orleans 23-28. Elletts: Salls, Ga., Neb. Elk Valley: (Fair) Hohenwald, Tenn. Elliott: Clinton, Va., 18-21. Emy Brook Expo: (Fair) Gatz, Pa.; (Fair) Trenton, N. J., 23-28. Evansville: Astoria, Ark. Esham: Aberdeen, Mo. Fairy & Little: Cleburne, Tex. Fair City: (1st Bl. & Arcade Ave.) Louisville, Ky. Fessler's United: (Fair) Seary, Ark.; (Fair) Arkadelphia 23-28. Claba, W. A.: Plattsmouth, Neb. Gold Leaf: Lendale, Ga. Gold Medal: (Fair) Laurel, Miss.; (Fair) Ocala 23-28. Golden Arrow: Bloomfield, Mo. Golden Star: Deland, Calif., 18-21. Goodman Wonder: (Fair) Hutchinson, Kan.; Wichita 23-28. Grady, Willie: Hartford, Ala.; (Fair) Hartston 23-28. Great South Way: Fredericksburg, Va. Great Eastern: Frenchs, N. C. Great Lakes Expo: Decatur, Ala.; Clinton 23-28.

(See CARNIVAL on page 67)

DURHAM COUNTY COLORED FAIR WEEK OCTOBER 7 Wants Rides, Shows, Concessions of all kinds. For space write, wire MEL THOMPSON, Durham, N. C.

SEVILLE STREET FAIR AND HOME COMING Seville, Ohio, September 18th, 20th and 21st. Want Rides and Concessions, No Ex. Shows only. SECRETARY HOME COMING, Seville, Ohio





Amusement Company for the second season. He has his new sound track and Radiolaan Exhibits on the show.

WHEN West Bros' Shows played Eastern County Fair, Catawba, Minn., week ended August 31, J. W. Linsgolin and Maria Mae Truesdell were tendered a birthday party by Fair Secretary Ed Zimmerman and Concession Superintendent E. Beth. They received many gifts.

BILL (DUTCH) CROY came from Marbury Sanatorium, Northville, Mich., that he appreciated the favors shown him by members of the Michigan Showmen's Association, Rockmann & Greety Shows, and Pop Baker. He hopes to be on the road by Spring.

"SINCE leaving the Bremer Shows several weeks ago have been working club dates and expect to play schools soon," writes A. K. Keest. He is moving south and plans to play Louisiana. Two illustrations have been added, which Mrs. Keest is working.

ALONG visitors to Hinderbrand's United Shows midway at Provo, Utah, were Ted and Marge Carey, White City Shows; Ted and Marie Lefora, Stebrand Bros' Shows; Mr. and Mrs. Pierre Ouenhite, Tip Top Shows; Curly Cummings, Stebrand Bros' Shows, and Mrs. Al Keenan.

W. A. (TINY) TURBETTS, manager of Sport of Kings at Salisbury Beach, Mass., and formerly connected with Art Lewis, T. C. Kava, and Andy Bros' Shows, reports he has joined the air corps. He has been assigned to a training base in Tusculoo, Ala.

"WHILE playing Fremont (O.) Fair, September 3-8, my band members were given a party by Bandmaster Gen Jespersen's cards 'Tige Hilo. My band accompanied Ramin's Circus and rode in front of the grandstand. Gooding, Greater Shows were on the midway."

HARRY SIMPSON, who recently joined Andy Bros' Shows as motorboat pilot, is in Bishop DeGambrian Hospital, Burlington, Vt., with several broken ribs sustained when his machine jumped the top of the mine during the shows' Burlington engagement September 10-21.

BOSTER PIKE, fat boy, cards that he is rounding out a pleckat fair season on a Gooding unit with Mark Williams. Other side-show people include Major Fox and Bessy Jones, midgebit Louisa Williams, tattooed woman Leonard St. Clair, costumed man, Harvey Ashburn, human pinoculation, and Archie Ivy, cook.

FOR PEARL, mad man and The Billboard sales agent on Johnny J. Jones Exposition, who now heads the "Carnival County Club" of salesmen, distanced other club members by ordering 300 copies of The Billboard for the Jones date at Kentucky State Fair, Louisville, September 8-14.

HAROLD (SLIM) LAPLAN cards from Eldredge, Neb.: "While my brother played Neokville (Neb.) Fair, August 17-20, with 18mm. films as free attraction, I set up a nail stand and did excellent business. After two more weeks of outdoor dates I expect to book him into schools and halls."

VISITING Ralph Clawson and Harry W. Bentes on Honies Free's Shows in Mecumina, Mich., were Mr. and Mrs. Czech (Eck) Erditz and Mary Reilitz, of Oshkosh, Wis. They also visited Mr. and Mrs. Fred Beckmann and Barney S. Grety, of Beckmann & Grety Shows, recently.

FERRY MARTIN infers from Crystal River, Fla., where he will winter, that he and Mrs. Martin closed with W. J. Bantz Crystal Exposition Shows in Bristol, Va. He reports a fairly good season, incidentally another hunting season. On route to Crystal River the Martins stopped in Atlanta to visit relatives.

CLARK BARKER writes that he closed with Baker Exposition Shows in Hous-

# With the Ladies

By VIRGINIA KLINE

SALIM, Ore., Sept. 14.—About the middle of August we enjoyed a visit from Frank Capps, of Baker-Lockwood Company, and his daughter, Mrs. Kit Billings, of San Francisco. Mrs. Billings planned to Salt Lake City to join her father and then they motored thru Washington and Oregon and were to go on to San Francisco. They remained here overnight with us and Frank said that after the hot weather in Kansas City our cool weather pleased him. On August 27 we visited the Multnomah Fair at Greesham, Ore., where the West Coast Amusement Company had the midway. While there were no big days, steady attendance and good spending prevailed. W. T. Jessup, general agent, was sporting a new car. Hunter Farmer, who formerly was on the Kilns Shows, took me over to trailer row to the Walper's trailer. Hunter said he had a new double blower concession, a truck to haul it, a trailer to live in, and a wife to help him, so he's set to go right to the top. I found Edith Walper, Margaret Farmer, Marie Jessup, and Pat Smith in the Walper trailer discussing plans to get new members from the shows for PCSA Ladies' Auxiliary.

About visited on the midway with Frank Perrett and Joe Zolter. Frank has a parrot that does everything, even talks, and Frank says he's a lot of company. Mr. and Mrs. William Mullin, of Portland, Ore., visited. He was on the Lewitt, Brown, & Hurgine Shows when we were there and, since he is now with the federal government and doing well, he still likes to visit with show people.

The McNary acceptance speech given here and broadcast all over the country served to bring the Kilns to the attention of one couple at least. I have a card from Ma and Pa Nation, who listened to the speech and said they could not help thinking of us and good times we had on the Kilns Shows. Ma thinks there should be a popularity poll for carnival managers and owners. She says she would have to cast her votes for two, however, as she would name Jack Buteck and Abner Kilns as her favorites. Cole Bros' Circus showed Portland, Ore., on August 1 to a good Sunday matinee. Performance was smoothly maneuvered under direction of Harry MacFarlan. The wardrobe was varied and attractive from the skillful hands of Josephine MacFarlan. Horace Land, in clown alley, gave a good account of himself, as did the Sutton Sisters, Marian and Aneurin.

Oregon State Fair opened September 2, with the first rain in two months. However, with all the stores closed and the double holiday to enable the out-of-towners to come in, there was a good crowd and midway attractions did a good day's business. Douglas Shows, Brown-Jung Amusement Company, and Mrs. Spike Higgins and many independent concessionaires are well located and all seem satisfied. Mr. and Mrs. Bill Myers, of Douglas Shows, took time out to take us on a tour of the midway. Nancy Myers is on the road again this year after having taken care of their roadside night club outside of Seattle for the last three years. Nancy told me that Mrs. Eddie Welt, the former Mrs. Helen Leavitt, is now located in McKinneyville, Ill. Mrs. Ted Nitz also greeted us. We have our horses entered in the horse show at the fair and are looking forward to taking at least one ribbon, either with Aunt's five-gaited horse, Darby, or my three-gaited mare, Sheila.

ville, Pa., September 14 after having fair business. Show carries three rides, owned by Mary Baker; 20 games owned by Joe Baker, and two rris shows and a snake and crime show, managed by Lot Man Jim Baker.

VITTORIO ZACCHINI, "Human Cannonball," with Crillin & Wilson Shows playing Willow Grove, (Pa.) Park, was overcome by explosion James September 8 when a mechanical defect in the cannon prevented his ejection. His brother, Edmonde, pulled him from the gun and he was treated by a physician.

"WE'VE BEEN HAVING a good time in the Ozarks," advises Capt. Jack O'Diamonds, owner of Dent's Holiday Thrill Show, Iron Harrison, Ark. "Some of the personnel have been ill and we've had a few accidents, but we're getting good cooperation in these Arkansas hill towns. Our show is not connected with any carnival, and we have been working trade and thrill days under chambers of com-

mercial auspices. Bert and Jack are still doing their dance of death. Show has ordered much new equipment. After our engagements in this section we plan to head for Kansas and Missouri and will probably play Texas in November."

NOTES FROM Pinland Shows by Ted G. Taylor: Ideal weather and fair business resulted for shows at Williamson, W. Va., under CJO Mipers' Council Union auspices. Because of the infantile paralysis scare spot was billed like a circus and committee gave good co-operation. E. Clark Bobbett did a good job with banners.

FRESH representative with Expor's All-State Shows, Harry Bantz letters from Webster Springs, W. Va.: "Shows' stand in Summersville, W. Va., the week ended August 31 resulted in fair business, despite some rain." Mr. and Mrs. Henry Farrell, of Boston, visited the Burkert family at the Midway Cafe. Mrs. Farrell is Mrs. Burkert's sister.

WHEN Collin & Wilson Shows played Willow Grove Park (Pa.) Fair, Porter Van Ault, Penny Arcade owner, visited the New York World's Fair and bought 84 amusement machines. Arcade lineup includes Mrs. Van Ault, midgebit; Burr Van Ault, assistant midgebit; Ace and Mrs. Lyrty, photos, and Henry Kling and Al Fox, assistant managers.

**Red One**  
OAKLAND, Md., Sept. 14.—When baggage cars of W. G. KAUS Shows rolled into this town recently, natives gathered at the siding were peeped when they saw the barred door of the cage in which Captain Henry's Wild Animal Circus is stored. Bars and two beams were covered with "blood." Examination showed that a gallon of red paint had rolled into the open side of the cage and the bruins did the rest.

NOTES from Motor City Shows by Doc Arlington from Bettisville, O.: Jump of 180 miles from South Whitley, Ind., was made in record time with a few minor mishaps. Saturday at South Whitley was very good and everyone came out on the right side of the ledger. Shows were set up on streets here. E. A. Howard rejoined with his Penny Arcade and Fun-house after playing some early fairs.

CLOSING with Cunningham Expedition Shows, Leo Pax Julien writes that he joined Miller Bros' Shows week of August 26 in Frostburg, Md., but had a poor week due to rain. He has a girl show on the Miller midway. Julien claims to be the No. 1 fan of The Billboard. While playing Ravenwood, W. Va., with the Cunningham Shows week of August 12, The Billboard order was overlooked and he traveled 70 miles and spent \$1.81 for gas, oil, and bridge toll to obtain a copy.

### CONSISTENT MONEY MAKERS

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### C. W. NAIL SHOWS WANT

For the following for balance of season Shows—Pop Shows, Circus Shows, Fun Shows or Midways and Athletic Shows. Any Show that can get money. Desires: Chicago, Denver, Denver, Pop Corn, Hoop-It, Game Rack, Boats, Photo Gallery, Pitch Toss, Ball Games and near Cookhouse, No. 1, or Concession stand. Must be capable of handling the following: Waverly, Pa. Sept. 10-21; Cretary, Ark. Sept. 23-28; Garboline Pavilion Fair, Mayfield, Louisiana, Oct. 1-12; North Central L. District Fair, Ota, La., Oct. 8-12; the one of town, Waverly, La., 14-18; Little Producers, La., 23-28; and other good cotton spots in Louisiana.

ADDRESS ALL TO C. W. NAIL, WARREN, ARK.

# EVANS' HIGH STRIKER

HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!

PERFECTLY LEGAL EVERYWHERE!

A truly big money-maker! Indispensable for Parks, Fairs, Picnics, Carnivals, Homecomings — wherever people gather out of doors!

Evans' Striker has more Hitts than the crowd! Strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported, included are standard with steel chair track, legs and striking beam, 10" bounce gong, nickel-plated tool steel chaser, brass and 2 mauls.

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Made in 30 sets of 100 cards each. Played in 5 ways across the card—put up on set down.

LIGHT WEIGHT BINGO CARDS
Black on white, printed and checked. Cards set in lots of 1,000, size 8 1/2 x 11, per 100.

J. M. SIMMONS & CO.
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Marshall, Mo., Sept. 23-28

Annual fair, 75,000 people in 1939. No Mid John's or Excitement. West Park Coliseum, Park Hill, Mo. Site, 500 x 100, 100 ft. Deep. Call for location, date, etc.

SUNSET AMUSEMENT CO.

Patrons, Mo. Site west Marshall east

WILSON SHOWS WANT

Legitimate Concessions for the following Celebrations, all within an hour:
Clinton, Ill., September 27-28. Location, Willow Grove Park, N. W. of Clinton, Ill. Site, 100 x 100, 100 ft. Deep.

POPCORN

There are three good reasons why many concessionaires buy their popcorn supplies from us:
1—HIGH QUALITY 2—LOW PRICES
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A postal card will bring our latest price list.

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LEGITIMATE CONCESSIONS WANTED FOR Southeastern World's Fair ATLANTA, GA.

Address LIPSKY & PADDOCK CONCESSION CO., or JOHNNY J. JONES EXPOSITION, Middleboro, Ky., September 16 to 21.

LAST CALL LAST CALL SOUTHERN STATES SHOWS

OUR REGULAR SOUTHERN FAIR CIRCUIT STARTS NEXT WEEK AT ALMA, GEORGIA, AND CONTINUES UNTIL NEAR DECEMBER. Playing only proven acts whose goods and prices are satisfactory.

WANT FRISK GREATER SHOWS WANT

Concessions: Rides, Fish and Beer Booths, Soap Booths, Hair Dressing Booth, High Roller, American Patriotic, Duck Gallery, Show? Want organized Shows for Winter Shows. We have excellent site west Tennessee. Mechanical Show, Illinois, Brown, Ohio, Ill. Chicago, Wis., Wisconsin. Book Day Ride and Ride-O-Roll-Plane. This show has several years of fair and concessions in Missouri and Kentucky. Want Concessions for Phillips Co. Fair. Address as per notice. No checks or gift orders.

CONCESSIONS WANTED CAMERON, W. VA., MONZCOMING, SEPT. 22-23 HOWARD BROS.' SHOWS

Direct from the Lots

Zacchini Bros.

Clinton, Pa., August 26-September 2. Location, fairgrounds. Auspices, Clarion County Centennial Committee. Business, excellent. Weather, rainy and cool.

Clarion County Centennial proved to be the hottest spot of the season, and despite rainy weather, show managed to jump in and out of rainstorms to register excellent daily business during the stand which was topped off with hang-up Labor Day business from early morning until late night.

The Pittsburgh Press co-operated with a two-page spread for the centennial and the nearby Oil City Derrick gave the centennial and show daily publicity. Event had been publicized and advertised six months by one of the best committees the show has ever worked with.

BILL SNYDER.

Coffin & Wilson

Willow Grove, Pa., Week ended September 7. Location, Willow Grove Park. Auspices, Willow Grove Park Fair and Convalescent of Progress. Business, both. Weather, unsettled.

An estimated 50,000 attended on opening day but crowds did not spend. Following Labor Day crowds did not turn out, and the event was well liked. The nightly site, Americana Pageant in the pavilion was a beautiful spectacle and entertaining, but it did not draw. William Mae Knapp, who was chosen as Miss Liberty Belle, was photographed on the midway with Mrs. B. H. Patrick, wife of the Billboard's Philadelphia representative.

Miss Park Manager E. E. Fodhi and Assistant Manager Harry were co-operative and business increased the last two days. Hugh Penderfer, Willow Grove publicity director, placed many pictures and stories in newspapers. Publicity groups for the show and fair were made with Miss Liberty Belle contestants, who were photographed backstage of Al Johnson's Hot On to Your Hole show at the Forrest Theater, Philadelphia, with Martha Raye and Jane Finkenberg posing in pictures.

Mrs. Margaret, Mrs. Cinderella of New York World's Fair, was a visitor. Mr. and Mrs. L. Coffin and Mr. and Mrs. John W. Wilson had scores of friends visit them. They included Mr. and Mrs. B. H. Patrick, Upper Darby, Pa.; J. E. Ballard, Runnells, Va., father of Mrs. John W. Wilson; Mrs. Wilson's sister and her husband, Mr. and Mrs. Frank Campbell, Drexel Hill, Pa.; their daughter, June, and George Trotter, Harry LaBarque, secretary New Jersey State Fair, and E. K. Johnson's daughter, non-in-law and their children. Diana Lorton and Peg Holleran are with the Arctic Girls Frozen Alive in Ice of Maybray, Inc., with Roy Schmitt, inside talker, and Edgar Miller, front talker. Mr. and Mrs. Al Fisher visited Mr. and Mrs. Carl Lautner. Mrs. Fisher is Mrs. Lautner's sister, and did a good job of inside talking on Lautner Side Show, Mary Fitzgerald and Agnes Funk are with Cliff's Girl. With Georgia Brown's Miss American are Greta Campbell, Catherine Moore, Marion Robinson, and Roy Fields. Gilmore Brown is talker. Gay Walker, daughter of G. E. Walker, was photographed in many scenes by news photographers.

RAY D. MURRAY.

Eric B. Hyde

Bechtler, Pa., week ended August 31. Location, Junction Park. Auspices, Bremer Volley Fair. Business, nil. Weather, rain. Pay gate, 10 cents.

Longest run of season saw shows arrive here Tuesday and ready for business which did not materialize that day, nor for the remainder of week. Little co-operation was received from sponsors. General Manager Hyde records the week as one of the most hectic of his long career. However, J. C. Roberts, the promoter, stuck to the finish to see his extensive advertising and efforts go for naught. General Agent Herbert Wiggins was ill in a local hotel for 10 days and, upon his doctor's orders, returned to the hospital in Roanoke, Va. The Flying Valentines, under Freddie Valentine, joined for the remainder of season and with the Great Jacqueline, furnished the free acts here. R. G. McFadden joined as business manager, jumping from Hawk Bros. Circus. Among visitors were Jake Shapiro, Triangle Poster Print Company; J. D. H. Sullivan, president, Marshall County Fair Association; Mountville, W. Va., and Arlio Spear, vice-president; H. Blumenthal, and Louis Rosenberg. Toby Knedlund completed organization of his Odell's Show. Sol Nager booked his Wings for the remainder of season.

Roseville, O., Week ended August 24. Location, baseball park. Auspices, American Legion Post. Business, highest of season. Weather, variable. Pay gate, 10 cents.

This was a one-day booking. No business expected and there were no disappointments. Committee was agreeable, but gave little co-operation.

WILLIAM JUDKINS HEWITT.

West Bros.

Goldonia, Minn., Week ended August 31. Auspices, Houston County Fair. Business, good when weather permitted. Rain fell during the morning of the first day here but at the close the goose proved to be one of the best opening days of the current fair season. Friday's weather was still on the threatening side and intermittent showers made the lot soggy, but the night crowd was above expectations and good business was recorded. With favorable weather Saturday an estimated 20,000 packed the midway and spending was more in evidence than at any of the previous fairs. Shooter and Ballplane were top rides and Bert Metville's Revue, Speedy Woods' Motorcraze, and Sam Golden's Side show shared top honors among shows. Whites were Bob Dixon, Maurice Stevenson, Eddie Wenzelki, Otto and Grace Anderson, and Charles Wiley.

DON TRUEBLOOD.

Gold Medal

Elkhorn, Wis., Week ended September 2. Auspices, Walworth County Fair. Business, excellent. Weather, warm.

This was the show's sixth appearance here and business was the season's best. All shows, rides and concessions did splendid business. There was difficulty in getting on the sold lot. Two caterpillars worked all night spotting wagon, John Bloom Sr., Chicago Heights, Ill., was a visitor, as was Tony John and Chas. Add. officials of Newton County Fair, Kogland, Pa., Gertrude Arvey Revue, Show the Works, furnished the grandstand show the last four days and nights, with Jimmy Lynch's Beach Dog, was furnishing closing day entertainment.

H. B. SHUTE.

Miller Bros.

Meyersdale, Pa., Week ended August 24. Auspices, Somerset County Fair. Business, good. Weather, fair.

This was the first fair of the season and business was good the last part of the week. A 240-mile haul over mountains worked motorized equipment hard and there were some breakdowns, but the show opened on time. Fair had a free gate this year and attendance was double that of previous years. Several concessions joined late. Jerry Jackson's Musical Show pulled them in and topped show. Rides went over well. Freeman's Day, Friday, featured a parade which drew large crowds. General Agent Murray visited the show.

Proctorburg, Md., Week ended August 31. Auspices, Volunteer Fire Department. Location, ball park. Weather, cold and rainy. Business, poor.

This spot lived up to its name, as it was a total loss due to rain. Shows too down-faded.

Frederick, Md., Week ended September 7. Auspices, Independent Hose Company. Location, fairgrounds. Business, good. Weather, excellent.

Show opened Labor Day here to big business. Members were guests of Russell Bros. Circus, which appeared here Friday. Committee members co-operated and a radio tie-up with the musical troupe gave the show much publicity. This was one of the best weeks of the season, show and rides doing big business and the midway was crowded daily. Rocco Masaccio is trying the lot out in good style.

Crystal Expo

Roseville, Tenn., Week ended September 7. Auspices, Hawkins County Fair. Business, good. Weather, ideal.

Pony ride truck turned over on route from Wise, Va., but there was no serious damage. Attendance and business here surpassed all previous records. It was the last week of the season the show did not encounter rain. Fair was widely billed in a 30-mile radius and outside co-operated. Sam Petrelli's Athletic Show and James McVay's Monkey Show topped shows. Merry-Go-Round, managed by Charles Hildebrand, was top among rides with Ferris Wheel and the Tilt-a-Whirl close seconds. Money donated by the personnel was used to buy floral pieces for the grave of Orville Sisco, who died here in 1932. Orville's parents, Mr. and Mrs. Dick Sisco, were formerly connected with the show. Bettie Shapiro, of Triangle Poster Company, and Mr. and Mrs. Mickey O'Brien were visitors.

CHARLES STAUENKO.

Convention

Buffalo, Week ended September 2. Auspices, "Everybody's Drift." Business, excellent. Weather, good until Sunday. Location, Broadway and Butler.

After a total blank at Little Valley (N. Y.) Fair because of five days of rain, show had the biggest week of the season here. Labor Day Monday had a crowded midway and night crowds were excellent. Gross suffered somewhat due to inability to control orators. Show was considerably organized by rides of Hildehoffer Brothers, Duffell, and Webb. Three shows were added and Betty Smith and Earl Webb added a burlesque named Ten-In-One. There were about 20 merchandise concessions.

Free act program, which started at 10:30 nightly, ran 64 minutes. The specially erected grandstand, seating about 1,200, had a 10-cent gate and was

crowded nightly. Bill included Three Comedies, acrobats; Lady Adrian, equillips, harlequins, double trapeze; Pat and Alma LaVelo, slack and bounding wire; Jeter and Little, acrobats; Five Morgans, waterboard; Flying Deane; Ben Kyle, fire eater, and Gordowley, "Human Bullet." Seed in the Buster Gordon cannon act. An estimated \$3,000 paid to enter the grounds. Children under 12 were admitted free. Marvellous publicity was given the event by the Polish newspaper. For 14 days a quarter-page ad was carried and on opening day it had a front-page treatment. Following the date part of the equipment was sent to quarters at Dunkirk, N.Y. Three rides and a few concessions and shows will continue at lot for about four weeks.

FAY LEWIS.

John H. Marks

Espeyham, Va. Week ended September 7. Auspices, Albemarle Six-County Fair. Location, Shroder Field. Weather, perfect. Business, good.

This was the first fair of 1940 and it lived out far beyond expectations, with record attendance that exceeded last year's figures and excellent business daily. Labor Day opening drew a huge crowd. Tuesday was Children's Day and over 20,000 kids thronged the grounds. There was heavy rain Thursday afternoon but the skies cleared before night. Thursday was Craddock-Terry Night, and with a tie-up with the shoe company of that name, business hit a new high. Friday held up, with pay day in local shoe stores, and Saturday night was best in history of the fair. Grandstand attractions were Great Croissants, high wire; John Robinson's Military Exhibits, and Wm. and Dolly, high trapeze.

Visitors were Art Lewis, Percy Moroney, and George H. Murr, of Art Lewis Shows; Buck Denby, legal adjuster for Ideal Exposition Shows; Max Ingram, former showman and now deputy sheriff in this district; Glenn L. and Freda Hyder, Ell Bridge Company, and Jake Shapiro, Triangle Show Print Company. Benefit performance was staged in the mounted top for Tony Baross, concessionaire who is convalescing in a Charlotte, N. C. hospital. It brought good returns. T. A. (Red) Shuler was music. Ernest Moberg's Silver Streak is an addition, making 18 rides. C. Jack Shaker returned with his Playland and was warmly welcomed. Duke Janette scored with his Congress of Living Freak Oddities. He is planning a winter tour. Newspapers were liberal with space and WLVA presented midway programs several times and made spot announcements. Mr. and Mrs. Max H. Gynn arrived and installed their midway wife with a new frame-up.

WALTER D. NEALAND.

Bantley

Clarkburg, W. Va. Week ended September 8. Auspices, Clarkburg Fair. Weather, good. Business, good.

Opening Labor Day with a celebration sponsored by unions and a parade at 10 a.m., followed by a ball game, got the fair off to a good start and the grandstand was filled at night when Eldred's horses and several acts introduced by Frank With appeared. Added attraction were the Sensational Kays, horribles. Dick Keller's Motor-drome gave excellent performances, and the clubhouse had acts stretching their necks. Carlton Elmer had a big time with several of the mount players who visited on May 1st Day. Hides made up for the bad week at Petersburg, W. Va. On Thursday and Friday there were auto races. Suicide Kays and his Hill Drivers gave good shows Saturday and Sunday. Sage Brush Round-Up, with cast of 40, closing the fair with a performance in front of a packed grandstand.

REX LEE.

J. F. Sparks

Owens, Tenn. Week ended September 7. Auspices, Scott-County Fair. Location, high school athletic field. Weather, good. Business, splendid.

Altho shows did not open here until Wednesday and fair did not begin until Thursday, one of best weeks of season was registered, and good co-operation of committee men Terry, Leoney, and Coddie made the date pleasant. The hog jump from Hodgenville, Ky. was made smoothly. Everything was set up Monday and on Tuesday personnel was given a vacation, many driving to Nashville. Mrs. Sparks' bingo, with Ray Lambert calling and Todd Austin working conium, clicked, and K. W. Brazzill's Loop-o-Plane had big week. Joe

Steen took over the Funhouse and it registered its best week. Sam Watson booked a stub joint here and plans to continue with the shows thru the fair season. Mr. and Mrs. H. E. Haverly joined with novelties and George Harrison booked from outside. Leo Hudson's Slide Show and Twin Ferris Wheels continued to top their departments. Hoggy Waters, painter, completed six new banners for the Cotton Blossom Revue.

HAY ALLEN.

L. J. Beth

Russellville, Ky. Week ended September 7. Auspices, Logan County Fair. Business, fair. Weather, fair.

Show moved here from a one-day celebration at Harbinger, Ill. on Monday and opened to fair business. A fair kiddie day was chalked up Friday afternoon and on Saturday night the midway was so packed that walking space was at a premium. Fair committee co-operated in turning grandstand crowds out early each night. Mrs. Reeves joined with her Express Show, as did Jimmie Davidson with concession. Mrs. Daisy Reeves left for Birmingham, Ala., with her son, Ginger, who is starting school again. Charlie Driver, of O'Henry Tent and Awaiting Company, visited as did Bernice Shapiro, of Southern Poster Company.

ALFRED KONZ.

W. E. West

Wenoka, Okla. Week ended September 7. Location, fairgrounds.

Made a long jump from Uniontown, Kan., and all shows and rides opened on time. First two days were rained out but there was fair weather with large crowds the latter part of week and all shows and rides reported good business. Owner West's grandson and daughter, Lucille, from McAllister, Okla., spent the week-end with the show. Mrs. Opelsa's son, daughter, and grandson, from Oklahoma City, spent several hours on the show. Mary and George White left Sunday for Cincinnati, where Georgia will attend school and Mary will work in a night club.

Uniontown, Kan. Week ended August 30. Location, fairgrounds. Weather, rainy.

A long jump here from Garden Grove, Ind. but everything opened on time. Small crowds prevailed throughout the fair, but in spite of the rain fair business was reported. Show personnel to date includes W. E. West, owner; Mrs. West, secretary-treasurer; James White, advance; Mr. and Mrs. L. D. Grandie, cook-house; J. T. Richards, Ell Wheel Eddie Tompson, Loop-o-Plane and penny pitch; Hank Miller, Chairplane; W. E. Clark, electrician; L. L. Cook, bingo; H. J. Jones, agent; Mr. and Mrs. Opel, popcorn and candy; Jack Clark, popcorn; K. Van Cleef, sound and banners; Bob Tompson, photo gallery; Mrs. J. T. Richards, ball game; Tom Bogers, over-and-under and night watchman; L. R. Smiley, roll-down; Mrs. L. R. Smiley, ball game; J. W. Smith, Athletic Show, and W. W. Collins, Jurgeland. Doc Rodan's side show includes George White, rubber girl; Princess Lamar, headless girl; Leo Palmer, human pinstrahlung; El Diablo, king of fire; Souther Black, tattoo artist; Madame Mashie, mentalist; Perry Williams, electric chair; Dixie Lee, annex; Pinkie Pike, frog, and H. G. Grandie, Kiddie Autos and The Billboard agent. Shilo Bob is doing well, and Buckpond Ed says business is ok.

H. G. GRANDIE.

Wallace Bros.

Boonerville, Ky. Week ended September 7. Location, fairgrounds. Weather, fair but cool. Business, good.

Show made a long move here from Paducah, but no delays were experienced and everything was ready for an early opening Monday. This spot was one of the best of the season. Little Betty Jo Leach gave her first birthday party Wednesday in Princess Peggy's Show. It was hard to tell which was the leading ride, as they all stayed busy. Min-strel took top money among shows.

Paducah, Ky. Week ended August 31. Auspices, Old Fellows. Business, good. Weather, fair and cool. Location, Fairap show lot.

Show arrived late Sunday and Monday, with everyone open by Monday night to good attendance. Crowds stayed late because buses ran two hours later than usual. The committee added Babe Winkley and Bill Dollar to bring in a good week for the books. Tilt-a-Whirl topped rides, with the minstrel topping shows. Mrs. Viola Carson joined here

with her Kiddie Auto ride and penny pitch and reports the best week of the season. A visitor was Mrs. Jessie Leach. Capt. Freddie's mother, from Birmingham, who stayed through the season. Mrs. E. E. Parsons entertained relatives all week from this town and Fulton, Ky. Capt. Freddie Leach's free act still proves popular.

CAPT. FREDDIE LEACH.

Zimdars Greater

Peotone, Ill. Week ended August 26. Auspices, Will County Fair. Weather, passing. Business, below expectations.

Show was rained out Monday and each afternoon and night thereafter threatening weather kept many people at home. Adams Hedge, grandstand attraction, co-operated by putting them on the midway early each afternoon and night, and the fair band did all in its power to help, but business was off considerably from that of three years ago when the show played the date. Many concessionaires and showmen joined here. Some of the personnel drove to Chicago to do shopping.

Rocknet, Ill. September 1-3. Auspices, Farmers' Labor Day Celebration. Location, streets. Weather, good. Business, good.

Show opened Sunday night to fair business. Labor Day was light but at night all rides and shows did one of the best night's business of the season. The Princess Tiny Midget Show got top money among baby attractions. The Octopus topped rides, Tuesday was fair. A number of concessions joined here.

LAVERN ZIMDARS.

Crafts

San Diego, Calif. Two weeks ended September 6. Location, Escondido showgrounds. Auspices, American Legion Post. Business, good.

Always a good town, San Diego responded again this year with business far above average for everyone. Concessions, shows, and rides reported a larger gross than last year. Week-end days resembled a fair date, so crowded was the midway. Show encountered two holidays here, which accounted for increased attendance and big receipts. Newspapers and radio stations in San Diego and Tijuana, Mexico, carried a 12-day advertising campaign, with news stories about

the date, which kept the populace carnival-minded.

Jack Ariel, executive officer of the committee here, and Mrs. Ariel entertained at a pappered chicken barbecue dinner. Those attending were Mr. and Mrs. O. N. Crafts, Mr. and Mrs. William MacMahon, Mr. and Mrs. Roy Ludington, Uncle John (Spot) Flagland and his niece, Rosanna DeNos and Evelyn Harms. Tijuana was a mecca for many of the boys after show hours. Jimmy Lynch was away several days installing a new cookhouse at Los Angeles County Fairgrounds, Pomona, Calif. O. N. Crafts was here for the last week of the engagement. Having disposed of his yacht, he did not take his usual fishing outing

**WANTED!**

Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines fit all the needs and desires. They are patented laboratory made with built-in, color attraction that really get the business for you. All-weather, but only first cost. Investment \$20.00. \$20.00 per hour. Now doing pay-backs, 1247 forms.

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6222 St. Louis Ave.,  
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SIOUX FALLS, S. D.

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**MAKE \$50.00 A DAY ON CANDY FLOSS**

Our New Super WIZARD with a built-in double head and labor saving. This machine was used at the New York and California Fairs, Spira Candy Floss FATHER and F. W. H. - Commercial. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., St. Paul, Minn., 1940.

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There's nothing quite so satisfying as the pride of knowing you have the best, whether it's your car or the trailer in which you live. Schult owners are justly proud of their trailers. They know that Schult is the standard by which other trailers are compared.

Because Schult sells for more trailers than any other maker, quality is high and prices are low. Many exclusive Schult features increase comfort and livability. Beds are the finest the industry has ever produced. Plenty of wardrobe, drawer and storage space for two to four persons.

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STANDARD AND CUSTOM BUILT TRAILER HOMES

Write for Catalog — Pictures — Plans — Specifications — All Models — Attractive Budget Plan Available.

**Stream-Lite Coaches**

Division of Chicago House Trailer Co.  
60 Eastmont 121  
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**FAIRS READING'S SHOWS FAIRS**

Want Concessions for Jackson, Tenn., Grand Fair this week. No X except Hops. Want Grand Shows; any kind except Cats. For balance of 8 Fairs need Ride Hops and Concession Agents. Want Ball Game, Buck Jump, Game Show, Candy Floss, Roll-down, High Striker, Guitard, Bowling Alley, Spring Game, Photo for Dollie Fair, Jackson, Tenn., this week; Bell and Pympering Tenn. Fair next week. Need Shows and Hops in both places. All advised.

W. J. WILLIAMS, MGR., JACKSON, TENN.

26TH ANNUAL MIDWINTER TOUR

Of the Original

INTERNATIONAL CONGRESS OF ODDITIES

OPENS MONDAY, OCT. 7TH, BATON ROUGE, LA.

WANTED to join now at Carthage (Texas) Fair, or week of Sept. 29, at Donaldsonville (La.) Fair; then 40 weeks of work indoors. Best accommodations and pay. Can place Girl to handle large snakes. Prefer experienced snake handlers, but not necessary, but must be young and attractive. WANT real Novelty Musical Act. A-1 Frolic to feature, Novelty Acts. Want strong Double Sex Act. Mary Casey, wire.

NOTE: Want to know whereabouts of Chief Choko-Choko, traveling with wife in red and cream G. M. C. station wagon, with Kentucky license tags. Wire information.

INTERNATIONAL CONGRESS OF ODDITIES

CARTHAGE, TEX., NOW

Goodman Wonder Show Wants

FOR BRAZOS VALLEY FAIR, WACO, TEXAS

TEN DAYS - OCT. 18TH TO OCT. 27TH

ALL CONCESSIONS OPEN, no exclusives, including all refreshments. First come first served. Can use immediately, outstanding Monkey or Animal Show, with or without equipment, or any other outstanding show that does not conflict. Can join at once, as per route. Hutchinson, Kansas, this week; then Wichita, Kansas; Lubbock, Texas; Abilene, Texas; and Waco, Texas. Write or wire MAX GOODMAN, President.

WANT WANT WANT FOR OUR FLORIDA TOUR

FOUR BONA FIDE AND CHARTERED FLORIDA FAIRS COMMENCING WEEK OF OCTOBER 21ST AT JAY, FLORIDA; WEEK OF OCTOBER 28TH AT BOUNTYSTOWN, FLORIDA; WEEK OF NOVEMBER 4TH AT PANAMA CITY, FLORIDA; WEEK OF NOVEMBER 11TH, ARMISTICE WEEK AND FAIR AT MARIANNA, FLORIDA, AND OTHERS TO FOLLOW. CAN PLACE Rides of all kinds, Shows with own outfit, Concessions. Everything is open. Let me hear what you have. Can use one more High Five Act. WOULD LIKE to hear from a good Promoter who can handle NEW DEAL FAIRS. TIME IS SHORT. WRITE OR WIRE

LEO M. BISTANY MARIANNA, FLORIDA

BEN WILLIAMS SHOWS WANT

For Week of September 23 at Mineola Fair

Concessions and Shows. Have complete Girl Show with Panel Front. Wire or write BEN WILLIAMS, Rochester Fair, Rochester, N. H.

FUZZELL'S UNITED SHOWS

Want capable Manager with own outfit to handle both Mid-West Shows. Open House, wire, WILL LOOK Motorcade, Monkey Show or any worthwhile Show not conflicting. WANT Acts to feature in Side Shows. WANT CAPABLE BARNER MAN WITH CAR. WANT capable fair show. Working Man who can drive truck-must be reliable, sober. Want Agents for Grand Shows. Want to book-juke and Quiz, Seven Games, Candy Pans, Daily Photo Gallery, Paintball, High Sinker, Long Walk, all Fair-Anniversary Day Celebrations, N. Little Rock, Scarce, Ark., Fair, week September 24; Alexandria, Ark., Fair, week September 23; Mayfield, Ark., Fair, week September 30. Six more Fairs follow at Mt. Zion, T. A. FUZZELL, Manager, ROY GOLDBYER, Concession Manager.

TOM'S AMUSEMENT COMPANY, INC.

Wants for string of South Georgia Fairs, all short term, commencing Sept. 23rd, October, Ga. Concessions that work legitimate except Popcorn, Penny, Mill, Snow, Mag. Grab, Bingo. All others open. Wire. Shows—Any good Grand Show or show of merit, Monkey, Dog and Pony, Midway, Fair, Animal, Mechanical, Ten-in-One, Name Tests for Side Shows, also Barnyard. Also want Hobbies for Show. Also want Loop-in-Place Ride. TOM E. HIGH, Mgr., Americus, Ga., week Sept. 10th; Gulfport, Ga., First Fair, Sept. 23rd.

DICKSON, TENN., FAIR

WEEK SEPT. 23RD

One of Tennessee's Biggest County Fairs

Want Stock Concessions all kinds that will sell for 5c and 10c. Dickson is the Fair that has so many people, with only short time into the act and program. In front of Grandstand, thus giving the central a chance to play to the crowds. Address: Harco, Tenn., this week, or come on to Dickson.

F. H. BEE SHOWS, INC.

RANDOLPH COUNTY FAIR

Atholboro, N. C., September 23 to 28 Inclusive

KAUS EXPOSITION SHOWS, INC., ON THE MIDWAY, WANTS:

Legitimate Concessions of all kind open except Dishwash and Bingo. Want Fair and Drink Stands, Raceway, Seating, Grandstand-Race, WIRE and exclusive on Hobbies. All Address: R. A. WALK, Manager, Lexington, Va., FAIR, this week, Atholboro, N. C. (Fair).

In Mexican waters, but a short time before the sale caught a 200-pound marlin and a 300-pound-jawfish which was cut loose.

Top honors among rides went to the 25-car Luce Skooter. The Hayride and Rocket were popular, with the Octopus and aerial rides also receiving a large share of patronage. Two kiddie matinees brought large crowds. Mrs. O. N. Crafts is back with the show and plans to remain the rest of the season. Dr. George Parent, auditor for the commissary department, has taken on the duties of melon lester at the cookhouse. Capt. Charles Prosser, of matodrome note, has added two women riders. Prof. Ed Kambe is going ahead with the Athletic Stadium, while Jeff Griffin, with the Far East Side Show and Jara Exhibit, is having the best season of his career. ROY SCOTT.

Golden State

Elroy, Calif. Week ended August 3. Aspicus, Rodeo and Horse Show. Location, First Street. Business, good. Weather, fair.

Manager Ben Dobbert laid out a difficult lot and had everything in readiness for opening Wednesday night. Crowds and business were fair until Friday night, opening of rodeo, when lights went out on a packed midway for an hour. Penny Arcade, with the aid of kerosene lamps, proceeded to do business. Clark Willey's Moulin Rouge gave one show with the aid of flashlights and spotlights from cars, music was supplied by a portable phone. Saturday was the best day, with Dick Canham's Athletic Arena topping shows. Margaret Ragland added another concession. Show members entertained Betty Shepark with a surprise birthday and farewell party Friday. It was a huge success and many attractive gifts were given her. She left Monday for Tulsa, Okla., to visit her parents. MONA VAGHN.

Silver State

Ely, Nev. Week ended September 8. Location, near ball park. Business, good. Weather, rain on opening day. Clear and cool remainder of week.

After a 270-mile move, concessions and rides that opened received bang-up play Saturday night. The trouble delayed a few of the larger trucks, but the entire show opened Sunday afternoon to good crowds and satisfactory business for all in the evening. Rain and cool weather spoiled considerable Labor Day business, but the Tilt-a-Whirl and several concessions came thru with largest day's business in years. Frank Costello's Bingo received good play, as did Bob Webster's Sheep Head Show. Owner C. A. Alton has the crew painting and putting a new lighting system on the Ferris Wheel. IRISH WHELAN.

Hilderbrand's United

Provo, Utah. Three days ended September 7. Location, Utah County Fairgrounds. Aspicus, Utah County Fair. Business, good. Weather, rain. Pay gate, 30 cents.

This fair opened and closed with a bang despite showers which fell throughout. Some 20,000 thronged the grounds Friday, Children's Day, Hilderbrand's circus acts, including Hilderbrand's Elephants, Capt. Bill Fox's Lions, Hollywood Skyrockets, and John White's dogs were well received. The elephants were used in daily parades thru the main streets, while Station ROVO gave a special broadcast featuring the acts, with Al Korman as emcee. The midway was augmented by seven eating stands and several other concessions. Frank Dykes' diggers topped the midway, with Herb Usborn's ham and bacon stand second. All rides made money, as did concessions. General Agent Lucille King spent a day (See Hilderbrand's United on page 62)

World of Mirth

Rutland, Vt. Week ended September 7. Aspicus, Vermont State Fair. Business, fair. Weather, rainy on Labor Day. Labor Day opening here found part of the midway under nearly two feet of water, following a cloudburst which lasted several hours during early morning. Bob Edwards' Casino Show and Glen Porter's Strange Cargo lost the day while water receded. Chautauque, Octopus, and Speedway were similarly handicapped. General Manager Frank Lindeman had tons of clothes, shavings, and straw hauled to the grounds and all but the very worst places were put into reasonably good condition. Shows continued sporadically through the day but more than 20,000 came and stayed. Attendance would have been considerably greater if favorable weather had prevailed.

Setting up of the shows was considerably handicapped here because of inadequate room. Result was that the main entrance, repainted under direction of Trainmaster Wally Cobb, had to be left down. One of the show's three Ferris Wheels remained in the wagon, as did center sections from some of the larger tops and sections of many of the show fronts. The latter was necessary so that all attractions could be erected. Cold followed the rain but Vermonters are staunch fairgoers, and outstanding grandstand attractions, headed by George A. Hamid's Echoes of Broadway, drew many. Saturday brought favorable weather and crowds in sufficient number to make it the fair's biggest day. But Foster, Rutland Herald editor, gave the writer every commendation. JIM McHUOL.

Blue Ribbon

Maryville, Tenn. Week ended September 7. Aspicus, fair.

Move was made from Lexington, Ky., without mishap and everything was ready for operation Monday night with the exception of Tracey Brock's Worlds Fair Oddities. Their truck overturned on a mountain, but they had everything up and ready Tuesday. The Tracey boys had just purchased a new hotel trailer, which was demolished. Mr. and Mrs. Neal Manero took delivery on a new Schultz trailer. Fair did not open until Thursday, with fair crowds on the midway. Friday, Children's Day, was best day of the week, with Captain Clark's Hell Riders, topping the midway for shows and Tracey's Oddities and Capt. Harry Seldner's Showboat running up Ferris Wheel topped rides, with Merry-Go-Round and Ride-o-Co running second. Fair association co-operated in every way under supervision of Showman secretary. LEE NEWTON.

Casey's All-Canadian

Kenora and Dryden, Ont. Week ended September 7. Weather, warm. Attendance and business, very good.

Shows arrived in Kenora Sunday night for Labor Day. Set-ups were made early (See Direct from the Lairs on opp. page)

WANTED

One more Exceptional Five Act, preferably High Five 121 People Act, Concessions and Ride Help. LAWRENCE GREATER SHOWS, Rutland, N. C. Fair, this week. High Point, N. C. Fair, next week.

ATLAS SHOWS

Want Ball Game, Clothespin, Lead Galley, Best Concessions, Paintball, Rollin' Grand Show, Arm and Leg, Big Kiddy, Dumbfounded Ball, and Ball Toss. Write: 28-31st St. Fair.

PEARSON SHOWS

Want for Mexico County Fair, Salem, Ill., week of Sept. 23, and two more good ones to follow. Frank Costello, Ball Games and Squeak Concessions. Address: Greenville, Ill., this week.

WANTED WANTED WANTED For Louisiana's Two Greatest Fairs South Louisiana State Fair | Louisiana Mid-State Fair DONALDSONVILLE ALEXANDRIA Want Best Show, with or without Equipment, Minimal, with or without Equipment. For the Best Horse Show Town in the South. DONALDSONVILLE Will book Rides of every description. Consistent of all kinds to include... Other Fairs Follow. PITTSBURG, LIVINGSTON, BRIMFORD, TAYLOR, ALEXIA, WILKES, WYB... TEXAS EXPOSITION SHOWS



# Sponsored Events

## Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**

(Communications to 25 Opera Place, Cincinnati, O.)

### \$200 Net for Ind. Affair; Attractions Have Good Date

**MONTEPELLIER, Ind., Sept. 14.**—Despite extremely cold weather and two nights of rain, the Free Street Fair here on August 29-31 was the most successful yet staged, the committee netting \$200, which will be used for next year's affair, said General Chairman Marvey T. Walker. Committee spent about \$1,000, received from merchants for exhibit space, concessions and rides. Most concessionaires had a good play, as did Jim Chance, who furnished rides. Streets were decorated by the Cowell Company. Free acts included James Hink, horse-shoe pitcher; G. Higgins, "The Sky Man," and Bernice Kelley's Circus. Other features were parades for merchants, farmers and poets. Automobile races were staged daily. Music was furnished by the high school band and the High School Alumni Association staged a queen contest which netted \$200. There were also 4-H Club exhibits, culinary and art displays and a flower show.

### Profit of \$500 Recorded As O. Annual Draws 10,000

**LUCAS, O., Sept. 14.**—Third annual Street Fair and Beagle Hound Show here on August 21-24 drew about 10,000 and resulted in profit of more than \$500, reported George Marlow, who directs the affair annually for merchants. Booster sheets advertised the event. On the midway were Jolly's Loop-o-Plane, Merry-Go-Round, Ferris Wheel, and D. E. Schlipf's Pony Ride. Larry Pelt's concessions: Harold Jones, bottle game; Art Hill, mouse game; Morris Eubank's pop corn, peanuts and caramel corn; Lucas and Felix, long-range lead gallery; Griener's photo gallery; Cristo, kite camp, and Sherry Hines, novelties. Free acts were Vardella, comedy acrobats, and Wilbur and Zetta, hand balancing. Three bands furnished music. Plans for 1941 include inauguration of rabbit and chicken shows.

### Acts, Midway Pull Crowds At Mo. Legion Post Event

**HAMILTON, Mo., Sept. 14.**—Ninth annual American Legion Post Race Street here on August 27-30 was successful, attendance increasing daily until standing space on the midway and seating facilities in the grandstand were at a premium, reported R. C. Henderson, advertising committee man. Grandstand show was furnished by Williams & Lee Attractions. Show closed with the Springtime revue, which drew heavily. Other attractions were Bonita and Valdez troupers and nine other acts. Eyes Broof Shows on the midway reported satisfactory business. Other features were horse races and stock and floral exhibits. Event was held on old North Missouri Fair grounds. Since purchasing the site the post has spent considerable money on improvements.

### Mo. Affair Nets \$1,050; Acts, Midway Highlights

**JACKSON, Mo., Sept. 14.**—Profit of about \$1,050 was recorded by the successful 21st annual Home-Coming Celebration here on August 29-31 under auspices of the American Legion Post, reported Secretary J. R. Short. Event is financed thru sale of concession space, merchants' donations, and the midway. Doc Lang's Famous Shows were booked for the third year and had a successful date. Free acts, booked thru an ad in The Billboard, included Eddie Witten and His Vagabond Dilettas, radio musical team; Arnel Chapella, who also presented a dog act; Darwood Sisters, acrobats, and Bill and Dunn, high wire.

Success marked the 80th annual Soldiers, Sailors, and Marines' Reunion in Mammoth Springs, Ark., on August 12-14, reported Secretary R. E. Sterling. On the final day there was record attendance. Plans are under way for next year's event.

### Ohio Affair Has Big Draw

**COLUMBIANA, O., Sept. 14.**—Despite temporary interruption by showers on the final night, the 51th annual Columbia County Street Fair here, under auspices of the American Legion Post and merchants, attracted thousands on September 6 and 7. Ride operators and concessionaires reported the take up considerably over previous years. The Legion Post and high school bands played nightly and Tex and His Sunset Rangers offered free midway shows and played for street dancing. Poultry, produce, and art exhibits were housed in a tent. On the midway were F. E. Gooding's Ell Wheel, Merry-Go-Round, Caterpillar, Kolloplane, and Kiddie Auto in charge of Bert Smith; Ma Greenwall's Athletic Arena, Mabel Mack's Doll Show, Larry Larimore's stunts; Dave Roberts, candy apples; May's popcorn and caramel corn; Wagner's Penny Arcade, in charge of Ed Swacey; Joyce Lee cream candy; and Lester Rodgers, ponies and anti-aircraft guns. Russell Beak was chairman.

### Ohio Street Fair Successful

**ANDOVER, O., Sept. 14.**—Annual Andover Street Fair on September 6 and 7, under auspices of merchants attracted record crowds and was a big financial success, officials said. It was held in the city park and featured pet and industrial parades on Saturday. Helen's Rhythm Revue, including Balge and Jewett, impersonators, under direction of Mrs. Margaret Klein, was offered Friday afternoon and night. On the midway J. H. Edwards' ride, here for the eighth year, grossed the biggest single day's business of season Saturday. They included an Ell Wheel, Merry-Go-Round, Merry Mix-Up, Tilt-a-Whirl, Bullet Ship, and Kiddie Auto. Larry Larimore's blugs and ball games were also on, along with Red Gerber's stunts, Bob Wagner's Penny Arcade, and Carl Kelley's and Charlie Martin's cockroaches.

### Holyland Show Is Booked

**DETOIT, Sept. 14.**—Holyland Exhibit, which closed its third season at Michigan State Fair on September 8, has been booked solid for the next five months as the result of contracts signed thru Al Butler, contracting agent for the Ringling-Barnum show, said Advertising Joseph Cangel. Show is to play for charity funds, tied in with each city with a newspaper or radio station.

## Shorts

**U. S. BREWERS' Convention**, to be held at the Center Hotel, San Antonio, has booked MCA acts, including Joe and Jane McKenna, Chuck Chase, Kollo and Verna Peckert, Parish Sisters, and 18 Hollywood Glamour Girls. It will also feature two bands.

**CROWLEY, Ia.**—National Rice Festival, recently announced as canceled because of the flood, will be held on November 7, the sponsoring Crowley Business Club decided. Pageant and midway are scheduled.

**FINAL** accounting for Salt Lake City Covered Wagon Days Celebration showed a profit of \$1,400, said President Gus F. Backman. Attendance of more than 16,000 at the races on the final night was responsible for the profit.

**GEORGE MARLOW** reports he has been signed to direct the North Canton (O.) Fair and Home-Coming Under auspices of the Junior Order. Free attractions will be featured and there will be exhibits in a tent.

**EVA MAY**, serialist, and Joe Lewis, clown cop, report they were held over for the American Legion Post Day Celebration in Illinois Island, Ill. They are contracted for Elmhurst (Ill.) Fair and after playing a date in Emma, Ind., will appear with indoor circus.

**RIDES** and concessions were featured at the 11th annual Barbecue under auspices of Knights of Columbus in Quincy,

Ill., on August 27, reported Chairman Frank E. Wall. Eight prizes were awarded, including two automobiles.

**COMMON COUNCIL**, Beaver Dam, Wis., has appropriated \$1,000 for observance of the city's 1941 centennial celebration.

**THUNDERBIRDS** jumped from Bristolboro, Vt., to play the recent Firemen's Fair at Wyndmoor, Pa., reported Pat Kling, but were able to appear on only two days because of rain. They substituted for Behler's Four Jacks. Business was good despite rain.

**RUTH** and Eddie Zolar played Kutztown (Pa.) Fair week of August 13 and report they have 11 more weeks to play. They will close in Anderson, S. C., Armistice Day week.

**DESPITE** inclement weather the annual Lodi (O.) Fall Fair on August 26-30 grossed \$1,823, officials reported. Profits are used to promote civic activities.

**WEST VIRGINIA** Fraternal Order of Police will sponsor Adams Hodge Company for the three days in Fulton Ball Park, Wheeling. Added feature will be Big Slim and His WWA Gang.

**G. R. WHITE** was re-elected president of the 1941 July Fourth Jubilee, Brady, Tex., by the board of directors. Edwin Broad was named vice-president; M. J. Bensfield, re-elected secretary, and Albert Gray, re-elected treasurer.

**THREE-DAY** Ridgeway (O.) Street Fair, said President Charles Lema, will feature a midway, fire acts, and livestock, agricultural, and commercial exhibits.

### DIRECT FROM THE LOTS

(Continued from opposite page) Monday and everything was in shape for the Canadian Legion parade at 9:30 a.m. Crowds jammed the midway all day until well after midnight. Ferris Wheel clicked as usual. All departments worked hard and grosses for the holiday were large for any one day of the season. Tuesday, the attendance was not so large, receipts were very good.

Tuesday the show moved to Dryden for the last set-up of the season. Opening Thursday weather was warm and grosses were fair. Friday, being the big day, attendance was good. Rain fell about 6 p.m. and cut business for the night somewhat. Shows tore down Friday night and moved back to the barn in St. Vital.

Saturday night Mr. and Mrs. D. J. Casey were heels to the personnel at a banquet at Moore's Restaurant. Chief E. J. thanked everyone for their co-operation and stated that the season had been one of the best in five years. This hampered by rain at the beginning, grosses in many spots were 15 per cent over last year. Mrs. Casey also thanked everyone for the fine spirit in which operations were carried on. Percy La Kelly, speaking for the personnel, thanked Mr. and Mrs. Casey for the kind remarks. **FRANKIE MEYERS.**

### Patrick's Greater

Toppenish, Wash. Week ended September 7. Auspices, Hop Festival, Location, polo grounds. Weather, good. Business, fair. Run from Wallis Wallis (Wash.) Fair was made in good time and the show was up at 10 a.m., Labor Day. A good crowd attended opening night to see fireworks put on by the show. Next

two nights were cool and attendance was not up to par, Saturday matinee was big, and Saturday night the midway was jammed, more than making up for poor nights. Mr. and Mrs. John Shober and Fritz Kenckle made a trip into Seattle Monday night and returned Wednesday. Tiegler Shows moved thru town Tuesday en route to Grandview (Ore.) Fair. Many of their people stopped to visit. Tex Thomas (Chief White Cloud), Kelle Throver, and Ken Jones joined Beese Beese's Ten-in-One. It now has eight acts working inside and two in the annex. At the weekly jamboree on Thursday night it was voted that a check be sent to a former employee who is recovering from injuries in Boise, Idaho. Check came from a fund raised by the weekly jamboree. Mickey McVary, Loop-o-Plane, featured, was presented with a Birthday card in which was folded money. Owner Patrick received some premature Birthday gifts. (See Direct from the Lots on page 62)

**ACTS WANTED**  
for  
**NATIONAL HOME SHOW**  
Week of September 30.  
Corpus Christi, Texas.  
Must be able to work in 16-foot height. Address REAL ESTATE BOARD, EDWIN N. WILLIAMS, Mgr., Director, Suite 405, Nueces Hotel.

**Pittsburgh Police and Isiam Griffs**  
**CHARITY RODEO**  
Oct. 14th to 18th  
Want reliable Concessionaires and Ride Operators. Can use some high Rodeo Stock. Want Ticket Phone Men.  
C. E. WATTS, Rodeo Headquarters, 336 4th Avenue, Pittsburgh, Pa.

**WANTED For**  
**HEBROK (OHIO) STREET FAIR AND FALL FESTIVAL**  
OCT. 3-4-5  
Shows and Concessions. Rides booked. Write, Wire or Phone  
**GRATZIANO AND GARLIN, Successors Lema, O.**

**MONROE CITY, MO., FALL FESTIVAL**  
SEPT. 28-27-28  
Want Under Concessions, Shows (Free Acts contracted). A good lot in a hot town.  
Write or wire  
**R. L. HAWKINS, Chairman, Local Club**

**CARNIVAL WANTED**  
FOR OCTOBER 7-14  
First Annual Ridgeway Fall Show - Commemorating 11th Anniversary of World's Largest Oil Field. Big Pigskin-Country Feature Shows. Write  
**V. W. BNEY, Kilgore, Texas**

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
**LATEST NOVELTIES PRIZES  
PREMIUMS AND SPECIALTIES**

**SOUTH MARION, IND., BUSINESS MEN'S FALL FESTIVAL AND AUTO SHOW**  
State Cash, Rabbit, Poultry, Pheasant and Industrial Exhibits  
OCT. 7TH TO 12TH, INCLUSIVE  
10 Rides booked by Thomas Amusement Co. of Indianapolis and Miller Amusement Co. of Chicago. Ward Shows of all kinds, also Concessions. No owl. Stalls closed to carnivals. This should be a red one. Free Acts booked. Address all mail and wires to **GEORGE FETTERS, Sec'y**, South Marion Business Men's Club, care Farmers Cafe, 3005 South Washington St., Marion, Indiana.

**WANTED For**  
**FALL FESTIVAL AND STREET FAIR**  
**MANSFIELD, OHIO, SEPTEMBER 25-26-27-28**  
A CITY OF 40,000 POPULATION. (Make Change in Dates)  
Free Acts - Concessions - Pheasant - Novelties. Location on Main Business Section.  
For Full Particulars Contact **C. L. DEAR**, Dept. of Arrangements, Shelby, O.  
No Promises - Set Up - No Owl.

## Cole To Use New Lot in Beverly Hills-Hollywood

LOS ANGELES, Sept. 14.—Cole Bros. Circus will play here September 22 to October 4 at Washington and Hill streets and then move to a new lot in the Beverly Hills-Hollywood district. The show will be in Southern California for about a month. Jack Collins and Ora Burke, press agents, will work Los Angeles.

J. D. Newman will leave here soon to find winter quarters for the show some place in the East on account of the winter dates. He has completely recovered from the blood clot that he had in the early spring. Mrs. Newman is visiting her sister and brother-in-law (Mr. and Mrs. Ben Austin) at 834 Antonio, Tex. The World's Fair in San Francisco and the Sacramento (Calif.) State Fair kept Cole Bros. out of those cities. Newman says that Zack Terrell is doing a fine job of managing the show and that it will be impossible for this or any other railroad circus to put out a parade on account of the cost of building new tabernacle wagons. The advance car will arrive here September 14.

### May Winter in Macon, Ga.

MACON, Ga., Sept. 14.—Cole Bros. Circus thru Zack Terrell, manager, has applied for winter quarters in Central City Park here. The formal application was received by city council and is under consideration.

Circuses have wintered in the park buildings here for more than 30 years. Charles Sparks, retired circus owner, endorsed the Cole application.

Several cartermen also have applied for winter quarters at the park. City council's public property committee has narrowed the choice to the Cole show and Dodson's World Fair Shows, which play the Georgia State Fair and Exposition here.

### Animals From Detroit Zoo

DETROIT, Sept. 14.—Cole Bros. Circus is getting five head of stock from the Detroit Zoo, but it took action of the city council to release them. Sale price was \$200 for a chimpanzee, two cougars, and two elk.

## Praise for Marking Of Russell Routing

LEWISTOWN, Pa., Sept. 14.—Russell Bros. Circus came in for a bit of praise here. The Lewistown Sentinel, in its issue of September 4, carried the following, in part:

"It remained for Russell Bros. Circus to show real consideration for the feelings of civic-minded citizens in placing its signs directing its trucks thru this city to the Lake Park circus grounds. Unlike a previous circus and carnival, Russell show did not mark the telephone poles with unsightly chalk arrows, but used painted signs carrying arrows and the word 'flow' on the approach to corners where the route turns.

"These signs are on boards with a device for fastening them temporarily on the poles so that they can be removed and carried to the next town. Certainly an improvement, both from the utility and effectiveness angles. Other circuses, please copy."

### Mack Joins Wallace Bros.

MACON, Ga., Sept. 14.—Harry Mack, for about 20 years press agent with circuses owned by Charles Sparks, has joined Wallace Bros. Circus. Since closing with Sparks Greater Shows several weeks ago, Mack had been visiting at the Central Hotel here.

### Be Safe Than Sorry

## In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated September 28, under the title of "How To Avoid Liability on Suits Filed by Injured Circus Patrons."



FRANK D. RUBIN, who formerly toured with many of the larger wagon and railroad circuses and who also had his own show, is still in the amusement line in Atlantic City.

## Cold Weather for Mills Closing; Season's Biz Fair

CANTON, O., Sept. 14.—Mills Bros. Circus, piloted by Jack Mills of Cleveland, formerly barnmaster with Cole Bros. Circus, which launched its first season in April at Tallulah, La., this spring, ended its tour September 12 at New London, O., with unseasonably cold weather prevailing.

Mills told The Billboard representative here that the show had been out 21 weeks and that aside from a half dozen stands, season's biz was no better than fair. For the past three months the circus has been playing extensively thru Ohio, making the village class and middle-sized industrial towns.

In a telephone conversation with The Billboard representative, Mills said he, as the day previous, to the closing stand was not definitely set on winter quarters for the circus, he said. "Elyria was being considered for quarters, altho he said he was casing around for another location.

Mills said he wanted the equipment close to Cleveland so it would be available for winter dates which he is planning to promote in that district the next several months. He also revealed that he was negotiating for the purchase of two steppings.

He said work would be started immediately on reconditioning all motorized equipment once the show was in quarters, adding that he planned to purchase additional equipment for enlarging the show for its second tour, which likely would be launched in Ohio probably late next April.

### Polack Show Held Over

PARSONS, Kan., Sept. 14.—Polack Bros. Circus, totaling 10 acts and presented along with the Tip Top Jamboree, was held over an extra day at the Tri-State Fair here last week. Four thousand persons attended the rodeo on the fair's opening day.

## Gainesville Smashes Records at Fort Worth; Attendance 51,200

GAINESVILLE, Tex., Sept. 14.—The Gainesville Community Circus smashed a stack of records when it played a three-day engagement in the Will Rogers Memorial Coliseum at Fort Worth, September 4-6, under auspices of Leonard Brothers store.

Attendance for the three nights was officially estimated at 51,200, the largest number of persons ever assembled under one roof in Fort Worth, and the largest aggregate crowd to which the circus has played in its 11 years' history. Likewise, on closing night, the crowd of nearly 18,000, was the largest ever gathered in the Fort Worth Coliseum, built five years ago.

The Gainesville program was the strongest of the season. All acts which

## Wallace Having Excellent Biz; In Big Cities

MACON, Ga., Sept. 14.—Because of the push of work here Paul M. Conaway, Macon lawyer, former circus p. m., had to delay his usual summer touring trip until after Labor Day. He spent several days with Wallace Bros. Circus in the Carolinas.

Business with the show was described as excellent. The show is playing all the big cities of the Southeast. Large grosses were reported for Richmond and Norfolk, Va., and a big Labor Day was recorded at Raleigh, N. C. O. O. Cox, lesser, was in Charlotte, N. C., and Spartanburg, S. C., being confined to hotels by a heart attack.

At Charlotte more than 100 persons from York, S. C., show's winter quarters, were guests of R. W. Rogers and others with the show.

Newspaper reviews have highly praised the performance. Show is featuring Leo Powell, motion picture Lone Ranger, and Baron Nowak, ballet.

### Two Days for R-B In Fort Worth, Tex.

FORT WORTH, Tex., Sept. 14.—Altho there has been no big circus here shend of the Ringling-Barnum circus, which is set for September 21-23 on the T. & P. Reorganization showgrounds, the Big Show has had some early competition from free circuses here, if attendance on these affairs is an indication. Over 13,000 persons attended Glenn Wilcox's Recreation Department amateur circus here in August, which was free, and the Gainesville Community Circus, giving three free performances as kids' party for local department store here, drew an average nightly attendance of around 15,000.

R-B is slated for a two-day stand here for the first time. However, a two-day stand was made here several years ago when the Barnes circus took over the Ringling route.

### Satisfactory Business For Kelley-Miller Show

NORTONVILLE, Kan., Sept. 14.—The A. C. Kelley & Miller Bros. Circus entered this State after playing Nebraska to satisfactory business. Show will be in Kansas for a few stands, then make its regular territory in Oklahoma.

John Grady and Doris Miller have been working one day in advance, making merchant window tie-ups to good success.

### Mary Erdlitz Files \$25,000 Damage Suit

OSHKOSH, Wis., Sept. 14.—Mary Erdlitz, a former equestrienne with the Ringling-Barnum circus, is plaintiff in a \$25,000 damage suit which has been set for trial at the current term of the Winnebago County Circuit Court, which convened here September 9.

She is seeking the award for personal injuries sustained in an automobile accident November 28, 1939.

### Old Lot Passes In Portland, Ore.

PORTLAND, Ore., Sept. 14.—Hereafter, when circuses contemplate staging their shows here, they will have to consider obtaining new grounds. The old grounds, an area at northeast 12th Avenue and Irving Street owned by the near-by Union Pacific Railroad, is being prepared for a \$300,000 apartment building project.

The Irving Street grounds were used by circuses nearly 20 years and most of the big shows played there. Cole Bros. showed there over the Labor Day weekend. It is doubtful whether there is another site as convenient and suitable for future circuses. The Irving Street grounds were near the population center of the city.

### Canton Club's Banquet Show Set for October 24

CANTON, O., Sept. 14.—Thursday, October 24, has been set as the date for the annual banquet and show of the Canton Showmen's Club. Arrangements are in charge of Art Hill, George Hunsburt, and George Mallow. An attendance of 1,000 is anticipated.

Next meeting of the club will be on September 23. At the September 3 meeting 11 active and 7 social applicants were elected to membership.

### Earl Shipley Injured

CHICAGO, Sept. 14.—Earl Shipley, clown with Jimmie Lynch Death Dodder, received painful burns and lacerations of both legs when a bomb used in his act exploded prematurely at the matinee performance of the Beaver Den (W.B.) Fair. He refused to remain in the hospital and worked night performance and then drove to Chicago to spend the weekend. He will rejoin the troupe at Allegan, Mich., and then to southern fairs until end of October.

### Sparks Back in Macon, Ga.

MACON, Ga., Sept. 14.—Looking refreshed, Charles Sparks has returned after a stay of about three weeks at Hot Springs, Ark., where he took the baths. Extensive litigation over torpedoes and sale of the Dobson Bros. Circus assets in Texas kept him busy for several weeks in the early summer. He states that he is still definitely interested in circus business but has not revealed any future plans.

## Los Angeles

LOS ANGELES, Sept. 14.—Paul Esch, J. D. Newman, E. L. Cronin and William J. Lester had luncheon the other day at the Bayward Hotel here.

The Gabriel shop has just turned out a new four-den cage that is 36 feet long. Louis Roth will take this wagon to the E. K. Bernhardt Circus in Hawaii. The Mobilgas Company is giving the circus a big boost with its 24-cent posters showing a girl bareback riding along on her horse and pointing over her shoulder to the winged horse with the remark, "He is a great performer, too!" He too had the artist had the girl riding almost on the horse's neck.

Homer Hobson Sr. is looking forward to seeing many of his former Seils Bros. co-workers when Cole Bros. Circus comes to Southern California.

The Clarkes played the Cowles Vaux Fair at Long View-Kelso September 5-7 and Cochella Fair September 12-16 and will finish their fair dates in Washington at Puyallup September 18-21.

The Aussie and Creek battle-ax and whip-cracking act will suit for Australia in October for 20 weeks on the J. O. Williamson Vaudeville Circuit. This act is put on by Mr. and Mrs. Lawler and it was in the Hagenbeck-Walton time it was in the Hagenbeck-Walton Circus as Jackson and Lawler, Australian Woodchoppers.

Bessie Gardner has returned to California in a new car from eight weeks' work at Benson's Wild Animal Park, Kansas, N. H.

The Ringling Circus Company has filed suit against Pancho & Marco over the Hagenbeck-Wallace equipment that was used on the Inter's Great American Circus.

Arthur Borzella played a three-day Labor Day celebration at Big, Nev.



# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

LE ROY THOMPSON, ridget clown, is playing the Firemen's Show in St. Louis for the Edna Deal office.

WOODS Troupe has finished fair dates in Nebraska and Missouri, and started on Texas fairs at Amarillo, September 15.

EDMON D'ORIO, xylophonist and drummer, formerly with railroad circuses, is with Al Vinn's orchestra at the Belvedere Club, Hot Springs, Ark.

J. W. BARTHOAN, of Morgantown, W. Va., attended Howard Bros. Show in Washington, W. Va., and expected to catch Russell Bros. Circus in Washington, Pa.

CLARENCE AUBKINGS closed season with H. Ward Bears Auto Thrill Show and is now agent for Mr. and Mrs. Day Bleher animal unit, playing Ohio theaters and schools.

EDDIE WORKMNER, bandmaster of Russell Bros. Circus, pens that business has been good. His wife, playing fairs with a rodeo, had 10 days off and visited him for a few days.

MOTCH BROTHERS, comedy bar and burlesque wrestling performers, are with Klein's Attractions, playing Eastern Ohio fairs and celebrations, reports C. A. Klein.

MR. AND MRS. COACH (ECK) ERDLITZ and daughter, Mary, spent 10 days with Ringling-Barnum circus. Last named is visiting this summer due to being in a car accident. She was with R-B four years.

TOWN AND COUNTRY, in its September issue, has a very interesting story regarding prominent people who visit circuses. It was written by Robert Goodwin and is captioned Big Toppers—Who's Who in the Circus Set.

HERBERT A. DOUGLAS cards that the Hunt Circus has been contracted for West Theater, Pa., for September 18 and that it will be the show's first appearance there since 1894. The Hunt show has not toured that State since 1935.

LEONARD QUIST visited the Russell show at Greensburg, Pa., reporting a nice show and a clean one. It rained when it pulled on lot, but cleared in time for afternoon performance. Had to use the bulls on some of the tricks.

MR. AND MRS. PAUL A. KLOTZ caught the Bud E. Anderson Circus at Monte Vista, Colo., September 4 and were entertained by Anderson and his staff. Report a real circus in every respect. Show was well attended.

HEAL BROS. Circus had the following visitors at Leesport, Pa., from Reading and vicinity: Walt De Homan, Bobby Deane, Bob Steen and son Bobbie, Doctor Criswell, Pete Hellman, and Circus Fans from Allentown, Pa.

AFTER a nice route of fairs for Lew Rosenthal, Harry La Pearl's clown act and Loretta's Toy Dogs went to St. Louis to appear two weeks at the Firemen's Show there, where Harry is producing the clown numbers.

MILLS BROS. CIRCUS fared poorly at its Labor Day stand, Wadsworth, O., reports Meyer Levine, of Wooster, circus fan, who visited the show there. Counter-attractions, he said, lure people out of town on the holiday.

J. R. (JACK) MALLOY, owner-manager of the J. R. Malloy Circus unit, and Mrs. Malloy enjoyed visits with Mr. and Mrs. Rudy Rudyhoff and son and with Jimmy and Alice Foster at the Stark County Fair at Canton, O.

THE LEPPOLD TRIO (clowns) will close its fair season September 21 at Guthrie Center, Ia. After playing 13 weeks of fairs for the De Wald's Attractions, the trio will begin playing indoor circuses after the middle of October. Its season has been very fine.

PEDRO MORALES and Ralph (Cooker) Cook are playing night clubs, currently at

the Miami Club, Milwaukee. Lulu Morner formerly worked with Pedro for eight years. Lulu Morner, who was with Pedro for eight years, is no longer with him.

MR. AND MRS. FRED OUTHRIE, en route to Rockmount, Va., passed the Katie Shows in Covington, Va., stopped and visited with Al and Ollie Kadell. Fred formerly did double traps with Mrs. Kadell. The Outhries recently played the Shelby (O.) Street Fair. Al Ross and Red Sells, clowns, also were there.

CAPT. EDW. C. ANDREWS closed with the Cumberland Valley Shows at Cookeville, Tenn., and joined Daltrey Bros. Circus at Penning, Ill., doing magic and fire acts in side show. Guy Spruck, late of Heng Bros. Circus, is manager of the old show.

TOM PARKINSON, of Deatur, Ill., saw Ringling-Barnum in St. Louis September 5 and reports good biz. He says that the performance well deserves the praise it has been receiving. The ring stock was especially fine. Parkinson also has seen Cole Bros. and Russell Bros. shows.

LILA AVALON is presenting a revue, *Swing High, Swing Low*, with DeWaldo Attractions, in route and the Flight Delroy Dancing Debs; Dave Frederson's band; Six Avalons, wire; Six Romanoffs, leaderband; Devon Brothers, European novelty comedy acrobats. Will close September 21 at Guthrie Center, Ia.

LESTER RODGERS, well-known Colo. Bros. circus paint contractor, now playing Eastern Ohio county fairs, re-

ported he has been honored with the No. 1 contract for the 1941 Stark County Fair at Canton, O. Rodgers staff includes many of the former Cole Bros. hawks.

given. Lulu received many gifts, flowers and telegrams. She retired from the circus ring four years ago to care for her ill sister. Lulu plans to break up her home in early spring and go to the West Coast.

CHESTER SHERMAN info that he had an accident in Jackson, Minn., while playing fairs, but continued his route and is improving rapidly. Chester and Joe, the original Sherman brothers, are continuing as part of the Leiford Trio. Chester reports they enjoyed a season with the Swing High, Swing Low House, with which there were a lot of old-timers, including the Avalons, Echo Trio, Musical Sinclairs, Aerial Christensen, Mann Brothers, Jug-Phillip Chere, Rio's Young Backboos, and Johnny Mardack, emcee, with his wife, Jean. The Leiford Trio furnished the comedy.

CHEERFUL GARDNER has done a fine job with his elephants and has turned out a fast seven-minute all-new routine set. Gardner originated the head-carry and evolved the idea of having the Al G. Barnes elephants haul baggage wagons to and from the circus grounds. Paul Eagles, who is marketing the Ringling elephants at their new quarters on the West Coast, received a letter from E. G. Volkmann, secretary of the San Joaquin County Fair, Stockton, Calif., stating that he wants Gardner's elephant act again next year.

DR. D. E. REID, CFA, saw Cole Bros. Circus at Fortuna, Corvallis, and Eugene, Ore., reporting business fair at those stands. Frank Cherry, former clown on the Barnes show, visited at Eugene. He now makes his home there and is working in a hotel. Mr. and Mrs. Reid visited Jack and Martha Joyet, who were playing the fair at Gresham, Ore. They report a successful season with the West Coast Amusement Company. They will close soon and go to Hawaii with E. K. Fernandez. Plan to be with the same

Burns, Alameda, Colo., horse racing events.

RODDEO PERFORMERS in the contest in connection with the 33d Annual Wyoming State Fair at Douglas, September 6-8, worked in a set of mud the last day of the fair. Ruba Hubble, Wheatland, Wyo., was declared champion bronk rider, with Chet McCreary second. Other regulars Bulldogging, Lonnie Allen, Tex Doyle, Gene Hamilton, Cliff Roping, Jimmy Laycock, Jimmy Wilkinson, Bill Whaley.

OVER 4,000 people attended the Redville (Beak) Rodeo. Forty per cent of the proceeds went to the Daughters of the Empire. Winners: Saddle Break Riding, Gene Anderson, Carl Olson, Tom Hanna. Fijis: Carl Olson, Tom Hanna, Gene Anderson, Bureback: Cliff Pryor, Cam Kyle, Ray Heckley, Steer Riding, Cliff Pryor, Carl Olson, Red Clifford, Willis Brothers won the calf roping event and entertained with riding and roping exhibition. Over 20 contestants competed.

MARK BURROWS, of Escalante, Mont., won the bronk riding championship at the Carbon County annual rodeo held at Torrington, Wyo. Tom Strasser, Buffalo, Wyo., and Albert McClain, Hillsdale, Ariz., tied for first place in bronk riding. McClain won the Bruma bull riding title and Glenn Seaward, Buffalo, Okla., took top honors in bulldogging. Bill Towne, Wellington, Tex., had the best average in calf roping and Russell Lewis, Arkansas City, Kan., won the wild cow milking.

FINAL WINNERS of the rodeo held in connection with the 12th annual Throckmorton (Tex.) County Fair September 5-6 follow: Calf Roping—Foster Woods, C. T. Hill, Cow Milking—Biren Wilfong, Alan Medston, Bronk Riding—Dave Sanford, Gerald Moore, Steer Riding—Doc Wise, Jack Guy, Frank Rhoades was arena director. Jeff Porter, magician of Throckmorton, was rodeo clown. The mounted square dancers of Throckmorton, who appeared at the Fort Worth Rodeo and the Stamford Cowboy Reunion, were also featured.

THIRD ANNUAL Labor Day Rodeo at Ringer, Tex., September 3-3, drew about 10,000 persons. Final results: Calf Roping—Clay Campbell, L. N. Sikes, Orval Thomas, Big Faircloth. Cowboy Bronk Riding—Cliff Roping—Jack Neal, George Brown, Boyce Gustafson, B. H. Rodger, Bruma Bull Riding—George Mills, Charlie Thompson, Billy Mack Spratt and Harold Baxter split third and fourth. Bronk Riding—Hokey Moore, George Mills, C. D. Ferguson. Special acts were furnished by Carlene and Gloveta Randall, Fort Worth trick ropers and riders, and Levi Garrett, Fort Worth, with educated horse.

BREAKING all previous attendance records, 4,500 people thronged the fairgrounds at Brooks, Alta., on Labor Day to see the last Roundup celebration sponsored by the Board of Trade. Winners: Saddle Bucking—Ted Gable, P. Brown, Pat Swain, Bareback—H. Thompson, R. Thompson, E. K. Thompson, Calf Roping—Pat Burdick, Tom Hodgson, Ike Sundstrom, Junior Calf Roping—E. Sherman, F. C. C. C. Steer Roping—Ken Thompson, Irice Deon, Tom Cole, Wild Horse Race—Loot Broeze, W. A. Adams, Ted Glazer, Wild Cow Milking—T. Hodgson, Nip Le Blas, Joe Bears Rope. Roly—B. F. Hartley, Dick Coogrove, Perry Race—B. F. Hartley, Earl Compton, Boys' Race—L. H. Hartley, J. Vanstone.

THIRTY THOUSAND persons, largest attendance since 1935, were counted at the 18th annual Ellensburg (Wash.) Rodeo, August 31-September 2. Final winners: Bulldogging—Jack Wade (499 set new arena mark of 4.7 seconds). Red Allen, Dan Pere, George Nelson, Bronk Riding—Pete Grubb, Frank Van Meter, Bill McNeekin, Jack Wade, Calf Roping—Jack Shaw, Carl Shepherd, Arnie Wells, Martin Gels Willet, Bareback Bronk Riding—Cecil Nolley, Carl Dobby, Cecil Jones, Pete Grubb, Bruma Contest—Dick Griffith (only competitor to qualify with two rides). Day money winners: Bulldogging—Folby Day, Red Allen, Jack Wade, Bill McNeekin and Dick Heron split third. (See CORRAL on page 42)

The Cincinnati Office of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business; or if in allied field as state; date of entering it and that connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

## Biographies

ports he has been honored with the No. 1 contract for the 1941 Stark County Fair at Canton, O. Rodgers staff includes many of the former Cole Bros. hawks.

CHARLIE CAMPBELL, CFA, of Elyria, N. O., attended Walcott Bros. Circus at Ashville, N. C., September 9, reporting a fine performance. Biz at the matinee was very light. Visitors included Jack Mills, George Pennell, and J. Edgar Ellard, South Carolina's only CFA, with wife and daughter.

RINGLING-BARNUM circus pulled a footer on its faithful followers in Beatrice, Neb., August 23, according to an editorial which appeared in The Beatrice Daily Sun of that city. Arrival of trunks was scheduled for 4, 5, 7, and 8 a.m., but they got in at 2, 3, 4, and 5 a.m., the article reported.

RUBE WALTERS, former clown with many of the major circuses, now living at Akron, O., visited Mr. and Mrs. Silvers Johnson and wife at the Medina County Fair, where Johnson was appearing with Klein's circus unit. Walters and Johnson tramped together with many circuses a decade ago.

LULU DAVENPORT had Mr. and Mrs. Frank Brand, of Cincinnati, as guests at her home in Chicago for two weeks recently. Mrs. Brand, better known to circus people as Anna Connor, has been a lifelong friend of Lulu and the Davenport family. The Brands arrived on Lulu's birthday and there was a big party was

held on state; date of entering it and that connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

MR. AND MRS. RUDY RUDYHOFF and son, with their high school business, have been playing with the Colonial Gatewood Flying Rodeo at Eastern Ohio county fairs.

THE 105 RANCH RODEO jumped from Soldier Field, Chicago, where it played for the present circus, rodeo and thrill show, featuring Dorothy McDonald, bronk rider, and Bob Rountree on the mike, to Missouri Valley, Ia.

OVER 3,500 spectators were on hand when Warner Linden, Cardston, set a new world record for steer decoration on the last day of the two-day Cardston (Alta.) Stampede. He completed the action in 2 2/5 seconds.

GLEN SOWARD, of Buffalo, Okla., carried off bulldogging honors in the annual round-up and rodeo held at Trinidad, Colo., August 21-23. Earl Moore, Clovis, N. M., won the calf roping; Frank Mills, Montrose, Colo., bronk riding; Bobby Danielson, Trinidad, junior calf riding, and Frankie

PEDRO MORALES and Ralph (Cooker) Cook are playing night clubs, currently at

WANTED  
Trick Riders and Horse, also Lady Bronk Rides for week October 24th thru 29th. Write or call  
**BOB FOLLETTE**  
DENNETTSTVILLE, S. C.

## New Des Moines Rink Starts Big

DES MOINES, Ia., Sept. 14.—H. E. Caple's new \$15,000 rink opened here on September 7 with a capacity crowd and a floorshow. The rink, located in the business district, is one of the finest in the state and has a 120 by 95-foot double

### HYDE'S RINK ROLLER SHOES

All shoes shipped within 24 hours after order received.



**QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY**  
 5 styles for men, women and children, including professional shoes. Perfect fitting combination lasts with narrow heels. Genuine Goodyear wells. Sold by leading dealers throughout the country. Send for samples.  
 Men's Sizes 6-11. Women's Sizes 5-9. Wholesale and Retail.

HYDE ATHLETIC SHOE CO. CAMBRIDGE, MASS.



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### QUALITY

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 Heavy weights add the extra touch of class.  
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 FIT ALL RINK SKATES—OVER ONE INCH WIDE  
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**PROFESSIONAL**  
 Roller Skating and Dance Floor Mats FOR STAGE CLUBS HOTELS Maple Harwood—Hot-Up Construction—Portable Durable. Custom made in various sizes at reasonable prices. Nicely wrapped and reconditioned. Write for price particulars.  
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 Have conquered over one million feet of mats. They are used in some of the finest buildings in the U. S. 48 inch x 36 inch mats. Includes 10 cents for information on floor and special sink facts.  
**TRAMILL PORTABLE SKATING RINK CO.**  
 2800 East 104th Street, Kansas City, Mo.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

insulated floor and a 500-seat balcony. Glen Malloy, of Chicago, opened the rink, using the new Hammond organ. A feature of the first night was the "Inquiring Mike" with Dale Morgan, KZO star.

Wesley Polson, former manager of the Grand Rink downtown, has become manager of the Sixth Avenue rink formerly operated by Caple. A brother, Earl Polson, will manage the Grand.

## Improved Keys Rink Bows to Peak Crowd

FOLLANSBEE, W. Va., Sept. 14.—Improved Keys Roller Rink here opened its 1940-41 season on September 2, drawing the largest crowd since it was put in operation in 1938, reported Manager Ray Keys.

Many changes, including installation of a new maple floor, were made during the summer shutdown. Removal of five rooms and a 73-foot partition permitted expansion of the skating surface by several hundred feet. Re-arrangement of a mainway, providing better entrance and exit, was also made. Repainting of the interior and addition of new decorations, including improvements in the lighting system, have added to the rink's appearance. Other changes were enlargement of skate and check rooms and a new ticket office, refreshment stand and vanity room. New vacuum cleaning equipment has been purchased. Rink will operate nightly except Sundays.

## New One for Wilmington; Philip Vaccarini Is Owner

WILMINGTON, Del., Sept. 14.—Philip Vaccarini's new Private Roller Way, located on Governor Printz Boulevard about five miles north of here, opened on September 1. Julian Vaccarini is manager and Edgar M. Armstrong handles skates and music. Rink has a 70 by 105-foot floor, 100-watt RCA sound system with 12 synchronized speakers, and Chicago skates.

Skating club is being formed. It will offer members a five-cent reduction in admission nightly except Sundays and matinees will be held on Saturdays and Sundays. Special rates will be offered women on Mondays, Tuesday and Thursday nights will be set aside for instruction.

DELAWARE Roller Rink, near Wilmington, Del., opened for its third season on September 4. It has an 80 by 100-foot floor and will operate nightly and on Sunday afternoons. It is planned to operate on Saturday afternoons later in the season. New electric organ has been installed and Chicago fiber skates are used. For the second year Manager Edward Behrman has been appointed Delaware district representative by the Roller Skating Rink Operators' Association of the United States.

FRANKLIN (Pa.) Roller Garden celebrated its first anniversary recently with a party attended by about 300, reported Joseph Marks. Features were distribution of souvenirs and a show staged by the Roller Garden Troupe, which included Mary Adams, Helen Gossard, Janet Smith, Greer Wunnamaker, Francis Campagna, and Donald Funk. Paul McKenzie Jr. accompanied skaters on the electric organ.

THREE RINKS in Southern New Jersey opened this month. Audubon Skating Rink, Audubon, reopened on September 1. It will operate nightly under new management of Al and Ray Berberich. Garden Roller Rink, Camden, opened September 7 and has already lined up some school, church, and club parties. White Horse Rink, Watsonstown, was slated to begin its 11th season on September 13.

FOUR-WHEEL vehicles drawn behind automobiles and used as offices for a skating rink when not in motion are not prohibited by a Kentucky statute which provides that no person shall operate any trailer on any highway. Assistant Attorney General H. Appleton Feders held in an opinion to T. A. Tubbs, Whitechester.

BUSINESS this year at White City Roller Rink, Worcester, Mass., has shown

an increase over the 1939 mark, reported Manager John B. Murray. Fall skate dance contests began on September 13 with proceeds for competitions. Trophies will be awarded. In December a circle waltz contest will be staged. Staff includes Tony DiLiddo and Allen Blank, instructors, and Frank DiLiddo, skate room. "I think the Rinks and Skaters' Department in the August 31 issue of The Billboard was the best I have seen," said Murray. "The advertisements were good for seller and buyer alike."

MEYERS Brothers' portable roller rink opened in Sunshine Ball Park, Harlan, Ky., on September 5 under sponsorship of the local high school band.

ARMAND J. SCHAUD, manager of River Garden Rollerrome and Beach, Highlands, Calif., reported a sports carnival was staged in the rink on August 26. It was sponsored by the Harvest Festival Committee and included boxing matches for benefit of the Highlands Sports Club. At the beach a swimming meet, boat parade, and speedboat races were held.

OLYMPIC TRIO recently appeared at the Irving Theater, Wilkes-Barre, Pa.

MOTION picture personalities are continuing to show a marked interest in roller skating, according to Irving Fogel, who heads the Tempo Record Company, of Hollywood. In recent visits to the local rinks using Tempo records he has noted that added attraction of perfect skating rhythm has attracted many new and enthusiastic parties of Hollywood celebrities.

SILVER SLIPPER Roller Rink, Hookstown, Pa., has reopened for the fall and winter. It will operate nightly. Extensive improvements have been made by Manager Wayne Sticker.

REOPENING of Joseph Barnes' Adelphi Rink, Philadelphia, was slated for September 15. He shuttered his rink at Woodside Park, Philadelphia, on September 8, but will continue operation of the rink at Willow Grove (Pa.) Park thru the winter. Barnes reported summer business at the park rinks better than during the 1939 season.

CECIL MILAMB Wheeling (W. Va.) Roller Rink reopened on September 3. Seasons will be held nightly and on Saturday and Sunday afternoons. Improvements, including resurfacing of the floor, have been made. Ralph Shriver is electric organist. Milamb's Wheeling (Pa.) Rink reopened on Labor Day. There will be nightly skating. New electric organ has been installed and extensive improvements have been made.

SMITH'S Roller Rink, Columbus, O., reopened on September 10 with a schedule of nightly sessions and Saturday and Sunday matinees. Party nights are on Mondays, Wednesdays, and Thursdays. New Garden Rink, located at the same site, will cater to private and semi-private parties. Ralph Lambert is electric organist. An improved reproduction unit has been installed.

MILE HI Roller Rink, Denver, reopened on September 4 after being closed six weeks. Now flooring has been laid and the rink has been redecorated. Seasons are held nightly except Tuesdays, when the rink is available for private parties. Thursday, Saturday and Sunday matinees are staged. Three members of the staff, Herbert Brizandine, Mary Colletti, and Max Swanson, attended the professional school sponsored by the Roller Skating Rink Operators' Association of the United States at Arena Gardens, Detroit, for the two-week course and plan to start free and fee classes at Mile Hi soon. Rink now has a program over



**OVER 300 RINKS NOW USING TEMPO MUSIC**  
**2nd RELEASE NOW READY**  
 (6 Records—12 3-Min. Tunes)

TEMPO music is packing the floors—when we announced our first release the response was tremendous—the second release is already a landslide. Why? Because TEMPO records are the first up-to-date, high quality, custom-made skating music ever offered the roller skating rink owners. And it didn't take three long to find it out. Their customers stormed for the perfect TEMPO skating rhythm.

And now, Ready for immediate delivery, the second release—6 new records (12 3-min. tunes)—"Hit Parade" numbers and old favorites, all in perfect skater's rhythm. And besides—FREE!—a good-night record—a beautiful new recording of AUD LANG SYNE and MERRY WIDOW WALTZ.

The cost, \$3.00 for 6 new records, and one free. Total—7 records.

And the same unchanged TEMPO TERMS. An irrefutable MONEY BACK GUARANTEE. If TEMPO records do not play better, skate better and wear longer than any records you ever used.

### 2nd RELEASE 2nd Four Rollers

- TR 714 "He Ain't Got Nobody"
- TR 716 "Whatcha Gonna Do"
- TR 718 "Mood Indigo"
- TR 720 "What Do You Want to Do"
- TR 722 "I'm Nobody's Baby"
- TR 724 "I'm Nobody's Baby"
- FREE TR 726 "Merry Widow Waltz"

### MAIL AT ONCE

1641 No. Los Palms, Hollywood  
 Send me the second TEMPO release—6 records, plus one free, under your money back guarantee, for \$3.00 C. D. S. plus postage.  
 Name \_\_\_\_\_  
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WHEEL—CALL a radio song contest, a number is played during the program. First 15 calling the rink and identifying the number receive free matinee tickets. First issue of Mile Hi News will be dated October 1. Operating personnel includes Mrs. W. L. Johnson and J. W. Norcross, owners; Carl G. Johnson, manager; Eliza and Roy Churehill, organists; Herb Brizandine, floor manager; Robert Callow, skate mechanic; Harry Ginsburg. (See RINKS on page 52)

## RINK MEN WHO USE "CHICAGO" SKATES

ARE SUCCESSFUL

There's a Reason!

No. 772

**CHICAGO ROLLER SKATE CO.**  
 6427 W. LAY AVE., CHICAGO, ILL.

# TWO RECORD BIG PROFIT

## Hoosiers See \$60,000 Profit

**Gain attributed to record crowds, entries, and mid-way, grandstand receipts**

INDIANAPOLIS, Sept. 14.—From the \$325,000 gross that flowed into tills of the 86th annual Indiana State Fair here, August 30-September 6, officials expect to realize profit of \$60,000.

Receipts were higher because of record increase in attendance and the larger-than-ever entry list. Because of exceptional business done by Johnny J. Jones Exposition, income for the fair from that quarter also was up. Other gains were registered by WLS Barn Dance, staged Saturday night in the Coliseum; the grandstand for both the afternoon program of harness racing and vaudeville acts, as well as the night show, American Lucky Teller's Tenth Day program before the grandstand on September 1, and nightly horse shows in the Coliseum.

Comparative attendance figures, for the last two days:

	1939	1940
Thursday .....	71,373	73,527
Friday .....	27,870	30,210

Total paid attendance was 433,892, a new record by 25,000. There is likelihood that the number of advance half-price tickets will be increased from this year's 225,000 to 250,000 next year. It was stated by an official that that would likely be the last increase, since it is believed that as the fair approaches the 500,000 mark the physical plant will reach its saturation point.

Jones shows and rides grossed \$47,875.11, according to figures released by Ives P. Moore, director of publicity for the fair. The Jones gross, which was slightly higher than last year, "was somewhat of a phenomenon when you consider that they had to combat an infantile paralysis scare in Northern Indiana." (See Hoosier See Profit on page 49)

## 725,000 Draw New Calif. Top

SACRAMENTO, Calif., Sept. 14.—With attendance of about 725,000 on the 11 days, the 68th annual California State Fair here, August 30-September 9, shattered all gate records. Altho it ran one more day than usual, the 10-day attendance was 559,000, which broke the 10-day record set in 1933, of 637,000. High-class entertainment featuring name bands was credited by Fair Secretary Kenneth H. Hammett with the record attendance. Comparative total attendance:

	1940	1939	Previous record
Totals .....	61,940	59,977	57,132—1938
Sunday .....	54,292	47,692	50,581—1938
Monday .....	58,320	59,088	55,241—1938
Tuesday .....	56,037	53,460	50,140—1938
Wednesday .....	41,205	39,378	45,179—1939
Thursday .....	55,412	41,322	51,749—1939
Friday .....	59,340	56,102	70,441—1937
Saturday .....	63,621	43,851	63,148—1939
Sunday .....	75,517	67,936	67,936—1939
Monday .....	67,925	64,017	67,925—1936
Totals .....	45,000	47,144	47,145—1938

Total 11 days: 724,200 522,559 537,057—1938  
Monday attendance included.

Thousands flocked nightly to see Homer Fieldt, Orest Tucker, Bob Hope, Skinny Rains, Kay Kyser, and Paul Harris put on their shows. Kyser out-drew them all, playing to grandstands of about 15,000 on the nights of September 7 and 8 and pulling about 3,000 into Cloverleaf Hall for dancing each night. Fair opened with Fieldt and His Musical Knights, playing Friday, Saturday, Sunday, and Monday, presenting a well-balanced show and drawing 25,083 into (See NEW CALIF. TOP on page 49)

BARRON, Wis.—Harry Moore was elected president of Barron County Fair Association. Others named were Elmer F. Ness, vice-president; P. M. L. Nelson, treasurer; John Rude, secretary. Total of 257 shares of stock have been subscribed. Proceeds will be used to refurbish the fair.



AERIAL VIEW of Proletariat at Canadian National Exhibition, Toronto, August 23-September 7, showing the vast crowds patronizing attractions on Labor Day. Proletariat Director J. W. Conklin expects a final count to set a new record for receipts for the fair zone.

## Eastern Spots Oked When Weather Gods Brought in Old Sol

NEW YORK, Sept. 14.—Of the fairs whose grandstand bills are booked by the George Hamid office, great majority came thru with par or above par income when weather favored; according to a summary released by the firm. Typical cases were:

Brookfield, N. Y.—Claimed a best fair on record, with about 31,400 more in net receipts than previously; weather partially bad; show warmly received.

Quebec City, Que.—Went way over top even the Sunday was lost.

Charlottetown, P. E. I.—Management to impress with conversion from regular exhibition to "Old Home Week" style of layout due to the war that it is urging a 1941 Eastern Canadian circuit of similar bills to take in Halifax, N. B.; St. John's, N. B., and Sherbrooke, Que.

Schaghticoke, N. Y.—One of best money fairs ever held here; weather good; new high reached on Thursday (See Eastern Spots Oked on page 49)

## Chance at Timonium To Top '39 Records

TIMONIUM, Md., Sept. 14.—With ideal weather the first eight days, Timonium Fair, September 1-12, has a chance to top records set last year in all departments. Following two weeks of rain, the fair opened with the midway a sea of mud, but the sun shined. Attendance opening day passed the 50,000 mark, a few thousand short of the same day in 1939.

Labor Day crowds, however, proved to be biggest in the 62-year history of the fair. The previous high for the day, set 1935 year, was topped by 10 per cent with 75,000 jamming the grounds. Total attendance for the first eight days approximated 350,000, compared to 315,500 last year.

Horse racing attracted about 22,000 to the grandstand on Labor Day, representing a 10 per cent gain over last year, while grandstand admissions for the first six days of racing was 75,000, equal to that for the same period a year ago. However, racing stewards report the (See TIMONIUM PROMISING page 49)

## Rain Blights Michigan State; Gate, Tho, Only 3% Under '39

DETROIT, Sept. 14.—Michigan's 61st State Fair, closing a 10-day run September 8, drew 300,891 paid admissions, less than 3 per cent under the 1939 figure, despite the poorest weather in years. Actual attendance was estimated at 645,000, an increase of nearly 15 per cent over 1939. Difference is due to about 4,000 working passes used daily—a decrease from the 5,000 average of 1939, due to a more rigorous pass policy—plus about 40,000 children admitted on Children's Day, Tuesday, and 39,721 veterans on Veterans' Day, the last Sunday.

Day-by-day comparisons for the pay gate, following up totals in last year's 349,000:

	1940	1939
First five days .....	225,649	205,819
Wednesday .....	29,333	31,779
Thursday .....	31,695	38,333
Friday .....	34,334	37,236
Saturday .....	34,821	47,349
Sunday .....	43,061	46,008
Totals .....	368,931	407,523

After rainy weather the first four days, midweek was fair and warm, but rain early Saturday night killed business and seriously hurt Sunday afternoon and early night. So serious was the handicap that the fair went under 1939 figures nine out of 10 days. That this year's

fare would probably have set a new attendance record with good breaks from the weather was indicated by reaction to the cut in admissions from 50 cents to a quarter, announced on the first Sunday. On the next day, Labor Day, the fair set an all-time paid-attendance record of 114,336.

Commenting on results and policies, Dr. Lithwood W. Snow, general manager, said: "As far as possible, changes in policy will be held at a minimum, but I can say that we will continue to build the fair as an agricultural and industrial exposition. We succeeded in bringing to a fine display of farm machinery, which will be bigger next year. There was an increase in up-State attendance of 21 1/2 per cent over 1939." Survey showed that 35 1/2 per cent of visitors came from outside the city, contrasted with the last poll taken in 1935, when 98 per cent were Detroiters. Increase in up-State attendance is attributed to the stressing of agricultural interests. A feature was the absence of political advertising, altho Dr. Snow was a candidate at the election this week. Following Sunday's closing fair executives and showmen were guests at the home of Jack Sanders, of American Sound Casting Company.

The following table gives the actual (See RAIN BLIGHTS MICH. on page 49)

## 30G at Lincoln Best in Decade

**Grandstand seen as drawing card—pari-mutuel take increases—crops better**

LINCOLN, Neb., Sept. 14.—Nebraska State Fair here had every appearance of having completed its most successful week, September 1-7, in more than 10 years, and should, when the financial statement presented on October 1, show a profit of from \$25,000 to \$30,000, officials said. Not since start of the 1920s has such a substantial figure seemed possible. In the pari-mutuel department alone, the fair's 10 per cent and breaks charged off each dollar handled, amounting to about 17 per cent in all, will run close to \$18,000 ahead of the 1939 take. This means the pari-mutuel will give the fair \$40,000.

Attendance, in line with crop conditions, was much better. In 1939 20,000 advance cut-rate tickets were sold, while in 1940 the total was about 50,000 prior to start of the fair. Paid attendance by days, including advance tickets:

	1939	1940
Sunday .....	10,134	6,697
Monday .....	19,917	18,938
Tuesday .....	6,773	9,117
Wednesday .....	11,388	9,556
Thursday .....	11,210	9,433
Friday .....	4,744	4,287
Advance tickets .....	50,000	50,000
Totals .....	117,200	78,988

Harpis-Carruthers Fair Booking Association was given much credit for the increased showing of main gate and grandstand. The grandstand drew about 40,000 for the Jimmie Lynch thrill show, which worked on Monday only, and Paris on Wings revue, which was on four nights. (This was three times better than any night grandstand crowds in 10 years. M. H. Barnes is said to have taken the Nebraska grandstand largely to show its possibilities. Support of a class of Lincoln people, normally non-fairgoers, was heavy.)

Acts included Red Carter, clown; Walkiria, perch; Maxcellos, 1945; Albanis, high thriller; Jewelys, balancer. (See LINCOLN'S 30G on page 49)

## Ala. State Plans Complete; Attractions Program Large

BIRMINGHAM, Ala., Sept. 14.—Plans are completed for Alabama State Fair here, and with business good in the city and State, there is a possibility that the all-time attendance mark of 312,311 set last year, will be exceeded.

Vice-President J. Warren Leach and D. K. Baldwin, manager, have promoted the show in all possible advertising mediums and have held several news conferences to interest business men and publicize sources. Railroads are again offering a \$1 round-trip (children 50 cents) to the fair from any point in Alabama for Governor's Day. There will be two days of auto races and a School Day. For the grandstand manager Baldwin has signed 15 acts led by Oreste on Wings, a revue with cast of 150. It will include such acts as Adore, Carvanne's and Britton's banjo, thrill acts, and fireworks. Royal American Shows here the midway.

## Fire at Marshalltown, Ia.

MARSHALLTOWN, Ia., Sept. 14.—The caused damage at the Central Iowa Fair here on September 11. Apparently someone tossed a match or cigarette on to the canvas top which covered the temporary bleachers.

Nearly half the top was destroyed and the forcing around the west end of the bleachers was damaged. Some half-dozen persons suffered slight burns, but none serious enough to be taken to hospital.

SALISBURY, N. C.—Iredell County Fair Association elected W. E. Webb, president; W. M. Pressly, vice-president; C. O. Hadley, secretary-treasurer; Oscar Neel, manager.

Oregon's 120,000 Is New Gate Mark

SALEM, Ore., Sept. 14.—Oregon State Fair here, September 2-8, set a new attendance record, said Manager Leo Spitzberg, and was one of the most successful in 79 years. More than 120,000 viewed the turnstiles, 6,000 more than in 1939. There was an opening-day crowd of 33,873, largest of the week, altho weather was threatening and several showers fell.

Other attendance figures were: Tuesday, 20,272; Wednesday (rain), 18,230; Thursday (Portland Day), 15,543; Friday, 13,170; Saturday (rain), 22,103; Sunday, 12,607. Bright skies, a fraternal day program, and a 25-cent gate combined to make the closing-day crowd one of the largest in history. On Wednesday, business houses closed at noon.

More than 3,000 paid \$3.50, and 75 cents to see the opening horse show in the stadium, and a like crowd participated in the All-American Round and rodeo show at the grandstand, paying 35 and 50 cents. Wagging on horses at Lone Oak Truck ran slightly better than last year.

A \$38,000 face-lifting, which started at the close of the 1939 fair, put the grounds in shape, the fair building materials and WPA labor. Buildings were painted white, midways paved, and a sanitary restaurant row created, with 25 but one, or two places partitioned under and roof. The restaurant building has concrete floors.

Menoponic Mark Below '39; Threshing Season Hinders

MEMPHONIE, Wis., Sept. 14.—Attendance at Dunn County Free Fair here on August 17-22 was about 30 per cent below 1939 figures, attributed to the fact that many farmers were threshing, reported E. B. Shive. Despite rain on opening day, a fair-sized crowd attended, and on Sunday a new record was set. Gold Medal Shows fell slightly below last year's gross.

Diversified program was booked. J. Ward Beam's International Congress of Dorocephala started for opening day, could not appear because of a muddy track, but program for remainder of the week ran smoothly. It included stunting and trotting races during afternoons, suggested by A. E. Seiden. "The Stratosphere Man," and WCCO and Gno Sun comes. Premiums amounted to \$7,000. Secretary R. L. Merce, serving his 14th year, had attendants garbed in white coats and helmets and operations were well systemized. Home economics, agricultural school and 4-H Club exhibits were best in years, and a cooking school, obtained thru Western Electric Company, was well attended.

Marshfield, Mass., Sets New Gate, Receipt Marks

MARSHFIELD, Mass., Sept. 14.—Records for attendance and receipts were broken at Marshfield Fair on August 22-September 2. Turnstiles bet \$14,244 thru the mutual windows and the take on Labor Day was \$35,610, a new high for the fair. Total portion of the handle for the fair was well over \$10,000.

More than 15,000 paid their way into the grounds on Labor Day. Attendance on other days was, Tuesday, August 27, 4,563; Wednesday, 8,000; Thursday, 9,400; Friday, 12,134; Saturday, 10,500; and Sunday, 3,500. Exhibits were far better than in the past and the midway was filled with concessionaires. Free acts were furnished by George A. Hamill, with Paul Dennis, supervising. On Friday, Governor's Day, Gov. Leverett Saltonstall and many State officials appeared. Assurance that the threatened hurricane had blown out to sea brought an overflow of people on Monday after a wet forenoon and a new record was set. The Howells glassblowers, appeared in the industrial building. Concessionaires reported a good week. Four-H club staged a large livestock parade in front of the grandstand on Governor's Day. Exhibits at livestock pavilions were about twice as large as those of last year.

ELYING VALENTINOS, George and Lorena Valentine, and Jerry Felto, closed a three-and-a-half-week engagement at Riverside Park, Ligonier, Pa., on Labor Day, reported George Valentine. En route to Ohio he stopped off at Onondaga, Pa., to visit his brothers, Freddie and Bill, who have the Original Flying Valentines act on the Eric B. Hyde Show.

75,000 Draw Is New Mark In Ohio; Receipts Up 45%

CANTON, O., Sept. 14.—Stark County Fair here on August 31-September 4 had estimated attendance of 75,000, a new record, officials said. Receipts were between 40 and 45 per cent above 1939, said Ed S. Wilson, secretary. Weather was fair and cool and concessions and shows had a good day.

Exhibits were on a par with former years and there were four sessions of harness racing. George Fry was in charge of races. Charles Fromm, in charge of commercial exhibits, said all space was taken well in advance of the opening. On Tuesday 17 high school bands paraded before the grandstand and played numbers.

Grandstand entertainment on opening day, Labor Day and Tuesday, included Kappo and Lee, pantomime acrobatics; Kee and Tick, barrel juggling; Hollywood Kessel Band and Ketyl, acrobatics; Belmont Brothers, hoop rollers, and Wells Brothers, comedy bars, all set by the Ohio Sun Agency. On Wednesday and Thursday Colonel Gatewood's Flying X-Robos took over, helisted by two acts, Rudy Rudyoff and Company and Ken Boyer's Horse Gatewood used more than 150 head of stock. On the midway were P. E. Gooding's Eli Wheel, Callispar, Merry-Go-Round, and two kiddie rides, in charge of Todd Spielman; Mable Mack's State Circus, Stark's Snake Show and Bughouse; Sandow, strong man; Dick and Helen John's Playland; Howard Peters, Wards, Ehrle's and Schlemmer's cockhouses; Members' four stores, Peter's ball game and striker; Van Black, popcorn; Lester Rodger's peanuts; Marsilton and Emile Habig's novelties. Secretariat Park goat ride, Dad Dink's cotton boss, Elveta's root beer, Babu's balloon dart game, Mr. and Mrs. Sam Bentley's and Gilchrist's photo galleries, and Bill Cassidy, candy applier. American Fireworks Company displays were featured nightly.

Raleigh Features Lined Up

RALEIGH, N. C., Sept. 14.—For the 1940 North Carolina State Fair here, Dr. J. S. Dorson, manager for the State Department of Agriculture, said Max Linderman's World of Mirth Shows will return to the midway, and George Hamid again will furnish grandstand attractions, nine acts and a circus. Harness races are set for Tuesday, Thursday, and Friday, with auto races on Saturday. A new feature will be AMA motorcycle races Thursday morning. Lucky Teter and The Hot Drivers will work Wednesday afternoon. Free tickets are going to thousands of school children for use on Friday. Dr. Dorson said agricultural prize money will total \$18,000, \$3,000 over last year's. Louis H. Wilson, Department of Agriculture, will handle publicity for the State. Improvements include addition of 30 acres to adjacent midway and parking space.

O. Annual Sets 1-Day Mark

MILLESBURG, O., Sept. 14.—With attendance of 7,100 on Thursday, largest ever recorded, Holmes County Fair here, September 3-6, was a financial success, said Secretary H. C. Logsdon. Attendance the same day in 1939 was 4,472. On the midway were Grinlans and Callin's Eli Wheel, Merry-Go-Round, Tilt-A-Whirl, and Kiddie Auto ride, 40 concessionaires, and Aker's Athletic Arena. Grandstand entertainment drew overflow crowds nightly. Bill included Lum and Abner's Fine Ridge Follies on opening night and B. Ward Beam's Thrill Show Thursday. Boone County Jay-birds attracted record attendance Friday night, being being standees even after 1,000 bleacher seats were erected. Gus Stone's Swing Show was offered on the final night. It included a band, Wells Brothers, comedy acrobats, Kee and Tick, barrel jugglers, and Hollywood Horst.

S. C. Annual Is Prepping

GREENVILLE, S. C., Sept. 14.—Plans for six-day Greenville County Fair are nearing completion and indications are it will be the best yet staged here, said C. A. Harlow, who is serving his 12th year as secretary. World of Mirth Shows have been booked and a fireworks concert has been let. Mills in the area are working full time and crop conditions indicate exhibits will exceed those of other years in quality and number. More than \$3,000 will be offered in premiums. There will be days this year for city and county school children.

Quebec Over Top Despite Much Rain

QUEBEC, Que., Sept. 14.—Despite two and one-half days of rain, the Quebec Fair, August 31-September 2, was very successful, with attendance considerably over the last few years.

The afternoon grandstand business showed a daily increase, while the night show, booked thru the Hamid office and featuring Bonnie Bromell's Golden Gate Serenade, Lowe, Fife, and Stanley Tieber's Heals, the DeCarlos, and other standard acts, broke all records. The night show was held in the Coliseum, under the personal direction of Joe Higgins, with the SRO sign out each night.

Manager Hutchins of the fair, and Dave Brady, of Andy Bros.' Shows, said the midway business was considerably over 1939, which was one of the best years.

Hatfield, Pa., Has Its Best

HATFIELD, Pa., Sept. 14.—Best success-fair in history of Montgomery County Agricultural Society was held here the week of September 2. Labor Day opened with record attendance, which held up all week, estimated by President-Manager Edwin J. Epstein at over 60,000. All buildings were filled with exhibits and many entries had to be refused because of lack of space. Trotting, pacing, omelet, and milk races were held on three days, with Jimmie Lynch's Death Dodgers exhibition on Friday and auto races on Saturday. Show in front of grandstand had Tom Mix and Company, Walter Quize Troupe, comedy aerial and high school trick act; Bernard's Elephants, Smith's Dining Pavilion, and airplane stunts. Lawrence Greater Shows on the midway had good business. Tom Mix was a big draw on Children's Day, record for the day being broken with over 8,500 children in attendance. Manager Brooks made extensive improvements on grounds. Visitors included G. Hodges and Mrs. Bryant and Mr. and Mrs. B. H. Patrick, of The Billboard, Philadelphia.

Record Gate in Canfield, O.

CANFIELD, O., Sept. 14.—An all-time Labor Day record attendance of 50,000, together with ideal weather, gave Mahoning County Fair here, August 30-September 2, the biggest draw in its history, said Secretary E. R. Zieger. Crowds taxed the plant to capacity, and rides, concessions, and shows reported grosses best of the season. Receipts were boosted by the first Sunday operation in several years, which drew 7,500. Colonel Gatewood's Flying X-Robos was the grandstand attraction. Harness races were best in several years and exhibits taxed the capacity of facilities. On the midway were Greenwood's Athletic Arena, D. Rex Barber's Barnyard Show; Larry Larimer's stores, including a posthouse in charge of Barney Fiegner, B. E. White's Eli Wheel, Merry-Go-Round, Merry Mixer, Tilt-A-Whirl, Kiddie Auto, and Leapfrog; Charlie Martin's, C. F. Smith's, Swain's, and Messenger's cockhouses; Dave Roberts, barrel corn; Ted Mitchell, silviculture (saw); Lighthammer and McPherson, root beer; Wagner's Penny Acade, and Lester Rodgers' peanuts.

Rain Hurts Pennsy Annual

ROCHESTER, Pa., Sept. 14.—Beaver Valley Fair at Junction Park here on August 28-31 was rained out daily, reported E. L. Whitaker, with the Eric B. Hyde Shows, the sponsoring American Legion Post Drum and Bugle Corps and Jack C. Roberts, who handled the fair, having poor business. Fancy work, agricultural and merchant exhibits were housed in the dance hall, basement being utilized for poultry displays. Liberal space was given by The Rochester News and The Beaver Falls Tribune. President Roberts has been signed for 1941. Plans call for a new portable-seat grandstand and running race. Beaver County Grange will work with the fair. Some exhibits may be housed in tents.

Improvements at Du Quoin

DU QUOIN, Ill., Sept. 14.—W. H. Hayes, president of Du Quoin State Fair, is drawing plans for enlargement of buildings next season. Improvements are that seating capacity of the grandstand will be doubled to about 7,500. A mile track will be constructed. A stage, with dressing rooms and showers, will be built on a rolling device so that it may be wheeled across the track. The fair did exceptional business this year.

Several Dates Lined Up For MCA Acts and Bands

CHICAGO, Sept. 14.—Fair booking division of the Music Corporation of America, under the direction of Hogan Hancock, continues to be extremely active in rolling battle acts and bands at fairs and other dates thru the middle West and South.

Among the acts booked at the Great Eastern District Fair, Springfield, Ill. Mitchell Corn Palace, Mitchell, S. D.; Oklahoma Free State Fair, Muskogee; Golden Throat Festival, Aberdeen, S. D.; West Texas Fair, Abilene, and Wichita Harvest Festival, Wichita, Kan., are Dixie Dunbar and Her Rhythmaires, Paul Reunis and Toy Boys, Slugging Marlins, Buster West and Lucille Page, Messtodon and Rosenow, Bob DuPont, Texas Tommy and Baby Doll, Joe and Jane McKeena, Norma Ballard and Margalo, Ben Air Girls, Johnny (Scott) Davis' band, Webb's Kay's band, Char Chas, Parish Sisters, Bud Hughes and Pals, Nelson and Evans, Mableed, Bird and Larue, Rochester, George Givert, Ted Mc Rito's band, Variety Eight, Bob Keller, Bolls and Verna Pickett, and Hollywood Glamour Girls.

Advertisement for 'The Stratosphere Man' featuring a photo of an aerial act and text: 'A great "variety" feature on any program. The only high aerial act of its kind...'. Includes contact information: 'Selden, THE STRATOSPHERE MAN, World's Highest Aerial Act'.

Advertisement for 'SOUTHERN FAIR SECY.'S SEE GUS SUN SHOWS'. Lists fairs in Atlanta, Chattanooga, Sparta, Laurel, Columbus, and Tupelo. Includes contact info: 'GUS SUN, Springfield, O.'.

Advertisement for 'A Record of Satisfaction 4 SENSATIONAL WISHARDS Somersaulting Aerialists'. Includes contact info: 'Address: 2708 N. DRAKE AVE., CHICAGO'.

Advertisement for 'Attention, Fair Managers' with text: 'WE HAVE AVAILABLE FOR LATE DATE...'. Includes contact info: 'SIDNEY BELMONT, FULLERTON BLDG., ST. LOUIS, MO.'.

Advertisement for 'WANTED SHOWS AND CONCESSIONS FOR OTTWAY FAIR'. Includes contact info: 'Greene County, October 2-5, P. M. RANKIN, Sec., Rt. No. 2, Greenville, Tennessee'.

Advertisement for 'WHITE HALL, MD., FAIR AND HORSE SHOW'. Includes contact info: 'Sept. 26th to 28th West, a few days more... Baltimore, Md.'.





RAIN BLIGHTS MICH.

(Continued from page 45)
attendance figures for the various attractions in 1939 and 1940:
Location Type Attendance

Table with 3 columns: Location, Type, Attendance. Rows include Name Bands and Show (52,061), Name Bands (Dance) (21,193), Rodeo (47,732), etc.

The midway gross of the Beckman & Greely Shows this year was \$32,213.64. With every major show item shifted around in location this year, comparisons with the preceding year show some interesting facts.

The rodeo proved again the big grosser of the shows, slightly topping its own record of last year, despite the move to a smaller spot—from the 12,000-seat grandstand to the 8,000-seat Coliseum.

The Stein and His Mercury Rangers, six-piece band, played in the Ford exhibit and also played for the barbecue and rodeo, held the night before opening for about 2,000 newspaper representatives and political figures.

Jack Norton, manager of American Sound Casting Company, had the public-address contract, with Jack White and Floudyko Pike as announcers. Amateur shows totaled 150 different shows, had attendance of 70,000.

Concessions were cookhouses, Sam Adler, Mrs. E. Anderson, William C. Baldwin, Mrs. Edward Boyd, Fred Dullin, Mary Esler, Julia E. Hovay, Gloria M. Jacobs, James Joyce, Harold Kaufman, Earl Kline, Edward Krueger, Sidney Marlow, Jack Lucille Maurer, H. C. Mills, Frank Montague, Leo Ormedlan, Walter Purdy, Horace Reinhardt, Tom Higgins, Emil Schneider, R. W. Stephens, Fred E. Stevens, Mrs. E. Van Diercon, and James White; health foods, J. W. Bond and G. M. Duncan; cigars, Charles P. Decker; medicine, Billy Blackhawk and John C. Vogt; ignition boosters, Ben Burnett, Lewis V. Burnett, and Bert Cramer; nail stand, Joe Burns; cotton candy, G. Fuller and Mrs. William Kissinger; general pitch, Nat Golden; photos, Sam Gottlieb, Sam Whiting, and Sam Spiegelberg; knife sharpeners, George N. Bentley; horoscopes, J. P. Harrigan, James H. McInyre, and Nam Rankin; lunch, Mrs. Cecelia Lohay; confections, Max Hlavin.

Louis V. Via, and Charles Ray; candy, H. O. Edschoer; popcorn, May Galtard and modeling, H. O. McDonald; bingo, John Mulder; guess your weight, Charles Napolitano; candy apples, Owens R. Tracy; paper novelties, Henry Raucha; portrait sketches, David Skinner; white-stones, E. A. Wedlund; Mexican novelties, A. R. Deane; net goods, Taj Pezango Company; graphology, Susan Singh Dhillon. Concession business appeared to be off about 30 per cent.

With exploitation budget reduced drastically because of a cut in State aid, no elaborate promotion was undertaken. New feature was a log cabin press building. Support of local papers was not freely given, apparently for political reasons. Much press dissatisfaction was voiced over alleged deficiencies in exhibits, especially agricultural, although they have shown a distinct trend upward for the past two or three years.

Among visitors were George Proseott, manager of Michigan State Fair in 1936-38; J. O. McGaffey, general manager of Amusement Corporation of America; Mrs. Robin Gruber, Rubin & Cherry Show; L. C. Kelly, Johnny J. Jones Exposition, and Elmer Blair and Carl Sedlmayr, Royal American Shows.

EASTERN SPOTS OK

(Continued from page 46)
Thrill Day, with about 11,000 people in stand that afternoon.

At Hamburg, N. Y., big anniversary pageant performance could not go on one day due to rain-soaked track. Grounds closed from Hamill's input put on impromptu bill in stand and saved \$1,200 in the bill. Fair announced refunds were available before telling customers of impromptu plan, but only one person applied for the kick-back.

Hamington, N. J.—Hard hit by rain. Rhinebeck, N. Y.—Best ever. Visit of President and Mrs. Roosevelt and Princess Martha of Norway and her children helped swell take on the big day. Lewiston, Me.—Good, but Saturday lost by rain.

NEW YORK, Sept. 14.—Frank Wirth officed paid early-drawn fairs (mostly August) were well favored, although some were hampered by chilly weather. Listed as with good attendance and well-populated grandstands were Bangor, Me.; Caladonia, Sandy Creek, Cortland, and Lewisville, N. Y.; Norwich, Conn. (special kids' show); and Meyersdale, Pa.

TIMONIUM PROMISING

(Continued from page 46)
part-annual beside up 28 per cent. Greatest increase was in agricultural exhibits, with 40 per cent more entries. The \$32,000 offered in premiums was \$2,000 better than the previous top of last year and accommodations were jacked to the limit by record displays in all departments.

Midway Manager John T. McCain reported that despite increased attendance business the first eight days off, partially attributed to an accident on Labor Day, which caused a four-hour slowdown. Transformation wagon of Dodson's World's Fair Shows burned and the midway was without power. Property was set at \$2,500. Midway was the largest ever used here. Shows and rides were so numerous that they were laid out in locations never before used. Top money for shows was taken by Ray Grant's Slide Show, with the Minstrel Show second, and the Shooter topping jacks.

Large crowds gathered about the free vote platform twice daily. Acts included Leonal Le Gar, spiral tower with fireworks at night; Tudor Sisters and Avery, acrobats; Speedy Phoenix, high net diver; Mae Oedinger and Christy, Ferdinand the Bull comedy; Kirk Adams and His Antisocials, dogs; Great De Phillis, wire stunts; and Jaydes the Great, high trapeze. Dodson's World's Fair Shows band accompanied acts. Attractions were booked by Manager McCain, J. J. Burns, L. M. Sandy, Docu Dargy, and Margie P. Esfer. Among numerous improvements were

a new 4-11 Club building, new draft and race horse barns, low water system, and additions to cattle and swine buildings. Since last year \$42,000 was spent on changes.

Opening day featured a Farm Girl Beauty Contest. Considerable attention was attracted by the contest, with A. J. Vanderbit, a board member, as one of the judges. Contest was promoted by Publicity Manager David F. Woods. Other officials engaged in conduct of the fair were Laban Sparks, president; R. A. Jann, treasurer; Matt L. Dager, secretary; George E. Derr, agricultural secretary, and Howard Thompson.

LINCOLN'S 300

(Continued from page 46)
Harold and Lola; dancers, Nina Allen, Lillian Cole, Earl McVey, and White Guard Melody Men; singers, Nibbs, ballerina; Milt Britton's band, Izzy Cervone's orchestra, and Graham's Western Riders.

On the midway Max Goodman's Wonder Shows turned in a 60 per cent increase over the gross of the show that played the 1939 fair. Money ran about \$18,000, with shows taking the bulk of the take.

Exhibits were unusually large and plentiful, filling most of the available rooming to capacity. Concessionaires, according to J. M. Calder, concession superintendent, paid in about 5 per cent more to rentals than a year ago.

This may be the last year in executive posts for Perry Reed, the fair's secretary since 1938, and President J. F. Schubert, who is completing his second year in the office. Reed has agreed to step down in January, 1941, when the annual meeting is held. His top executive office, paying \$2,880 annually, Schubert draws only a nominal salary and his is largely an honorary position, which no one holds more than two terms.

NEW CALIF. TOP

(Continued from page 46)
the grandstand (at 80 cents adults, 25 children) in four nights. He pulled 5,173 into Governor's Hall in four nights at 80 cents.

Bob Hope, with Skinnay Smith's orchestra, followed on Tuesday and Wednesday, drawing 19,933 on his two nights. Smith's band played to 1,549 on the same nights in Governor's Hall, in addition to providing Hope with musical background for the grandstand show. Orrin Tucker and Bonnie Baker put on a good show, the Bonnie was saved until last and didn't sing too many songs. Tucker's mimicking of big name bands went over well and his orchestra was well received, drawing 10,788 to the grandstand on two nights. A total of 3,080 danced to him on two nights.

Ray Kysar drew 31,059 in two grandstand shows and 6,000 in Governor's Hall for dancing on two nights. Phil Harris wound up the fair on Monday and worked hard for the grandstand crowd of some 10,000. He did about 1,700 at the dance. Complementing the orchestra on grandstand shows were several excellent acts. Outstanding were Hein Derr, radio rube; the Seven Danzills, act; and Record Nichols, hoop juggler. Chevre was the Carlon Romero girls, their biggest number being a gaudy number with the Kysar troupe. Fair directors came in for a bit of panning because they kept the same acts with every change of band.

Midway Big Better

Concessions and the Foley & Burk Shows on the midway reported an increase of 35 per cent in business over last year. All this in spite of the GORE going full blast on Treasure Island, San Francisco, only 60 miles away. Last year Treasure Island put a big crimp in State Fair attendance, so directors decided to do something about it. They did, with the name, Under Secretary Hammaker's

direction the grounds were improved and beautified. Future Farmers of America and 4-H Club boys were given a break with erection of 14 new buildings for livestock displays and other activities.

A total of 30 of the 38 California counties exhibited, more than have shown in years. There were running and harness programs in the afternoon. Fair Director George Moreland, in charge of racing, promised to try to book a \$5,000 or \$10,000 race at least one day next fall. Biggest purses to date have been \$1,500, with \$400 the average. Dates for 1941 have already been set, reverting to a 10-day fair.

HOOSIERS SEE PROFIT

(Continued from page 46)
drama, which resulted in a sharp drop in children's attendance figures," officials said.

WLS Barn Dance, with an audience of about 11,000, grossed \$7,331.50 this year, compared to \$5,232.25 in 1939. Demand for seats for the show was heavy and even after 2,307 tickets were put up in the Coliseum's arena there were a number of standees.

Nightly horse shows in the Coliseum, Sunday thru Friday, grossed \$18,401, as against \$13,652.75 last year. Comparative attendance figures:

Table with 3 columns: Day, 1939, 1940. Rows include Sunday (4,200 to 4,700), Monday (4,148 to 5,709), Tuesday (3,312 to 3,771), Wednesday (4,887 to 5,295), Thursday (5,092 to 5,107), Friday (3,100 to 2,853).

Increased in the Coliseum's gross in the face of a relatively small attendance increase may be attributed to the fact that a larger proportion of expensive seats were sold.

Lucky Peter Sunday afternoon brought \$18,828 into the grandstand coffers, as compared with \$15,232.75 last year.

Afternoon harness racing brought the grandstand a gross of \$35,872.50, about equal to last year's figure. The fair netted better on the deal, however, because it did not have added expense of a special \$2,500 purse for a match race as it did last year. Attendance figures for last year were not obtainable. This year's were: Saturday, 970; Monday, 18,005; Tuesday, 13,500; Wednesday (Fox Stake Day), 12,780; Thursday, 9,221, and Friday, 9,370. Daily races were enhanced by several yacdo acts, booked thru Barnes-Carruthers. Acts, some of whom appeared in the night show, included the Three Justinos, comedy acrobats; the Brannocks, water-board; the Flying Otis; George Powers' Elephants; and Paul Lorenzo and Vicky, high pole.

Night stage show, produced by Barnes-Carruthers and supervised by Sam Levy, grossed \$19,000, an almost 30 per cent increase over 1939. The show ran Sunday thru Friday. Attendance figures were: Sunday, 8,000; Monday, 10,117; Tuesday, 8,135; Wednesday, 8,078; Thursday, 10,072, and Friday, 9,350. With the good gain registered by the night stage show, talk by officials seems to point to the time when two shows will be given on some nights. This year's show received much favorable comment, and it was plugged intensively by the fair publicity staff.

Next year visitors will find many paved roadways. A start has already been made with the paving of a section of one side of the street going past the Coliseum and grandstand. In lieu of paving the roadways were treated before the fair opened this year and the result was good.

Visitors included Eugene Irvin, Illinois State Fair, Springfield; Charles Green, Missouri State Fair, Sedalia; Wynn Kitchin, Ohio State Fair, Columbus; P. T. Strieder, Florida State Fair, Tampa, and Jack Warren, Saskatchewan, Saskatchewan, and Calgary fairs.

BARKER BROS.' RODEO AND CIRCUS
With 100 Animals and Stock—50 People—Playing Leading Mississippi Fairs
Now, Have open time starting week of October 6.
SECY.'S IF YOU WANT A "SURE FIRE" GRANDSTAND SHOW
WIRE—OR—PHONE
SOUTH GUS SUN BOOKING AGENCY
SPRINGFIELD, OHIO

THE THIRTY-THIRD ANNUAL
GREATER SPARTANBURG FAIR
SIX DAYS—SIX NIGHTS—OCTOBER 7 TO 12, 1940
Independent Midway, Spartanburg, South Carolina.

# Michigan Biz Good and Bad

## 15% Increase At Silver Beach

New attractions, more outings, upped employment in area are principal reasons

ST. JOSEPH, Mich., Sept. 14.—Business at Silver Beach Park here has shown a 15 per cent increase this season, Manager L. J. Drake reported. More people working in the section is principal reason for the build-up. The park draws primarily from the industrial district around South Bend, Ind., as well as from the fruit belt of Michigan and the extensive Chicago resort trade.

New rides and proper maintenance and painting of old rides definitely pay, experience this season has proved here. A new Skooter at 15-car capacity was installed, replacing one of older type, and business was revived. A new Whip was installed and its business showed a 50-per cent increase.

A new policy of promoting picnics extensively will be adopted for the first time next season, Manager Drake indicated. This marks an innovation for this park, oldest in Michigan, which has been under Wallace and Drake management since the early '80s. Picnics have so far been confined largely to school events in June, with occasional other bookings.

A big factor in keeping business good, especially for games and other concessions, is that the entire length of the midway is covered on a boardwalk, providing shelter for patrons during rain and cool weather, and bringing out hundreds of patrons even on nights of heavy rain.

Hosts: Louis Wallace, president; L. J. Drake, manager; Mrs. Maude Drake, vice-president; Louis Connors and Butch Kryn, police; William Adler, porter.

Bathhouses: Mrs. H. Mattingly, manager; Emanuel Runge, laundry; Emory Yerkel, lockers; Carl Hery, signboard.

Funhouse, Mrs. P. Schafer, cashier; Charles Groat, manager; Chris Lempe, assistant.

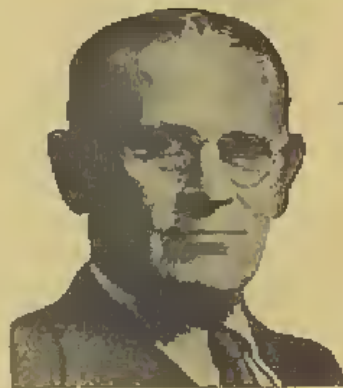
Whip, H. R. Hoffman, operator; Laura Adler, cashier; Skooter, Edna Andrews, operator; Mrs. M. Brown, cashier; Merry-Go-Round, Raymond Patrick, manager; Bina Haly, cashier; Airplane Swing, Arthur Buckholz, operator; Jean Basso, cashier.

Refreshment stands, Red Parker, Mrs. J. Edwards, and Gerald Topping; Bowling alley, Thomas Haggren; billiards, Robert Ernst, cashier; Chester Schlutt, manager; Mrs. E. L. Brownlow, cashier. Showband Ballroom, Charles Plisk, musical director; Vic Fisher, bartender; Beulah Fisher, cashier, and Charles Schlutt, electrician.

Lesser, Polo: Bizans, refreshments, popcorn, and four games; Mrs. M. Short, souvenir stand; Joe George, six games; Steve Warren, Penny Arcade, and Howard Bailey, refreshments.

## Two English Spots Do Biz

NEW BRIGHTON, England, Aug. 31.—Whatever the troubles experienced in other parts, seaside resorts in the Northwest have been okay for amusement operators. At New Brighton there are two main zones, Tower and New Palace Park, riding devices at the Tower, now controlled by Amusement Equipment Company, are Figure-8, Electric Scooter Truck, Ben Hur, Charlot Racer, Dogdams, Swirl, Loop-o-Plane, Eli Wheel, Octopus, Demon Wheel, Caterpillar, Moon Rocket, Speedway, Tower Glider, Ghost Train, and Petrol Car Track, with a novelty for children, the Comet, miniature of the Moon Rocket. Shows include Wall of Death, Crazy Cottage, Ashanti Village, waxworks, and Gangster Car. Other attractions are ballroom dancing nightly and open-air roller rink. Rides at New Palace Park, directed by Wilkie, are Ben Hur, Car Speedway, Moon Rocket, Loop-o-Plane, Dogdams, and Devil's Chute. This park is under cover and, with blackout arrangements, is able to remain open much later than the outdoor places. Tower and Palace are well equipped with games.



SAMUEL W. GUMPERTZ, manager of Hamid's Million-Dollar Pier, Atlantic City, which closed a successful season September 8. The year was said to have been the best since the days of the early '20s. George A. Hamid, lessee and operator of the pier, and Manager Gumpertz aimed at giving patrons a wide variety of attractions.

## Hamid's A. C. Pier Has Record Season

ATLANTIC CITY, Sept. 14.—When books at Hamid's Million-Dollar Pier were closed last Sunday for the 1940 summer season, the credit side of the ledger proved this to have been the biggest and most brilliant season for the structure since last days of the early '20s. George A. Hamid, lessee and operator of the pier, and Samuel W. Gumpertz, its managing director, determined to give visitors every type of show and all facilities for amusement.

Amusements featured entertainers during the season were Shirley Ross, Tom Mix, Paul Whitman, Jan Savitt, Ozma Nelson, and Lou Breese. Stars of rodeo and circus were engaged to entertain in the Wild West Show and Jumbo Circus, windville was presented in the Hippodrome Theater, and dancing to name bands in the Ballrooms of States.

There were dozens of incidental attractions, new features and fets, from the National Jitterbug-Jamboree to the new Carnival of Little Girls, ceremonies for winners in the Junior Baby Beauty Pageant held in conjunction with the Miss America pageant. Pier also served as outing headquarters for organizations, clubs, lodges, and school bodies.

## Chi Riverview Near 5% Off

CHICAGO, Sept. 14.—Riverview Park here closed last Sunday, having had a fair season despite the fact that on 43 of the 117 days rain was featured attraction. According to officials, the season was less than 5 per cent behind last year's. Labor Day week-end proved to be one of the biggest in history of the park, with 100,000 on at a Republican picnic.

## A. C. Easement Deed Dispute Is Scheduled for a Showdown

ATLANTIC CITY, Sept. 14.—A court test of the resort's long-disputed easement deed provisions, by which the town parks were prohibited from selling food among other restrictive features, appeared nearer a showdown this week. In the final week of the season during Beauty Pageant Week, Steel Pier and Hamid's Million-Dollar Pier began serving food. The action of the piers brings to an end an agreement reached between the amusement centers and Atlantic City Restaurant Association, earlier in the season at conferences with Mayor Tom Taggart Jr. and the City Commission to postpone any court action until the end of the summer season.

Frank P. Gravatt, general manager of Steel Pier, said the original agreement between the two piers and the restaurant men applied up to Labor Day week-end. "Then," he said, "when the restaurant men opposed the sale of food

## Lake Lansing 10% Under '39

Employment conditions and rain hurt gate—free act policy settled for '41

HASLETT, Mich., Sept. 14.—Business at Lake Lansing Park here is off about 10 per cent this season because of bad weather and employment conditions. June was bad because of weather. July was good, but August was poor, with the last three weeks rainy and the third Sunday so bad that the park did not open. Drop in business was felt acutely because of increased park investment this year.

Two auto plants followed the practice of giving men four-week vacations with one week's pay in July and August, and employees went on vacation outside the city. In 1939 plants were closed for two or three months, but employees drew about \$18 weekly unemployment compensation, remained in town, and spent money at the park.

### New Attractions

New Ferris Wheel and a Spillman Silver Streak have been installed. Old structure enclosing the Merry-Go-Round has been removed and a new top placed over the ride. Administration building has been practically rebuilt and special cushions have been installed in Concessions. The park, thru its lessee, operated Club Mayfair for the second season. Spot was formerly an open-air bathroom, but was enclosed last year and has been run for the first time on a year around basis to very satisfactory results. Winter business has far outgrown summer trade.

### Act Policy in '41

It is believed the park will remain open for week-ends until October 1. Plans for 1941 call for removal of the Octopus and installation of a Caterpillar. Concessions will be added, and a man will be employed full time to promote picnics. Free acts were tried during the past four weeks and proved enough of a draw for the management to decide upon an act policy for the entire 1941 season. Acts appearing were (See LAKE LANSING on page 52)

## Midget Races Pull in Wash.

SPOKANE, Wash., Sept. 14.—Midget auto racing has been successfully installed in Natatorium Park here by Louis A. Vogel and his son, Lloyd. Eight races run this summer had average attendance of 2,000. Tickets were scaled at 50 cents, including tax. Races were held bi-weekly during June and July and weekly during August. The Vogels built a one-fifth mile asphalt-paved track and as many as 17 carts have been entered in a race. Inland Empire Midget Racing Association has been formed, with Tom Barton as president.

## Grosses Soar in Alabama, Oregon

CHICAGO, Sept. 14.—Big gains in the South and Northwest in opening grosses for the fourth week in August, compared with last year, were reported to Secretary A. B. Hodge at executive offices of the National Association of Amusement Parks, Pools, and Beaches here. Comparisons for the week show: Alabama, 20 per cent increase; California, same; Northern Illinois, 7 per cent less; Michigan, 20 per cent increase; Northeastern Massachusetts, same; Eastern Missouri, same; Eastern New York, 82.8 per cent less; Northern Ohio, 42 per cent less; Southern Ohio, 2 per cent increase; Oregon, 82.5 per cent increase; North-Western Pennsylvania, same.

Comparisons with 1939 up to and including the last week of August: Alabama, 4.5 per cent less; California, 7 per cent less; Northern Illinois, 4.5 per cent less; Michigan, 18 per cent increase; Northeastern Massachusetts, 12 per cent less; Eastern Missouri, 5.5 per cent less; Eastern New York, 8.1 per cent less; Northern Ohio, 5.4 per cent less; Southern Ohio, 4 per cent increase; Oregon, 11 per cent increase; North-Western Pennsylvania, 3.5 per cent increase.

Comparisons with 1939 in per capita spending for the fourth week of August: Alabama, same; California, less; Northern Illinois, 5 per cent less; Michigan, same; Northeastern Massachusetts, same; Eastern Missouri, 10 per cent increase; Eastern New York, 11.8 increase; Northern Ohio, less; Southern Ohio, same; Oregon, slightly less; North-Western Pennsylvania, same.

Weather was reported spotty, with rain and cool weather in Northern Illinois, Michigan, Eastern Missouri, and Northern Ohio. Use of fireworks was reported for Michigan and Southern Ohio. Oregon had outings, midget auto races, and name bands.

## Labor Day Gate Is Good For Fair at Willow Grove

WILLOW GROVE, Pa., Sept. 14.—The first fair to be held in Willow Grove Park opened on Labor Day with record crowds. The following days had good night attendance but the day gate was light. A large tent held industrial exhibits. Principal entertainment features in the main pavilion were a pageant, acrobatics, and a Miss Liberty Belle contest, promoted and presented under direction of G. Hodge Bryant. On the different nights national societies gave presentations, among them Hungarian, Czechoslovak, Polish, and Irish.

Saturday night Wilma Kaemper won the Miss Liberty Belle contest and was awarded a trip to the American Legion convention in Boston. Fireworks were given Wednesday night. Polo games were held Tuesday, Thursday and Saturday afternoons. Model airplane meet was held Saturday afternoon. Zeechiel cartoon act was featured on the midway. Ceelin & Wilson Shows on the midway had good business on Labor Day, but during the remainder of the week just an ordinary play. Bench Beautiful Water Show was presented in the park amphitheater as an added pay attraction. Factors noted during the week were Clark Queen, Mount Pleasant, Pa.; Jerry John, Atlanta; Mr. and Mrs. A. G. Reigel, two sons and daughter, New York City, and Mr. and Mrs. D. H. Patrick, of The Billboard, Philadelphia.

## Utah Spots Have Good Year

SALT LAKE CITY, Sept. 14.—Some parks and resorts in this area closed their best season in years on Labor Day. Saltair here drew one of its largest crowds in history on the final day. General Manager Thomas M. Wheeler said the season was excellent, due partly to exceptionally good weather. Name attractions proved big draws and tonight Dick Harris was given credit for good publicity work. Lagoon in Davis County also closed on Labor Day. Manager Julian H. Hamberger and Superintendent Hedy reporting the biggest year in history. The park was rededicated in World's Fair motif and there was free dancing to Jerry Jones' orchestra. Swimming drew larger crowds and motorboats, a new feature, were popular. Paul Rock, Jim Latches, manager, and Sammie Houch, directed by Ira Dorn and Hal Thompson, reported good game. Both spots will remain open for bathers.



Briefs From All Around the Field

FAIR GROUNDS

CAPE MAY, N. J.—A huge project to protect beach erosion is planned by officials here.

BUCKEYE LAKE, O.—Buckeye Lake Park will hold traditional Penny Days on Sundays throughout September.

ARRON, O.—Mr. and Mrs. Sam Bentley, photo gallery operators in Sandy Beach Park, near here, all summer, have started a tour of Ohio fairs and exhibitions.

ST. JOHN, N. D.—Mr. and Mrs. Bud Tippott, co-owners and managers of Dandelion Park near the mouth of the St. John River, not only donated use of the park and equipment for an outing arranged for St. John operators, but worked on a committee in charge of the picnic.

GEORGE LAKE, O.—Dick Dillon, well-known concessionaire several years on the midway in Onondaga Lake Park, reported the season one of the best in recent years.

SPRINGFIELD, Mass.—Two large promotions made the week of September 2 about the best in the season in Riverside Park.

with all 10-cent rides and other attractions and refreshments for a week, drew about 25,000. On both nights crowds were free spenders.

LAKE LANSING

Administrative and general staff includes W. A. and H. E. Sprague, owners and co-managers; Mrs. Martha Sprague, office manager; Mrs. Pauline Sprague, assistant; John Miller, ticket foreman; John Grand, electrician; Ray Ottman, ground man, and William J. Pratt, police.

CORRAL

Second day, Jack Wade, Fritz Truan, Marion Goltz, Willie. Third day, Bill Macklin, Brock Riding—First day, Stub Bartholomay, Pete Grubb, Jack Wade, Frank Van Meters.

FAIR GROUNDS (Continued from page 43) Nites were successful and will become an established feature on a larger scale in 1941.

YORKTON, Sask.—Financial report of Yorkton Agricultural and Industrial Exhibition, presented by Secretary-Manager W. J. Cowan, showed surplus of \$3,622.64 on 1940 operations after allowing \$1,400 for depreciation.

CONTERS, Ga.—American Legion Post and Auxiliary have purchased property here and will conduct the fourth annual Rockdale County Fair on the new four-acre site.

SASKATOON, Sask.—Sid W. Johns, secretary-manager of Saskatoon Industrial Exhibition, has voluntarily taken over duties of commissioner of Saskatoon Board of Trade until appointment of a new commissioner.

GROCKETT, Tex.—Catalog for Houston County Fair and Livestock Show is in the hands of printers and will be ready for distribution soon.

HASKELL, Tex.—Excellent progress is being made in preparation for Central West Texas Fair here, with indications pointing to the best fair in several years.

WAUSAUKEE, Wis.—Marquette County Fair which closed a three-day run here on September 8 with estimated 18,000 attendance despite a ban against children imposed by health officers because of infantile paralysis in near-by counties.

MARSHFIELD, Wis.—Central Wisconsin State Fair, September 1-3, had attendance of 91,000. Entertainment included Kathryn Pearl's Rainbow Revue and Jimmie Lynch's Death Dodgers.

RINKS

concessions; Mrs. Carl Johnson, check-room; Charles Boyer and Russel Updegraff, floor men; Sherman Beard and G. V. Vawter, officers; Billy Broomhall, James Mill, Jack France, Jim Berry, Bill Riggie and Herman Miller, skate boys.

JOHN LAWRENCE is planning to stage a party soon to celebrate the second anniversary of his engagement as organizer at Middletown (N. Y.) Roller-drome, report Jee and Earl.

"CHARLES FRIEDELL, 40, who died September 1 in Lima, O., was well known in the roller rink business," writes Al W. Kish, proprietor of Memorial Hall Rink, Toledo, O., and Lima (O.) Roller Rink.

PETER J. SHEA has sold his floor-surfacing business to John Mulvaney and plans to build a rink in Ohio.

AFTER visiting relatives in Chattanooga, Tenn., Earl of Whirl, Jack and Dorothy Earl, opened a week's stand on September 2 at Cat and the Paddock, Cincinnati.

PLANS are being completed for construction of a rink on Albany-Bahenca-

tady Road, near Albany, N. J. Estimated cost is \$40,000. While roller skating will be the principal feature, plans also provide for ice skating.

MAILO Roller Rink, Springfield, Mass., reopened for its third season on September 6. It has been renovated and the floor resurfaced.

HILDERRAND'S UNITED

(Continued from page 40) visiting the show. The bear concession, operated by O. M. Hilderrand and Ruby and George Morgan, did well.

Murray, Utah: Four days ended September 2. Loeffler, Salt Lake County Fairgrounds. Aspects, Salt Lake County Fair Association. Business, good.

The three-day fair here was well attended, with Friday night drawing the largest crowd shown elapsed since July 4. The rides and margery did fair, as did shows and concessions.

WALTON DE PELLATON. Lakeview, Ore., August 30-September 2. Aspects, Lakeview Rodeo. Business, excellent. Gate, 45 cents.

For the 11th year this town has given the show a splendid gross. Rides did big business, nightly, with long lines waiting from 8 until 4 a.m. Shows and the gate also did exceptionally well.

West Coast Amusement

Lakeview, Ore., August 30-September 2. Aspects, Lakeview Rodeo. Business, excellent. Gate, 45 cents. For the 11th year this town has given the show a splendid gross.

Business here was about 25 per cent up from the previous year. Lot was a mile from the main street, near Lo Pine Cone and Big Y super-store.

PETER J. SHEA has sold his floor-surfacing business to John Mulvaney and plans to build a rink in Ohio. PLANS are being completed for construction of a rink on Albany-Bahenca-

With the Zoos

PORTLAND, Ore.—An Oscar, gift of Cecil Montgomery, animal fancier of Albany, Ore., has been added to Washington Park Zoo here.

PHILADELPHIA.—Recent births at the zoo here were four tom snakes and a Hama, weighing about 40 pounds.

BRISTOL, England.—Faced with the prospect of closure because of a heavy drop in gate receipts, the zoo here, one of the best conducted in British, has appealed for contributions to adopt animals on lines similar to those successfully operated at London Zoo.

MILWAUKEE.—Presentation ceremonies on September 7 at Washington Park Zoo here in connection with two giraffes included addresses by Edward Benn, former Washington Park Zoo director and now head of Brookfield Zoo, Chicago.





AT LIBERTY MAGICIANS

BOB DEAN — THE MASTER ILLUSIONIST. Singing, dancing, world's smallest...

Bob a fast-moving mystery show with vaudeville...

AT LIBERTY MISCELLANEOUS

AT LIBERTY — SERVICE

Man. Seven years' experience on all Pin Ball, Remco Control Phonographs, Consoles...

Act. Attention — Will join any party or night...

AT LIBERTY MUSICIANS

MODERN TENOR, CLARINET — Experienced, dependable...

RHYTHM GUITARIST — Dazzling Banjo, Read, fiddle, Experienced...

STRING BASS, DOUBLING — Voila — Thoroughly experienced dance and...

A-T GIRL MUSICIAN — STRING BASS, DR...

ALTO SAX — DOUBLING CLARINET, VIOLIN...

ALTO SAX, CLARINET — JUST A GOOD...

AT LIBERTY OCTOBER 10TH — FACTORY...

AT LIBERTY — MODERN DANCE DRUMMER...

RADIO MASTER — EXPERIENCED, CAPABLE...

DIRECTOR, VIOLINIST — DOUBLING GUITAR...

DRUMMER — RELIABLE, STEADY, GOOD...

DRUMMER — AT LIBERTY AFTER SEPT. 21...

DRUMMER — DOUBLE VIOLIN — YOUNG...

GOOD TRUMPETIST, DOUBLING TRUMPET...

NOVA CHORDIST — HAVE OWN INSTRUMENT...

TENOR, CLARINET — READ, TRANSPOSE...

TENOR, CLARINET — ARRANGE AND TRANSPOSE...

ALTO CLARINET, 20 CORNET — EXPERIENCED...

TRUMPET — NAME, BAND, EXPERIENCE. Drumpard 184-211...

VIOLIN, DOUBLING STRING BASS — SOUTH...

Bob's Leaver, Flying Trampol — Can offer good...

Russ Section — Three Trumpets, Two Trombones...

Drummer — Married, union card, star my club...

Drummer — Married, age 31, Read or fiddle...

Paul Drummer — Fine instrumentalist, Harmonica...

Guitarist — Age 24, good soloist, play on electric...

Alto Sax — With twelve years' experience, teaches...

And World's Highest Aerial Contortion Act...

Act priced reasonable. Some open time...

Act and World's Highest Aerial Contortion Act...

Act priced reasonable. Some open time...

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Act priced reasonable. Some open time...

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Act priced reasonable. Some open time...

Act and World's Highest Aerial Contortion Act...

Act priced reasonable. Some open time...

Charles La Cruz (The Great) — Original Contortionist...

Four Act — Great Stage Scenery and Special...

Act — Lowest Priced Circus Show of Act in...

The Cathartes — Four different, Two Attractions...

The Famous Willard's Troupe — Circus Act...

Act — Lowest Priced Circus Show of Act in...

The Cathartes — Four different, Two Attractions...

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might spot in Western Michigan, drawing some of the heaviest patronage from both local residents and tourists.

Commenting on the success of the vaude policy, Nell said: "Vaudeville is the bee in the hole. The general public is really hungry for flesh acts, especially the flesh acts. Talking acts are all right, but they must be fast talkers. But the public does not go for smut. Good, clean acts are enjoyed by the masses."

The club's biggest draw, the Wednesday night amateur show, moves in the winter to the local Lake Theater (Butterfield Circuit).

JUPITER LAUGHS

they were rescued from the pyre that immolated his light of love Dr. Cronin neglects to say, saves his enemies from the consequences of the young misluncheon's death—and, to the surprise of everyone except the audience, goes off to China in her place.

Dr. Cronin's literary formula is simple. You take a low threshold character of the East Lovers type; you add an obvious and hardy theme like the love-scienter theme to give the thing spurious weight and depth, and you surround the whole business with archaisms and medical terms to impart that bright, new, "modern" aspect that comes these days as soon as you allow your hero to prescribe a casarca tablet profession-

Dr. Cronin's thought is about as great as that of a skin abrasion. The direction of Reginald Denham does nothing to help. Often more obvious than the line, and consistently clear and unambiguous. It makes even the better scenes seem forced and phony.

Also scoring heavily is Jessica Tandy as the unloved misluncheon. She offers an untraced job, plotted far too high on frequent occasion, but imaginative, tender, and tremendously effective in its better moments. Nancy Sheridan does typically fine work in another of the awful parts with which she seems incessantly saddled, this time the role of the head's wife, a character that would have drawn laughs if it hadn't had the benefit of Miss Southworth's expert presiding. Edith Miller, too, comes thru creditably, offering a restrained, quiet, and surprisingly effective job as the matron, a character that might have stepped straight from the pages of Mrs. Southworth. Mary Orr is pleasant as the maid, and Esther Mitchell is effective (the badly over-directed) in a bit.

On the other hand, Philip Tonge and Carl Harbord offer comic-strip caricatures as the head and an athletic young doctor; and, worst of all, Alexander Knox is deplorably ineffective as Paul himself. Mr. Knox is every inch an actor and never lets you forget it. Posturing, grimacing, and indulging in all sorts of mannerisms, he never seems anything but an English actor playing a part for all his worth. From the standpoint of believability and effect, that isn't very much.

AT LIBERTY PLANO PLAYERS

CAPABLE RHYTHM PIANIST — DOUBLING Accordion: Fully experienced large or small...

PIANIST FOR SHOW OR DANCE BAND — Experienced all lines. Union. DEX BULEN, 301...

PIANO PLAYER — EXPERIENCED MUSICIAN. Show and dance business. Reliable and sober...

At Liberty Account of Show Circuit — Extraordinary...

Excellent Piano — Doubling Accordion, 100%...

AT LIBERTY SINGERS

YOUNG MAN, BARITONE — WISHES WORK with orchestra. Good voice, popular and...

AT LIBERTY VAUDEVILLE ARTISTS

Another Female Comedian — Star girl song, much...

At Liberty — All Around Comedian — Doubling...

At Liberty — Helen Grady, Pianist also Music Accordion, General Business or Character...

At Liberty — Team, Comed Double, Walk Act...

At Liberty — The Famous Willard's Troupe — Circus Act...

At Liberty — The Famous Willard's Troupe — Circus Act...

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At Liberty — The Famous Willard's Troupe — Circus Act...

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

- Allen, Jack, L. 100
Anderson, Mrs. 100
Dawson, Mrs. 100
... (more names and addresses)

- Allen, Mrs. Dorothy
Anderson, Mrs. G. J.
... (more names)



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office...

- Abner, Theodor
Allen, Mrs. Dorothy
... (more names)

Men

- Abner, Theodor
Allen, Mrs. Dorothy
... (extensive list of men's names)

- Anderson, Mrs. G. J.
Allen, Mrs. Dorothy
... (extensive list of women's names)

When Writing or Advertisers Mail, Please Use Postcards. Also state how long the forwarding address is to be used.





# Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## "Made in America" Patriotic Items Shown at Premium Expo

Shows of increasing importance to bingo, salesboard operators, and concessionaires—new members join staples to make attractive and impressive displays

NEW YORK, Sept. 14.—Red-white-and-blue and "Made in America" items were predominant at the sixth annual Atlantic Coast Premium Buyers' Exposition held this week at Hotel Astor here. With nearly 100 exhibitors showing lines, buyers from all Eastern States were present to see "what's new." Since the inception of these shows, they have been of increasing importance to bingo, salesboard operators, and concessionaires. Attendance was said to have set a new mark. While a large percentage of those who attended were just looking or arranging for samples, buying was declared brisk.

### Cater to Lower Price Fields

More than ever the firms displaying seemed to be catering to those who buy for the lower-priced fields, and many items were suitable for bingo and salesboard use as well as concessionaires and pitchmen. New members were joined by staples to make the exhibits most impressive. Sales talks took a secondary position to let the various representatives go into details about their firms' plans for manufacturing more lines to supply those in previous years received from European sources. Realizing the unusual opportunity to cash in on the American market, some firms have exchanged plans for the manufacture of allied lines. On the other hand, salesmen were seeking to cultivate new fields to substitute for those lost because of the war.

Serviceable items were also obtained

at the show. Aluminum Goods Manufacturing Company had a general line of cooking utensils and kitchen ware as did the Eveready Company, Inc., Republic Stamping and Enameling Company, Steel Materials Corporation, Moore Enameling and Manufacturing Company, Vothath Company, and R. Wallace and Sons Manufacturing Company. Electrical appliances were shown by A. D. Anderson, Chicago Electric Manufacturing Company, Connecticut Appliance Company, Landers, Fry and Clark, Ben S. Loeb, Proctor Electric Manufacturing Company, Ron-Crier Electric, Inc., and American Safety Razor Company. Glass and pottery wares were exhibited by Anchor Hocking Glass Corporation, A. F. Hull Pottery Company, Brush Pottery Company, Federal Glass Company, Hazel-Atlas Glass Company, Homer Laughlin China Company, McKee Glass Company, Universal Pottery, Inc., Wink Pottery Company, and Western Spotters' Company. Cutlery displays included H. Bekker & Company, Broadest Specialties Corporation, Burns Manufacturing Company, Charles F. Holland Company, Adolph Kastor & Bros., John Edward Kestelizer Company, National Silver Company, Remington Arms Company, Inc., Thom Beckwell Products, and Utica Cutlery Company.

### Gift Novelties

Gift novelties, including cigarette cases, smokers' articles, and leather novelties were shown by Albright Electric Corporation, Balco Products, Egin Company, Bowers Manufacturing Company, Hagenstown Leather Company, Alfred Dunhill, Inc., Industrial Time Savers, Inc., Melcher Company, Ines Manto Products Company, Sue Rockwell Products, Multi Products Company, H. Neuhaur & Company, Inc., Rano Manufacturing Company, Division of Revere Copper and Brass, Inc., Irving W. and Louis Schwartz, and Unicas Manufacturing Company. Buchmann Bros., Inc., showed sun glasses and other plastic items; Bill Well Umbrella Company, Wambell; Brown & Kruger, Chenille spreads; L. R. Bressler, brushes; Camco Cartoline, Inc., curtains; Crown Toy Manufacturing Company, Inc., Disney character dolls; Daleo Manufacturing Company, luncheon sets; Jacobs Bros. Company, Inc., bathroom scales; Irving Jaffee Olympic Champion Skate Company, roller and ice skates; Walter Hilde Sales Company, soda siphons; Morgan Cotton Mills, Inc., wash cloths; O-Cedar Corporation, mops and waxes; Orinda, Ltd., silverware; Pulco Distributors, Inc., radio; and Whitman Publishing Company, games.

Featuring red-white-and-blue items were the Cleveland Corporation with the ladies' neckties and bob with American flag in pocket; Barr Rubber Products Company, with patriotic balloons, as well as those marked "We Want Willie and McNary" and Gels Brothers with fountain pens with stripes in patriotic colors and a picture of the American flag.

Program featured a round-table session on Tuesday and a dinner-dance Wednesday night. Exposition was open daily from 9 a.m. to 6:30 p.m., Monday thru Friday.

## Back-to-College Boosts Shaver Biz; Operators Busy

CHICAGO, Sept. 14.—The back-to-college movement has given the electric shaver market its biggest shot-in-the-arm in months, according to workers on many fronts.

The importance of the youth going to college as prospects for shavers is indicated by the action of one large manufacturer in introducing a youth's model. While electric shavers are a stand-by of the industry at this time, the demand has been spurred by introducing this model designed especially for the youth going to school, and within his price range. It has a two-in-one shoring head for coarse and fine beads and the shoring head is self-sharpening.

Bingo, salesboard, and other prize users working in college-minded areas find an unusual eagerness on the part of relatives and friends of students, as well as of the scholars themselves, to play to win a shaver. To meet this demand a broader range of models and color combinations than ever before are getting prominent display. The whisker-cutting caps on some of the current models are a popular feature, as are the shavers finished in color combinations harmonizing with the college. It is anticipated that this intensive promotion, combined with the availability of splendid medium-priced shavers, should make this a front rank money-maker for months to come.

## MardiGras Ups Novelty Sales

Coney Island visitors buy large amounts of confetti, canes, and souves

CONY ISLAND, N. Y., Sept. 14.—The 33th annual Mardi Gras Celebration proved profitable for streetmen, souve and novelty workers, and concessionaires. In addition to bringing thousands to Surf Avenue to enjoy the parades, the presence of drum and bugle corps produced a big demand for novelties, especially canes.

### Confetti Covers Walk

Streetmen carrying ample supplies of confetti got under way with this item long before the parade started nightly at 8:30. With approximately an hour and a half required for the parade to pass, these workers were able to garner a gritty penny. When the crowds dispersed the sidewalks were covered by thick layers of the paper pieces.

In addition to confetti, the supply of which took several storehouses, workers sold Hawaiian leis, miniature hats with feathers, shakers, and so on. Vendors declared that the martial music was responsible for the big upswing in the demand for walking-sticks.

### Games Lead a Hand

Games offering merchandise prizes found that many of the visitors availed themselves of the opportunity to secure these items. Guess-your-weight and guess-your-age concessionaires gave out large quantities of canes, leis and hats. Out-of-towners attending the event selected these numbers to carry out the festive atmosphere. When the parade was over visitors immediately sought to win or buy Coney Island souvenirs. Among the leading items in this line were canes with pompadour, ash trays, and letter openers. Large numbers of view cards were also sold.

Sale of confetti was so brisk at the height of the parade on Monday night that streetmen brought out the sacks and began filling paper bags in close proximity to where they were selling it.

At games using the coupon system Pinocchio dolls, stuffed elephants, and similar items were said to have been leaders.

## Patriotic Pens Put on Market

CHICAGO, Sept. 14.—With schools and colleges opening and new pen and pencil set designs coming on the market, pitchmen, pen workers, concessionaires, and direct salesman were headed for a bang-up season. The patriotic trend has also influenced this field and items with red, white, and blue stripes and flags are on the market. Many salesboard operators will again use this line as consolation prizes.

Recently released items include the transparent models with steel ink. These are filled by removing the cover cap and pressing a plunger while the pen point is submerged in ink. Lower filling models are said to be ready rechargers.

Individually packed pen and pencil sets in brown, green, gray, and gold black are popular. Sets with new stands are going, and those with ash trays and memo pads are claiming many sales.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

With the fall season in full swing, the old reliables—canes, inexpensive fur garments, and clocks—still lead the parade of salesboard merchandise offered on deals in all sections of the country. Other items crop up now and then and have their run, but when it comes to merchandise which can be depended upon to produce year in and year out, operators have found you can't beat the above trio.

And it's lucky for operators that this is so. If they had to depend upon new merchandise constantly to carry their deals along, there would be many a scratch when they would have nothing to do but twiddle their thumbs. The reason? Premium manufacturers as a group have not yet awakened to the sales possibilities in the salesboard market, have not yet realized that handsome profits can be made manufacturing expressly for card and board promotions.

When you see what radio manufacturers have been able to accomplish by dressing up their product you can't help wondering why other manufacturers in the premium field have not followed suit with products of their own. The ability of radio firms to introduce timely innovations when a popular number was showing signs of losing consumer appeal has in good measure been responsible for the unbroken popularity of the midget set thru the years. Here is why operators have come to consider small

(See DEALS on page 60)

## BINGO BUSINESS

By IGHN CARY

WORD FROM FRANKFORT, Ky., is that bingo is not subject to the bank-right tax imposed by that State, the attorney-general ruled in an opinion given G. W. Hahn, of Crescent Springs, Kenton County. In inquiring for an opinion as to whether the tax would apply to bingo, Hahn said the Crescent Springs Volunteer Fire Department planned to give a series of bingos, the proceeds to be used for the purchase of equipment.

IT WILL BE NOTED in the report on the sixth annual Atlantic Coast Premium Buyers' Exposition held last week at Hotel Astor, New York, that bingo merchandise received special attention. This in itself should be considered by operators as an indication that the public is showing a growing interest in merchandise awards. On the other hand, it shows, too, that a big year is in store for concessionaires. With items designed expressly for the trade the operators will be in a much better position to offer items that are sure-fire.

MANUFACTURERS of staple items that have consistently attracted crowds to games are offering new designs. This means that the prizes in the stand-by lines will be better able to draw larger crowds.

CLOCKS HAVE ALWAYS been known as a popular bingo award. Both the New Haven Clock Company and the William L. Gilbert Clock Corporation had new designs on display. Prices are within the range of bingo operators. The New Haven company is offering new electric kitchen clocks which feature new designs and slow motion, making it possible to operate the clocks at a negligible cost. Several colors are available. (See BINGO BUSINESS on opposite page)

# The Terrific Sales Hit of 1941!



## LAMP-RADIO COMBINATION



IT'S A "NATURAL" IF YOU'VE EVER SEEN ONE  
NO HOME COMPLETE WITHOUT A GORGEOUS  
TABLE-LAMP RADIO COMBINATION,  
**IT'S GOT EVERYTHING—**

- 16-inch velveteen taffeta shade • Full 6-inch inverted reflector • 3-way switch for selective lighting • Ivory-Gold two-tone plastic vase • Powerful 7-tube radio performance • Fingertip ease in tuning • Nation-wide reception, including police calls • No aerial or ground needed.



### A GORGEOUS LAMP-RADIO

Powerful superheterodyne class T-tube radio performance, Dynamic speaker for perfect tone. Scientific lighting arrangement. Volume control. No aerial or ground needed. Never before has radio been presented in such an attractive manner. It's gorgeous—It's lovely—It's a honor!

**WRITE, WIRE or PHONE NOW**

LOTS OF 6 OR MORE, EA. ➔

SAMPLE, EA. \$14.95

**13.95**  
NET

25% Deposit on C. O. D.

**D. A. PACHTER COMPANY**  
MERCHANDISE MART • CHICAGO



## New! P. D. Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.  
**NO EXPERIENCE REQUIRED**  
NO FILMS—NO DARK ROOM.  
Direct Positive Photos, size 2 1/2 x 3 1/2 inches, NOT TIN TYPES.  
Big attraction. Watch photos develop in daylight in one minute.  
Easy to operate. Simple instructions show you how.  
Cameras, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.  
P. D. Q. Photos are guaranteed **NOT TO FADE**. About 300 starts you in this interesting, big money business.

**LOOK!**  
Yellow, Mag. writer "Did \$20 Sun Day with P. D. Q."  
Raymond, Pa. Hotel: "Am included in a list the city. Run about 400 pictures each Saturday and Sunday."  
Hurry. My wife: "AM having great success. Making better pictures all the time."  
Keller, Neb. writes: "It's a wonderful machine. I want another P. D. Q."

### BINGO BUSINESS

(Continued from opposite page)  
The Gilbert Company exhibited combination kitchen and alarm clocks. These are hand-wind and run for 30 hours. Also displayed was the new mantle clock, available with electric or eight-day works.  
LAST WEEK there was a story in this section on the releasing of new merchandise by the wholesale houses. Since this news was followed so closely by that of the exposition, the indications are that the operators are beginning a better season.

WITH CHURCHES and organizations sold on bingo as a fund raiser and the fact that new and attractive merchandise has been announced, it is easy to suppose that the indoor games are getting started with a bang. Since Labor Day some games have already opened in their winter quarters. In the East varying weather has delayed some of the plans, but those now outdoors will probably have their games under shelter by the last of the month.

WE ARE CONFIDENT that indoor bingo will soon be packing them in. For this reason we are anxious to hear from operators who are using some new way to increase the attendance. While on the subject write us about the improvements that have been made to accommodate the crowds. Merchandise? That, too, we want to know what is going strong with you. Naturally, the usual winter numbers will claim attention, but there are always other items that step to the fore during the season. Tell us what they are and give the reasons why you think your public is going for these items.

**FUR COATS, \$12.50**  
International Remains "CUSTOM-BILT" FUR COATS. Beautiful 1942 styles. Special quality. Fashion different. HAVE EXHIBITS and SHOW. Shows arranged which is step to real satisfaction. Start TODAY for complete take-out.  
**SALLY'S FURS**  
5728 Wood Ave. KANSAS CITY, MO.

Everyone's Talking About

## TALK-A-BOX



TALK-A-BOX is new! Revolutionarily different! Looks like a real radio and actually speaks. Says "God Bless America," "We Want Wages," "We Want Rooming," "We Want" where without electricity or wires.

No. 746 says—"God Bless America"  
No. 747 says—"We Want Wages"  
No. 748 says—"We Want Rooming"

PER \$1.65 PER \$18.00  
DOZ. F.O.B. GROSS DOZ. F.O.B. Chicago

TRIAL DOZ. ONLY, Adv't., Postpaid \$2



**PATRIOTIC AUTO PLATES**  
Size 6 1/2 x 10". Each in envelope with fastener.  
TRIAL DOZEN, \$3.35  
DOZEN LOTS, \$3.35 \$15.00 GROSS



**Comic Novelty "FIFTH COLUMNIST"**  
Would it's a knockout! A sure-fire seller! Face shows masked man outfit. Inside contains everything each in envelope.  
TRIAL DOZ. 40c  
PER GROSS \$3.00  
All Prices F. O. B. Chicago.  
No C. O. D. Orders Without Deposits.  
Order From Your Jobber or Direct.  
JOBBER: WIRE OR AIR MAIL FOR QUANTITY PRICES.

**H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO**  
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT SUCCEED

### BULOVA — GRUEN — WALTHAM — ELGIN

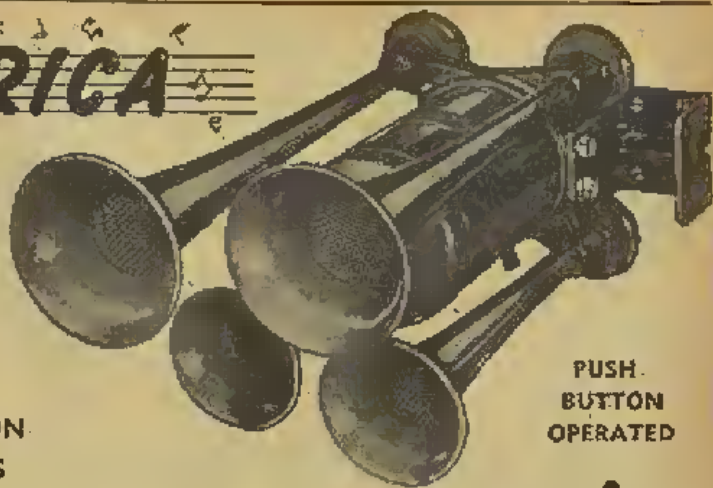
WE LEAD FOR PRICE AND QUALITY  
**NORMAN ROSEN**  
801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.  
Wrist & Pocket Watches FOR LADIES AND GENTS  
Inexpensive, Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.



# GOD BLESS AMERICA

Blast it out on the highway with this Spartan Musical Horn

- PLAYS FULL TITLES OF SONGS AS LISTED
- FITS ALL CARS AND TRUCKS—EASY INSTALLATION
- SAFE AND PLEASING, SAY TRAFFIC AUTHORITIES
- ALL AMERICA LOVES A MUSICAL AUTO HORN



PUSH-BUTTON OPERATED

## EVERY CAR OWNER WANTS ONE

You'll go over the top when you feature these Spartan Musical Horns. They command attention—on your deal and on the road. Sales boom and traffic clears for any musical horn deal.

The green light is on. Get going!

### FEATURE TUNE "GOD BLESS AMERICA"

BE THE FIRST IN YOUR TERRITORY TO PLAY IT  
WRITE, WIRE OR PHONE YOUR ORDER

COLORED DISPLAY CARD FREE

\$ **11.97**

Nel F. O. B. Chicago

LIST PRICE \$19.95

D. A. PACHTER COMPANY

Merchandise Mart, Chicago, Ill.

NATIONAL PREMIUM REPRESENTATIVES

ALSO AVAILABLE IN THESE TUNES "IN MY MERRY OLDSMOBILE" "MERRILY WE ROLL ALONG" "HUNTING CALL" "HIGHWAYS ARE HAPPY WAYS" "HAPPY DAYS ARE HERE AGAIN" Nationally Advertised List Price \$24.95 LOTS OF FOUR, EA. \$14.97 SAMPLE \$17.50

### BENGOR'S BARGAINS

DOUBLE EGG BLADES—BLUE STEEL. 1000. 25c. Cells Wrapped.	\$2.10
SINGLE EGG BLADES—Packed. 5c. Cells Wrapped. 1000.	3.50
WILLIE & ROOSEVELT BAN. 10.50	
800 BLESSED AMERICA BANNERS with 1000. 50c. 50c. 50c.	6.00
800 BLESSED AMERICA FLAG. 75c	
WILLIE & ROOSEVELT BUN. 75c	
1000. 100	
WORLD'S FAIR CAMERAS. 1.75	

**BENGOR PRODUCTS TO**  
376 BROADWAY, NEW YORK, N. Y.

**"GOD BLESS AMERICA"**  
Baths, Pitch, Stays  
800004—Ea. \$5.00  
Per 100....  
800005—Ea. \$10.00  
Per 100....  
**ROOSEVELT—WILLIE**  
Banners or Buttons,  
Buttons—Kilpatrick  
Chairs

Write for Latest Lowest Prices

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 55% Discount Retailing  
1715 W. O. C. D. Ord

### \*PATRIOTIC SPECIALTIES\*

"GOD BLESS AMERICA" HAYES BATH STAYS  
87424 Doz. \$5.00 100 8.00  
87425 Doz. \$10.00 100 12.00  
WITH ROOSEVELT OR WILLIE PICTURE  
87426 Doz. 7.00 100 8.00  
87427 Doz. 11.00 100 12.00  
WINDY WAGON BATHS 50 display. Set  
100 ea. Prices \$2.50. Cost you 70c each.  
REVEL FLAG LABEL BUTTON, 100 for \$10  
THUNDERSTONE FLAG PIN—Per Doz. 80c  
EAGLE & SWIRL DESIGN—Per Doz. 80c  
FOOTBALL FLAG HOLDER SETS with 5  
Flags—Doz. 8.00  
1000—Doz. 8.00  
WAGON BATHS 50 display. Set  
100 ea. Prices \$2.50. Cost you 70c each.  
PREMIUM OPERATORS  
Cordis Good, Belling Good, Dues Items,  
Aftershave, Deas.

See Catalog of Complete Line—Free  
\*CHAMPION SPECIALTY CO.\*  
314 W. Central St., Kansas City, Mo.

## Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Lingerie Line

Zippo, the crack-proof, plastic-increased lingerie line, is proving profitable with concessionaires, operators, and house-to-house workers. Columbus Plastic Products, Inc., reports. Zippo is self-winding, the line slips back into case when not in use. It conveniently dries small washings indoors, where it is easily installed. Available in two models, one of which affords a 14-foot double line or 28-foot single line and the smaller size affording a 12-foot single line. Cases have special anchoring hooks. Zippo comes individually packed and is supplied complete with three hooks. Colors make it possible to match or blend with any color scheme, the firm reports.

### Political Emblems

Political Reflectorized Auto Emblems are garnering a pretty penny for street-men and other workers. United Signs reports. Item is 6 by 4 inches and readily attaches to license plate. The "reflectorized" process makes the signs stand out at night. Signs are baked enamel on steel. At the low price emblems show promise of being one of the top items in the field, the firm reports.

### FM-AM Combo

Radio Wire Television, Inc., reports that the outstanding item of the new Lafayette 1941 receiver line is the Model P38-13 three-way combination for reception of both frequency and amplitude modulated broadcasting and reproduction of records. This nine-tube dual tuner provides a tuning range of 350 to 1000 K. c. for standard broadcasts and of 40 to 50 megacycles for F. M. reception.

### Automatic phone unit

not only changes but mixes records, playing any combination of 10-inch and 12-inch records up to 10. Pick-up is one of the tangent-arm type for minimum record wear. Ensemble is housed in an attractive modern walnut console. Instructions are this number will be outstanding with bins, salesboard, and other price users, the firm reports.

### Wood Fiber Figures

Multi Products reports a large demand for wood fiber figures and says that some and novelty workers are cashing in on this trend. All figures are from original wood carvings that have been accurately executed. Items available include muskets, standing 3 1/2 inches high, with banjo, guitar, or accordion; Pinocchio characters, 2 to 7 inches high, of Pinocchio, Jimmy Cricket, and others; and both party emblems, 7 1/2 inches to 2 1/2 inches, of the donkey and elephant. This last item is made in flat or full round and supplied with or without wheels. Special low prices are offered those in the trade, the firm reports.

### Paint Deodorant

Fluorescent paint deodorant is proving a money-maker for agents, Coddwain Laboratories reports. Pleasant, the firm claims, banishes offensive odors both during and after painting. It is a scientifically developed and laboratory tested liquid compound which effectively eliminates the odor of paints, enamels, stains, varnishes, and lacquers. No extra work is required in using this item, as it is added to the paint. Since only two teaspoonfuls of Meowent are required for each quart of paint, it is economical to use. In addition to being economical,

### 1940 FOOTBALL CATALOGUE NOW READY

Send in for Free Copy Campaign Buttons

60 Ultra Buttons with Three Stars and Large Ovals  
\$2.00 per 100

70 Ultra Buttons with Gold Starred Buttons and Large Ovals  
\$3.00 per 100

Campaign and God Bless America Banners  
8x12... \$8.50 per 100  
8x18... \$4.50 per 100  
Large Buttons and Double Stars  
50c per 1000

**KIM & COFFI**  
Philadelphia, Pa.

224 N. 10th St.

### ELECTRIC EYE THEFT-ALARM

NEW ANNUNCIATOR FOR STORES AND OFFICES

With the FIBRO'S ELECTRIC EYE at the door you have a sure way to protect your store. The instant an intruder walks into the store, the alarm is sounded and a flashing identification picture is projected. Only one man, 100, at other door or on the line between announcement, thousands working for electric eye at this price. All-time low price. Installation, double demonstration, extra value on the spot. Price lists are sent free and last order.

**BIG OPPORTUNITY FOR DISTRIBUTORS**

Part sale, substantially discounts, special prices for delivery and full territory responsibility back like an experienced distributor. Distributors, laborers and agents. Rush name for all details of obligation. No money sent until order.

**FIBRO-ALARM CO., Dept. P-4520**  
225 FNB St., Des Moines, Iowa.

### ELGIN, WALTHAM, BULOVA

Renowned throughout MEN'S WAIST AND POCKET WATCHES.

STARTS AT \$2.95

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.

PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!

Note: Buttons and Charms Are Sold Separately

Buttons Only: R. W. B. Willkie, Nation with Pin, Diameter 1 1/2", each No. B33047, \$ .75. Elephant Charms Only: New Style G. B. P. Elephant Charm with cord attached, No. B33117, each \$ .85.

Buttons Only: R. W. B. Roosevelt, Nation with Pin, Diameter 1 1/2", each No. B33048, \$ .75. Donkey Charms Only: White's Colored Donkey Charm with cord attached, No. B33118, each \$ .75.



PATRIOTIC AUTO PLATES LOWEST PRICE IN AMERICA!

Most spectacular offer in yearbook of the auto industry. Lowest price in America! RED, WHITE and BLUE Patriotic Auto Plates, 11 1/2" x 6" x 1/4" thick. Made of heavy sheet metal, also B-5170. Each plate is engraved with fasteners, nickel colored, packed with padding paper. A limited quantity in every territory! Every territory wants them! Agents selling up Big Time profits! Get 'em! At our price you can easily cover up! Rush your order! No. B33044. Per Gross \$15.00

God Bless America Buttons: Made of white paper with gold and blue. Embossed with portrait of George Washington, and cord for hanging with tassels. No. B33043. 1 1/2" x 1 1/2". Per Gross \$ 6.75. God Bless America Buttons: Made of white paper with gold and blue. Embossed with portrait of George Washington, and cord for hanging with tassels. No. B33043. 1 1/2" x 1 1/2". Per Gross \$ 6.75.

POLITICAL BANNERS: Roosevelt and White Buttons. Same quality as "God Bless America" Banners shown at left. Made of white woven cloth, impregnated in red, white and blue with picture of candidate. Size 8 1/2" x 12". No. B33045 - Roosevelt. Per Gross \$6.75. No. B33046 - White. Per Gross 6.75.

Long May It Wave Buttons: Each Metal Disk with Enamel for coloring to suit. Celluloid face with reflecting American flag. No. B33042. 1 1/2" x 1 1/2". Per Gross \$10.50. Per Dozen \$90. No. B33041 - White. No. B33042 - Red.

Lined Flag Buttons with stars and stripes in red, white and blue. Size 1 1/2" x 1 1/2". No. B33048. Per 100 \$1.00. Blue - Red Metal Flag Pin. Striped with red and white. Brilliantly Shiny White Enamel. No. B33049. Per Gross \$8.50. Per Dozen \$75. As shown but let with larger holes. No. B33050. Per Dozen \$1.50.

Transparent Patriotic Stickers for Automobile or Home Windows. 12 in. Envelopes with directions. No. B33050 - Per Gross Pieces \$1.50

Decorative Patriotic Flag Sticker for Automobile and Home Windows. No. B33052 - Per 100 \$3.00

UNIVEX MODEL AF-4: Resistant to scratches, oil, gasoline, etc. No. B99115. Wholesale Price \$1.95. Retail Price \$2.25. Cost Special Price Only 85c.

Genuine Chinese Snakes: Assorted colors. The original Wholly Snakes. Made of accordion pleated paper with composition head. Flavored to imitate real. Never before such realistic snakes. IT LOOKS ALIVE! No. B2478. Per Gross \$3.25. Per Dozen \$30.

COMICAL CARD NOVELTY "FIFTH COLUMBIAN": A real knockout. A bang-up. No. B33053. Per Gross \$3.00.

IF YOU HAVEN'T A COPY OF OUR CATALOG B134 WRITE FOR ONE NOW! State Business You Are In.

N. SHURE CO. 200 West Adams St. Chicago, Ill.

It is also harmless to the varnish or enamel to which it is added. Prices allow agents an opportunity to make a good margin of profit, the firm reports.

Campaign Novelty

A novel campaign item that is making good money for badgeboard and campaign workers is the new miniature shoe, Aurbach reports. Item consists of a miniature pair of shoes tagged "Walk With Willkie to the White House" for the Republicans and "A Pair of Shoes for the Barefoot Boy of Wall Street" for the Democrats. Indications are that the shoes will be a leader in the field, the firm reports.

DIRECT FROM THE LOTS

He will celebrate his birthday in Wenatchee, Wash., on September 14. Wally Wally, Wash., Week ended August 11. Aspects, Southwestern Washington Fair. Weather, good. Business, excellent. For the first time this season the show worked without its front gate. Due to lack of space it was impossible to put it up. Capt. Eric Van Der Wall worked his men out before the grandstand and was well received. Show opened Tuesday night before the fair and on Wednesday held a merchants' matinee which proved successful. At 10 a.m. Thursday the fair gate went on and business during the afternoon was light. Friday was Children's Day, everything going for 5 cents. It was one of the largest 5-cent matinees this season. Saturday was big for everyone. From noon until after midnight the midway was crowded. Clyde Gooding's Midget Show continues to lead grand shows, with Dancers of the World topping others. Giant Ferris Wheel topped rides, with Bud Cross's Octopus running a close second. George Phillips opened his new grocery store, and Scotty took over Bill Clark's ham and bacon wheel. Office staff entertained many guests during the fair. Mr. and Mrs. Patrick entertained Captain of the Guards M. O. Elledge and Mrs. Elledge with a steak dinner in the cookhouse. Mr. and Mrs. Carl Richardson, who now have the cookhouse, are satisfying showfolks with the food being served. All concessions had a splendid week. DANNY CONGDON.

the Steigh Ridge, Outstanding exhibition was the show that replaced the Meteorome. The biggest haul in the company were sections of ice the exact size of the wall panels. These were erected, creating the first straight-wall ice thrill pavilion. Straight-wall skating, straight-wall ice hockey and trick skating made up part of the program. The outstanding feature was presented by Maggie Wrench and Ida Zimmerman, wife of the operators, who drove a dog team and sled on the straight wall. One team while the other pushed the wall, wearing snowshoes. In the sled's sledcar rode a polar bear, walrus and unmanured. Wrench and Hammer claim to be the originators of the act. "Everything was going along well, with no slips, no cold feet, and with none of the natives playing the ice for the show. Apparently it would be our biggest week of the season—but when one of the boys who was digging on the lot was suddenly hit gold, the entire midway was thrown into a wild-goose chase. Talker threw down their stakes, actors tore on their wardrobe, the office staff locked up the wagon, concessionaires left the booths, all grabbing picks, and the digger was on in earnest. By Wednesday night the lot was a mass of holes and dirt piles, but no more gold was found. Taking the one boy's rich find to an assayer, we learned that a slum-squid operator had buried his stock there 120 years before rather than carry it back to the States. Well, we didn't find any gold and we didn't make any money, but we did create a new type of midway. As this is being written, Italy was rolling along back to the States. "Ice packs for everyone" is the show's slogan. Pete Ballyhoo predicted an early winter, due to bigger jackpots being cut up earlier this year. MAJOR PRIVILEGE.

Lawrence Greater

Hatfield, Pa. Week ended September 7. Aspects, Montgomery County Fair. Weather, clear and cool. Business, excellent.

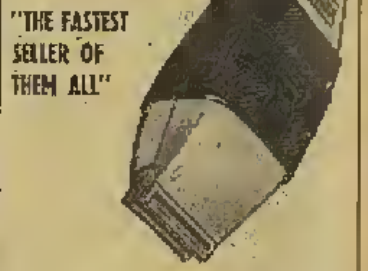
Rain the previous week left grounds in bad condition and trucks were stuck for hours. Despite the delay, shows and rides were up and ready for the opening on Labor Day, which was the biggest yet in years, 25,000 passing thru gates. Labor Day midway business was the biggest yet, with Calma Beautiful and Expo getting a good go-as, with the Jumping Jive Horse, Monkey Circus, Huston, and Aquasud in the running. Sides were kept busy from early morning until late at night, the twin Ferris Wheels taking honors from the Ride-O-Round, Whip, Chairplane, Super Kolloplane, Pony Ride, Kiddie Aeroplane, and Auto ride all had the best week of the season. Tuesday, Children's Day, brought out over 15,000, and the crowd was so great that the grandstand couldn't hold them, so another day was ordered for Friday. Grandstand show was headed by Tom Mix and Tony Jr. Tom is still the idol of many children. Business for the remainder of the week was fair, with shows and rides reacting their share. Manager Lawrence was pleased with business. Pictures were taken of the twin wheels and Aquasud by The Philadelphia Bulletin and Ledger. Pictures were also taken of Tom Mix, Manager Lawrence, and Fair Secretary Edwin Brooks. Newspapers were free with publicity and shows and rides received praise. Visitors were Mr. and Mrs. C. Cross, Hartlow (Pa.) Fair, and Mr. and Mrs. Meacham Jr. Sam Meacham joined here with his Ferris Wheel. FRANK BRAUN.

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BALLYHOO BROS.

(Continued from page 32) seats from his ride, replacing them with cakes of ice, which the patrons rode around. The name was changed to

CASH IN WITH UNDERWOOD



Underwood De. Luxe-Electric Dry Shaver—Featuring Ivory Case—Rubber Sleeve—Simulated Pigskin Pouch—4 COLORED LITHOGRAPH BOX. You can now purchase Underwoods direct from factory at lower prices. Write or wire for quantity discount. American Supercraft Corp. Union and Lake Streets, Chicago, Ill.

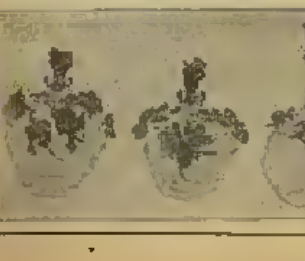
Extra Value! \$2.25 EACH. 5 for \$10.50. 5 for \$10.50.

No. B3308 - Louis' Mosaic Watch. Exquisite 12 1/2" L. Chrome Case in 12 white engraved designs with brilliant faceted to match. Strapped jewel mounted. 100% in attractive gift case. At making Big Value and minimum purchase from 500. Retail \$20.00 by order. 500. Dealers, Write for Catalog.

ROHDE - SPENCER CO. 223 W. Madison St., Dept. "B", Chicago.

BINGO JOBBERS

Buy your Bingo Specials direct from the Printer. Up to 3,000 Copies. Write to ST. MARKS PRINTING CORP. 80 Fourth Avenue, New York, N. Y.



HANDBLOWN GLASS PERFUME BOTTLES No. 2490—2 1/2 to 3 inches high—In our AMERICAN DRESDEN BRIC-A-BRAC LINE. Beautifully decorated with hand-painted colors. Each \$3.60 PER DOZ. You'll have to see them to appreciate their value. (As shown above retail) Based on illustrated Price List, giving detailed description. LEO KAUL IMPORTING AGENCY 556-718 N. W. Market St., CHICAGO, ILL.

CATALOG NO. 25—JUST OUT! NEW ENGRAVING LINE

Brand-new "American" style... "big" style... "new" style... "modern" style... "classic" style... "sport" style... "travel" style... "business" style... "home" style... "gift" style... "commemorative" style... "personalized" style... "wedding" style... "anniversary" style... "birthdays" style... "christmas" style... "holidays" style... "seasonal" style... "religious" style... "political" style... "social" style... "cultural" style... "historical" style... "geographical" style... "biographical" style... "literary" style... "artistic" style... "scientific" style... "technical" style... "industrial" style... "military" style... "naval" style... "aeronautical" style... "agricultural" style... "mining" style... "fishing" style... "hunting" style... "sports" style... "recreation" style... "education" style... "professional" style... "occupational" style... "vocational" style... "technical" style... "scientific" style... "literary" style... "artistic" style... "historical" style... "geographical" style... "biographical" style... "literary" style... "artistic" style... "historical" style... "geographical" style... "biographical" style...

HARRY PAKULA & CO. 5 No. Wabash Ave. Chicago, Ill.

WILLIE LAPEL NOVELTY PINS NEW LOW PRICES \$2.50 Per Hundred Flaky Window and Counter Display Cards... "Wear the Key to Prosperity" BRIDGEPORT REFINISHING CO.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

WALTHAM... Elgin... Rebuilt watches... \$1.75... 100 W. Adams St., Dept. B, Chicago, Ill.

SLUM JEWELRY \$1.00

Selected Cases... \$1.00... REIDMAN BROS., NEW YORK CITY

SUBSCRIPTION MEN

Wholesale Catalog 4000 BARGAINS For Salesmen and Distributors... SPORS... FREE... 1410 Highway 1, Le Center, Minn.

PIPE DOMAINS

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Stationers and Others. by BILL BAKER (Cincinnati Office)

GEORGE BURST... "Why not create a pool to grub stake or stock stake... pitchmen and licensed vendors on a consignment basis..."

HAVE YOU EVER THOUGHT OF YOURSELF AS A BUSINESS CONCERN AND HOW YOU SHOULD ADVERTISE IT?

HARRY Z. AUSTIN, blackface comedian with Matt Herlan's mad show, is in Altman Hospital, Canton, O., with injuries resulting from a wreck...

STILL MAKING GOOD playing the tobacco and cotton parts of Georgia's Jiggs and Maggie Minnequin. They are with the Southern Attractions.

CHIPS FROM THE WISACRE! It is a curious contradiction of success that the greatest help toward the success of oneself is unselfishness...

MAURICE (SPEED) HASCAL... reads thanks from Cleveland to his many friends that remembered him with contributions while he was in the hospital...

SNOKEY STRICELAND... "I passed thru Nichols, Ga., the other night and saw a large crowd... I stopped to see who it was and to my surprise it was none other than Chief Half Moon..."

NOW'S THE BANK ROLL, boys and girls! Remember, it'll soon be overcast time.

CHARLES GESSLEY... of the Gessley Bros. Indian Medicine Company, talks of the closing night of Indian Trail Park, Northampton, Pa., on

Labor Day... "There was a banquet and the stage play," he says... Those present were Mr. and Mrs. Samuel Soliday, owners and managers; Mr. and Mrs. Anthony Pastor, Mr. and Mrs. C. P. Funstenmeyer, Mr. and Mrs. Ralph Perno, Mr. and Mrs. George Schatz, Edwin Lipplinger, Ralph Jacoby, Sam Murphy, Sate Olive, Paul Strohl, and the Gessley brothers...

FRANK A. NELSON... better known as Professor Arba, graphologist, visited the pipe deal last week, coming in from Northern Ohio, where he has been playing Neiser stores...

Old GAD HILL suggests that pitchmen who are always telling about getting the long green try to get the spirit of service while they are getting.

FRANK LAMB... broadcasts that the shops around Boston are good and the boys around there are doing well... His says the Maine boys were far below their usual standard...

DOC LOONEY... is reported to have had the ex on novelties at the Brocton, Mass., fair this year.

PITCHING IT around Boston are Joe Mall, with sheepskins; Dr. Fox, herbs; Jack Abel, bones and binder; Dave Ansel and Maxie, electric razors; Jack Ready, clear vision; Chick Bender, four-piece entree set.

Energy, personality, and convincing talks are required to get over sales.

DOC TOBE MONEELY'S... Pueblo Med Company is reported doing well in old territory in Colorado.

JIMMY BLAKE... pipes from Stillwater, Okla. that he worked Minnesota fairs to good results... He says he saw some old-timers who had four red days at Regus Falls, Minn. They included King Lamar, med. and Willie Johnson, pedora... White and Blake had their biggest day's work at Tracy, Minn., on Labor Day... Blake expects to catch Oklahoma City this week.

FALL IS in the offing. Have you given any thought to what you're going to do about it?

LEW DEXTER... pen worker, reports he's been clicking exceptionally well in Northern Indiana, but says he intends to work another item soon, as sales are dropping.

LARRY ELLIS... has been trumping up big business with patriotic specialties in the South and says he has seen a few others cashing in on the national situation with similar items.

WHAT DOES it get you if you continually try to work up prestige for yourself at the other fellow's expense?

Pitchdom Five Years Ago... Frank A. Latham was still holding down his seven-story building in Seattle, Wash., doing fine business... The White & Franklin Show was in Camden, N. Y., on its 32d week and the 11th week of the outdoor season...

OAK-HYTEX TOY BALLOONS HY-GLO PATRIOTIC PRINTS The "varnished" appearance puts these balloons in a class by themselves. The OAK RUBBER Co. RAVENNA, OHIO

HI! HERE'S A HOT ONE! BIG MONEY for LIVE WIRES & HUSTLERS... Here's a gorgeous layout which catches the eye of the customer and the dollar... DANDY HOUSEHOLD ASSORTMENT

THIS SUPER-CHARGED 8 IS A NATURAL... GEORGE FOSTER, INC., Dept. B9 275 East Fourth Street, ST. PAUL, MINN.

NEW JEWELRY FOR ENGRAVERS... MAJESTIC NOV. CO., 307 8th Ave., New York, N.Y.

Yes! YOU CAN MAKE BIG MONEY WITH HOOPER UNIFORMS!... HOOPER

MEDICINE MEN... Write today for new catalogue of Tucks, O.S. Silver, Bich, Tablets, Nests, etc. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 187 E. Spring St., Columbus, Ohio

the previous year. Several of the boys were there, however, and all were eating regularly. . . . Doc D. A. Swan and wife Helen and members of his Two-B-Ka Comedy Company passed thru Cincinnati on route to the Carolinas. The show had been operating in Illinois and Missouri. . . . Seen in Harrisonburg, Va., were Ed Sheffield, Jack Bailes-Stover, Pete Turner, and M. G. Wharton. . . . J. W. Pointer visited Doc Cooper's med show at Great Bend, Kan. Paper his was good in the central part of that State. . . . Bob McClure and crew of papermen passed thru Kansas City, Mo., September 8 on route to the Kansas Free Fair at Topeka. . . . New faces of the leaf fraternity in Wilson, N. C., included Harvey Stout, Bill Williams, and Strahler, Lewis, and J. G. Skipper. . . . C. Schneider was working fair dates in Colorado with "Flip, the Wonder Dog". . . . Chic Denton was making his first fair in three years at Poplar Bluff, Mo. He was still working white-tickets. . . . Janice Perdon had been in Lancaster, Pa., several weeks with his show. There he met Harold Woods, Ross Dyas, Doc Ward, Gray Wolf, Tex Worth, and Red Wolf. . . . The Cantrell-Prince Zieg Show closed in Taylor, Tex., to good biz. Show had a new \$3000 top and was going out under canvas. It was carrying two house trailers, three trucks, and 14 people. Dean Cantrell was lecturing. . . . Madeline Bagan was in Laurelton, Pa., finding the Walking Tree pipe sale big. . . . Bart and Pearl Parfoco, with their Ideal Comedy Company, were back in Southern Ohio territory. . . . That's all.

# Events for Two Weeks

- CALIF.**—Lakeview. Frontier Days, 18-22. Bay Meadows. San Mateo Co. Fairs, 19-23.
- CONN.**—Storford. Fair-Expo. & Old Home Week, 16-21.
- ILL.**—Perrinton. Spookzout Day, 19. Vandalia. Celebration, 18-21. Warrensburg. Home-Coming, 19-21. Washburn. Fall Festival & Home-Coming, 20-22.
- IND.**—Carrington. Fall Festival, 18-21. Columbus. Veterans' Fall Festival, 18-20. Denver. Fall Festival, 18-21. Ellettsville. Fall Festival, 18-22. Kokomo. Fall Festival, 18-22.
- IA.**—Decorah. Corn Festival, 17-20. Harcourt. Home-Coming & Farm Festival, 19-20.
- KAN.**—Cawker City. Fall Festival, 18-21. Logan. Fall Festival, 18-19.
- KY.**—Louisville. Midwest Ohio Show, 21-22. Winchester. Horse & Lawn Club Tobacco Festival, 18-21.
- MASS.**—Boston. Police Circus in Boston Garden, 18-21. Pittsfield. Shires Girls Charity Circus, 18-22.
- MICH.**—Troy. VFW Fall Festival, 18-21. Detroit. GERRY FESTIVAL, 18-21. Farm Park. Grape Festival, 19-21.
- MINN.**—Montgomery. Kola Day, 22.
- MIS.**—Nashville. Dairy Show, 18-21.
- MO.**—Adair. Fall Festival, 18-22. Huntington Junction. Farmers' Fall Festival, 18-21. Fulton. Street Fair, 20. Callatin. Fall Festival, 18-21.
- MO.**—Payette. Fall Festival, 18-21. Liberty. Free Fair & Fall Festival, 18-21. Phoenix. Fall Festival & Home-Coming, 19-21.
- MED.**—DeWitt. Broom Factory's Golden Anniversary Celebration, 17-20.
- N. J.**—Margueta. French's Fall Festival, 18-21.
- N. Y.**—Albany. Mardi Gras, 18-21. New York. Atlantic Coast Premium Expo., 18-21.
- N. C.**—Raleigh. Legion Festival, 18-21. O.—Galion. Fall Festival, 18-21. North Canton. Fair & Home-Coming, 18-21.
- OH.**—Columbus. 4-H Club Congress, 18-20. Harshbarger. Business Men's Street Fair, 18-21. Jackson. Apple Festival, 18-21. Junction City. Corn Show, 18-21. Mansfield. Fall Festival & Racket Fair, 18-21. Sandusky. Grape Festival, 19-22. Berlin. Street Carnival, 19-21.
- OKLA.**—Wagoner. Pioneer Entertainment, 18-21. North East. Kring Co. Grand Carnival, 20-22.
- S. C.**—Liberty. Apple Festival, 18-21. S. D.—Aberdeen. Golden-Thrasher Festival, 18-21.
- TEX.**—Amarillo. Paganant, 18-21. Rocktown. King Cotton Rodeo & Phoney Reunion, 20-22. Stephenville. Livestock & Poultry Show, 20-21.
- W. VA.**—Wheeling. Rodeo, 20-22.

that club here in Burlington, 1941 will be one of the biggest years in history for circuits." In referring to the club Joe underlines "that," which reminds us that Burlington is home of the famous Lazers Club. . . . J. C. Donahue, Ringling traffic manager, off to Dallas where Arthur Hopper, probably as already intimated at the Bakers. . . . Sunny Bernet, left early last week for Beaver Dam, Wis., to annoy Jim Malone for a couple of days. With him went Jack Dunfield, who has the fireworks show at Jim's fair. . . . E. K. Perinides, Philippine Islands Impresario, is in town looking up talent for his winter shows. . . . Friends of Burt Wilson, widely known Circuit Fan, will be sorry to learn that his father passed on early last week. Charles Hall, manager of the Goldens, is on a business trip to Philadelphia, Washington and New York. The Coliseum was occupied practically all summer by the national Negro exposition, which was subsidized by both national and State governments. Financially the exposition was not a success but it paid all bills, so everything is lovely.

## Notes From the Crossroads

By NAT GREEN

AS STRAW hats disappear and topcoats make their appearance, Randolph Street and the Magic Carpet are showing renewed life. Many of the boys have finished their summer chores and are looking around for fall and winter connections. And whatever their ultimate destination, Chi is a stopover point. Joe Rogers came in from New York last week. He's a busy business man these days. The public prints have carried stories that he's going to reopen Jack Dempsey's old place near Madison Square Garden in New York; that he's bringing that 5-year-old South American mother to the States; and that he intends to open a hotel in Miami. But how many of the propositions will go thru is a matter of conjecture, and Joe isn't talking. Roland Richards stopped off for a few days on his way to the West Coast. He recently closed with the Dodson World's Fair Shows and may make a try for radio or pix in Hollywood. Several amusement corporations of America boys have been hitting third town. J. C. McCaffrey, general manager, after spending several days in Detroit stopped off in Chi long enough to grab a clean shirt and left for Topeka, Kan. B. S. Greety, also in from Detroit, left for Jackson, Tenn., early in the week. Bill Naylor and Harry Bert headed in the same old direction, and Larry Hogan, who had become almost a home guard, shoved off for St. Louis.

From the West Coast comes word that J. Ed Brown, mayor of the midway at the Golden Gate Exposition, positively will attend the showmen's convention here the first week in December. This is good news to Eddie's many friends who haven't seen him in several years. . . . Harry Atwell spent several days in Evansville, Ind., photographing Lottie Meyer's water ballet, which will play theaters during the winter. . . . Edward H. Bean, director of the Brookfield Zoo, was disappointed when the baby giraffe born there September 4 suffered a chest injury and died. . . . Cole Rees' Circus is reported to be going into business in the West, and the co-owners, Max Joe Adams and Mrs. Zack Terrell, probably will come in with a nice profit on the season. Show will remain in California thru October 17. . . . It's fiesta time in Southern California. A correspondent sends a page from The E. A. Times on which queens and parade scenes are lavishly splashed. With the Fiesta de San Gabriel, the Cucamonga Grape and Wine Festival, the San Fernando Mission Barbecue, and the Pomona Fair all vying for attention, it's a pain time for the "Malives".

## Truck and Trailer Legislation

MADISON, Wis., Sept. 14.—Attorney General John E. Martin in an opinion to the Motor Vehicle Department has ruled that if a new trailer is put into service in any quarter, registration fees are required only for the rest of that quarter. If applied for on a quarterly basis. The section of law stating that all motor truck registrations made after May 31 shall serve as registration for the succeeding year and also for the remainder of the current year applies only to registration on an annual basis, according to the ruling.

Joe Sullivan writes from Burlington, Wis.: "According to the prophecy of

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## American Carnivals Association, Inc.

ROCHESTER, N. Y., Sept. 14.—Our annual visitation program closed with a visit to James E. Strates Shows at Schuylken County Fair, Bath, N. Y. A report on this will be given in this column.

Within the last few days there has been an interesting development in the construction of the pari-mutuel law recently enacted in this State which we feel will be of interest to the industry. Under the construction of the law as lately found by the court, in order to participate in pari-mutuel betting it is necessary for the person betting to attend in person at the race track. This, of course, holds forth substantial possibilities for fair boards in the State and in turn, makes it advantageous to carnivals exhibiting in connection therewith by reason of enhanced attendance.

A recent legal proceeding was brought in Albany County to compel the secretary of state to file a certificate of incorporation of a proposed corporation to engage in placing pari-mutuel bets at legalized race tracks for persons not attending. Justice Francis Bergan, in dismissing the proceeding, held that the purposes of the proposed corporation are not lawful and that to participate in pari-mutuel betting it is necessary for the player to be there in person. Any member show may obtain further details by writing to the association's office.

## 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 . . . . .

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Main Points

This corner has hesitated to encroach on the sacred ground of expert opinion with reference to the popular subject, "What's Wrong With the Circus?"

Perhaps we didn't think anything was wrong with the circus, and if that be the case we did not have to deliver up any opinion at all.

As a matter of fact—or is it a fact?—that could be wrong with an industry that magazines, newspapers, books, pamphlets, and other agencies of propaganda and distribution continue to neglect the world of staidness and stanchness of the more colorful forms of entertainment.

As a matter of fact—or is it a fact?—that could be wrong with an industry that magazines, newspapers, books, pamphlets, and other agencies of propaganda and distribution continue to neglect the world of staidness and stanchness of the more colorful forms of entertainment.

Of course, there must be lots of things wrong with bad circuses, but what of the circus business in general? Is that what the experts mean when they analyze that great branch of the show business?

A LONG come, a gentleman who lives in and breathes marquee ments and is asked him, fearfully at first, what he thought is wrong. After a bit we warmed up to the subject because the interview got hotter and hotter about, closer and closer to what we thought was a pretty logical summation.

In short, if this man doesn't know what's wrong, it probably follows that neither does anyone else. With this in mind we are pleased to call the signals in a long march down the "What's Wrong" gridiron according to our veteran authority:

- 1. Dilatory, corrupt advance and other personnel.
2. Poor seating; too much doubling back; too many in one town in a season.
3. Incompetent billing.
4. Prohibitive railroad rates.
5. Big legs often too long and too narrow; little or no consideration for customers in the blues.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

line organization and also the Interstate Commerce Commission.

On the point referring to bad posting, the vet cruiser advocates division of territory by mutual agreement—and let's quit scandalizing and gossiping about each other.

The analyst says there is room in this country for one or more medium-sized railroad shows, and on this subject notes that the American public "likes to see lots and lots of stock and considers the unloading of a show a circus in itself."

The observer is Walter L. Main, whose father, William, numbered in the Main name in show business in 1876. The Walter L. Main title emerged in 1880.

If we had an opinion we would say that stuffed-shirt circus methods have tended to alienate customers and dampen public enthusiasm. The opposite of the bottled-shirt treatment is the technique typified by—and probably confined to—John and Henry North in their application of the streamlined method on the Big Show.

At least the North boys sought a way to freshen up the circus and did it beyond compare. If there is anything radically wrong with the circus as a business first and an institution next, you would not find the biggest of the shows in the midst of a season which up until quite recently was going along at a better than fair rate.

We are constantly advised by our elders that the Big One is the exception that proves the rule. What rule? There is no rule when it comes to product, and if some of the wisg guys operating in the circus business would conform to decent business standards, serve up a good show, become aware that they are entering and must cater to the public or be lapped by the field, and quit knocking each other around the country in hotel lobbies, thru the medium of newspaper drabs and in advertisements, there wouldn't be any need for such a negative subject as "What's Wrong With the Circus?"

We don't think so, anyway. Do you?

REFERRING to a recent announcement by the Johnny J. Jones Exposition that "the old-type midway shows will be discarded, with presentation of a modern trend supplanting them," H. W. Karnak, a magician, has this to say: "It's about time carnival owners woke up and decided that \$2,000 fronts don't make a show. I have visited at least 20 carnivals this season and it is pitiful. (We assume he means their physical condition). Most of these shows were gilly outfits, but the railroad shows which I saw weren't much better. When the carnival owner decides to run the midway shows himself and stops contracting suitcase managers, the shows will cost him as much money as the rides and concessions. Capable people expect a decent wage. My carnival days are over, but I still have an interest in outdoor shows and feel that public confidence can once again be restored."

After this short but quite significant synopsis of a phase of the carnival business, it occurs to us that there might be more material in "What's Wrong With the Carnival?" However, comparisons, as the smart boys say, are odious, since there are about 10 times as many carnivals operating as circuses. Volume indicates a healthy condition, unless there be some who think the field is overcrowded.

After landing in San Francisco from Australia, Admin King forwarded a book to us called The Life of Philip White, the great Antipodes circus showman. We must remember to take time off to read this book as well as Clayton Rawson's Headers Lady, released to the public last week. Incidentally, King mailed us programs and clippings from Down Under in May, but the ship on which they went sent, the Niagara, struck a mine and went down near Auckland. It had been en route to Vancouver, B. C.

Hartmann's Broadcast

WE had occasion last week to look thru the eighth edition of John B. Jeffery's Guide and Directory, published in Chicago in 1885-'88, and found several lists of circuses that were in operation in the late '70s and early '80s. It was interesting to note the extremely long titles used by circuses in those days, possibly due to keen competition and to convey the idea of bigness. The word "brothers" was used rarely in titles then, whereas today the majority of circuses use it.

Listed as the leading circuses attach of 1885, we found in the Guide and Directory the following: Sells Bros. Enormous Railroad Shows—All United Into One Vast Consolidation, S. H. Barrett's New United Monster Railroad Shows, King, Burk & Company's Great American Allied Shows—Museum of Trained Animal Exposition, Putnam & Company's Great American Allied Shows, Creston's Carnival—The Great Forepaugh Show, The Burr Robbins New Consolidated Railroad Shows, and W. W. Cole's New Colossal Shows.

Whether the author did not consider them as leaders, we do not know, but among the circuses in operation in those years that were not included in the list were P. T. Barnum, John Robinson, D. E. Wynne & Company, Batscheller & Doris, Hillard & William Main, Frank A. Robbins, Bob Hunting, William Harris Nickel Plate, Miles Orton and Sig Kautels. Incidentally, the year 1885 was the second year that the words "Greatest Show on Earth" were used in the Barnum show title, the full title being P. T. Barnum's Greatest Show on Earth and the Great London Circus.

Circuses mentioned in the Guide and Directory as on tour from 1870 to 1884 were as follows:

1879

Anderson & Company's Monster World's Menagerie and Circus, Barnum's Circus and Menagerie, Barry & Company's Great Western Menagerie, Batscheller & Doris's Great Railroad Show, Burr Robbins' Circus and Menagerie, Cooper & Bailey's Great London Show, Forepaugh's Great Show and Machine Menagerie, Hamilton & Barge's New York Circus, Hillard, Hunting & Company's Great Pacific Circus, John Robinson's Circus and Menagerie, Sells Bros.' Great Elephant Show, The Commonwealth Circus Company, The Great Trans-Atlantic Allied Shows, Van Amburgh & Company's Great Golden Menagerie and Circus, and W. G. Coups' New United Monster Shows. Other circuses on tour that year but not listed included S. H. Barrett, Dan Dion, Stone & Murray, W. W. Cole, and John O'Brien.

1880

Barnum's Circus and Menagerie, Barnum's Novelty Circus and S-Cown Show, Burdick & Allen's Quadruple Combination, Burr Robbins' Circus and Menagerie, Cooper & Jackson's Great Parisian Circus and Menagerie, Dr. James L. Thayer's Great Show and United Aggregation, Forepaugh's Aggregation, Hillard & Demore's Great Pacific Circus and Menagerie, Rogers & Campbell's United Aggregation, Sells Bros.' Circus and Menagerie, Siskney's Imperial Circus, The Great Inter-Ocean Museum, Menagerie and Circus, The Great London Circus and Sanger's Royal British Menagerie, The Great Northwestern Sensation Circus, Van Amburgh & Company's Golden Menagerie, Circus and Coliseum, W. G. Coups' Circus and Menagerie, Sells & Sander's Circus, and W. W. Cole's New York and New Orleans Circus, Menagerie and Congress of Living Wonders. Other circuses touring that year but not listed included S. H. Barrett, John Robinson, Stone & Murray, John O'Brien, Batscheller & Doris, and Miles Orton.

1881

Barnum's Great Show, Coups' Hippodrome and Monster United Shows, Cole's New York and New Orleans Menagerie and Circus, Cooper & Jackson's Menagerie and Circus, Forepaugh's Great Show, Great Inter-Ocean Show, Hillard & Demore's Great Pacific Circus and Menagerie, John H. Murray's Menagerie and Circus, John O'Brien's Royal Circus and Menagerie, Miles Orton's Circus and Menagerie, Old John Robinson's Great World's Exposition and Electric-Light Show, Sells Bros. Millionaire Confederation of Stupendous Railroad Shows, Shelby, Fullman & Hamilton's United Mastodon Shows, The Burr Robbins and Calvin Great American and German

Allied Shows, The New Great Pacific Show, and Van Amburgh & Company's Great Menagerie, Circus and Aquarium. Other circuses on the road that year but not listed included S. H. Barrett, Dan Dion, Stone & Murray, Batscheller & Doris, Frank A. Robbins, and Burr Robbins.

1882

Adam Forepaugh's Mammoth Circus and Menagerie, Barnum's Great Show, Barrett & Sells Bros.' Grand Circus and Mastodon Caravan, Batscheller & Doris's Great Inter-Ocean Show, Big United States Circus and Menagerie, Carroll & Company's European Circus and Caravan, Charles Brown's Circus, Cooper, Jackson & Company's Menagerie and Circus, Frank A. Robbins' Circus and Caravan, Interior Circus, James Johnson's Circus, John O'Brien's Grand Circus Royal and London Aquarium, J. V. Couch's Circus, Mabury, Fullman & Hamilton—The Great Leviathan Circus and Menagerie, Malb's International Circus, Miles Orton & Company's Circus and Menagerie, M. M. Hillard's Great Pacific Circus and Menagerie, Nathan Colvin & Company's Museum Menagerie, Circus and Aquarium, Old John Robinson's Circus, Menagerie and Aquarium, Rynn & Robinson's Menagerie and Circus, Sells Bros., All-Monarch Confederation Van Amburgh & Company's Great Golden Menagerie, Circus and Aquarium, W. C. Coups' Grand Combination of Many Shows, and W. W. Cole's New Orleans and New York Menagerie and Circus. Other circuses en route that year but not listed included Hillard & William Main, and Burr Robbins.

1883

Barnum's Great Show, S. H. Barrett & Company's United Shows, W. W. Cole's Colossal Shows United, Adam Forepaugh's Mammoth Circus and Menagerie, James T. Johnson Wagon Shows, King, Burk & Company Wagon Show, Paris Pavilion Show, Burr Robbins' Great American and German Allied Shows, and W. R. Stewart & Company's Great Australian Combination. Other circuses en route that year but not listed included John Robinson, John O'Brien, Batscheller & Doris, Hillard & William Main, Frank A. Robbins, William Harris Nickel Plate, and Miles Orton.

1884

P. T. Barnum's Greatest Show on Earth and the Great London Circus, S. H. Barrett & Company's New United Monster Railroad Show, W. W. Cole's New Colossal Shows Consolidated, John B. Doris's New Monster Shows—United With the Great Inter-Ocean, Adam Forepaugh—The Great Forepaugh Show, Circus, Menagerie, and Human Hippodrome, King, Burk & Company's Allied Shows, O'Brien's Shows, Burr Robbins' New Syndicate of Consolidated Railroad Shows, F. A. Robbins' New Show, Circus, Museum, and Menagerie, Sells Bros. Monster 50-Cage Menagerie and Great Four-Ring Circus, Gregory Bros., Col. G. W. Hall's, James T. Johnson's, Leo & Scribner's, Nickel Plate, Wallace & Company's, and Whitth's. Other circuses on tour that year but not listed included Hurling Bros., Van Amburgh, John Robinson, Hillard & William Main, Bob Hunting, and Miles Orton.

Texas Kidd Shows' Fair Tour Proves Satisfactory

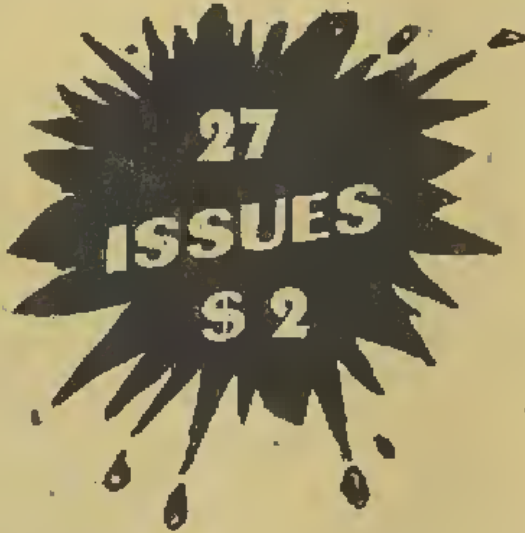
INGER, Okla., Sept. 16.—Texas Kidd Shows, which have been playing to satisfactory business since opening their fair tour late in July, checked another winner for the stand which ended here August 31. H. B. Rowe, press representative, said Shows and rodeo played to more than 4,000 on the final night, and Eddie O'Shea's wrestling matches were popular thruster. Don Brasher, formerly of T. J. Tidwell Shows, visited Ted Custer and also acted as gate man for one of the wrestling bouts. Officials of the organization said here that the season to date has been one of the best for the shows in a number of years.

Texas Kidd Jr. returned here for a few days before leaving to play a number of rodeos. Another kiddie title was added during the stand, and shows have been moved from front to back. Daily street parades have been clicking. Roy Gray, of Texas Longhorn Shows, visited Texas Kidd here. Billie Badinger, Mrs. Mo Kuckola, and Mrs. Ted Custer accompanied the Binger Boosters on a publicity trip. Claude Backler and Ray Klote spent a day visiting Guy Dillon in Oklahoma City. Sound truck and equipment is in charge of Hoke Dasinger, and Jim Hamilton is handling banners.

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## Trenton, Mineola Readying Layouts

TRENTON, N. J., Sept. 14.—New Jersey State Fair will get under way with heavy emphasis on thrill features, including Clyde Beatty, Lucky Tater, and standard and midget auto races. Teler Hell Drivers are booked for Sunday and Monday. Destry for duration in grandstand, the midget four-wheelers on Saturday, and AAA races the closing Sunday. Harness racing is from Tuesday thru Friday.

Even the midway (Eddy Bros.) will have a bombshell turn, the Wilno cinema projects twice daily. George Hunt, director of the fair, will present *Actus Modernus* nightly. Thursday, traditional Politicians' Day, will have Charles Elliott, Democratic candidate for governor, his GOP opponent, Robert Hendrickson, United States Senator Warren Harbort, and James Cromwell, Democratic choice for the office.

NEW YORK, Sept. 14.—Mineola Fair will usher in its second "World's Fair" renewal with an all-around entertainment bill. Frank Wirth has laid out the grandstand show with Captain Proake's Tigers, wire artists Two and Betty Waters, Noval perchers, and Netas trampoline. Daily program of trot races is expected to prove exceptionally interesting to Long Islanders because Race Sec Al Saunders is able to draw upon 300 hags on hand for the night parliamentary meet in Westbury. Saturday highlight will be Hankinson-Siebbins midget autos. Ben Williams Shows have the midway.

SYRACUSE, N. Y., Sept. 14.—A misunderstanding changed the name of Doug Johnson to be inserted in trade stories as publicity director of the State fair. There being no official title, Johnson, representing an ad agency, shared press berth with Herb Dotson, stationed here for 26 weeks in handling of ice cream, home, and auto races, pageant, and routine features. Following the Syracuse closing, Dotson went to N. J. State Fair, Trenton, for a three weeks' campaign.

### ROUTES

(Continued from page 22)

- Hickory Tye (Carter) Cleveland, O.
- Reinald & Roberts (Royal Hawaiian) San Francisco, Cal.
- Rooney, Pat (Diamond Horse Show) NYC, Cal.
- Rooney, Mickey (Stanley) Pittsburgh, Pa.
- Roper, Rita (Palmer House) Cal., Pa.
- Rozala, Marco (La Conga) NYC, Pa.
- Ross, Harry (Capitol) Washington, D. C., Pa.
- Ross, Frank (Wibber's Star Line Inn) Phila., Pa.
- Ross, Marie (Highway Casino) Westport, Mass., Pa.
- Ross, Sidney (Rainbow Room) NYC, Pa.
- Ross, Shirley (Rox) NYC, Pa.
- Ryan, Sue (Strand) NYC, Pa.

Buster Shaver with Olive and George  
Casino Atlantico, Rio de Janeiro, Brazil

- Sharpe, Robert (Wick) NYC, Pa.
- Shaw, Wini (Diamond Horse Show) NYC, Pa.
- Shaw, Patry (W) Cal., Pa.
- Shes & Raymond (Colonial) Dayton, O., Pa.
- Shelby, Hubert (1823 Club) Phila., Pa.
- Shelby, Elmore (Jules Murray) Cal., Pa.
- Sherrick, Arthur (Jungle Club) Kansas City, Mo., Pa.
- Sherry, Gomer (Jockey's Derby Club) Allentown, Pa.
- Shuta, Dinah (Paramount) NYC, Pa.
- Shuta, Paul (Mercury) Tulsa Newport, Ky., Pa.
- Shutz, Irving (Wildwood) Marshfield, Wis., Pa.
- Shuch, Areta (L'Alhambra) Cal., Pa.
- Shur, Myrtle (Cactus) NYC, Pa.
- Shur, Irving's Room NYC, Pa.
- Shur, Rudy (Stanley) Pittsburgh, Pa.
- Sherling's, Dan, Duke & Decheres (Bon Ayr) Cal., Pa.
- Shockey, Tom (Old Harbor House) Boston, Pa.
- Shone, Gray (Palmer House) Cal., Pa.
- Shover, Tule (State-Lake) Cal., Pa.
- Shullard, Freda (Hollywood Tavern) Elmhurst, Pa., Pa.
- Shumer, Helen (Franklin) Cal., Pa.
- Shur, Lydia (Chicago) Cal., Pa.
- Shur, Frank (Washington Casino) Phila., Pa.
- Shur, Freda (State-Lake) Cal., Pa.
- Syllis & Meiba (La Conga) NYC, Pa.
- Taylor, Johnny (Rox) NYC, Pa.
- Tanner & Wirtz (Palmer House) Cal., Pa.

- Terry, Jack (Blue Lantern) Detroit, Pa.
- Theodore & Leoline (State-Lake) Cal., Pa.
- Therrell, Earl (Geo. Washington) Jacksonville, Fla., Pa.
- Thompson, Oly (Emerald) Atlantic City, Pa.
- Thudale Trio (Coco House) NYC, Pa.
- Tucker, Jerry (Evergreen Casino) Phila., Pa.
- Tucker, Harold (Rivers) Fort Lee, N. J., Pa.
- Tufts, Joe (State Society) NYC, Pa.
- Tufts, Bonny (Belmont Plaza) NYC, Pa.

- Vail, John (Cat & Fiddle) Cincinnati, Pa.
- Vallie & Lorne (Geo. Washington) Jackson, Pa.
- Valk, Fred (Club Gumbo) NYC, Pa.
- Vancous, The (West Side) NYC, Pa.
- Vauska, George (Coco House) NYC, Pa.
- Vera, Joe (Congress) Cal., Pa.
- Verran, Wally (La Conga) Hollywood, Cal., Pa.
- Vicior & Bruce (Wick) NYC, Pa.
- Vicent, Romeo (Hurricane) NYC, Pa.

- Waldron, Jack (Park Central) NYC, Pa.
- Walton, Babe (Belsham) Boston, Pa.
- Waltz, Nathan, & Erika (New York City) NYC, Pa.
- Walter, Gene (Halfway House) Jersey, Pa.
- Waltz & Fison (Dennis) Atlantic City, Pa.
- Wayne, Ginger (Queen Mary) NYC, Pa.

WALTER DARE WAHL  
Billy Rose's Aquacade  
Golden Gate International Exposition, San Francisco, Calif.

- Wells, Billy (Walter's Hofbrau) Phila., Pa.
- White, Madaly (Harbort) NYC, Pa.
- White, Jerry (New Yorker) NYC, Pa.
- White, George (Scandal) Springfield, Mass., Pa.
- Whitely's Lindy Hoppers (Paradise) Allentown, Pa.
- Whitson Bros. (Rainbow Room) NYC, Pa.
- Wilde, Bobby (Cocoanut Grove) Jersey, Pa.
- Wulke & Dore (Alyra) Indianapolis, Pa.
- Williams, Fred (Hickory House) NYC, Pa.
- Wills, Pauline (Meadowbrook) St. Louis, Pa.
- Winters, Buster (New) Pittsburgh, Pa.
- Wood & Bray (Beverly Beach) Cal., Pa.
- Woodruff, Beverly (Belsham) Jersey, Pa.
- Woods, Eddie (Beverly Beach) Cal., Pa.
- Woods, Laurie (Beverly Beach) NYC, Pa.
- Woods, Tom (Chalet) Modesto, Pa., Pa.

Yost's, Ben, New Yorkers (Rox) NYC, Pa.  
GRAND-STAND AND FREE ATTRACTIONS  
(Routes are for circuit week when no date are given)

- Armando & Lila (Fair) Adger, Mich.
- Arason, Lisa (Jefferson City) La., 10-11; Oakdale, Pa., 12-13
- Baldwin-Rohm (Fair) Virginia, Wis.
- Bick's Circus Acts (Fair) Union City, Ind., 10-11; Jackson, Tenn., 12-13
- Berger, Harold (Fair) Baltimore, Md.
- Crazy Ray and His Gallopers (Fair) Laurel, Md., 11-12
- Calvin, Al & Margie (Fair) Hutchinson, Minn. (Fair) Redwood Falls 11-12
- D'Arcy Girls (Police Circus) Boston
- Fisher's, Bob, Fraxias Flyers (Auditorium) St. Louis, Mo., 12-13
- Fisher's Flying (Fair) Phoenix, Ariz. (Fair) Lawrenceburg, Tenn., 23-24
- Garabedian, Tom, Rochester, N. H.
- Lorenzo, Paul & Vicki (Fair) Hutchinson, Kan. (Fair) Oklahoma City, Okla., 10-11
- LaZella, Aerial (Fair) Kansas, Neb., 10-11
- LaTona Troupe (Dasher, Neb., 17-18; Concord, Pa.) Memphis, Tenn., Oct. 3-5
- Lecher, Tom (Fair) Bourbon, Ind., 10-11
- Lecher, Alvin (Fair) 10-11
- Lerford Clown Troupe (Jefferson, La., 10-11; Coltrane Center 10-11)
- Oberman, Wally (Fair) John Day, Ore., 10-11
- Reed, Betty (Fair) Allagan, Mich.
- Sils & Clark (Fair) Orland, Calif.
- Solara, Eddie & Ruth (Rocky Mount, Va., 10-11; Reidsville, N. C., 20-Oct. 2)

MISCELLANEOUS  
Coronado Entrance Pageant Atlantic City, 20-21  
Hutchinson, Aerial Musical, Livingston, Tenn., 10-11  
Moore, Harry E., Animal Show, Union City, Ind., 10-11  
Siegens & Mack Show, St. Genesville, Mo., 10-11  
Wright's Dog Circus, Concan, N. H., 11

Be Safe Than Sorry  
In Legal Affairs...  
Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated September 28, under the title of "How To Avoid Liability on Suits Filed by Injured Circus Patron."



COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Wends Building, Randolph and Dearborn Streets, Chicago.

## Atmosphere — Coin-operated machines in small establishments boost trade by creating a happier atmosphere

Well-organized movements seem to be under way among organizations representing the retail field to promote good will for retail locations generally. The plans are not only to prevent criticism of retail locations, due to expected price increases, but to positively seek to promote a better public understanding.

The idea of mapping out an aggressive program, as well as guarding against criticism, is an ideal objective.

Since practically two-thirds of the retail locations in the country have use for coin-operated machines of one type or another, it should be possible for some plan of co-operation between locations and the coin machine trade to be worked out. The coin machine trade will certainly be a well-wisher to the good causes of retail locations.

As an example of the positive action which retail trade associations are taking, the president of the Illinois Federation of Retail Associations recently announced a program by which it is hoped to ward off criticism of retail locations during the present time.

"The strongest weapon for resisting unwarranted price increases is publicity," the association official said. So, ample plans are being made to use publicity within trade circles, as well as to keep the public informed of retail policies.

The federation has also suggested to retail locations a strong and aggressive policy for catering to the low and middle income groups when prices begin to rise. This policy will be to honestly advise consumers how they can turn to lower priced items that may give the same service as higher priced items.

Connecting the progressive program of the retail trade with the great national defense program, the message stated: "Retailing's vitally important contribution to national defense is to continue a system of distribution which can provide the civilian population with available goods at prices it can afford to pay."

The Louisville Times (August 30) contributed an excellent editorial on the present situation as it relates to public good will for retail locations in the face of the problems created by war conditions abroad. The Louisville paper related some of the happenings during the World War and how retail locations were widely criticized because of high prices. The newspaper suggested that in most cases the retail locations were not to blame and that probably the move for excessive prices in many cases originated in manufacturing circles.

The newspaper used the word "propaganda" and suggested that such propaganda to alarm the public may start again during the present time.

It is evident from the discussions in retail trade papers, retail trade associations, and in the newspapers that retail locations are today faced with some real problems. They must not only avoid public criticism, but they should also go into action with a positive program for promoting good will among consumers.

Perhaps the present emergency creates the greatest opportunity that has ever existed for co-operation between retail locations and the coin-operated machine industry.

The coin machine industry must have locations to place its machines, and retail locations (at least two-thirds of all of them) can well profit by the use of coin-operated machines of one type or another.

Retail locations must face the fact that they are not only concerned with the criticism and emergencies created by a war period, but that especially the thousands of smaller locations of all kinds must continue to face the odds of the competition of bigger organizations. In times of emergency the odds often go to the larger concerns.

But the American people have a strong tendency to sympathize with the little fellow and now is a good time for the smaller retail locations to present their story and to ask for an equalizing of advantages.

The national concerns have their contests and their price advantages. The newspapers have their contests and prizes. The chains have their loss leaders and buying power. The smaller retail locations need something to help them meet such competition.

Some years ago a retail trade paper said that every store needs some plan or device to make customers happy when they enter the place. Neighborliness is a part of the atmosphere of the small place, but some more definite way of pleasing customers is also needed in every retail establishment. The big establishments can do it with decorations and design, but what of the smaller locations?

The time has come for business and the public to recognize the fact that the thousands of smaller establishments need one or more of the varied types of coin-operated machines to add to the pleasant atmosphere of the place and to act as a sales stimulant. With that sort of aid the smaller establishments can compete with the chains without the friction and antagonism that now exist. Give the smaller locations the advantages of amusement devices and they can compete with the contests, prizes, loss leaders, and other powerful trade stimulants used by big business.

The one serious hitch that seems to lie in the way of such a program is the attitude of the newspapers. Newspapers must be made to face the fact that the thousands of small establishments over the country are all outlets of nationally advertised goods and that the total bulk of advertised goods sold thru these small establishments is tremendous indeed. The small stores may not advertise in newspapers as units, but the goods sold in these outlets is advertised. If newspapers oppose aids to the small establishments they are opposing the outlets for advertised goods. Organization can make this fact emphatic to the newspapers.

As a matter of fairness, newspapers should be willing to let the small establishments have the advantages of coin-operated machines which do not compete with the contests, prizes, and other trade stimulants used by big enterprises.

# Latin American Imports of Games Boost July Exports

July total is 1,103 games valued at \$101,290 — phone exports largest

Machines Exported	Value
January .....	\$72,104
February .....	85,000
March .....	111,877
April .....	108,790
May .....	143,592
June .....	99,250
July .....	101,290
<b>Total .....</b>	<b>848,913</b>

WASHINGTON, Sept. 14.—An immediate reaction to the Pan-American program, disclosed in Havana a month ago, may be mirrored in the latest report from the Department of Commerce on coin machine exportation to Central and South American republics. During July of this year Brazil, Colombia, Venezuela, Mexico, Guatemala, and Panama increased their importation of U. S. coin machines.

Another fact in the report was the dropping off of Canadian buying of coin machines because of the institution of new war-time taxes. Canada's total imports for July totaled \$34,702 as compared with \$94,127 in the previous month.

Despite losses in the Canadian total, the exportation figure for all coin machines to all countries was higher than in June, the mark reached being \$101,290 for 1,103 coin machines of all types.

This was the fourth time that coin machine exportation figures have passed the \$100,000 mark this year. During its months of January to July inclusive a total of 4,485 coin machines valued at \$731,411 have been exported. The figures for each month are:

As can be seen from the above, the goal of \$1,000,000 in coin machine exports should be reached in 1940, providing the present rate of exportation is maintained.

During July, Canada and Mexico vied for honors as to which would be the largest buyer of coin machines from the U. S.; Canada exceeded Mexico's figure, taking machines valued at \$34,702, as compared with Mexico's figure of \$33,703.

Mexico was by far the largest purchaser for automatic phonographs, her purchases totaling \$32,713. Canada surpassed her in automatic games and vending machines, taking machines valued at \$18,439 and \$11,892 in the classifications as mentioned.

A breakdown of the total figure of 1,103 machines, valued at \$101,290, during July reveals the following:

Automatic Phonographs.....	412 machines	\$24,431
Vending Machines.....	223 machines	\$18,224
Amusement Machines.....	468 machines	\$58,635

Second largest purchaser of automatic phonographs was the Philippines, which took 91 phonographs valued at \$3,608. Colombia followed closely behind, taking 24 phonographs valued at \$6,370.

A breakdown of July exports follows:

Country	Automatic Phonographs		Vending Machines		Amusement Machines	
	No.	Value	No.	Value	No.	Value
Canada .....	82	\$ 8,441	103	\$11,002	428	\$18,420
Venezuela .....	3	346	—	—	—	—
Panama (Exp.) .....	10	2,488	11	376	3	507
Mexico .....	317	24,713	114	1,440	82	9,550
Brazil .....	1	310	—	—	—	—
Trinidad and Tobago .....	1	190	—	—	—	—
Cuba .....	3	702	—	—	9	610
Argentina .....	1	72	—	—	19	106
Brazil .....	11	2,582	—	—	2	178
Colombia .....	24	6,170	—	—	—	—
Peru .....	6	2,187	—	—	—	—
Venezuela .....	2	432	—	—	—	—
Philippines .....	31	6,008	—	—	2	45
Union of South Africa .....	—	—	25	153	2	107
Chile .....	—	—	—	—	45	2,963
Australia .....	—	—	—	—	11	470
<b>Total .....</b>	<b>242</b>	<b>\$54,401</b>	<b>353</b>	<b>\$13,603</b>	<b>608</b>	<b>\$33,276</b>

## Ten Millions Gain In Tobacco Revenue In Month of July

WASHINGTON, Sept. 14.—Tobacco tax collections, by the Bureau of Internal Revenue, totaled \$39,324,813.36 for the month of July, compared with \$29,293,512.21 for the same month of 1939.

Taxes collected on large cigars were \$1,031,612.23, compared with \$1,038,308.52 for the previous July, while the tax for small cigars amounted to \$10,007.71, compared with \$9,247.02 collected in July, 1939.

Taxes collected on large cigarettes amounted to \$1,314.23 in July, compared

with \$2,094.17 collected in the month of July last year. On small cigarettes the taxes collected in July amounted to \$31,316,341.80, as against the taxes collected in July, 1939, which amounted to \$29,270,699.08.

In July, also, the Bureau collected \$558,455.89, compared with \$402,619.23 collected in July, 1939, on snuff.

Chewing and smoking tobacco tax for July amounted to \$4,723,310.84, compared with \$4,261,863.07 collected in July, 1939. Also, the Bureau collected as tax on cigarette papers and tubes, \$165,503.40, compared with \$74,864.50 collected in July, 1939.

Leaf dealer penalties for July amounted to \$93, compared with \$97.00 collected in July of last year.

Cigarette floor tax for July, 1940, amounted to \$1,049,632.35.



ROCK-OLA DISTRICT MANAGERS assembled in Chicago recently to celebrate the first half-year's business and to discuss plans for the future. Thirteen district managers and other officials are shown above. The Rock-Ola firm reports the greatest sales record for the first seven months of 1940 of any like period in the history of the firm.

## Buffalo Area Enjoys Pick-Up After Cool Summer Season

### Increase in pinball licenses shows trend for good business ahead

BUFFALO, Sept. 14.—A round-up of summer business conditions reveals that, although much complaining was heard all thru the warm months, things were not nearly as bad as was expected. At the same time, however, the drop in collections was less than 10 per cent in most instances, which is very small considering the terrific handicaps that hindered the operators. Sales were rather good this summer and not much below those of 1939 summer, which was a good season.

The brighter side of picture reveals that there were some warm and profitable weeks at summer spots, which somewhat made up for the poor start, especially during last July and August. Employment improved during August, and the war hysteria subsided as events rolled on and people became more or less caloused.

Distributors found really good sales during early summer, when many operators bought heavily to supply new summer locations. Buying naturally dropped off after collections failed to boom, but then a natural slump always sets in after the better part of summer buying is completed. In July, distributors are not discouraged, but rather look forward to really fine fall and winter selling.

Operators, one and all, report disappointments during May, June, and early July, but a definite pick-up after July 15 which lasted until the Labor Day end of summer locations. Also most men did not take equipment back to the city until the middle of September, there was much activity and searching for new city spots between September 1 and 15. There seems to be substantial increase in locations this fall, practically every operator reporting several new spots.

The pinball city license which was due August 31 was another important item. The renewals far exceeded those of last year's August 31 period. In fact, License Director Elmer C. Winger stated that almost 1,400 licenses were taken out before the deadline, while the 1939-40 fiscal year total licenses only amounted to 1,550 machines. It looks therefore as the this year will have a greatly increased number of pinball tables in operation here, which is in itself an indication that things look bright.

In the phonograph field the remote control set-top and wall-box ideas were the most important development during the summer. Remote is still very much in evidence and continues to sell well with most distributors. Oyna, which were good at beginning of summer, dropped off midway, but are now again in the limelight, especially with several new types on the market.

Used equipment is getting much attention and started to be popular in late summer. Possibly this is due to the heavy license expense that operators were under, and which prohibited them from spending too freely on new ma-

chines. Anyway, used machines are a big item with all distributors.

In the vending field, the there is no trend not too much news, a few trends were noticeable. Cigarette vending dropped off after operators raised the price to 17 cents per pack. Candy vending seems to be pretty good. Beverage vending didn't figure very prominently here, although some locations did have success with them.

The outlook for the fall season is very good, according to the trade here. Optimism is felt everywhere and men are looking forward eagerly to the new equipment which is due to appear on the fall markets.

## Monarch Equips For Bigger Trade

CHICAGO, Sept. 14.—"Our new offices and plant will enable us to give operators more for their money," said Al Stern, of Monarch Coin Machine Company, but no information was given as to where the new location would be.

"We have followed the policy of giving the most for the money in the past," Stern said, "and everything is being done to beat our own record for service by equipping the new plant with the best. New reconditioning equipment will enable us to prepare machines of all types for longer and more profitable service and will enable us to handle all orders much faster and much more efficiently. With greater speed and efficiency we think that we will also be able to offer equipment at new record-breaking low prices."

## SUNSHINE—AT MIDNIGHT!

If this happens to be a dark hour for you, when collections have dropped way down or a territory is closed, PHOTOMATIC can be your ray of sunshine! Because PHOTOMATIC has proven that it makes money all the time, all over the world—and it's completely, unquestionably legal!

**INVESTIGATE!**  
International Microscope Reel Co., Inc.  
47-01 11th St., Long Island City, New York

## BARGAINS FROM DAVE MARION

Model 107 Operator, Excellent .....	\$21.50
Model 101 Operator, Excellent .....	25.00
10 1/2" 100's .....	75.00
War Model .....	37.50
Other .....	14.50
Billy Ailey .....	47.50
<b>FREE PLAY TABLE BARGAINS.</b>	
Wings for Operator Like No One, Sell or Trade.	
Jobber—Write Us for Quotations—All Parts.	
1/2 Credit Required—Immediate Service.	



JOE ABRAHAM, J. M. Novelty Company, Youngstown, O., demonstrated ABM with Dally's Rapid-Mag machine gun, controlled by Leo Kelly, Daily sales manager.

# EASTERN FLASHES

NEW YORK, Sept. 14.—After a week of partying following upon the heels of the Labor Day week-end, coinmen here are settling down once more to the jealous business of making the fall and winter seasons abroad as profitable as possible. These celebrations, coupled with the new games coming in, seems to have put everyone in an optimistic mood. Operators, distributors, and jobbers in all phases of the trade are looking forward to the best season in many years.

### AROUND THE TOWN

Pat Cohn celebrated his 10th wedding anniversary on Sunday, September 16, one week after Modern Vending celebrated its 10th year in business. . . . At the former office Danny Subarsky passed out the cigars this week. It was a boy, and Sylvia Schulman celebrated her first wedding anniversary. Lou Holzer is in the throes of a serious romance. It is rumored.

Bill Harkin had Paul Gerber, of the Chicago distributing team, as his guest this past week. Paul had plenty of nice things to say about how well the Microscope products are doing for him. . . . With his sun tan and form-fitting suits, Marvin Liebowitz is a walking example of what the best-dressed man should wear. . . . Morris Hankin is from Atlanta and Sammy Feldman here from Miami. . . . As soon as Rudy Greenbaum hit town Saturday he began talking about the wonders of Luckard's new Heads-Up Selectors. Rudy also was dropping hints about some new products Homer E. Capehart's firm is set to unveil.

### MEN AND MACHINES

Bert Lane is doing his best these days. He reports to meet demand for Genco games by arranging for carload shipments to come this way as fast as they can get here. Bert flew to Chi this past week to speed up shipments. George Pomeroy also took the sky lane to Chicago to complete plans with some of the manufacturers for the fall season. Jack Minick is reported to have closed some big deals for Mills Express. . . . One of the biggest distributers in town is Dave



JANE WITHERS, 20th Century-Fox star, trying her skill on the Microscope Sky Fighter at the Gerber & Glass Arcade, Ocean Park, Calif.

Simon with Kenney products riding high with all the operators. . . . Jack Fitzgibbon reports the special deal he has for those ops who haven't started with Bally's Rapid Fire machine gun as yet in getting a lot of attention from the boys. . . . Dewitt (Doc) Eaton, of Buckley Music System, reports many of the leading operators here are so pleased with the installations he's made that they are ordering more and more of his locations to be covered with Buckley Music Systems. . . . From Aubury Park, Art Seeger reports he's had one of the best arcade seasons in years. "Even the rainy weeks were swell," he says.

### BROOKLYN BITS

At Simon and Jack Semel, of Savoy Vending Company, report Chicago's new clobber, Dixie, is really hot. "We're going to town with this one," they say, "because Dixie's one of the finest free-play games ever offered to coinmen in our opinion." . . . Hyacinth Budin is working so hard these days meeting operators demand for Stoner games that he hasn't time to go out for lunch. "Looks like the fall rush is really in full swing here," he says. . . . Charley Skohts has lost a lot of weight. . . . After looking over the new music equipment, Charley Aronson and Bill Alberg state they believe a lot

of big things are on the way that will mean big things for all the boys. . . . Seems Al Botkin missed his calling. He should have been a sports announcer. Judging by the way he handled the Homer E. Capehart and Senator James T. Igoe introductions at the Modern party. . . . Harold Schaeff, of Victor Vending Company, Chicago, was here for a visit with Dave Robbins this week. Schaeff brought with him a new penny skill game for which Robbins will be distributor in New York, New Jersey, and Connecticut. Dave and Harold are both enthusiastic about the game. Victor is going into production immediately and Dave expects deliveries in a few weeks. . . . Business is really humming along at L. L. Mitchell Company, Irving Mitchell reports. "Looks like the months ahead will be the busiest we've ever had," Mitch says.

### PAST FLASHES

Sam Sachs of Acme Sales, is becoming a regular air-commuter between his New York and Boston offices. "Ever since we made our offer to send our own men to remodel any operator's machines who buys our parts within a 300-mile radius, our business has skyrocketed," Sam declared. . . . Hal Meeks, Stoner's Distributor man in the East, leaves on a trip throughout his territory on which he'll contact all the leading merchandising operators. . . . "Our business is better than ever since we moved into our new quarters," reports Miss A. M. Strang, of G. V. Corporation. . . . Main offices for Du Greber will now be in Haverhill, Mass., with sales and advertising offices in the International Building of Rockefeller Center. . . . One of the happiest men in town these days is Sam Herzberg now that he's Eastern regional representative for Arching. . . . Joe Flahman spent the week-end at Al Schlesinger's home in Poughkeepsie. . . . Mike Kuznetz, Tenth Avenue headquarters continue to be packed all day long with operators in quest of equipment.

### JERSEY JOYTINGS

Howard Kass is celebrating the first birthday of the twins. He and Archie have a new idea which they'd soon have a sponsor for. . . . Harry Pearl had some of the boys rolling in the 1934 the other night with some of his stories. . . . Dave Green predicts that Retail Distributors will have one of the best fall seasons in their history. . . . Abe Green and Bugs Sugarman are looking forward to some golf matches. Abe has just finished taking his lessons and Bugs intends starting his soon. . . . Irv Morris, of the George Pomeroy Company, reports that his firm is busier than ever supplying ops with Chicago's Dixie, Gottlieb's Three

Score and other games the firm handles. . . . Jack Kay couldn't take in the parties on Thursday (Sept. 13), but made up for it by spending all day Friday ridding around. . . . Irv Ofeinstein, of Newark, still reports himself without games. . . . Jack Berger, of Newark College, is hard at work these days trying to meet the demand for the used equipment his firm has been advertising. . . . Back from his vacation comes Dick Steinberg. . . . Everett Masterson is being called the "phone-call boy," because wherever he goes someone calls him on the phone.

### COIN SHOTS

El Miller, of Midway Vending, left of one of his customers who is blind. "His name is Mike Flori, of Staten Island," Miller states. "He earns his living operating a route of peanut machines and, in addition to being a first-class operator, he's an expert mechanic and does all his own repair work. One of his many other accomplishments is his ability as a shoemaker." . . . Tony Casparro is busier than ever over at Weston Distributors more and more ops call on him to look over the latest Exhibit products. . . . Joe Ash reports from Philly that the boys have cleaned him out of used games and that he's at work gathering in the stock he needs. . . . Plenty of activity at the offices of Ray McGinnis in Baltimore these days.

## Illinois Group Sends Letters

To the Editor: Enclosed please find two letters that were sent out this week by the Illinois Phonograph Owners, Inc., from our new office at 9 South Kedzie Street, Chicago. You may publish these letters for the information of the trade if you like.

M. J. KORENGOLD,  
Secretary-Treasurer.

### Say "Automatic Phonographs"

"In a Vocalist: We noticed your advertisement in the newspapers recently and the copy which referred to 'Kind of the Juice Boxes'."

"We are going thru a campaign at present for eliminating the use of the word Juice Boxes when referring to automatic phonographs."

"We think that the expression Automatic Phonograph is more familiar to the public than the vulgar phrase which you use."

"Let me hear from you and tell me what you think about this."

### A Second Letter

"To Abe Lyman: In behalf of the members of the Illinois Phonograph Owners, Inc., we wish to thank you for the splendid party you gave us recently at your club. We all enjoyed ourselves immensely. Please rest assured that we will do everything possible to show our appreciation as far as the phonographs in Chicago and vicinity are concerned."

## Petition Asks Games for Dallas

DALLAS, Sept. 14.—R. O. Burns, local coin machine man, is circulating a petition to be presented to city council asking that free-play marble and counter games be allowed to operate within the city limits of Dallas.

Hundreds of the petitions are in taverns and other locations. A sufficient number of signers is anticipated to complete the petitions in a short time, and Burns says the city council will be asked to act upon the petition soon. The petition recites that counter games are legal in the State of Texas and that their operation is a real help to the small merchant and cafe and tavern operators.

## OPERATORS IN San Francisco—Seattle— Portland—Los Angeles— GET 10 DAYS' FREE TRIAL ON AMERICAN EAGLE PLUS 50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS! **10 FOR \$275** Sample \$32.50 • Ball Gum Mod. \$2 Extra **ORDER QUICK—** RUSH 1/2 Dep.—Balance C. O. D.—To **ADVANCE AUTOMATIC SALES CO.** 1021 Golden Gate Ave. San Francisco, Calif.**WESTERN DISTRIBUTORS, INC.** 3125 Elliot Ave., Seattle 1226 S. W. 16th Ave., Portland, Ore.**MAC SANDERS** 2837 West Pike Blvd., Los Angeles, Cal.

## DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

IF IT'S COIN OPERATED \* WE HAVE IT \* NEW OR USED

ARCADE EQUIPMENT	AMUSEMENT MACHINES	CONSOLE GAMES
1040 R.P. Western	Rock Around the Clock	Paedagog, 8 Columns
1040 Comp. Western	Black Cabaret	National, 8 Columns
1040 Comp. Western	Chicago Saver	CONSOLE GAMES
1040 Comp. Western	Face Attack Bowler	Pack Satchel
1040 Comp. Western	Calliope Modern Scale	1040 Paper Reels
1040 Comp. Western	Mills Rev. Picture Match	Mills Square Balls
1040 Comp. Western	Calliope 50¢	1038 Track Times
1040 Comp. Western	Woolly Woe Krazy Dice	Kentucky Clubs
1040 Comp. Western	GRANFETTE MACHINES	Mid West Track Times
1040 Comp. Western	Gravels 2 Col., 30 Play \$ 9.00	Paper Races, Black
1040 Comp. Western	Gravels 2 Col., 300 Dab.	Paper Races, Brown
1040 Comp. Western	Beer	Tantrons
1040 Comp. Western	National 2-3-4 with 16¢	Sheet The Moon
1040 Comp. Western	National 2-3-4, Cab. Size \$2.50	
1040 Comp. Western	Half Deposit, 1/2 Dep. for One Year	

CLEVELAND COIN MACHINE EXCHANGE, 3231 PROSPECT AVE., CLEVELAND, OHIO

## Non-Partisan League Formed...

LOS ANGELES, Sept. 14.—The Los Angeles News, September 4, carried a headline reading, "Police Commission Tosses Pinball Question Back to Council."

While the council and police department wrangled about questions raised by the old "pinball crusaders," the Los Angeles Retail Merchants and Theater Owners' Non-Partisan Political League went into action in behalf of licensed pinball games and other amusements. The organization of business men and intentions will try to keep political factions from making a football of amusement games.

Petitions will be circulated among voters. An organization of business men following a non-partisan program is expected to turn the light on the political mess about pinball games in Los Angeles.

# Summer Trade Cheers Ops

### Philly. coinmen agree that past summer season was among the best

PHILADELPHIA, Sept. 14.—Amusement and music machine operators, having closed their books on the summer's seasons, country, and roadside locations, are agreed that the past season has been the best ever experienced by the local trade.

The summer business more than made up for the seasonal slack in the city. The biggest boom in the warm weather was the result of the many rainy and cool weeks, keeping the vacationers and tourists indoors, with the machines in many instances the only form of amusement available. This was especially true at the mountain and country resorts.

The major credit for the extra profits, all agree, must go to the target and gun machines, introduced for the first time this summer in these parts. The introduction of the machines couldn't have been timed better, war conditions implemented by newspaper headlines creating an interest in the machines never equaled in popularity by any other novelty machine in the experience of most local operators. Moreover, operators believe that with the machines back in the city locations interest will be ever greater.

Pinball games got their usual play, but the machines had to be geared to penny playing in many instances, increasing in note is the fact that the free-ball machines, practically extinct in the city locations, met with unusually great favor at the summer spots. Music machines figured behind others in returns, also holding up as well as in previous seasons. Failure of the record companies to produce a summer hit was in the "Hi Hoet Soak" again. Chas. W. Klamed for the manager, music machine operators still recalling the haze of nickels in machines several summers ago when Elia Fitzgerald's "I-Best A-Testet" was the music machine sensation.

# Dixie Climbs at End of 4th Week

CHICAGO, Sept. 14.—"Dixie's another Chicago Coin hit," declared Sam Wolberg and Sam Genaburg, Chicago Coin Machine Manufacturing Company officials. "There is Dixie in its fourth big week and going stronger than at any time since we first announced it. The bars set down and the sky's the limit so far in production on Dixie is concerned. We've set up additional production lines and have increased our crew of Dixie operators, and now are working night and day in an effort to fill all the orders

### Business Idea

The editorial appearing on the editorial page this week suggests one of the strongest pleas that can be made for phonographs and amusement games.

Copies of this editorial should be sent to newspapers, public officials, business leaders, and location owners.

Conditions created by the defense program in the retail field now offer the best opportunity the coin machine trade has ever had to advance its arguments that coin machines help small establishments to stay in business.

that have been pouring in from every part of the country. We've been swamped with demands from coinmen for Dixies, and we're shipping as fast as possible.

"According to reports, Dixie is setting new high-profit records wherever it is placed. It seems," said one operator, "that each new Chicago Coin game is better than the last. One of the biggest reasons I always insist upon Chicago Coin games for my best locations is because I know that they will offer players that extra something new that will make them bigger money-makers than the game before."

# Pinball Fee Aids Vermont Revenue

MONTEPELIER, Vt., Sept. 14.—State Tax Department reports that total collections of license fees on pinball machines for 1940 up to September 1, amounted to \$10,857.26. The total tax collected since the legalization of pinballs in June, 1939, is reported as \$82,300.

The department announced decreases to the beverage and cigarette taxes for the month of August amounting to several thousand dollars, but this is felt to be the result of dealers overstocking in advance of the federal tax.

# Ohio Fair Trade Ups Cig Prices

CANTON, O., Sept. 14.—Popular brands of cigarettes advance here on September 8 to 20 cents a package in accordance with the Fair Trade Commission edict at Columbus. Major retailers, including the United Cigar stores and Peoples Drug Company chains, will sell them two for 31 cents.

A. E. Stocker Company here was largely responsible for the establishment of universal price. Chains previously had been charging 15 cents straight or two for 29 cents. There is talk among dealers of getting out an injunction against one store to halt sales at the lower price. Vending machine prices for popular brands continue at 17 cents, their chains having both adjusted for two dimes, 3 cents change being returned with each pack.

# Crusader Gets Headlines . . .

MINNEAPOLIS, Sept. 14.—Newspapers here on September 1 heralded the headlines, "Justice Puts a Halt to Soltan's Blitzkrieg." Pictures and several columns told how a local crusader had tried to stop several concession games at the State fair by instigating police raids against them.

Newspapers showed strong sympathy for the State fair and its concessions. A local judge also fined the crusader for contempt of court, a move which put a temporary crimp into the crusader's plans.

Coin machine operators recognized the crusader's name as a familiar one, for it was an offshoot of his "crusade" started early in the year that caused a flare-up of agitation about licensed pinball games in the early summer.

The Minneapolis Times-Tribune (April 20, 1940) came to the defense of pinball games in its famous editorial, "Reform Restraint." See The Billboard, May 4, page 70.

# Mint Produces Over 4 Million Coins Each Day

PHILADELPHIA, Sept. 14.—Affected by the backlash from the accelerated national defense program, the Philadelphia Mint is producing 4,100,000 coins daily but is behind orders. The Mint is on a 24-hour seven-days-a-week schedule. Edwin H. Dressel, superintendent of the Mint, said arrangements are being made to expand the facilities and equipment to meet the greatly increasing demand for coins. He issued a call for 30 manufacturers this week. In addition, a \$78,750 contract for penny blanks—enough to make 31,500,000 coins—was awarded this week to the Riverside Metal Company, of Riverside, N. J. The order is only one of a number of similar orders which recently have been awarded to private concerns.

To meet the demand, penny blanks are purchased from private concerns and stamped into coins by the Mint's machines. Dressel said that previous to July 1, when the Mint was working on an eight-hour schedule, 1,200,000 coins were produced daily. During July, he said, nothing but pennies was produced. Since then other coins have been minted.

# Historical Data To Chicago Firm

CHICAGO, Sept. 14.—George Barok, head of the Barok Company, Columbus, O., was a visitor here recently to check up on the supply of new games for the fall season. Barok says his firm follows the policy of distributing games and machines for only those firms whose machines are proved by their tests.

Barok said he is turning over his historical collection of pictures, advertising, and publicity of the coin machine industry to a Chicago manufacturer. Barok claims to have a valuable collection of documentary material running back 25 years.

He says that while there are some difficulties in his territory, still a good fall season lies ahead. He says that some of the new games now being introduced by Chicago firms will be real winners.

but pennies predominate.

Recently in speaking at a luncheon meeting of the Lions Club at Hotel West Whitman in Camden, N. J., Dressel said: "Some odd factors make up America's increased demand for coins. The adoption of coin machines for merchandising pinball machines and music boxes all have added to the call for more and more coins."



## Monarch



### REMOVAL SALE! FINAL WEEK!

Exceptional Values! Quality Equipment!

ONE-BALL PAYOUT TABLES	
Bally	
Best King, J.P.	\$127.50
Grand National, J.P.	99.00
Overland, J.P.	79.50
Marshall, J.P.	64.50
Old World, J.P.	64.50
Best Pass, J.P.	54.50
Producers	52.50
Mills Genuine Real	\$122.50
Mills 1-2-3	97.50
Mills Hi-Boy	84.50
Mills Fisher	43.50
Bally Fairground	27.50
Bally Stubby	22.50
Continental	19.50
Daily Thru-down, J.P.	67.50

MISCELLANEOUS EQUIPMENT	
Reco-ola 1939 Deluxe Lumby Lighted	\$58.50
Phonograph	\$147.50
Wulitzer 1939 Model 500, First Year	154.50
Wulitzer 1939 Model 61, 3rd Year	22.50
DeLong Hickey	27.50
Reco-ola Ten Pin	47.50
Exhibit Whaler	22.50
Wulitzer 1939 Model 61, 3rd Year	22.50
Wulitzer 1939 Model 61, 3rd Year	22.50

FREE PLAY SPECIALS!	
Bally Gold Cup, Genuine Model 1 Ball	\$74.50
Mills 1-2-3, 1 Ball	63.50
Mills Five-Ore, 5 Ball	63.50
Geno Formation	79.50
Bally Arrowhead	\$22.50
Exhibit Coupe	38.50
Continental Truck Steerer, Genuine	34.50
Game Lucky Slide	32.50

We request your order requirements even though the machines you need may not be listed. We have every type game in stock for immediate delivery. We Label Equipment—Six Machines—Country Games—Concess—Pinball Tables—Free Play Variety Games—Phonograph.

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

## MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

# Information on Machines . . .

We have recently had inquiry from readers about the following machines and products and our files do not contain complete information. Any information from readers will be greatly appreciated:

**PENCIL VENDERS**—We have had an inquiry for a pencil vending machine that also imprints the name on the pencil. There are old machines of this type in operation, but manufacturers say it is not made any more. Some machines bear the name of Vendex, Inc., N. Y. C. Another report says such machines were made by Charles M. Weeks Co., Walden, N. Y., now out of business. Another report says such machines were formerly made by William Gent in Cleveland.

We would like to bring our files up to date on pencil vending machines if such machines are now actively on the market.

**NUMERETTE**—We have an inquiry for a counter (penny) machine called Numerette. Our files do not reveal such a name. We have no details about the machine other than the name.

**FIVE-CENT GUM VENDERS**—An inquiry from a well-known distributor for the names of firms making five-cent gum vendors would indicate there are few machines on the market or that the names are not well known.

**ICE-CREAM VENDERS**—An inquiry this week about ice-cream vendors from the manufacturer of beverage vendors indicates such machines are still "secret." We would like any tips and definite information available on ice-cream vendors.

**APPLE VENDER**—A caller this week asked about apple vendors, saying that a Chicago firm said to be making such vendors was no longer making them. He had heard of a new apple vender on the market.

Address correspondence about such machines and requests for information on coin machines to Walter W. Hurd, The Billboard, 54 West Randolph Street, Chicago.

## \$\$\$ DEALERS \$\$\$ DEALERS \$\$\$ DEALERS \$\$\$

### The Neo Football Jackpot Cards—Real Money-Makers

THE NEW FOOTBALL SPECIAL JACKPOT CARDS—65 numbers, 4 free numbers on each card, sets of 25 per number, lists in \$12.75, sets of 100 numbers, 50 free numbers to sell, FOOTBALL JACKPOT CARDS, 65 of 100 numbers. You can get your own, plus per number and the amount of payoff on these cards. All cards are 1 1/2" x 2" and made up in attractive covers.

INTRODUCTORY PRICES PREPARED ARE AS FOLLOWS:

	Football 100 Numbers	Football 50 Numbers	Football Special 65
1/2 Dozen	\$1.75	\$1.75	\$2.00
1 Dozen	3.00	3.00	3.50

NOTE: 25c extra will be added to above prices on all C. O. D. orders. ORDER YOUR SUPPLY TODAY AND BE PREPARED FOR THE RUSH SEARCH AND CASH IN ON THESE EXTRA PROFITS.

## NEO SALES CO.

DEPT. 77, 108 ORLIN AVE., S. E., MINNEAPOLIS, MINN.

## Games Aid Boston Revenue Increase

BOSTON, Sept. 14.—An increase of almost a million and a half dollars in municipal tax receipts has been reported by the city collector's office.

According to figures made available, tax receipts for the first six months of 1940 totaled \$90,861,227, as compared with \$10,827,800 for the corresponding period of 1939—an increase of \$1,423,877.

Although definite figures were not available, city officials estimated that a large percentage of this revenue came from the opening of new clubs in the form of entertainment licenses, etc. Fees from cigarette vending machines also figured prominently in the increase, as an upswing in installations has been reported this year. Cigarette vendors are required to pay a \$1 license fee in addition to a \$1 fee for each machine placed on location.

The increase in Boston's tax receipts corresponded to reports of increases from every large city in the Commonwealth. Although Boston was the only municipality in which definite figures on the increase in receipts were available, officials of other Massachusetts cities and towns reported they expected to find their receipts soaring above last year's levels.

Resort towns already have reported that in some cases receipts have increased as much as 10 or 15 per cent, which indicates an increase in the num-



CLEVELAND PHONOGRAPH MERCHANTS' ASSOCIATION held its annual annual outing August 27. This is a view of members, their families, and guests.

ber of licensed locations for all types of amusement.

The figures made available by the city collector's office do not include revenue figures from liquor taxes. State officials said they expected little if any increase, due to the fact that most municipalities have adopted strict rules within the past few months regarding the licensing of additional liquor-selling places. The most of the new licenses issued, it was said, were for places which supplant locations which have gone out of business—thus keeping the revenue from license fees at the same figure.

## NATD Conclave To Be Held in Chi Jan. 15-18

CHICAGO, Sept. 14.—National Association of Tobacco Distributors announces that Chicago will be the scene January 15, 16, 17, 18 of its annual meeting for the third successive year. Place is the Palmer House. The convention exhibit will be officially opened on Wednesday and will close as usual with a great banquet on Saturday evening.

Association directors selected Chicago as the site of the 1941 convention because of its central and convenient location and, also because the Palmer House is exceptionally well equipped to accommodate all convention activities.

"From early indications, it is virtually certain that the 1941 NATD convention exhibit will transcend and surpass any of the eight preceding annual meetings," declared Executive Secretary Joseph Kolodny.

"The 1940 convention was universally acclaimed as the best we have ever had, and it will be a difficult task to again raise the standard, but we confidently believe we can do so. It is our policy each year to inject new and unique features and thus avoid any tendency to allow the convention to follow a cut and dried pattern.

"Planning and administration of the 1941 convention," continued Mr. Kolodny, "is in charge of the executive committee, consisting of the officers and directors of the association, and also the convention board, which is comprised of representative distributors of all States."

## Vending Branch Opened by Martin

CHICAGO, Sept. 14.—James H. Martin announces the opening of a new Du Greater factory branch and showroom at 1407 Diversy Boulevard, Chicago.

A complete line of new and used Du Greater cigarette machines and candy machines will be carried. New parts for all models and reconditioning will be handled from this point with overnight service.

The grand opening was held Tuesday (10).

## Daval Stresses 2-Year Guarantee

CHICAGO, Sept. 14.—A. S. Douglis, of the Daval Company, manufacturer of American Eagle and Marvel, reports that for many years they have had an unconditional two-year guarantee against any defects in material or workmanship in the mechanism of their counter games. American Eagle and Marvel are included in this guarantee.

According to Douglis, "Many years ago we started the trade by offering a two-year unconditional guarantee on the Potby Back mechanism. This two-year unconditional guarantee also applies to both American Eagle and Marvel.

"There is no other machine in the counter game field that bears the guarantee of a Daval game. We know that

## Price Changes Coming Soon to British Trade

LONDON, Aug. 7.—Even if materials are available there will be little encouragement for production of new machines here after October, when the new war purchase tax comes into operation. Coin or disk-operated machines are included in the schedule of goods upon which the full tax of 33 1/3 per cent of selling price will be levied.

Operators of automatic phonographs will also be affected as the full tax is to be levied on records. All ranges of goods used for prices or merchandising machines such as cranes and rotaries come within the scope of the full levy, but used machine sales will not be affected as the tax is not to apply to second-hand goods.

The object of the tax is to limit consumption and this could not be accomplished by artificially raising the prices of second-hand goods. On the contrary, it is anticipated that by fixing them from taxation their increased use will automatically check the consumption of new goods.

## San Jose, Calif., Votes To Retain Pinball Games

SAN JOSE, Calif., Sept. 14.—Pinball machines and claw games will remain in San Jose.

The city council, by a 5 to 2 vote, recently defeated a motion made by Councilman H. Lyde Austin that the machines be banned. Austin's only supporter was Councilman Clark Bradley.

The council will meet next week to determine whether the machines will be licensed by the city or allowed to operate free.

Machines were returned here after a long absence, with the understanding by the council that there are to be no awards.

## Judge Says State Is Behind Times

ST. JOSEPH, Mo., Sept. 14.—Pinball games are in operation here for the first time in three years as the result of an injunction issued September 7 by Judge Fred J. Frankendorf in Circuit Court, restraining city and police officials from interfering with operation of the machines. A machine was demonstrated in court and after seeing the demonstration the judge said anyone who classified the game as a gambling device was "unreasonable."

He added that Missouri, in its failure to legalize machines and pari-mutuel betting, was "25 to 25 years behind the times," and said he felt that a national lottery might be a good thing.

the mechanism on Marvel and American Eagle will give the operators complete satisfaction for more than two years. But if there are any skeptical operators left, we feel sure that this reminder of our two-year unconditional guarantee will remove all doubts. Our distributors throughout the country are back of this guarantee and ops can call on any of them for it."

### Reconditioned Slots

Place DeLara Melon Bell, 50	\$55.00
Place All Star Comet, 50, 100, 250	80.00
Place All Star Comet, 500	80.00
Place Kitty, 50, 100	80.00
Place All Star Comet Award, 100	80.00
Mills Blue Eye, Double D, 50, 100	80.00
Mills Blue Eye, Single D, 50	80.00
Mills G. L., Blue Face, 50	80.00
Mills Snowy with Jackson, 50	80.00
Jennings Chief, 10, 50, 250	80.00
Golden T-Way A. C. 50	80.00

### CONSOLES

Kerney Bill Time	\$80.00
Kerney Triple Boost	115.00
Kerney Lucky Star	85.00
Jennings Multiple Boost	75.00
Kerney Red Head Truck Time	40.00

175 Special Rebuilt With Order

### Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

# BATTLE ROYAL

A Complete Conversion Unit That Fits All Models of Chicken Gun and Convict Ray Guns

WRITE FOR COMPLETE DETAILS

## VALLEY SPECIALTY COMPANY

1051 JOSEPH AVENUE ROCHESTER, NEW YORK

# GREAT GUNS!!!

Write or Wire for Prices on All Models  
**Kerney ANTI-AIRCRAFT**

Immediate Delivery on  
**Bally's RAPID FIRE**

## AJAX NOVELTY COMPANY

2707 Woodward Ave. at Spruel St. Phone: Cadillac 1761 DETROIT, MICH.

# BADGER SPECIALS

<b>FIVE BALL FREE PLAY</b>			
Box Stars	\$12.00	Sig League	\$45.00
Score Column	26.00	Comet	17.00
Comet	23.00	Thriller	23.00
Contract	18.00	Tip	16.00
Golden Gun	18.00	Big Town	25.00
Potby Back	18.00	Spectrum	18.00
Ocean Park	23.00	Charlatan	18.00
Jumping	18.00	Mr. Cash	23.00
Double Payoffs	18.00	Cheroot	18.00
Billiard	18.00	Bally Back	12.00
High Life	12.00	Kerney Direct	18.00
18997	21.00	<b>ONE BALL PAYOUTS</b>	
		Fair Winona	\$23.50

Mills One Two Three	
(With Bally Potby)	\$22.50
Grand National	18.00
Prize	18.00
Goldfish Trap	30.00

### MISCELLANEOUS

Bank, Bag (1940)	
Equipment	\$15.00
1 Telescope (Astroscope)	80.00
300', Lite New	80.00
1 Telescope (Range)	80.00
2 Grandfather Clocks	
Lite New	60.00
2 Kerney Targets	30.00

## BADGER BAY COMPANY

1010 MAIN ST., GREEN BAY, WIS. 206 N. RICHMOND ST., APPLETON, WIS.



### Speed Demon New Keeney Free Play

CHICAGO, Sept. 14.—Bill Ryan, sales manager at J. H. Keeney & Company, today announced a new free-play game that his company is making available to operators. "We've again got something that's really different," said Ryan. "Speed Demon gives players action, anticipation, thrills, fascinating light-up action on backboard, and, most important, many new scoring opportunities. "Speed Demon is packed full of appeal. It's a real player's game because it looks so easy to win; it's an operator's game because players keep trying to make higher scores and win more free games to the operator's profit."

Explaining the play of Speed Demon, Ryan continued: "A free game is awarded for each hit on any bumper when all playboard bumpers are lit. Six entry lights light all bumpers. Each time 900 is passed, by hitting dark bumpers or if bottom roll-over is passed when lit, the next entry flag and corresponding bumpers light up. Real scoring appeal for any player, but that's not all. High speed may be lighted on the backboard or going over corresponding roll-overs. A free game is then awarded for each hit on the yellow bumpers. Free games are also given for high scores. Player also gets a free game for going thru the special lane when lit. No wonder players like Speed Demon. They can win on shy and all of these fascinating scoring methods."

### Louisville High On Remote Control

LOUISVILLE, Ky., Sept. 14.—Commenting on remote control and wall boxes in the music field, Leo Weinberger, of the Southern Automatic Music Company here, states that about 250 locations in Louisville now have remote control installations.

He says that Louisville has a greater number of such installations in proportion to the total number of locations than any other city in the country. A steady increase is being made in the use of remote control. Operators suggest that earnings are increased about two and one-half times, he said, by installing the remote control systems.

Weinberger said that the only noticeable summer slump came between July 15 and August 15. Since that, business improvement has been steady. He expects a good fall season and makes frequent trips to Chicago to contact manufacturers.

The firm distributes Seeburg products and recently has taken on pinball games.

### Lee S. Jones To Announce Plans

CHICAGO, Sept. 14.—Rumor has it that Lee S. Jones, of American Sales Corporation, has a line on something new that will be of interest to every operator. Full details will be given to operators thru The Billboard soon, Jones stated when asked about the reports.

"I haven't done any broadcasting during recent months simply because I haven't been able to offer a real money-making proposition to my operators. I have it now and just as soon as I can secure myself that all angles are lined out to my own satisfaction, the announcement will be made.

"So, I say to my operator friends, prepare for something really worth while. I will guarantee that you won't be disappointed."

## Settle Legal Question . . .

NEW ORLEANS, Sept. 14.—When one of the New Orleans newspapers was agitating against licensed pinball games in the city, The Times-Picayune made a reasonable suggestion that officials settle the question of whether pinball games are legal or illegal under State law. This editorial appeared in the September 7 issue.

Among other things, the editorial stated, "If the operation of the machines is legal, the city that needs additional funds should levy on these money-making devices a license or other tax proportionately as it levies upon liquor, amusements, gasoline, and the other tax goats. . . . Surely upon liquor, amusements, gasoline, and the other tax goats. . . . Surely it must be the business of somebody in authority to bring the pinball machines out of the legal twilight zone by getting a judicial solution of the problem whether they should be barred from operation as illegal or permitted to operate under taxes yielding whatever the machine take can justly bear to the city and pressed for revenue."

### Mills Panoram

CHICAGO, Sept. 14.—All signs here indicated that the big premiere showing of the Mills Panoram movie machine in Hollywood for four days would be a event of national note. About 1,000 reservations from guests had been received by the middle of the week.

Mills officials left for Hollywood this week and a number of Eastern distributors were on their way to the Coast.

In Hollywood it is understood that red carpet, movie officials, and stars were in readiness and that an unusual program of entertainment would be followed for the four days, opening September 16.

## Canada Tourist Trade Gained in Month of July

CHICAGO, Sept. 14.—An editorial in The Financial Post, weekly Canadian business paper, reveals that the United States tourist traffic to Canada, which sagged in July, due to rearrangement of entry requirements, gained in August to the extent of overtaking the lag which occurred during July.

The editorial suggested that the tourist season is too short and could well be lengthened to include the Canadian autumn. "Too often summer resorts and transportation facilities close up shop early in September," the paper said. "If greater stress were laid on the beauty and charm of Canada's autumn, it is certain that the stream of friendly visitors across our border would be increased considerably."

It was suggested that tourist service government, and others interested in the tourist industry be co-ordinated to invite more United States citizens to visit Canada—particularly for the fall and winter months.

### Ideal Novelty Is Booster of Dixie

ST. LOUIS, Sept. 14.—According to officials of the Ideal Novelty Company, operators in and around St. Louis are 100 per cent behind the new Chicago Coin Machine Manufacturing Company's release, Dixie.

"The new scoring idea and other exclusive Chicago Coin features have won the praise and support of operators in this section for Dixie," they say. "Orders have been piling in since the day it was introduced, and reports from the factory indicate that extra shifts are necessary in order to fill orders without delay."

### Harry Hoppe in East For Baker Novelty Co.

NEW YORK, Sept. 14.—Harry Hoppe is in New York as a direct factory representative for his firm, Baker Novelty Company. Hoppe has taken a temporary suite of rooms in Hotel Dixie but expects to open regular office soon. He will visit all over this section, contacting all the distributors.

The factory had just sent in a sample of its new game, and Hoppe was excited over the fine reception it received from both distributors and operators. "I believe Baker has turned out a great game," said Harry, "and after showing it to the New Yorkers I can easily see that it is a hit."

## News Mention in Brief . . .

OTTAWA.—Canada's leading financial newspaper reported August 31 that frost had destroyed 50 per cent of Ontario's tobacco crop. Canada has been developing its tobacco and cigarette business with strong promotional efforts in recent years.

CHICAGO.—James T. Mangan, advertising manager of Mills Novelty Company, has written an unusual article entitled "What America Needs Is Inspiration." Ranking among the best writers of inspirational books and articles of the day, the article mentioned above may be one of Mangan's best.

POST CARD.—A post card from Don Leary, Minneapolis, was post-marked Churchill, Manitoba, Canada; August 16. It said: "At the end of the farthest point in the north of Canada reached by rail I send you greetings. What fishing is great sport and people are truly democratic."

HOLLYWOOD.—A big four-day show welcomed guests to the Roosevelt Hotel here to the premiere showing of the Mills Panoram movie machine. The opening event was September 16. Admission was by invitation. Jimmy Roosevelt and Fred Mills were present to greet guests.

LONDON.—The World's Fair, English coin machine weekly, has closed its London office due to war conditions. One London distributor is reported to have increased his business even during war times. The Billboard will continue to receive news reports at intervals.

**PACE HAS THE ONLY ALL-PURPOSE BELL CONSOLE**

**FREE PLAY With or Without SKILL FIELD**



**CASH or CHECK PAYOUT With or Without SKILL FIELD**

**PACE'S FREE PLAY SARATOGA BELL CONSOLE**  
5c, 10c, 25c PLAY—SLUGPROOF COIN CHUTE, CONVERTIBLE TO MEET WITH ANY CONDITION IN YOUR TERRITORY.

**BUY PACE EQUIPMENT AND PROTECT YOUR INVESTMENT**  
OPERATING CHANGES DO NOT MAKE PACE MACHINES OBSOLETE.

*Don't delay—Write today for prices.*

**PACE MFG. CO., Inc.** 2907 Indiana Ave. Chicago, Ill.

**MACHINE CLOSEOUTS**

17 Variety, F.P. . . . \$18.00	18 Doughboy . . . . \$20.00	19 Ten Stripes . . . . \$24.00
14 Victory, N.Y. . . . 19.00	11 Victory, F.P. . . . 20.00	Evans in The Barrel (New, Write for Price)
15 Pleasure, F.P. . . . 22.00	Knicker Anti-Air . . . . 24.00	
12 Pleasure, N.Y. . . . 12.00	Spit Ball, Cash, 10c, 25c	

Our Used Games are Thoroughly Reconditioned and Look Like New.  
NICHOLAN OPERATORS — We have in stock for immediate delivery, Keeney's Speed Demon and Chicago Coin's Dixie.

**ROBINSON SALES CO.** 3100 GRAND RIVER AVE., DETROIT, MICH.

<p><b>FREE PLAY GAMES</b></p> <p>Triumph . . . . . \$18.00</p> <p>Super Six . . . . . 20.00</p> <p>Short Stop . . . . . 40.00</p> <p>Roy . . . . . 32.00</p> <p>Score Champ . . . . . 28.00</p> <p>1/3 With Order, S.H. C.O. D.</p>	<p><b>SPECIAL! EVANS' 1930 TEN STRIKE</b></p> <p>Scores Up to 120 Points</p> <p><b>KNOCKOUT \$74.50</b></p> <p>CONDITION</p>	<p><b>WURLITZER PHONOGRAPHS</b></p> <p>Model 616A with Illustrated Chills . . . \$25.00</p> <p>Model 24 . . . . . \$9.00</p> <p><b>WRITE TODAY FOR OUR COMPLETE PRICE LIST!</b></p> <p>442 BROADWAY, BROOKLYN, N. Y. (TEL. EVANS 8-7421)</p>
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**BROOKLYN AMUSEMENT MACHINE CO.**

**RECONDITIONED FREE PLAY BARGAINS**

Short Stop . . . . . \$37.50	Champion . . . . . \$10.00	Jumpo . . . . . \$18.00
Oh! Johnny . . . . . 48.50	Pony Head Hitt . . . . . 40.00	Bank . . . . . 18.00
Doughboy . . . . . 48.50	Duty Motor . . . . . 10.00	Canby . . . . . 27.00
Moby . . . . . 17.50	Ocean Park . . . . . 10.00	Lucky . . . . . 22.00
Spetium . . . . . 17.50	Topper . . . . . 10.00	Beck's . . . . . 19.00
	Roland . . . . . 17.50	
	1/3 Deposit, Balance C. O. D.	

**DE LUXE AMUSEMENT COMPANY**  
ARCADE BUILDING, LITTLE ROCK, ARKANSAS

**HOME RUN**



SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

IT'S YOUR PROFIT INNING NOW WITH THE HOME RUN... HOME RUN is a sure bet for the principal and operator... HOME RUN is operated with 100 coins... SPECIAL INSTALLMENT OFFER... HOME RUN—only \$24.95



**MERCHANDISE MACHINES**

**Two Vending Items Added to Pan Line**

CHICAGO, Sept. 14.—Pan Confection officials say that in response to many inquiries and requests from vending operators, the firm recently expanded its line of confection supplies to include two new items. The new items are salted nut meats and ball gum. "We should have added these two popular items long ago," officials said. "That we were correct in our decision to offer these items has been amply demonstrated by the tremendous response to the first announcement of the new products in The Billboard two weeks ago."

**New Jersey CMA To Move Office**

NEWARK, N. J., Sept. 14.—At a meeting of the board of directors of the Cigarette Merchandisers' Association of New Jersey Tuesday night plans, which include the moving of the organization's headquarters to larger offices, were made in line with the proposed program to expand activities. Following the board session, at which President Charles W. Stange presided in the absence of Max Jacobowitz, vice-president and chairman of the group, a meeting of the arbitration board was held. The new offices, which will be occupied by October 1, are in the same building at 60 Park Place. Automatic Stores was voted into membership subject to confirmation by the members of the special meeting next

"Our plant roasts the nut meats daily so that we can fill orders with a fresh, high-grade product. This best grade of choice obtainable goes into the manufacture of our ball gum. Our long acquaintance with vending machine operators has given us much valuable experience to develop the items."



NEW BUILDING of Asco Vending Machine Exchange, Newark, N. J., officially opened with grand celebration Saturday, September 7.

**ACSO Stages Opening Party**

NEWARK, N. J., Sept. 14.—Al S. Cohen entertained crowds of merchandiser machine operators last Saturday at the grand opening of the new building, which Asco Vending Machine Exchange will occupy at 140 Astor Street here. Refreshments were served all day as merchandisers men continued to flow in and out of the offices much impressed with the new quarters. The firm is distributor for Northwestern Corporation and has a complete display of the firm's machines. There is a huge repair department divided into two large units, one for the clean-up work and the other for heavier work. A complete supply of parts is also carried.

Tuesday. This session will be held in the Robert Treat Hotel and will feature outside speakers on matters of interest to the organization's members. A committee consisting of Benjamin Wallace, chairman; Henry Hartmann, Michael Horvath, Sam Roberts, Herman Arlelin, and John Shavencow was named to arrange for programs during the winter. According to James Cherry, manager, the registration set-up completed last May will be put into actual work October 1. This sale will contain information on every location held by CMA members.

**OPERATORS!**

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern

**39 BELL**



- \* BIGGER PROFITS
- \* FEW UP LOCATIONS
- \* SMASH COMPETITION

Whatever you do—don't pass up the biggest 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—to 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

NO MACHINES TO BUY  
**ADDITIONAL INCOME FOR OPERATORS**  
EXTRA MONEY—LEGAL  
Win Profits Year Round. Postcard for details.  
**AUTOMATIC GAMES**  
2422 Paulina, CHICAGO

**PROVEN Money Makers!**



Be an independent operator... Big opportunity for experienced route salesman... Write today for inside story of chain operation, full details of your own income experience. Make your location now spec. Don't wait. Write today. FIELDING MFG. CO., Dept. 89, Jackson, Mich.

**SILVER KING**  
\$5.50 Each (10 or More)  
Samples \$6.50 Each  
**LEER** 4109 N. Western Ave. BALTIMORE, MD.

**BARGAINS**—A Pee Wee Pulling machine... Write for details.

**ESQUIRE**  
The best used in vending perfection. Truly a great machine... only \$6.95 each

**TOPPER**  
In tops in modern design... only \$6.75 each

**SPECIAL DE LUXE**  
Machinists' Special... only \$5.25 ea.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

**Ball Gum Venders**  
To the Editor: We are in the market for several hundred ball gum vending machines... R. M. & C., New York.

**"NEWS"—THAT IS "NEWS"**  
**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.  
Operators, Write for Full Details Today—NOW!  
**TORR** 2047 A-50, 61 PHILA., PA.

# Candy Vending Firm Enjoys Big Gain in Summer Business

BALTIMORE, Md., Sept. 14.—Candy vending machine operations in the Baltimore trading area this summer have registered a gain of at least 25 per cent over last summer, states Harry Goldberg, manager, the Baltimore operation of the Berto Vending Company, one of the country's leading candy machine operators, with headquarters in Philadelphia. The Berto Vending Company operation here centers its activities on theaters. Goldberg said that 110 candy vendors are being operated in the Baltimore area by the local Berto firm. These machines are in 70 theaters in this area. All nationally known standard confections are vended in these machines. Two trucks and an automobile are

used in providing efficient service, with five men always on call to render service. With the air-conditioning of practically all theaters in this area, Goldberg said candy machines have become a year-round proposition.

## Foot Massage Machine Gains

PHILADELPHIA, Sept. 14.—A robot foot massage for a penny is the newest coin machine that has caught the public's fancy in these parts. At all drug stores, while the music machine is grinding away at "I'll Never Smile Again," the musical beats are punctuated by the electric hum of the scale-like machine named Vib-O, which offers, for a penny, instant relief for tired and aching feet—and no electric shock. And it's all because Harry Rubin, founder of the Vib-O Company here, a former Temple University student who began a career in the vending machine business, saw a chance for a stroke of business and seized it.

It seems that Rubin, in walking around the extensive grounds at the New York World's Fair, realized that his feet, like the feet of practically every other fairgoer, were tired. In practically no time at all Rubin was making arrangements for the manufacture of a one-cent automatic massage machine strong enough to give one a tingle thru shoes, making it quite inexpensive for the folks to lounge up their feet at the time, they need toning most.

"There is a machine that massages with the shoes off," observed Rubin, "but obviously it wouldn't be useful in stores and stations and places like that." The machines have been all over the fair this year, on the Boardwalk at Atlantic City, Wildwood and other near-by Southern New Jersey seashore resorts, and they did so well that Rubin now has about 100 machines installed in various Philadelphia locations, including one by the news stand in City Hall annex.

## No Drink Standards Before Next Year

WASHINGTON, Sept. 14.—With a long list of foods scheduled to be taken up in the remainder of 1940, it is unlikely that attention will be given to the problem of promulgating standards and definitions for bottled carbonated beverages under the new Federal Food Act before next year, according to J. W. Sale, of the Food and Drug Administration, Washington.

In granting beverages temporary exemption from ingredients labeling last December, the administration said standards could be promulgated in two years. The administration has decided to write the rules directed against "containing labeling" on a basis of identity rather than quality, it is said. The aim will be to outline the differences between beverages of one type will not merge with another in the public mind. Quality standards to be met by bottlers will not be included, as the present food and drug regulations are considered adequate protection.

## New York CMA On New Schedule

NEW YORK, Sept. 14.—Cigarette Merchandisers' Association of New York opened its fall meeting schedule with a large attendance. Session was lively, with open discussion on new trends in the business. Several changes in the by-laws were also made to increase the efficiency of the organization. Matthew Furber, manager, said.

With the Coin Machine Show and the National Association of Tobacco Distributors' Convention to follow simultaneously in Chicago in January, a number of members said they would attend these events. While the annual banquet is held in the spring, discussions also washed on this affair, it was said.

## Vending Operators To Revive Assn.

CLEVELAND, Sept. 14.—Automatic Merchandising Vendors' Association of Ohio, inactive for the past few years, is to be revived. A meeting is to be called late in October and all operators will be invited to attend. The reason is that there is a possibility of the city council trying to put a tax on machines, some reports say. The association was formed in 1938 when the council contemplated taxing machines and it was thru the fight made by the organization that the proposed tax was defeated.

The association had 60 members and those who have been contacted recently are in favor of the organization being revived so that they will be prepared to oppose unjust taxation. No definite date has been set for the meeting but members will be notified in advance. It will probably take place at the Carter Hotel, Dave Kostell is the acting secretary, and all interested are urged to get in touch with him. His phone is Henderson 0515.

Lake City Novelty Company has moved to 1816 E. 30th Street. Earl McElroy, manager, says the move was necessary to take care of increased business.

"Too busy to take a vacation," R. P. Wells, of the Wells System, says. One of the city's large operators of peanut machines, he predicts greatly improved business this fall and winter.

William Hinson, secretary of Associated Candies, Inc., a State organization, reports that the Court of Appeals of Mahoning County is expected to hear the case of the Tax Commission of Ohio, which is seeking to impose a tax on food, candy, and peanuts vended from machines, soon. Associated Candies, Inc., is fighting the case and won a favorable decision from Common Pleas Court in Youngstown, O. The case has been in the courts nearly two years, Illinois state.

Many inquiries are being received regarding the new Mills movie machine. Dave Kostell, branch manager of the Mills Automatic Merchandising Corporation, says. He looks for a substantial increase in candy business now that cool weather is setting in and industrial plants are employing many additional workers.

## Cigarette Makers Answer Charges

LEXINGTON, Ky., Sept. 14.—Eight major tobacco companies pleaded innocent here recently and asked dismissal of federal anti-trust charges on arraignment in United States District Court. With 33 executives, who also pleaded innocent, they are accused of price fixing and monopoly.

A criminal information filed by the department of justice after a two year investigation charged them with practices deliberately designed to dominate and dictate terms and oppressive terms to growers of leaf tobacco and to wholesalers and retailers of tobacco products. Federal Judge H. Churchill Ford gave defense attorneys until Sept. 23 to file briefs supporting their motions for dismissal. Oral arguments were set for October 30.

## MARCOR VENDER

ACCLAIMED THE WORLD'S FINEST

115 Different Improvements! Complete Supply! ELUCIDATED! PROOF! NEW, simple mechanism—without 50 or 60 parts! Order \$25.00 in Advance! Capitalize! Buy to Order! or to Planes! Order or to Almond! Chew or any other to Buy! Can be done with or without name Marking. GREATEST VENDOR IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS!

12 MONTHS TO PAY!

Sample... \$12.75  
25 Cents... 11.75  
50 Cents... 10.75  
100 Cents... 9.75

RUSH YOUR ORDER TODAY!

## MARSHALL CORNINE, JR.

227 E. 144 ST., NEW YORK

## NEW BIG MONEY-MAKER

3 Column to Cigarette Vendor

300 Wildcat Gum, 6 Cols., all flavors, like new, 50.00 in 25 Cents.  
60 3-Column Cigarette Packs, like new, 50.00 in 25 Cents.  
Operates Distributors, Write or Wire.

CLOSE-OUT SPECIALS

MIDWAY, 432 W. 42nd St., New York  
Exclusive Distributors

Reconditioned—Like New!

ADAMS 6 COLUMNS Gum Machines \$6.50

ADVANCE MODEL 5 BALL GUM VENDERS—Each \$3.50  
KOWE ARISTOCRAT 6 COLUMN CIGARETTE VENDERS—slug pack—\$18.50  
150 pack capacity. Each \$6.50  
SINGO 3c BALL GUM SKILL GAMES, Each \$6.50

D. ROBBINS & CO. 1141 G. BRIDGE AVE. BROOKLYN, N.Y.

## Tobacco Tax Men Hold Convention

PROVIDENCE, R. I., Sept. 14.—National Tobacco Tax Conference convention opens at the Biltmore Hotel here tomorrow and continues until September 17.

The conference brings together State tobacco tax administrators from the 28 States that now have tobacco tax officials. Each year the conference discusses various phases of the tobacco tax question.

The program opens Sunday evening with a dinner and entertainment at which the Rhode Island State government will be the delegated host. The entire program will take place in the Biltmore Hotel here.

Following an address of welcome Monday morning by William H. Vanderbilt, governor of Rhode Island, the delegates will hear of the experiences of those States which adopted tobacco tax legislation most recently—which will include New Hampshire, New York, Rhode Island, and Wisconsin. Henry F. Long, Massachusetts tax official, will discuss the workability of that State's plan of no-stamp tax enforcement.

Howard R. Leatham, tax commissioner of Utah, will speak on recent developments in Federal-State tobacco tax relations and will be followed by J. B. Neville, of Kansas, with a report on "Uniform Collection Statistics."

The annual banquet will take place Monday evening, and for the following day arrangements have been made for a trip on a chartered steamer to Newport. A shore dinner and tour of Newport's famous sights are on the day's social program. Business meetings, however, will take place also during the course of the day, with the secretary's report and the election of officers scheduled for the trip back to Newport in the late afternoon. Earlier there will be papers read on the subjects of "Dealer Co-Operation," "Manufacturer Co-Operation," and "Model Specifications and Uniform Contracts."

## Cigarette Smokers Need Not Worry

WASHINGTON, Sept. 14.—Science may yet relieve the cigarette smoker of all worry about the nicotine in his cigarettes. Medical opinion still seems to differ on the all-important question, but Science Service in a recent news release informed cigarette smokers that they are not nicotine addicts any more. The smoker who uses any of the brands that feature nicotine, at most of the popular brands on the market, is now a nicotine addict.

A Department of Agriculture chemist, L. N. Markwood, has discovered that in certain modern tobaccos, bred for many years to reduce their nicotine content, the predominant alkaloid is now no longer nicotine but a chemically related compound, norficine. Tried out on laboratory animals, norficine proved to have a much weaker toxic effect. In one case it was only one-tenth as poisonous as a comparable dose of nicotine. "From the smoker's standpoint this is fortunate," comments Markwood. Tried out in a limited way as an insect poison, norficine is fully as effective as nicotine, and in certain combinations even more so. Larger-scale tests of this relatively little known compound may now be made, since a possible bulk source of it has been discovered. Markwood reports his findings in the new issue of Science.



SMILEY BURNETTE, popular movie star, debates which candy bar to select from a Street candy machine, Univendee. Burnette plays in Westerns with his horse, Black-eyed Susan.

ONLY A FEW LEFT!

USED CIGARETTE MACHINES — LOW PRICES

FEATHER TOUCH—STEWART & MCGUIRE—8 COLUMNS..... \$49.50  
MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)..... 19.50  
NATIONAL 6-26 (With Enclosed Stand)..... 19.50  
NATIONAL 9-30 (With Enclosed Stand)..... 49.50

LOTS OF 10..... SINGLE — \$5.00 EXTRA

1/2 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned, Low Prices. Write

BABE KAUFMAN 250 W. 54th St., N.Y.C. CIRCLE 5-6151

# MUSIC MERCHANDISING

## Collegiate Musical Tastes Reviewed as Schools Reopen

Trend toward sweet-swing and Latin music to be watched by operators—The Billboard's college poll points the way to what collegians will want this year

NEW YORK, Sept. 14.—With the opening of colleges throughout the nation, music machine operators, ever on the alert for changing trends in musical tastes, are studying student habits of the past year with more than casual interest. The student population furnishes a large number of music machine customers. Last spring's College Poll, conducted by the Music Department of The Billboard, which crowned Glenn Miller as King of the Campuses and Woody Herman as heir presumptive, included the opinions of the editors of 108 college papers and furnished pertinent and important developments in local, regional, and national tastes which will influence the flow of nickels into coin machines. Many operators considered this poll of extreme importance because the editors voted with virtual unanimity that phonograph records were one of the most important influences in band popularity.

Of special interest to operators with college locations in all sections of the country will be the current season's reactions to the winners of last spring's poll, including Miller, Kay Kyser, Tommy Dorsey, Benny Goodman, and Orin Tucker. Also very definite in the "near-watching" class are Woody Herman, Bob Chester, and Jan Savitt, elected to the most promising bands. Favorite vocalists include Bonnie Baker, Jack Leonard, Bob Eberle, Ray Eberle, Harry Babbit, Ginny Sims, Ella Fitzgerald, and Helen O'Connell.

More significant, however, are the trends, local and national, which can serve operators as guides in selecting disks for college locations. For instance, it will swing in on the wave generally, it is still an important part of the musical diet of New England colleges.

New England as a whole is still debily swing-conscious, but in some locations, especially around Boston, South American music is also making a bid for popularity. In New England Glenn Miller, Tommy Dorsey, Benny Goodman, and Ray Kyser were the favorites, with Mildred Bailey as the most popular vocalist.

In the territory bordering the Atlantic seaboard, including New York, New Jersey, and Pennsylvania, the sweet-swing question is pretty well decided, but most editors were convinced that sweet music is the coming style for college consumption. Interest was also shown in songs and rumbas. Favorites of that area ranked pretty much the same as in New England, with the addition of Sammy Kaye, Bonnie Baker, and Ella Fitzgerald as the favorite vocalists.

The colleges in the Southeast territory, stretching from Washington, D. C., to Florida, and encompassing Maryland, West Virginia, South Carolina, North Carolina, and Georgia, prefer a more swing; they outlast solid swing and care next to nothing about Latin music. In the solid South—Tennessee, Kentucky, Alabama, and Mississippi—a greater preference was shown for swing, but it was also indicated that the sweet variety was on the way in. Ed Kanny, Miltler, Kyser, and Goodman are liked in the Southern territory.

One of the largest location centers in the country, the Middle West, voices a collegiate preference for the sweet swing type, and states that jukeboxes are getting to be rare with records of the road made getting the biggest play. The favorites selected were Miller, Kyser, Dorsey, Orin Tucker, Guy Lombardo, Dick Jurgens, Jan Savitt, and Jimmy Dorsey, with Woody Herman the favorite "coming" band.

In the Southwest opinion is divided between sweet and swing, with the combination sweet swing being preferred by a small margin. As for Latin music, they don't like it. Kyser, T. Dorsey, and Miller were the favorite bands, with Ginny Sims and Bonnie Baker getting the vocal honors.

On the West Coast swing is still king as far as the college students are concerned. They didn't even indicate that sweet swing was a remote possibility; just that they liked the unadorned stuff. They were also quite fond of rumbas and tangos—more so than in any other section of the country.

### Packard Moves

INDIANAPOLIS, Sept. 14.—Homer E. Capshaw announced this week that the Packard Manufacturing Corporation has moved to its new factory at the corner of Kentucky and Morris avenues, this city. All communications to the firm should be addressed to the new location.

## Inventor Is Dead On Pacific Coast

(From The New York Herald-Tribune, September 9)

SAN FRANCISCO, Sept. 9.—Leon F. Douglas, inventor, who was a co-founder of the Victor Talking Machine Company, died September 8 after a long illness. He was 71 years old.

### Organized Victor Fans

Leon F. Douglas invented the first spring motor for a phonograph, an invention that made it possible for him to organize the Victor Talking Machine Company with Riddie Johnson in 1897. He was also credited with originating the company's slogan, which soon became known the world over, "His Master's Voice." He had the original painting of the company's trade-mark, a smooth-haired fox terrier cocking an attentive ear at the mouth of an old-fashioned phonograph horn, with the slogan, "His Master's Voice," hanging on a wall of his home at Menlo Park on the San Francisco peninsula.

Altho it was the Victrola that brought Douglas his large fortune, he was active as an inventor in many other fields. He invented a magnetic torpedo, for use against German submarines in the World War, revolutionized the technique of color and undersea photography, and recently had been working on the problem of communication between the planets.

Douglas was born in Lincoln, Neb., and as a young boy was apprenticed to a printer. When he was 12 years old he became a telephone messenger boy. At 12 he was a telephons operator and at 14 he installed electrical work for the Union Pacific Railroad at Laramie, Wyo.

### Patented Coin Telephone

In 1898 he became manager of the telephone company at Seward, Neb., and two years later, when he was 19 years old, he patented the first coin telephone. He worked in the Edison Exhibit at the World's Columbian Exposition in Chicago in 1893. A year later he patented the first spring phonograph motor.

It was not until 1899, however, that Douglas and Johnson pooled their savings to found the Victor company. Douglas became vice-president and general manager and did not retire from the company until 1931, when he was chairman of the board of directors.

## Modern Takes Over East Coast Offices

NEW YORK, Sept. 14.—Officials of the Modern Vending Company disclosed this week that they have taken over the headquarters of the East Coast Phonograph Distributors on the corner of 10th Avenue and 48th Street. The building, formerly headquarters of Sam Kresburg's firm prior to his appointment as Eastern regional manager for Seeburg, will now be the uptown branch for Modern. Main offices of the firm will still be at 636 Broadway.

"Our new uptown branch has more than 10,000 square feet of floor space and we'll need every inch of it to take care of all the demands of our cus-

## Manhattan Distributors Now on Coin Row

NEW YORK, Sept. 14.—Manhattan Distributing Company, Warlitzer distributor in Greater New York, has found permanent headquarters on Coin Row. Dave Margolts and Joe Eisen have signed a lease for space at 525 West 43d Street, where they will occupy the entire fourth floor of a modern fireproof building. The total footage will run well over 5,000 square feet, which will be divided into display rooms, offices, and service and stock departments. Johnny Fuller, Warlitzer dealer, spent a few days here making plans and arrangements for setting up the "finest and most beautiful offices in America."

Joe Eisen stated: "In addition to the beautiful arrangement and fittings of our showrooms, we have paid particular attention to our stock and service departments. They have been conveniently located, making it easy for the operators to get to, and the stockroom will be completely stocked with every part needed for quick service. I am sure the operators will appreciate our efforts, and there is nothing they can demand that



INTERIOR OF D. H. OSBORN'S HEADQUARTERS IN DENVER. A display of Warlitzer phonographs and remote control equipment (in the display room). Osborn was recently appointed Warlitzer distributor for Colorado, New Mexico, Utah and Wyoming.

tomers coming here for Seeburg equipment," Nat Cohn stated. "The showroom, repair departments, offices, and all the parts departments will remain intact."

"Either Harry Rosen, Irv Gommer, or myself will always be here to take care of any of the men. We feel that by retaining these offices we are making it easier for many of the music machine operators, especially those coming from Westchester and the Bronx. They can now either come to our own downtown offices or visit us on New York's Coin Row."

Modern Vending Company is repainting the front of the corner building, which has become a landmark to the music trade here.

we will not give our deepest consideration."

"We will be located in our new permanent headquarters on September 18," says Dave Margolts. "Our business has been swell so far and from now on all transactions will be conducted in our new offices."

## Music Group Plans Promotion Program

NEWARK, N. J., Sept. 14.—A group of phonograph operators in the State of New Jersey has formed the United Music Guild. The purpose of the Guild is to help members in planning and managing promotional campaigns to boost the public patronage of phonographs. Its leaders say it is a new idea in the music business.

Plans for the future call for a concentrated promotional campaign in locations, which will include contests for customers, window streamers, and advertising.

The entire State will be covered to inform locations of the "Hit-of-the-Week" contests, barber-shop contests, and other promotions planned for the near future. All locations are being informed that members of the Guild will identify their machines with special UMGO insignia.

Communications may be addressed to Joseph J. Hart, P. O. Box 692, Newark.

## News of Needles Travels to Isles

WAUKEGAN, Ill., Sept. 14.—"Good news travels far and wide," said W. F. (Bill) Remington, sales manager of the Pfanzahl Chemical Company, in commenting on the appointment of two new distributors for the 4,000-play Pfanzahl coin machine needle.

"The latest additions to the long list of Pfanzahl distributors are Raymond Lopez Sanabria, of San Juan, Puerto Rico, and the Esquire Music Company, Los Angeles.

"Raymond Lopez Sanabria long had been established in the music business in that territory and already is functioning as an active distributor for the Pfanzahl 4,000-play needle. Inasmuch as Puerto Rico is a possession of the United States, there is no tariff on the needle, so that his operators pay no more than one just outside of Waukegan."

## Rock-Ola Phono On Highest Span

DENVER, Sept. 14.—One of the highest tourist attractions in Colorado is the bridge that spans the Royal Gorge. The bridge is a quarter of a mile high. Thirty thousands of tourists visit this spot each year either by motor car or by train.

The trails travel thru the bottom of the canyon and stops 10 minutes for the tourists to be lifted to the top by a specially-built elevator to view this wonderful work of nature.

Morgan Ireland, of Canyon City, Colo., is the operator of the Rock-Ola phonograph in this most unusual spot.

## Oriole To Handle Buckley System

CHICAGO, Sept. 14.—E. N. Perkins, sales manager of Buckley Music Systems, Inc., announced that the Oriole Coin Machine Corporation, of Baltimore, Md., will distribute Buckley music systems thru its two Eastern offices. The Pittsburgh office will cover Western Pennsylvania, Eastern Ohio, and Virginia. The Baltimore office will cover Maryland, District of Columbia, and Northern Virginia.

H. E. Ross and Eddie Ross, officials of the Oriole firm, said they added the Buckley system to their present music business because they want to keep up with modern developments in the field. "We know that today we not only need something to keep up with new developments and make more money in the music field, but something that offers permanency. The Buckley system offers this, for once an operator makes an installation he is in a position to continue profitable relations with the same location for years to come. Our field force has been enlarged and trained so that this new system is available to operators immediately," the Ross brothers said.

## Palastrant Plans Surprise Event

BOSTON, Sept. 14.—Hundreds of operators throughout New England are hearing from Ben Palastrant about an important announcement to the phonograph machine field. The notice was given this week that important news would come to New England phonograph operators. A surprise contribution to the phonograph business will be offered shortly, Palastrant advises. Palastrant hinted he will offer operators what amount to a method of revolutionizing the business. Palastrant stressed the importance of the plan and urged all ops to wait for definite announcement.

## Simon Sales Says Wall Boxes Pay

CHICAGO, Sept. 14.—"The chorus of the music business in Keeney's wall box," comments Dave Simon, Simon Sales Company executive. "Operators are more convinced with the passing of each day that Keeney wall boxes are the greatest stimulant the music business has ever known. When we first arranged to distribute them in this territory we naturally expected to do a volume of business with them, for we saw an outstanding piece of equipment in Keeney wall boxes. Actually we have sold many more Keeney wall boxes than we originally anticipated, and the way it looks now only the surface has been scratched, in spite of the universal purchasing by operators."

"Keeney wall boxes are becoming a wedge for opening many new locations and have definitely contributed to the finest music operating business ever seen in this territory. Knowing all this, it is plain to see why Keeney wall boxes are the biggest selling coin-operated unit in this section," Simon added.

## Hundreds Visit Temporary Hdqrs.

NEW YORK, Sept. 14.—Since September 3, when the Manhattan Distributing Company opened temporary headquarters in the Park Central Hotel, hundreds of music merchants are said to have come to congratulate Joseph Eisen and Sara Margolin, owners, on their appointment as Wurlitzer distributors for Greater New York. Most of those who came were old friends, because both Joe Eisen and Sara Margolin were in the operating end of the business in New York before they became distributors of Wurlitzer Phonographs in Philadelphia and Baltimore four years ago. Many of those who paid Joe and Sara a visit were familiar with the good job the two partners have done in Philadelphia and Baltimore as Wurlitzer distributors, where it is said the music merchants enjoy greater prosperity than in almost any other city in the United States.

## Detroit

DETROIT, Sept. 14.—Anti-Aircraft Guns have proved fine attractions in Michigan parks, according to park managers. R. W. Hayes, of Wyland Gardens Park, Grand Haven, says his gun is one of the best paying attractions in the park in proportion to investment and operating cost. Other coin-operated amusement games in the park are also among the leaders in popularity, Hayes said, both in the Swingline soda bowl and in the Penny Arcade.

James A. Passanante, of the J. & J. Novelty Company, was host Sunday (13) to 110 coin machine operators and their wives and friends at the third annual J. & J. picnic. Event was originally slated to take place outdoors, but rainy weather caused a last-minute change of plans and, despite the break in the weather, a huge crowd thronged over to the salesrooms, where an indoor barbecue was held.

Henry C. Lemke, Detroit distributor, is busy remodeling his home.

James Atbley, of the American Novelty Company, is busy installing new Buckley system remote-control equipment in the territory, with some 75 installations already in.

V. Christopher, of the Ajax Novelty Company, is back from a tour of the State with evidence of plenty of activity for the new Baby guns.

Don Kelley, of Michigan Phonovision, reports deals being closed for several territories in Michigan, with much interest aroused in the State in the new machines.

Donald J. McCarthy, new phonograph operator on Dumbarton Road, represents the second generation in coin machine operation here. His father, L. J. McCarthy, used to operate pin games, dropping out of the business about five years ago.

John Suratski, who used to operate phonographs under his own name, has moved to a new headquarters on Harper Avenue and established his business as the Paradise Novelty Company. He has added vending machines and other types to his route.

A new vending machine firm has been formed by David H. Welner and Joseph Bloom under the name of the Coin-to-Matic Vending Company, with offices on Cherrylawn Avenue. Both partners are active in the wholesale tobacco field here and plan to operate principally in the candy vending field. They may add cigarette machines later.

O. D. Griffin, Detroit jobber, is discontinuing the distributing end of his business to concentrate on operating games. Griffin has moved to a new location on Wisconsin Avenue.

Joseph Budjack, who is organizing

# NOT 999 BUT 1,000 OUT OF 1,000 TIMES YOU GET THE SELECTION YOU PAID FOR ON THE BUCKLEY MUSIC SYSTEM

BECAUSE OF DIRECT "TOUCH TO TOUCH" ACTION!



Every nickel placed in the Buckley Music System gets you the selection you paid for! It CAN'T FAIL! Because only the Buckley Music System has positive DIRECT "Touch-To-Touch" ACTION! It's just the same as if you had placed the record you selected right on the turntable YOURSELF! The Buckley Music System is adaptable to any kind of phonograph! It's TROUBLE-FREE! It's LOWER PRICED! It's EVERYTHING YOU EVER DREAMED ABOUT FOR BIGGER, BETTER, EASIER AND STEADIER PROFITS!! It's "America's Finest"! AND—it's just what you NEED right NOW!!

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### BUCKLEY MUSIC SYSTEM INC.

4225 W. LAKE ST. - CHICAGO - ILL.  
EASTERN BRANCH: 660 BROADWAY - BROOKLYN - N. Y.

Hudjack Enterprises to manufacture the Chart-o-Graph, has been on the road the last six weeks establishing contacts thru the East.

John J. Tomczak, newcomer to the coin machine field here, is establishing headquarters on Medbury Avenue for his route of Rock-Ola phonographs.

Samuel Godfrey, who has been operating pin games here for some time, is

venturing into the phonograph field and is optimistic about the probability of a business pick-up in the near future.

Mary Dreyfus, manager of Safeway Cigarette Sales, Inc., has moved offices to 3160 Second Boulevard. Dreyfus reports a notable increase in volume of sales the last 60 days, due largely to the elimination of two-for-a-quarter cigarettes by the new Federal tax.

Rayney Pagliuzzi has taken over the Peppy Arcade at Lake Lansing Park, Lansing, Mich., making the second generation of his family in this field. His father, August Pagliuzzi, is operator of the arcade at Edgewater Park, Detroit.



W. G. BARBER OF CANADA visited the Rock-Ola Mfg. Corp. plant recently to arrange for additional shipments of Rock-Ola phonographs. It is reported Barber is sales manager of Baldwin International, Rock-Ola distributor in Western Canada. Left to right are J. F. Webb, Rock-Ola vice-president, A. L. Canfield, Rock-Ola export division; W. G. Barber, and W. F. Hall, Rock-Ola export manager.

## Cleveland

CLEVELAND, Sept. 14.—Harry Golden, head of the Golden Cigarette Service, gave a picnic for his 22 employees Sunday, September 1, at Crystal Lake Park.

Mrs. Harry Golden, wife of the head of the Golden Cigarette Service, vacationed recently at Oakwood, Mo.

Dave Kostall, branch manager of the Mills Automatic Merchandising Corporation, is back on the job after vacationing in the mountains of New York and paying a visit to company headquarters. Business is coming along well, he says. Speaking of the tax situation, his bank frequently has to ask him to rush deposits of pennies as they cannot supply the demand from cigarette vending machine distributors, who require as high as \$200 worth at a time.

The local branch of the Automatic Canteen Company has received the new model Automatic Drink Canteen and has it on display at its quarters in the Auditorium Building. It dispenses three kinds of soft drinks. A campaign is under way to introduce it in this section.

## Get Glamorized, Miraben Urges

CHICAGO, Sept. 14.—"Get glamorized," is the expression being used by the executives of the Miraben Company, this city, to tell music machine operators about their plans remodeling.

The meaning, according to Ben Lutake, of the firm, is simply that any operator who wants to have his old equipment put into tip-top shape and make it bring him greater profits than before should use their glamorized remodeling parts.

"The term 'glamorized,' Lutake explained, "was adopted by us some time ago to describe our remodeling parts. This term has now become a common expression with the phone trade. Operators all over this country, Canada, and throughout many South and Central American countries have already purchased Miraben remodeling parts."

## New Orleans

NEW ORLEANS, Sept. 14.—Passing of Labor Day is generally taken in this area as the signal for the usual fall pick-up in all types of coin machine operations with possible exception of warm-weather lines of merchandise. While most operators in the New Orleans territory have admitted a falling off in business during the extremely hot summer, few report a greater than normal slump.

One branch of the coin machine industry which joyed a fair recovery during August was the cigarette vending business. Two of the largest operators here say sales during August were highest in their experience despite the advance in prices due to added federal levy. Another cent increase is set for September 1, however, when the State adds another cent tax to bring the Louisiana levy on cigarettes to 6 cents a pack.

Ernie Corbin, manager of the Southern Music Sales Company, is enjoying a good business this summer in installation of J. P. Seeburg remote-control systems. Doctors of restaurants and night clubs of the Vieux Carré and other amusement



INSIDE THE POPULAR CIVIL'S DRIVE-IN, Houston, Tex., patrons and a complete Seeburg wireless remote-control music system. The system is very popular, according to J. B. Bell, leading Houston operator. The Symphonola Entrop and Walt-o-Matics may be seen in the above picture.

sections of the city have requested the installation of remote-control systems at 1000. and report excellent results with this latest in music operations.

They are adding George Brennan, president of the United Music Machine Operators' Association here, for The Billboard mention that he would soon dedicate his 8-by-10-foot swimming pool. Mention of a bathtub installation comes from all directions. The truth is that Brennan's pool is a real honest-to-goodness affair, measuring no less than 40 feet square.

Pontchartrain Beach closes its 1940 season September 14, according to Manager Harry Bait. Bait has enjoyed one of the best August patronages in the history of the beach, following a wet and cool June and July, which hurt business.

Mark Beasberg, manager of the Sport Center, is due back on the job this week after a three months' vacation at home and at Grand Isle.

Widely discussed among Coin Machine How is that 1938 scene in the pic, They Drive by Night. Roscoe Ates proves a winner with Kenney Big 8K and the make of the machine is clearly seen in the picture.

Ed Rodriguez, of the American Coin Machine Company, announces his appointment as territory distributor of patriotic auto plates manufactured by H. Fieldore & Company.

With 15 service department heads attending a remote-control service school was sponsored recently, at the display room of the J. H. Perea Amusement Company, Wurlitzer distributor. The school was directed by Joe Heulcken, Harold Hunt, and Tom Best, of the H. Wurlitzer factory staff. The service men came from cities in Louisiana and Mississippi. J. H. Perea, head of the firm, was host.

Sergeant Dan Cohen, head of the Theatre Amusement Company and Chesapeake Cigarette Service, has returned from three weeks' encampment at Camp Belvoir, La.

Installation of his remote systems by J. P. Seeburg is reported by P. P. (Ducker) Giesl, of the Great Southern Novelty Company. For several years an exclusive Seeburg operator, Giesl has found the new remote features an enhancement to his music operating business. Giesl is due to leave New Orleans soon for a trip to Chicago. Miss Shirley Tounsi is the new secretary of the Great Southern.

Pat O'Brien, well-known restaurant and music machine operator of the Vieux Carré (Old Quarters), has returned from a two weeks' vacation at Fort Walton, Fla.

Louis Retzecke has moved his Royal Novelty Company headquarters from 802 Dupree to 1055 Poydras Street, thereby further expanding his Coin Machine Row between the 800 and 1000 block on Poydras. Alex Merchio, head of the New Orleans Coin Machine Exchange, also plans to

## Baltimore

BALTIMORE, Md., Sept. 14.—The Standard Sales Company, which centers its activities on cigarette vending machines, has reduced its commission a quarter of a cent to establishments in which it has installations as a result of the national defense tax on cigarettes. Irvin Mason is associated with Max Gaby in the enterprise. Standard Sales also operates a varied line of candy vending machines, including gum vending units. Mason looks for a pick-up this fall in installations of these machines.

Max Gaby spent a few days in the New York market last week. Gaby also heads the Advance Novelty Company, operator of pinball machines.

Cigar vending machines made by Melvin Dillon vend Phillies cigars, manufactured by Bayuk Cigars, Inc., Philadelphia. The machines have a capacity for 50 Phillies. The current models use a vast improvement over former models, with special attention given to slug rejectors.

Jimmy's Coin Machines is a new entrant into the coin machine operating field here. Jimmy has opened at 403 West Franklin Street.

"The demand for remote control wall boxes has been so great in recent weeks that we have been unable to supply the demand," states Aaron Goldsmith, president of Hub Enterprises. "As fast as a shipment is received it is taken by operators." The other day 75 wall boxes were received and within a few hours most of them were gone, with operators buying 10 at a clip. Before the end of the day the entire shipment was disposed of.

## OUT NEXT WEEK



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PHONOGRAPHER HEADQUARTERS

## Boston

BOSTON, Sept. 14.—Ed Harvey, of the Owl Mint Machine Company, announced recently an open house for all Legionaires connected with the coin machine industry during the Legion convention to be held here. "We want all members of the industry to drop in and say hello," Ed says. The facilities of this office will be open to all members of the industry who come here for the convention, and we will aid them in any way possible.

Louis and Barney Blatt, of Atlas Coin Machine Company, are attending the Modern Vending Company's 10th anniversary Seaburg party in New York.

Many distributors out of town during the past week going after the post-Labor Day business they have been anticipating. The prospects of a busy season have been on everyone's lips for the past few weeks.

Expecting a booming Labor Day weekend business to make up for the few weeks' cold spell prior to the holiday period, operators were sorely disappointed. A tropical storm swept up the coast, and altho it did not reach New England, fear of another hurricane like the one that hit here in 1938 scared everyone away from resorts. Traffic figures indicated it was the quietest Labor Day weekend in many years from the point of travel, and it is generally believed most persons stayed at home, fearful of a bad storm.

Operators report more and more interest in pinball locations in bowling alleys. Expected that with the start of the bowling season many installations will be made.

Remote installations continue to be the most important factor in the music machine trade.

Dave Bond has announced that Tremont Coin Machine Company has added the Keeney Wall Boxes to its regular stock and that coinmen continue to display great interest in Tremont's No. 5 Divers. He reports Gum Venders popular, and expects all penny venders will prove popular now that the defense tax has resulted in loose pennies.

Automatic Music Association reports 11,781 AMA locations in Massachusetts, an increase of about 15 per cent over last year. Estimated another 5,000 locations in State are not members.

Bad weather has to some extent offset the good season which coin machine distributors and operators around Boston have enjoyed this summer. Altho some operators point out the exceptionally good summer weather was practically unmarred until lately, thus making the season about even with last year's, others report the slump of the last two weeks has pulled figures down.

Novelty games apparently were most popular with the summer trade, with skill-shooters and bowling games holding their own. Biggest development in the photograph line has been the demand for remote installations, with all distributors busy filling orders. Some operators are considering complete remote installations. Several new servicemen have been employed to handle the

### Pension Idea

To the Editor: I noted with considerable interest your editorial in the August 24 issue of The Billboard discussing pensions and the amusement games industry.

This is of special interest to us because we already are advancing such a proposal in our contacts with our customers. However, we are proposing a "voluntary tax" or contribution to be administered by a local board in each community. I am enclosing a copy of our proposal for your consideration and for publication if you desire. You will note the proposal for a variable pension-age limit.

RALPH G. TILTON,  
Advertising Director,  
Wertz Novelty Company, Inc.,  
Muncie, Ind.

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**OK—the location is YOURS!**

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No break in period. A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear. Needle must never be turned. One side of the staff is purposely made flat to prevent turning. Reduces time of servicing.

Point will not break off. The special Pfanstiehl alloy point won't break off even under the hardest service. Round point. Features truer tone with less record wear.

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Watch SEPTEMBER 28<sup>th</sup> issue of BILLBOARD for

# CREST PICTURETTE

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growing demand for the remote installations in all sections of New England.

Vending machines going steadily all summer are having a slight increase now with locations reported in many factories which are operating full-time under the national defense program. Always a sure bet for consistent earnings, the candy vending machines are apparently destined to enter the higher brackets.

Cigarette machines are believed to have held their own during the past two months despite the increase in federal taxes. A complete report on receipts, together with a comparison with last year's figures, is expected to be available after the CMA meeting. Peanut vending

machines still going strong and many operators are noticing increased interest in the beverage machines. Altho these are now located mainly in theaters, it is felt that several new locations will shortly be opened up.

Automatic phonograph machines, which enjoyed a fair play at resorts all summer, took a spurt over the Labor Day weekend at in-town locations. Operators say this is a general reaction at the end of summer when people return from vacations and wish to take pictures to compare with those they had taken earlier. Locations in bus terminals and railroad stations also get a big play from persons waiting for transportation during the busy season.

# 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 12)

**WOODY HERMAN (Decca)**  
*Deep Night*—PT. *Whistle Stop*—FT.  
A smart coupling of a well-known ballad of another year (*Deep Night* was one of the first successes scored by Rudy Vallee when he was pointing for the top a dozen years ago) and an instrumental in the Tuxedo Junction vein. Back-to-back diversification such as this is shrewd merchandising, and with a band of the excellence of Herman's to take care of the artistic end, it makes for a record well worth the price. Fine toothing here by Woody and the orchestra.

**VIRGINIA O'BRIEN (Columbia)**  
*I'm an Old Jitterbug*—V. *Spring*—V.  
For her latest release Miss O'Brien takes two more tunes out of the score of the now defunct musical show, *Keep Off the Grass*, in which she was featured. Gail's style is sometimes broadly and sometimes subtly satiric, and at all times entertaining. *Spring* is straighter than *Jitterbug* and her previous pressings. Strict dance tempo is kept going behind the vocalizing all the way thru for those who prefer scripping to listening.

**GUY LOMBARDO (Decca)**  
*The Call of the Canyon*—PT. VC. *The Funny Old Phonograph*—FT. VC. *Now I Lay Me Down to Dream*—PT. VC. *Grasshopper*—PT. VC.

Phonograph is a throwback to an earlier Lombardo recording for Victor in 1936, when the Royal Canadians diked an item yclept *The Broken Record*. Here the same obvious trick of a phono apparently ruffling down and then speeding up again after winding area presents, but this time its novelty should prove attention-getting in the music machine, a medium not very much in the picture at the time of the previous platter. This is the only one of the four sides that isn't typically Lombardo, which means that the others are straight, pleasant, and unexciting in the customary Royal Canadian treatment.

**TOMMY TUCKER (Okkeh)**  
*Bartender Polka*—FT. VC. *The Man Don't Come to Our House Any More*—FT. VC.

Two Tucker novelties that can spell coin phono success. Side A exalizes the merits of a bartender in his dealings with a drink; it's amusing and different. *Intimate* is a sequel to this band's recent hit, *The Man Who Comes Around*.

but like most follow-ups it falls flat. Same exact pattern is followed, except that it's in the negative this time; reaction to the number will probably be the same.

**GENE KRUPA (Okkeh)**  
*Never Took a Lesson in My Life*—FT. VC. *Tonight (Perfidia)*—Conga—PT. VC.

The Krupa crew continues to show surprising versatility with each succeeding release. It turns out one of its best performances to date on the lovely melody of *Perfidia*, with Krupa foregoing the drumsticks to beat out first a bolero tempo and then a conga rhythm on the conga drum. A colorful, musically, and showmanly job of a song that deserves such good handling. Contrasting bounce tempo of the backing number makes for one of the best disks of the week.

**ANDREWS SISTERS (Decca)**  
*Ferryboat Serenade*—V. *It's the Road*—V.

Much better than several recent recordings by the girls, but a little below the merit of the Pennsylvania 8-5900-Beat Me Daddy Double committed on above. Good coin-phono prospects here, particularly on *Road*, which is sung by the title in the about-to-be-released *Argentine Nights* picture. Tie-up won't hurt retail sales, either.

**FRANKIE MASTERS (Okkeh)**  
*Ferryboat Serenade*—PT. VC. *The Same Old Story*—PT. VC.

Masters' band shows off well on *Ferryboat*, playing it fast and excitingly enough, but the slow item on the reverse is merely average, the choral work being far from outstanding despite a strong attempt to make it so.

**PARADISE ISLAND TRIO (Decca)**  
*Memories—Instrumental*. *Bambino—Instrumental*.

The Hawaiian touch is imparted to a pair of revered standards, with the result just about what might be expected. Both songs are always good, and their familiar melodiousness helps to offset the mediocrity of their interpretation here.

**EDDY DUCHIN (Columbia)**  
*Trade Winds*—PT. VC. *It Was Music*—PT. VC.

Winds, a particularly appealing ballad in the South Seas vernacular, gets a typical Duchin arrangement in the short space of this side that isn't

taken up with the vocal by Tony Leonard. However it none too good, with Johnny Drake singing too much on the heavy side, apparently taking its cue from the likewise heavy and cumbersome band arrangement.

**TOMMY REYNOLDS (Okkeh)**  
*I Don't Want No One Any More*—PT. VC. *Stop Pretending*—PT. VC.

Reynolds consistently knocks out good dependable, listenable sides and these two are no exceptions. *One* is from the score of the new Bing Crosby film, *Rhythm on the River*, and is a sophisticated melody that receives the proper treatment from this up-and-coming artist. *Pretending* has a nice list and is good without being distinctively out of the ordinary.

**MILLS BROTHERS (Decca)**  
*Moonlight Bay*—V. *On the Banks of the Wabash*—V.

Slow, relaxed, and easy describes both these sides, with nothing to demand a second hearing despite the smooth professional plombs with which the boys handle the two standards.

**WILL BRADLEY (Columbia)**  
*Don't Let It Get You Down*—PT. VC. *Deed I Do*—PT. VC.

Bradley's brand of swing is causing much favorable discussion currently, and this double attests further to the wisdom of those who predict nice things for this outfit. Only a spotty vocal by Louise Tobin on the A side spoils the general impression on both sides here, but the young lady makes up for it by being better on the reverse.

**JOLLY JACK ROBEL (Decca)**  
*Polka—Breeze Polka*—Polka. *Monticoke Waltz*—W.

*Beer Barrel* certainly started something the week isn't complete without at least one polka, apparently the more irrelevantly titled the better. This is no better and no worse than the usual output. The waltz on the reverse is also ordinary.

## Seattle

SEATTLE, Wash., Sept. 14.—Vacationists not only give renewed energy to those fortunate enough to enjoy them, but they send vacationists back home with the urge to continue playing the amusement machines that so claimed attention at resorts and highway stops. Many persons say they first became interested in coin machines while jilling away the time at some summer recreation spot and now seek them out in town.

One operator who believes in the above theory is Walter Biggs, who advises *The Billboard* that he is out to place his penny candy and nut machines in every possible location in the Seattle area.

Biggs handles the Victrola Silver King and Northwestern.

Al E. Lundquist, of Kirkland, Wash., made several stops along the line this week for the purpose of getting his line of machines in shipshape order.

Okanogan, Wash., sends Russell Pentto to town to get the lowdown on the new fall lines.

R. S. Silva, Shelton, Wash., was a recent visitor here.

It is a one-two-three consideration when an operator handles a coin machine in Seattle, for he must take into account the three licenses required—city, county, and State. All public machines in the city are marked "For Amusement Only." We also have ordinances governing cigarette vending machines. These must be placed behind the counter or at least in such a position as to be inaccessible to the youth under 21 years of age.

Nevertheless business goes ahead, as one judges from a visit to the Arno Vending Company in the White Building. If H. Jones, who is in charge of the busy exchange, gave evidence of the great activity in his trade by the continuous telephone calls he receives during each day.

Oregon is not so "ordinanced" in the matter of coin machines. This summer public business was seen at the poppy city of Beaside, where wall boxes did a thriving business. A new amusement machine, permitting four players at one time, proved a major enjoyment to the pleasure seeker and a quick money-maker for the location.

## British Coinmen Supply Metals

LONDON, Aug. 24.—Lord Harebrook, minister for aircraft production, has publicly thanked the biggest operating concern here, British Automatic Company, for a gift of three tons of aluminum scrap to be used in airplane construction. Other machine firms and individuals are also contributing scrap metal to this cause.

Government comb-out of engineers and mechanics will probably make severe inroads on skilled labor available for automatic machine repairs and upkeep. But not a real grumble does one hear from the trade, it being realized that more important than the present is the future. The only thing that matters is complete victory for Britain.

All pennies put into morble games at a tavern in Chelsea, London, will help swell local fund to buy a Spitfire airplane for use by the RAF. The landlord has handed over his keys to the mayor who will arrange direct collection.

Coin Amusement Machine Supply has leased part of its premises for war equipment production works. Alf Cohen, director of CAMS, is a principal in this new venture.

**ATTENTION—**  
—Phono Operators  
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RED RAYE POLKA Decca 2543  
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RAY 2225 TO ANY OAKLAND, CALIF., resident and he will know just how hot talking telephone numbers. All Oakland recognizes this number as the name of a leading entertainment spot. This location offers its patrons Wurlitzer music. Note the Wurlitzer phonograph reflected in the mirror and the Wurlitzer wireless bar boxes on the bar.



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

## Columbia, Victor Reissues

COLUMBIA RECORDING COMPANY is reissuing on its 50-cent label some 1,000 old records, featuring such artists as the late Dixie Dellerbach, Duke Ellington, Wingy Mannone, Fletcher Henderson, Louis Armstrong, Don Redman, and Paolo Smith. The company will issue an average of 15 records a month starting next week. Victor at the same time announced plans to reissue some of the late Russ Columbo's records on the Bluebird label. The first old master to be used will have the Columbo recording of *All of Me* and *Just Friends*.

He has the Robertson record on most of his machines, the same supply which has been in his stockroom since 1938.

## A Report From Saskatoon

E. A. STRONG, of Saskatoon, Sask., with 55 locations in Northern Saskatchewan, reports that the biggest hit on machines since *Beer Barrel Polka* is *Drink the Barrel Dry*, recorded by Bill Boyd and orchestra. He claims it's a cinch for taverns and that patrons play it over and over again. *Beer Barrel Polka*, Strong says, is still holding up fairly well, and efforts to remove the record from locations have met with 60 many complaints that he has been forced to keep it in the boxes.

Also doing well for Boyd are the inimitable *Hi Neighbor Smile Again*, *Blueberry Hill*, *Waka Waka*, *Believe Island*, *When the Rain Comes Down*, *Back to Capistrano*, *Flapjacks*, and *With No Luck*, the last named recorded by Gracie Fields, English favorite, who recently has made personal appearances in that territory.

## News Notes

Nan Wynn, vocalist, has left Raymond Scott's band. Clyde Burke, Sammy Kaye singer, joined Scott-Friday 1201. Tommy Dorsey has been signed to appear with his band in the forthcoming Paramount musical "Las Vegas Nights." His scenes will be filmed when the band appears at the Palladium Ballroom, Los Angeles, late this month. The Hazza Mafik picture, "Pat o' Coala," has delayed its starting schedule until late in November due to the illness of the director, George Marshall. Red Nichols broke up his band following disagreement with the managers of his booking office.

Arlis Beyer has left Leo Reisman's band to sing with Arlis Shaw's outfit in Los Angeles. Jean Carroll, former the girl at the Riviera, Fort Lee, N. J., where Reisman is appearing, has been given Beyer's job. The Charlatans have landed a job in the Hal Roach picture "Road Show" and will record the Hoagy Carmichael tunes which they will do in the film. Ella Logan, the Scotch singer, has re-signed with Columbia and under her new contract recorded "The Wilfulness Song" and "Oh By Jingo" with Perry Botkin's orchestra.

## Prediction Comes True

AUDREY GIBSON, of the Gibson Distributing Company, Des Moines, Ia., has had an amusing experience with her stock of *Amyde* records. When the time was originally recorded by Dick Robertson some two years ago he had a feeling that it would be a favorite in amuseur boxes, and he was right, although it took him two years to prove it. Today

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to



THIS IS HOW JOHNNY PELLEGRINO has installed a Seebury Wireless remote control music system in Greenfield, Mass. "Wall-to-Wallers at every booth and a De Luxe Speak-Organ on the wall to broadcast the selection of patrons, make the collections jump higher and higher each week," declares Pellegrino.

the national leaders listed in the Record Buying Guide.

## NEW YORK:

Bartender's Polka. Tommy Tucker.  
Reno Mazette.

This record originally was released by the Victor foreign department as a possible successor to its famed *Beer Barrel Polka*. It is now beginning to show signs of life around this area, and other companies are now sufficiently impressed with it and are assigning important bands to record it. Operators now using it claim that it is an excellent tavern tune.

## JACKSONVILLE:

Breaking My Heart All Over Again.  
Ink Spots.

The Ink Spots are one of the most popular attractions on music machines in this part of Florida. Most of their records are placed by operators who claim they prove tremendous favorites on most locations. Above record is one of their latest. Others going equally as strong include *Stop Pressing* and *Sayda*.

## DETROIT:

Bliss Rhythm Fantasy. Gene Krupa.

Sudden spurt of activity of the Intent Krupa records here in his personal appearance engagement at the well-known local Eastwood Gardens. The band has been getting fine publicity in the local dailies, and its frequent headshots from the ballroom are making dance patrons Krupa-band conscious all over again. Above record is one of his latest, and the operators state it will continue to be a favorite long after his departure from this area.

## SPOKANE:

At a Dixie Roadside Diner. Duke Ellington. *Rock and Rye Polka*. Louise Massey.

Both personalities are frequently mentioned as favorites by operators with locations in various Washington State sections. Locations catering to the more critical swing fans are enjoying good business with the *Roadside Diner* record.

ated a good musical novelty. Taverns are doing well with Miss Massey's version of the *Rock and Rye Polka*.

## BUFFALO:

Practice Makes Perfect. Bob Chester.

This is the first time published by Broadcast Music, Inc., which provides to click on music boxes. Just recorded locations are demanding it due to the publicity already given it. Chester is one of the first leaders to record it.

## CANTON:

Buds Wan's Bud. Tommy Tucker.

A cute musical novelty getting many plays in this Ohio territory. Tommy Tucker, too, is a long-time favorite here, and all of his records are given nice breaks on key locations. If suitable at all for music box trade, they remain on locations a long time.

## NEW ORLEANS:

Number 19. Earl Hines.

Hines' style of music goes big here. This particular tune is on the second side of his popular *Society Woogie* on St. Louis Blue record and some locations report as much success with it as with the earlier published side.


## Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended September 13 and the week before, ended September 6. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. All This and Heaven Too	4
2. Some Old Story	2
3. Practice Makes Perfect	10
4. That's What I Like	1
5. Get the Moon Out of Your Eye	5
6. In a Mellow Mood	1
7. Maybe	1
8. I'm Nobody's Baby	5
9. That's the Me	3
10. Hi Neighbor Smile Again	6



ED GEORGE NOVELTY COMPANY, Akron, O., made the above installation of Keeney Wall Boxes at Muro's Grille, that city. Location owner says that with the boxes he is earning more than ever from his music equipment.



## Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- National Newspaper Week, October 1 to 7.
- United States Conference of Mayors opens September 16, New York.
- The 1940 Western States Coin Machine Convention, Hillmore Hotel, Los Angeles, November 18, 19, and 20.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 16, 17, and 18.
- Dairy Industries Exposition, Atlantic City, October 21 to 26.
- National Restaurant Association, Chicago, October 7 to 11.



**THESE COLUMBIA RECORDS WERE "MADE" BY COIN OPERATORS**

- WILL BRADLEY**  
 85546 HEAT ME, DADDY (PART II)  
 (104 Me, Daddy) (Part II)
- RAY NOBLE**  
 56777 IF I HAD MY WAY  
 CAROLINE IN THE MORNING
- THE CHARIOTEERS**  
 85424 SO LONG  
 The Dancho Serenade
- THE GLOBE TROTTERS**  
 12198-F FERRYBOAT SERENADE  
 Dundy Melts
- SPECIAL RELEASE**  
 GENE AUSTY SINGS FOUR POPULAR  
 BALLADS on One
- 85778 BLUEBERRY HILL  
 BYDAMORE LINE
- 86793 I'LL NEVER SMILE AGAIN  
 WE NEVER DREAM THE  
 SAME DREAM TWICE
- ORDER FROM YOUR  
 DISTRIBUTOR TODAY

**COLUMBIA RECORDS**

**DECCA**

**Hot Tips for Operators**

**THESE WILL PUT THE NICKELS IN THE SLOT!**

- 3004 WHEN THE BLUE OF THE NIGHT  
 THE WALK YOU SAVED FOR ME  
*Bing Crosby*
- 3230 A SONG OF OLD HAWAII  
 TRADE WINDS  
*Bing Crosby*
- 3133 SIERRA SUE  
 MARCHETA  
*Bing Crosby*
- 3325 FERRYBOAT SERENADE  
 HIT THE ROAD  
*Andrew Sisters*
- 3255 WHISPERING GRASS  
 MAYNIE  
*Ink Spots*
- 3260 I'LL NEVER SMILE AGAIN  
 COULD MAKE YOU CARE  
*Ink Spots*
- 3150 BOOO-IT  
 SIX LESSONS FROM MADAME LA  
 ZONDA  
*Jimmy Dorsey & His Orch.*
- 3250 ALL THIS AND HEAVEN TOO  
 IF I FORGET YOU  
*Jimmy Dorsey & His Orch.*
- 3223 MAMAMARA'S BAND  
 SHE LIVED NEXT DOOR TO A PINE-  
 HOUSE  
*The Sisters*
- 3200 BLUEBERRY HILL  
 I'M HOME AGAIN  
*Russ Morgan & His Orch.*
- 3123 I AM AN AMERICAN  
 YOURS A GRAND OLD FLAG  
*Dick Robertson & His Orch.*
- 3300 NOW I LAY ME DOWN TO DREAM  
 WHAT'S YOUR STORY, MORNING  
 GLORY?  
*Andy Kirk Orch.*

**Decca Records Inc.**

Canadian Distributors:  
 THE COMPO CO. LTD.  
 LACHINE, MONTREAL  
 QUEBEC

**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.

- Sierra Sue. (9th week) **BING CROSBY, GLENN MILLER\***  
 I'll Never Smile Again. (8th week) **TOMMY DORSEY\***  
 Fools Rush In. (7th week) **GLENN MILLER\*, TOMMY DORSEY\***  
 When the Swallows Come Back to Capistrano. (3d week) **GLENN MILLER\*, DICK TODD, INK SPOTS**  
 Blueberry Hill. (2d week) **GLENN MILLER\*, KAY KYSER\*, RUSS MORGAN\***  
 I'm Nobody's Baby. (2d week) **JUDY GAILLAND, TOMMY TUCKER\*, BENNY GOODMAN\*, FRANKIE MASTERS\***

**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.

**Ferryboat Serenade.** This week finds exceedingly little movement among the main crop of songs that have already achieved or are in the process of achieving popularity on the phone network. If anything, there is as much backsliding among titles striving for the top as there is standing still. One thing at least is sure; and that is that there is nothing coming along in a blaze of glory at the moment at any rate. This follow-up to Woodpecker Song is perhaps the nearest approach to that and it is far from being outstanding currently. **GRAY GORDON** will lead the pack in the machines, with several other disks endeavoring to crowd him, but so far unable to do so.

**Can't Get Indiana Off My Mind.** Second best among the batch of newer and up-and-coming numbers is this hoagy Carmichael melody, and the fact that it's second best is a commentary on the state of current recordings that finds few real potential smashers. There isn't too much to get excited about here, but it will have to do until either it gets a great deal better or some other song or songs start to establish themselves. **BING CROSBY** and **KATE SMITH** share honors with **BOBBY BYRNE**, who has the only dance version to hit in the boxes thus far.

**All This and Heaven Too.** Settling into a groove from which it will probably emerge only to go downward is this romantic number that finds its titular inspiration in the Warner picture. It's one of those songs that are good and yet are not big enough to be called universal favorites. **JIMMY DORSEY\*** is outdistancing by far **CHARLIE BARNET\*** and **DICK TODD**.

**Trade Winds.** Considerably off this week is the **BING CROSBY** recording of this exceptionally attractive ballad in the South Seas vernacular. After promising progress last week, it dipped startlingly the past few days to the point where it's going to take a big upward jump to get it back into the real running.

**The Noisiness of You.** A "Possibility" of last week, this is beginning to make the grade in a nice way. It's a particularly melodic ballad, and in the **GLENN MILLER\*** version is embarking on what appears to be a good career. Quite a few operators are finding it profitable already, and a great many more are likely to find the same thing before long.

**Practica Makes Perfect.** This is the first BMI tune to click in the phonograph (BMI being the music publishing organization set up by the radio broadcasting industry to combat the American Society of Composers, Authors, and Publishers); and as a result of all the radio plugging the song has received the past few weeks it is clicking pretty strongly. The only record to appear on reports from operators so far is **BOB CHESTNER**, which gives him the field to himself at the moment.

**I'm Stepping Out With a Memory Tonight.** This is only fair, all the steam having gone out of the drive with which it was pushing forward a couple of weeks ago. **GLENN MILLER\*** is the sole support of the number in the machines currently.

**Whispering Grass.** Also slipping back a bit in most locations—albeit it's holding its own in some scattered places—is the **INK SPOTS** recording of this better-than-average ballad. It's difficult to get excited about the future hit possibilities of it.

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 though they most probably will never climb into "Going Strong."

**Six Lessons From Madame La Zonga.** (11th week) This seems to get better as time goes on. **JIMMY DORSEY\*, CHARLIE BARNET\***

**Pennsylvania 6-5000.** (9th week) Not good, but still around. **GLENN MILLER\***

**God Bless America.** (8th week) Pretty strong again. **KATE SMITH, BING CROSBY\***

**I Am an American.** (7th week) Mixed operator opinions. **GRAY GORDON\***

**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 records released. 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.

**That's for Me.** Startling to play around the fringes of approaching wisdom is the **BING CROSBY** recording of this number that he sings in *Rhythm on the Riser*. It's a good one to be prepared for.

**Only Forever.** Another Crosby song from the same picture that likewise is showing signs of carving out a place for itself on the phonographs around the nation. It's futile to say which of these two songs will be the bigger one in the boxes, but ops ought to watch out equally for both.

**Crosstown.** A light rhythm song with an infectious melodic line and an exhilarating lyric that has more chance than most numbers to make the music machine grade.

**The Call of the Canyon.** With a good assortment of disks available on this **BILLY HILL** Western ballad, and the song itself in the vein of such past hits of Hill's as *Last Round-Up*, a very likely smash phone hit is discernible here.

\* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

**ALL-TIME LOW PRICES ON FAMOUS VICTOR POPULAR RECORDS**

Here's a sample selection—now selling at only **50¢ EACH!**

- 26628 \*I'll Never Smile Again  
 Marcheta—Tommy Dorsey
- 26198 God Bless America  
 The Star-Spangled Banner  
 Kate Smith
- 26724 \*I'm with You  
 Blue Because of You  
 Lionel Hampton
- 26641 \*When the Swallows Come  
 Back to Capistrano—The  
 Brecks and 1—Nancy Cooper
- 26718 \*Ferryboat Serenade  
 Now I Lay Me Down to Dream  
 Leo Reisman
- 26719 \*My Greatest Mistake  
 "At a Discie Roadside Diner"  
 Dick Ellington and his Famous Orchestra  
 Vocal Records

A New Knockout on Bluebird Records  
 B-108-10 Dick Todd sings  
 "We're All Americans—All True Blue"  
 by James Mangum  
 Sweet Lorraine **35¢**

The RCA Victor Tubes and gram more operating hours per dollar. Order RCA Victor Gramophone Records from your RCA Victor distributor today. Trade-in on "Victor" and "RCA Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.

More than ever it pays to use

**VICTOR AND BLUEBIRD RECORDS**  
 VICTOR DIVISION  
 RCA Manufacturing Co., Inc., Camden, N.J.  
 A Service of Radio Corporation of America

**While They Last! 50,000 RECORDS**  
 Rights Used  
 DECCA — BLUEBIRD — VORLON, Etc.  
 All National Makes  
 In Quantity of 500 or More  
 1/3 With Order, Balance C. O. D.  
**BRIGHTON MUSIC, INC.**  
 50 EAST 5TH ST., NEW YORK CITY

**ARE YOU USING THE Billboard TRIPLE CHECK EVERY WEEK**

**SPECIAL ORDER FORM**

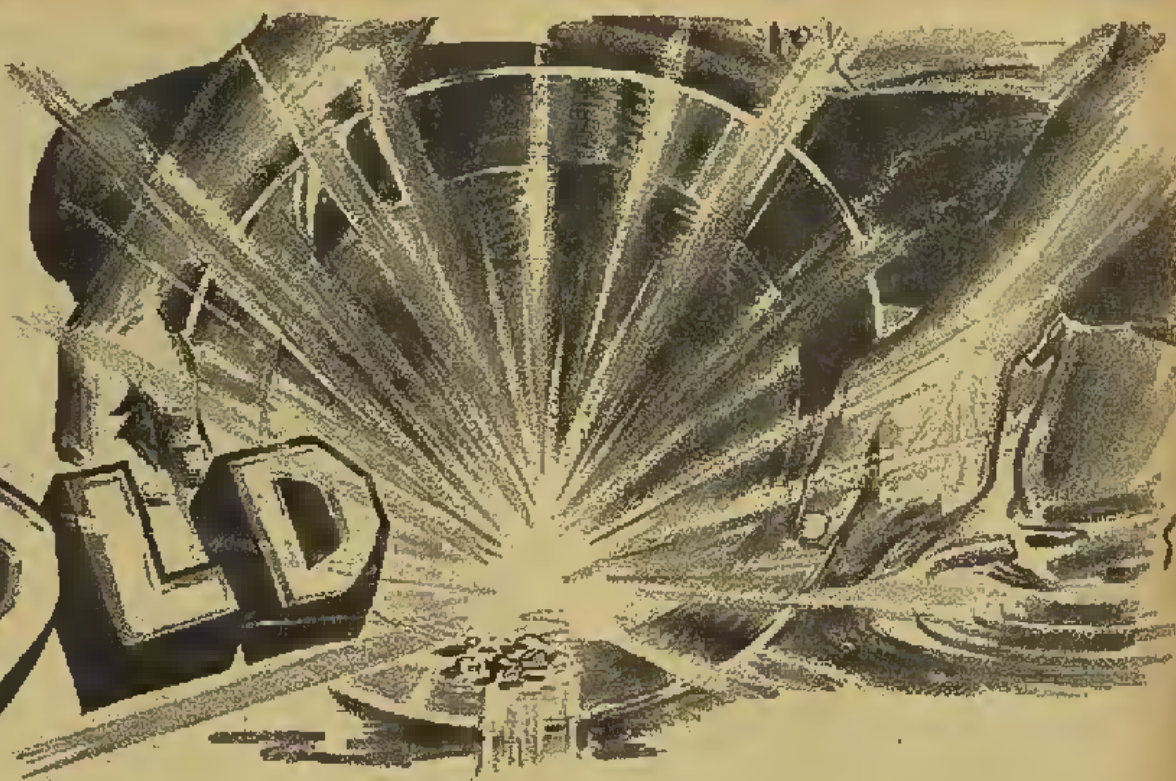
The Billboard  
 25 Opera Place  
 Cincinnati, Ohio

Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.

Name .....

Address .....

City .....



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**GOLD**

... You'll strike it **RICH** with this  
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opportunities - - - Your Seeburg  
Distributor's liberal **SURE**  
**PROFIT** deal on the profit-  
making sensation . . .

**RAY-O-LITE**  
**SHOOT THE 'CHUTES**

—See him  
**TODAY** without fail!

**YOU CAN'T  
LOSE!**



**Seeburg**

# Triple Value Sale

OF FREE PLAYS!

**16<sup>50</sup>**  
EA.

**21<sup>50</sup>**  
EA.

**29<sup>50</sup>**  
EA.

Rolling Champ  
Big Ten  
Box Score  
Daddy  
Fair  
Follow Up  
Gun Club  
Multi Free Races  
Rink  
Safe Kick  
Speedy  
Tape  
Zenith  
Airbeer

Avalon  
Big Six  
Chevros  
Chubbie  
Cowboy  
Contact  
Double Feature  
Davy Jones  
High Living  
High Life  
Nitebug  
Lot-a-Fun  
Major  
Rebound  
Spottem  
Snooze  
Triple Threat  
Twinkle

Up & Up  
Fantasy  
Jumper  
Pickem  
Scop  
Sidnor's Baseball  
Vogue

and

Nearestly ..... \$52.50  
Bowling Alley  
(Gottlieb's) ..... 39.50  
Brits Sport ..... 34.50  
C. O. D. .... 34.50  
Doughboy ..... 27.50  
Lancer ..... 26.50  
Oh Johnny ..... 27.50  
Pala ..... 27.50  
Supercharger ..... 31.50

TERMS: 1/3 Deposit,  
Balance C. O. D.



MEYER M. HAROUS, OF THE MARKEPP COMPANY, CLEVELAND, demonstrates Duval's American Eagle to Mr. and Mrs. Allan Hirsch, of Akron, O., well-known operators.

Plus Western's BASEBALL, 1940, F. P. Pay, Comb....\$104.50  
LATEST MODEL "F" APT TARGET ..... 16.50  
LATEST MODEL APT CHALLENGER ..... 16.50

SEND FOR COMPLETE BARGAIN GUIDE! America's largest selection of FREE PLAYS, COUNTER GAMES, SLOTS, PAYTABLES, CONSOLES and PHONOGRAPHS—reconditioned and refinished to operate and look like new!

## ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. Western Ave., Chicago—America's Largest Distributor  
ASSOC. • ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
OFFICES • ATLAS NOVELTY CO., 1501 FIFTH AVE., PITTSBURGH

## Guns Bringing In Big Repeat Orders

CHICAGO, Sept. 14.—"We thought we were in a landslide when the first orders for Duval's Rapid-Fire began to pour in" said Al Sebring, head of Grand National Sales, Chicago. "Being distributor for a record breaker like this is an experience. You can feel it the minute the public takes hold. Our extra special run is coming in now with repeat orders."

"Operators in every type of location who have had a chance to collect its record earnings are ordering by twos, threes and sixes."

Mac Chureis, of Grand National, reports an extremely interesting rise in the demand for reconditioned equipment. On the basis of the season's business increase so far, Chureis says that he believes operators are averaging several more machines apiece over last year.

pays the highest taxes in the city or State at the present time if it isn't the tavern keeper?

"This is supposed to be a fire country. Why not let our good American citizens spend his money any way he sees fit? If you're not getting your share of it why not change your line of business?"

"What I think this county, State, or country needs is not slot machines but concentration camps to put in these cranks, prohibitionists, bunds, and reds. The whole gang ought to be one happy community, say in the desert or some lonely island. It should seem like heaven with nobody but themselves to worry about."

## Genco Officials See Rising Demand

CHICAGO, Sept. 14.—Unprecedented in their experience is the demand for Genco games before their actual release to the trade, officials of the firm state.

Having their confidence on the remarkable list of money-makers produced by Genco during the past year, operators are sold on new games even before they come out, for they are assured in advance that each new Genco game will be a hit that stands up longest and best on location and brings in the highest trade-in values, officials said.

Dave Genzburg, Genco executive, declared: "We are indebted to the operators for the marvelous support they've given us, and it makes us all the more eager to keep turning out greater winners. As a matter of fact, I believe our next game will easily top them all. And that's saying something!"

## Letter Writer Hits Reform Crank

APPLETON, Wis., Sept. 14.—Commenting on the appearance of a letter in The Appleton Post-Crescent, a reader, George J. Wolf, derided the comments of a man who said he had visited all the taverns in the county without hitting a jackpot. "The losing writer asked why officials didn't do something about it."

Commenting in return, Wolf said: "Editor Post-Crescent: Can you imagine a poor sap taking in all the taverns in the county without winning a jackpot?"

"But why take it out on the sheriff or the county officials. After all, they have plenty of work without mooching around for slot machines."

"I suppose our poor taxpayer thinks he is paying the sheriff's salary? Who



THE MIRACLE OF COIN MACHINES  
**Mills Vest Pocket Bell**  
Completely Automatic Cash Payout  
Midgot With Gigantic Earning Capacity.  
**ONLY \$44.50**

THE MARKEPP CO.  
3328 CARNEGIE AVE., CLEVELAND, O.  
Write for Price List Complete Atlas Line,  
Also List of Reconditioned  
Games All Makes.



A PROFITABLE COMBINATION  
**JMP**  
Most successful Gum Vender in a Decade. Cigarettes or Fruit  
Pods.  
\$12.50 Re.—\$1. for \$47.50.



**LIBERTY BELL**  
Fastest Cash Payout Game of the year. Fruit or Cigarette Pods, and an almost instant or Cigarette or Free Play Token.  
\$52.50 Re.—Ten for \$520.00.  
\$25 Gum Med. \$2.00 Additional.

FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

**H. PAYNE CO.** 312-314 BROADWAY  
NASHVILLE, TENN.

### QUALITY SPEAKS FOR ITSELF

PAY OUTS	PAY OUTS	NOVELTIES
Four Balls, like new \$200.00	1022 Tractime ..... \$82.00	Quill's Eye ..... \$97.50
Football Drive, like new 127.50	1028 Kentucky Dish ..... 45.00	Daily Alley ..... 39.50
Fast Tiro, like new 125.00	Liberty Bell, like new 52.50	1937 World Series ..... 49.50
Big Prize, like new 100.00	Cigarette Slots ..... 27.00	Exc. Bowling Game, F.P. 39.50
Jonas Parades, like new 80.00	Across the Board ..... 22.00	Chippew, F.P. 38.00
Spinning Reels, like new 49.50	Daddy Day ..... 16.50	33 Balls, F.P. 30.00
Peppercorns ..... 22.50	Stonor's Race ..... 18.00	Go-Set, F.P. 16.00
Whirling Tinkles ..... 10.50	Patton Race ..... 10.00	Triumph, F.P. like new 34.00
Man Down ..... 07.50	High Race ..... 10.00	Scop, F.P. 24.50
Rebound ..... 07.50	Extra Prize ..... 10.00	High Life, F.P. 16.00
Thru-the-down ..... 07.50	Deposits With Cigarettes O. S. 0.	

MODERN AUTOMATIC EXCHANGE, INC.  
875 CARRIER AVENUE, CLEVELAND, OHIO

**WE BUY  
SELL  
AND TRADE!**

Get your name on our mailing list!

AVON NOVELTY SALES CO., Inc.  
2923 Prospect Ave., CLEVELAND, OHIO

Watch for . . .

The Billboard's September 28 Issue

One principle has governed The Billboard Staff while preparing for the September 28, 1940, issue. That principle is simply this—to create the most effective editorial material and circulation possible for advertisers.

Here are the important steps that were taken to accomplish it.

1. The issue has been timed to reach the buyers of both new and used coin machines at a time when they will be giving particular attention to their needs for the Fall Season.
2. Editorial material has been especially designed to give the issue almost unlimited permanence—readers will refer to it again and again, week after week and month after month. Articles will feature statistics of interest to export buyers and sellers. Also, many startling facts will be published, designed to spread propaganda favorable to the advancement of the coin machine industry.

In addition, the Talent and Tunes Supplement will carry special, informative articles and valuable reference lists for music machine operators.

3. The size of the regular coin machine department will be considerably larger to take care of the many special features and articles as well as the normal amount of news, pictures, etc. The increased space made possible by the enlarged department will give advertisers' messages better display and attention. The Talent and Tunes Supplement with its special cover design, paper stock and inserts will in itself attract tremendous attention.
4. The Front Cover of the issue will be changed so that titles of special music machine articles can be displayed, thus directing the attention of the entire amusement industry to the propaganda features of the coin machine section.

5. The circulation department will send complimentary copies to every North and South American Operator who has purchased coin machines during the last twelve months. This extra distribution added to the regular circulation of The Billboard assures complete coverage.

Here is an ideal opportunity for advertisers to place their messages before every worth-while coin machine buyer. Not only will immediate results be secured, but for months to come the extra distribution and fine editorial matter will benefit the companies that are represented.

Send copy today! Final forms close in Cincinnati on Saturday, September 21.

THE BILLBOARD PUBLISHING COMPANY

25 Opera Place

Cincinnati, Ohio

Potash To Head Games Department

LOUISVILLE, Ky., Sept. 14.—George Potash, former operator of New York and Louisville, has joined the sales force of the Southern Automatic Music Company here as games sales manager.

Potash has been operating games in Louisville the last eight years and is well acquainted with Kentucky operators. He is familiar with every game made. It is claimed he can name the manufacturer and the year any particular game was made.

The Southern Automatic Music Company officials say that since announcing the sale of games at their various offices they have reordered new games daily from the various manufacturers. Reconditioned used games are also in demand, officials report.

Karl Klein Commends Billyboy

To the Editor:

A recent audit of our books revealed the interesting fact that our advertising expenditures for the first seven months of 1940 are 82 per cent larger than for the same period last year. But sales have increased in an even larger percentage, and we find that our unit cost for selling merchandise thru The Billboard has come down considerably, which is a tribute to your widely distributed readership and indicative of the prestige which your publication carries with buyers everywhere.

We have been able to trace a number of our foreign orders to advertisements in The Billboard and sometimes we wonder how people in remote places of the world ever got to know about your magazine to start with.

Every reader, we believe, appreciates the fact that you print news of the industry while it is still news, and we have found that the response of your readers to any new machines is astonishingly quick and overwhelming in volume.

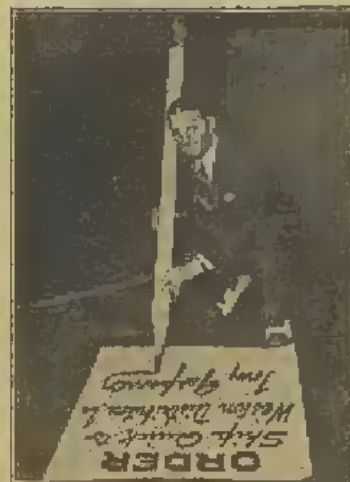
You are doing a swell job for us.  
KARL KLEIN, General Manager,  
Greelchen Tool Company, Chicago.

Pin Tables in Britain Face Wear Problem

LONDON, Sept. 14.—Pin tables face a big problem in Great Britain because repairs are becoming higher as machines wear out. No new tables are arriving from the United States and few will be manufactured in Britain.

The secretary of the Amusement Operators' Association said that each machine must be replaced in a few weeks because the players use of it. One of the newest machines is directed at Britain's enemy in its theme.

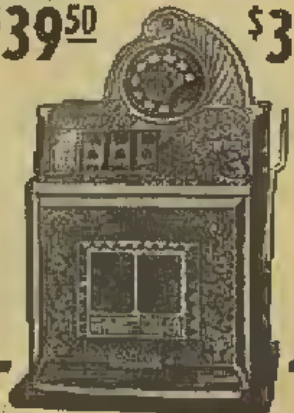
One machine based on the supposed tunnels of the Magmot runs quickly but its popularity. Every town in the country now has pinball table accidents.



TO EMPHASIZE the need for quick shipment of Leader games, made by Exhibits, Tony Gasparro, Western Distributors, Inc., New York, uses a giant pencil and order form.

NEW LOW PRICE ON REBUILT MACHINES

\$39.50 \$39.50



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Free Play Flat Top Bell-Console Model Will Be Ready Soon. Write for Prices.

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1890—Tel. 604-4600/2770  
Cable address "WATLINGITE", Chicago

All A-1 Reconditioned Ready To Operate

AUTOMATIC	
GRAND STAND	57.50
THIRTY DOWN	72.00
RIGHT PAGE	47.50
LEDS DISM	35.00
KENTUCKY CLUB	32.50
PACES RACKS (New Cabinet)	
Model One-3000	66.00

Terms 1/2 Deposit, Balance C. O. D.  
Our stock of Used Free Play Games changes from day to day. If you want any particular machine, write us for price etc. we will probably be able to take care of your order.

Distributors for  
BILLS PHONOS, GAMES AND CLOTS,  
ALSO OTHER MANUFACTURERS.

OLIVE NOVELTY CO.

2025 Euclid Ave., St. Louis, Mo.  
Telephone FRanklin 3820

IN LOS ANGELES A 5 DOLLAR BILL DOWN

GETS YOU AMERICAN EAGLE



10 FOR \$275

Sample \$32.00, Bill \$27.00, \$5.00  
Balance C. O. D.

SOUTHWESTERN VENDING MACHINE COMPANY

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# 3 TO 1

## GENCO GAMES

Are on "3 Locations to 1" On Leading Ops' Routes . . . Because:

1. GENCO GAMES ALWAYS MAKE MORE MONEY
2. GENCO GAMES STAND UP LONGEST AND BEST
3. GENCO GAMES BRING HIGHEST TRADE-IN OF ALL

# GENCO

**BUILDS GREAT GAMES**

2621 N. ASHLAND AVE CHICAGO, ILL.

### Promotion Adds To Sales Staff

CHICAGO, Sept. 14.—Atlas Novelty Company announces the promotion of Harold Schwartz, former shop foreman, to the sales staff.

In commenting on the appointment, Morris and Edelo Gineburg, officials of the firm, expressed the belief that the addition of Schwartz to the sales force will benefit not only the company but the operators as well.

"As shop foreman for nearly six years," said Gineburg, "Schwartz has gathered a vast technical knowledge of all phases of the coin machine industry. This should be of great value to operators seeking technical information."

"Schwartz has followed closely the step-by-step advances made by coin machines, and his ability to impart this knowledge to operators in an intelligent manner has made him a popular coinman. Schwartz says he will be glad to hold an open forum to answer any and all questions that operators might want to ask."

Headed by Ivy Ortiz, the Atlas sales force now includes Phil Bloss, Harold Finous, Howard Foot, and Harold Schwartz. Traveling representative Bob Van Weter is now on the road.



**BERT LANE Says:**

**COMING!**  
THE GAME THAT DOUBLED PROFITS ON EVERY TEST LOCATION! IT'S GENCO'S GREATEST.

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688



# TOT

ONLY \$24.95 F.D.B. CHICAGO

1 YEAR GUARANTEE!  
**WESTERN PRODUCTS, INC.**  
925 W. NORTH AVE., CHICAGO, ILL.

BELL FRUIT SYMBOLS with FREE PLAY TOKEN or CIGARETTE REELS with TOKEN 1c or 5c PLAY

## TOT

WORLD'S SMALLEST  
TOKEN PAYOUT AND  
BIGGEST MONEYMAKER

\$24.95

WE JUST CAN'T STOP DELIVERING

Chicago's

## DIXIE

WRITE! WIRE! PHONE YOUR ORDER!

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

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\$12.50

6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE.

Cigarette or Cherry Reels.

1c-5c-10c PLAY

GERBER & GLASS

914 Diversey Blvd.  
Chicago, Illinois

**OPERATORS!  
JOBBER!  
DISTRIBUTORS!**

FOR **AMERICAN EAGLE**

ON THE PACIFIC COAST

WRITE, WIRE OR PHONE

MacMOHR • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

*"The House of Proven Winners"*

<b>FREE PLAY GAMES</b>	Keweenaw Super 8 . . . \$20.50	Excelsior Flasher . . . \$28.50
Excelsior Super . . . \$22.50	Excelsior Champion . . . \$7.50	Bally Pickem . . . \$7.00
Chicago Coin Rexy . . . \$4.00	Bally's Double . . . \$9.50	<b>NOVELTY GAMES</b>
Bally Speed . . . \$1.50	Bally Telegraph . . . \$5.50	Excelsior Airship . . . \$ 7.50
Bally Dandy . . . \$4.00	Excelsior Congo . . . \$ 7.50	Excelsior Venus . . . \$ 7.50
Keweenaw Thriller . . . \$8.50	Excelsior (7 or 5 balls) . . . \$ 7.50	Excelsior In-View . . . \$ 7.50
Bally Giant . . . \$9.50	Keweenaw Supercharger . . . \$4.50	Excelsior Rival . . . \$ 7.50
Bally Yippee . . . \$2.50	Bally Wizard . . . \$7.50	Bally Niagara . . . \$ 7.50

One-Third Cash With Order, Balance C. O. D. - Wire or Mail Us Your Order.

**J. and J. NOVELTY COMPANY**  
4840 WY. ELLIOTT AVE. (Phone 1433) DETROIT, MICHIGAN

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

\*\*\*\*\*  
\* LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$ \*  
\*\*\*\*\*

All Reconditioned Ready To Operate	1/2 Cash With Order, Balance C. O. D.
Seaburg Olympic Marble Game . . . \$170.00	Whittier 800 . . . \$100.00
Seaburg 1938 Grand . . . \$130.00	Whittier 800S . . . \$100.00
Seaburg 1938 Regal . . . \$120.00	Rock-Ola 1939 Deluxe & Plus Models . . . \$100.00
Seaburg 1938 Gents . . . \$110.00	Rock-Ola 1939 Deluxe, Early Model . . . \$100.00
Seaburg 1938 Ladies . . . \$100.00	Rock-Ola '39 Standard Late Models . . . \$100.00
Seaburg 71144 . . . \$85.00	Rock-Ola Special 200 . . . \$85.00
Rock-Ola Monarchs . . . \$85.00	Whittier 418 . . . \$85.00
Rock-Ola Winneaps . . . \$85.00	Whittier 412 . . . \$85.00

Write for Our Special List Listing Over 200 Reconditioned Machines

**BADGER NOVELTY CO., Milwaukee, Wis.**  
\*\*\*\*\*

# ALLIED BARGAINS

**FREE-PLAY GAMES**

Miss 24-9	\$84.00
50¢ John's	84.00
Double	84.00
John's Champ	47.50
Falling	42.50
Super Six	39.50
Big Show	39.50
Rolling Rock	32.50
Laurel	32.50
Totum	32.50

**WESTERN BASEBALL FREE PLAY AND PAY OUT COMBINATION LATE MODEL** ..... \$97.50

**AUTOMATIC PAYTABLES**

Standard	\$82.50
Mathews	82.50
Harbore	84.50
Dee (Miss)	84.50
Jackpot	84.50

**PHONOGRAPHS**

Records 1000 De Luxe, Like New	\$149.50
Whitler 500, Like New	149.50
Whitler 21, 11000000	80.50
Whitler 21, 11000000	81.00
Whitler 010, 14 Records	84.50
Whitler 138, 24 Records	84.50
Whitler 412, 12 Records	39.50
Whitler 312, 12 Records	39.50

**LEGAL EQUIPMENT**

Keeney's Anti-Aircraft Gun, Black Cabinet	\$129.50
Jail Bird (Chicago)	87.50
Earl's Top Blows, Like New	75.00
Archery (Chicago) F. A. O. D.	89.50
"Collier Book" (Chicago)	44.50
A. H. T. Tower, Like Model F	79.50
Termit 1/25 Repeat, Balance O. O. D.	

**ALLIED NOVELTY COMPANY**  
Phone 6601-4747  
8520 W. Fullerton Ave., CHICAGO

## Favorable Reports From All Sections

CHICAGO, Sept. 14.—"Take the prize package of the coin machine industry," says Don Anderson, in charge of sales at Western Products, Inc. "To be more specific," he continued, "the game has more money-making features than most larger slot games. And to top it all, it is priced lower than any operator would believe possible."

"We tested the machine thoroughly before offering it for sale to operators and it proved to be a greater attraction than many more expensive machines on the same locations." In one particular case Ted cut-earned one of the country's most popular table machines.

"We've had many favorable reports from operators in all parts of the country telling us of the unusual performance of the machine on their locations. They say that players consider it more of a real amusement machine because of its fine construction. The smooth, quiet operation gives the player assurance that it is substantially built and will actually give them more value for their coins. With the smoothness of operation, players have more confidence in the machine, thus play more coins more frequently, to the greater profit of the operator."

"Operators everywhere call this the world's smallest token payout machine; the best buy on the market. It appeals to all players, for it is available in 1-cent and 5-cent play and with bell, fruit, or cigarette symbols."

## Hawley Praises Poker Game Console

CLEVELAND, Sept. 14.—Discussing the Royal Draw poker console, manufactured by Bally Manufacturing Company, Don Hawley, Modern Automatic Exchange, Inc., stated that the machine had gained the endorsement of his organization.

"As you well know," Hawley said, "Modern Automatic Exchange has definitely followed a conservative policy. Our initial orders are always small. Similarly we are hesitant about recommending new games to operators until they have proved themselves on location."

"Such was the case with Royal Draw. Now, however, we are thoroughly convinced that here, at last, is a console we can recommend without reservation. It has tremendous player appeal, for anybody who plays poker readily understands it. The come-on feature of the Draw and its mechanical perfection all add to the overflowing cash boxes. Our customers are wildly enthusiastic about it. Naturally, then, so are we!"

## Lake City Novelty In New Location

CLEVELAND, Sept. 14.—Due to increased business in recent months, Lake City Novelty Sales Company has taken newer and larger quarters at 1316 E. 30th Street, Cleveland. Earl Moloney is head of the firm.

Lake City Novelty carries a complete line of games and reports activity strong at the present time on Fleet, Record Time, and Rapid Fire Gun.

## Washington

The following notice of a meeting called for Washington operators is of importance:  
"To the Editor: Enclosed please find a newspaper clipping that was carried in all the Washington papers."

"The writer was in touch with the congressman in question and has agreed to furnish him with facts and figures in relation to this bill."

"A meeting of all the operators here in Washington, has been called to discuss the features in this bill at my office, meeting to be held September 20."

"Trusting you will give some publicity to this meeting, and also any information you may desire will be gladly sent you."  
"Hirsh Coin Machine Co.,  
"1308 New Jersey Ave., N. W.,  
"Washington, D. C.  
"Phone Hobart 3173."

## PROGRESSIVE OPERATORS SAY:

- Electric Selector Phonographs by Seeburg
- Fleet by Bally
- Remote Control Phonographs by Seeburg
- Band Wagon by Genco
- Shoot The Chutes Rayolites by Seeburg
- Dixie by Chicago Coin
- Wireless or Wired Wallomatics by Seeburg
- Score A Line & Three Score by Gottlieb
- Speak Organs by Seeburg
- Landslide by Exhibit
- Play Boy by Seeburg
- Speed Demon and Speedway by Keeney

## SOUTHERN AUTOMATIC SAYS:

FOUR Offices in FOUR Cities in FOUR States Make It Quite Convenient for OPERATORS in Kentucky, Indiana, Tennessee and Southern Ohio

Always Earliest With The Latest

## SOUTHERN AUTOMATIC MUSIC CO.

The House That Confidence Built

542 S. 2nd ST.    312 W. SEVENTH    620 MASSACHUSETTS    425 BROAD ST.  
LOUISVILLE, KY.    CINCINNATI, O.    INDIANAPOLIS, IND.    NASHVILLE, TENN.

EVERYBODY WILL WANT  
**'GOD BLESS AMERICA'**  
HIT BOARD OF THE YEAR!

**GOD BLESS AMERICA**  
25¢ 25¢ 50¢ 15-10-5

**NEW POLITICAL SYMBOL TICKETS**  
Cash in NOW on the 100,000,000  
copies of this new political  
symbol ticket. Each ticket  
represents a vote for the  
candidate of your choice. No  
need to wait for the election  
and the cash prize is yours  
instantly. Each ticket is  
valued at 25¢ and you can  
buy them in quantities of 100  
for \$25.00. Buy them now  
before they are gone. Write  
for details. **GARDNER & CO.**  
2337 ARCHER AVENUE  
CHICAGO, ILL.

**GARDNER & CO.** 2337 ARCHER AVENUE, CHICAGO, ILL.

## ALL FREE PLAYS!

All-Webs	\$12.00	Jolly	\$22.50
Billy Goat	28.00	O'Rey	26.00
Big Six	12.00	Roller Derby	20.00
Comedette	22.50	Shoot Slap	40.00
O. O. D.	18.00	Super Six	22.00
Mr. Colt	10.00	Trouble	16.50
Clayton	12.00	Thriller	19.00
Day Dream	12.00	Up & Up	8.00
Falling	22.00	White Balls	12.50
Footie Up	17.00	Yacht Club	50.00
Headline	10.00		

1/2 With Order - Balance C. O. D.  
**MIKE MUNVES CORP.**  
593 TENTH AVENUE, NEW YORK

**Liberty Bell**  
writes a new chapter in coin machine history. It is the ideal counter unit designed for maximum profit by an operator who has the experience of building a million of successful counter games.

**GROETCHEN TOOL CO.**  
139 North Union Street - Chicago

AVAILABLE FOR IMMEDIATE DELIVERY—BEST OFFERS WILL TAKE 'EM

10 Whitties	10 Console Chicago Cards	25 NOVELTY GAMES
5 Kurlies	2 Luciles	Rich 'Em
2 Gold Cups	5 Darry Jones	Mr. Ohio
10 Timbala	5 Families	Keen & Blat
5 O. O. D.'s	500 and Go	Darry Jones
5 Plect	500 and Go	Cheerios
5 Seeburg Jack Rayolites	500 and Go	Varsity
10 Keeney Book Cabinet	500 and Go	Sportem
Anti-Aircraft Gun	500 and Go	Bar

Send or Call in Your Offer Today  
**A. A. A. VENDING MACHINE CO.**  
2164 BELMONT ST.    Phone TOward 6-6450    DETROIT, MICH.

**FOUR EXTRA SPECIALS**

Evans Ten Strike	\$64.50	Keeney's Anti-Aircraft Guns, Black Cabinet, and 1939
Cigarettes, Like New	69.50	Model Galloping Dominoes \$97.50

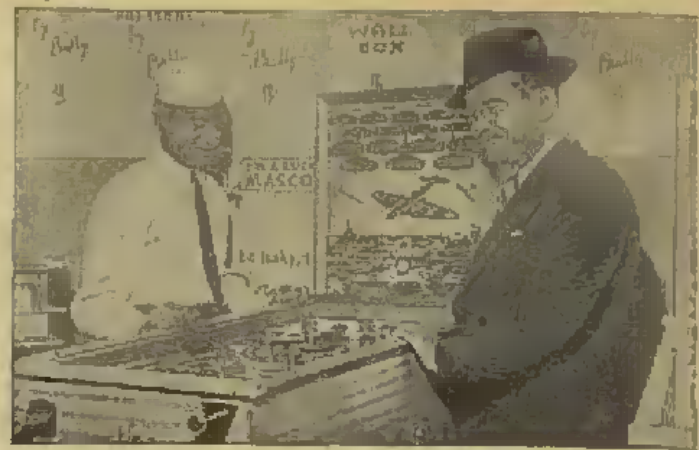
Write for Complete List of Free-Play Games, Counter Games, Automatic Consoles, Slot Machines, etc. We Ship Subject to Inspection Upon Receipt of 1/3 Order.  
**AUTOMATIC SALES CO.**  
416-A BROAD STREET.    NASHVILLE, TENN.

**Bally FLEET**  
HI-SCORE & FUTURITY

New REVOLVING TARGET feature  
BUILD UP BUMPERS  
CANNON-FIRE ACTION

**\$104.50**  
CONVERTIBLE  
FREE PLAY OR NOVELTY

**BALLY MFG. COMPANY** 2640 BELMONT AVENUE  
CHICAGO • ILLINOIS



"BLow ME DOWN IF DALLY'S FLEET isn't the hit of the year," says Mac Gurell, formerly a sailor in the U. S. Navy, now sales manager of Grand National Sales Co., Chicago. Al Sedring, head of the Grand National organization, amply agrees.

**Exhibit Announces Game Called Leader**

CHICAGO, Sept. 14.—Following directly in the path of Landslide, a game which literally swept the country from Coast to Coast, piling up profits for operators, the Exhibit Supply Company announces Leader, which is all the name implies," says John Christ, sales manager of the Exhibit Supply Company.

Continuing, he said indications are that "this game is destined to be an even greater surprise than Landslide. Altho not even officially announced and only a small production run of sample games were made and shipped to important strategic points, large volume orders were immediately placed by distributors who had only seen or heard of the game. While Landslide made a most remarkable record for catching on quickly, Leader has even surpassed this so that there is every assurance that this game will pass Landslide's production run, which was the largest in the history of this company for this type of game.

Leader is alive with ball action. Nothing seems impossible. It looks over so easy to beat and creates an overwhelming desire to play game after game. The five different ways to win are readily understood by players as they come close to winning several times each game. Collection reports from widely separated test locations classify Leader as today's leading money-maker," Christ stated.

**Kansas Distrib Reports Upswing**

WICHITA, Kan., Sept. 14.—Dave Marlow, prominent distributor here, reports a definite upswing in business. He says urgent calls for reconditioned counter games, free-play tables, and new equipment have increased noticeably the last few weeks. Operators who formerly purchased novelty and token machines in small lots have recently been ordering in quantities.

Games of every description are appearing in this territory in places that heretofore would not have them, probably due to the fact that the public is stimulated and war-conscious, Marlow said. Large earnings are reported from the public.

Marlow says orders from all parts of the United States are coming in so fast his company will have to work overtime to keep operators satisfied.

**Court Kills High Location License**

TORONTO, Sept. 14.—Operators here scored a victory recently when Justice Greene of the Ontario Supreme Court quashed a by-law passed by the city of Oshawa intended to license any premises whereon any mechanical game is operated for hire, profit, or gain.

In his judgment Justice Greene remarked "that the premises which the municipalities are given power to license are theaters, dance halls, etc. The provincial legislation can hardly be said to cover any premises whereon any mechanical amusement device is oper-

ated." Concluding, the court stated, "It seems to me that the municipality has exceeded the power granted it. In my opinion the present by-law here considered is a thinly disguised attempt to license personal property and is consequently ultra vires. The motion to quash is granted, with costs payable to the applicant by the municipality."

**Canadians Like Anti-Aircraft Guns**

BASKATOON, Sask., Sept. 14.—E. A. Strong, phonograph operator, has introduced anti-aircraft guns in two restaurants and will add five more in the near future.

Guns are proving very popular with war-minded citizens and members of the militia and shortly after their appearance in the city attracted enough spectators to jam the sidewalk in front of the eating spots.

**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

**PRICE \$2.42 EACH**

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar Jackpot at \$3.24  
1200 hole F-5275-Horses at 3.48  
800 hole F-5270-Pocket Dice at 1.76  
720 hole F-5255-Pocket Jack at 1.65  
600 hole F-5305-Royal at 1.88

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say**

**NEW IMPROVED UNIVERSAL GRIP SCALE**

Legal Everywhere

Beautiful Red Crackle Finish—All Chrome Front—Roller Grip Handle—Plug-Point Chute—Model \$12.75 in Pezles.

**GET SAMPLE NOW**  
1/3 With Order. Balance C. O. D. **\$12.75**

**HOLLY MANUFACTURING COMPANY**  
2761 Union Square Building  
DETROIT, MICHIGAN

**THE MARKEPP CO.**  
3328 CARNEGIE AVE., CLEVELAND, O.

**IS THE PLACE TO BUY AMERICAN EAGLE ON 10 DAYS' FREE TRIAL**

10 For \$275—Sample \$32.50—Ball Gum Med. \$2 Extra

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

**QUEENS SALES COMPANY**  
HARRY FRAIER AND ERNEST KRANER

FREE PLAYS	SPECIALS	FREE PLAYS
Scop ..... \$17.00	Keeney's Black Cabinet	Polo ..... \$65.00
Telephone ..... 10.00	Anti-Rickards Gun \$112.00	Line War ..... 65.00
Davy Jones ..... 12.00	Western Baseball .. 88.50	Super Top ..... 80.00
	Evans Ten 80112 .. 75.00	1/2 Way Game, Bal. 60.00

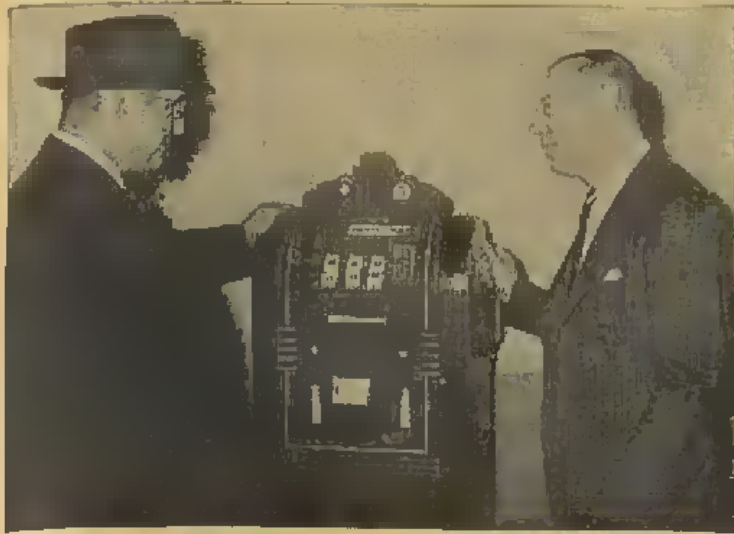
73-66 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY

**WANTED . . . SALESMAN**

Must have coin machine clientele in Illinois, Indiana, Iowa, Michigan, Wisconsin and Minnesota . . . to sell leading lines of coin-operated equipment.

BOX No. 450  
The Billboard, Chicago





WISCONSIN OPERATOR OLIVER WILLIAMS and Charlie Schlicht (right), division manager of the Mills Novelty Company, look over the Club Bell. Schlicht is boosting it for use in clubs and high-class locations.

## Earlier Pick-Up in September as Cool Days Surprise New Orleans

NEW ORLEANS, Sept. 14.—All types of coin-operated games are in better demand, with unusually cool weather prevalent the past few days. Distributors of phonographs, free-play pins, consoles, counter games, and rifle ranges assure those interested in the trend of business that distribution during September is far in advance of the corresponding days of August or July, when it was decidedly too wet for the industry. Particularly optimistic are distributors of remote-control equipment, two of the larger distributors reporting the best buying interest of the year in this merchandise.

A marked pick-up is reported at the

Sport Center, New Orleans' largest downtown playground, where the latest in pin games are attracting more attention with the cooler weather. Mark Boosberg, manager of the Center, is back on the job after a summer-long vacation and expects the biggest fall and winter in the history of the modern game.

Installing a dozen more Seeburg remote control jobs about the city, F. P. Gled, head of the Great Southern Novelty Company, is high in his praise of this equipment.

Ernie Oertle, head of the Southern Music Sales Company, returned recently from Dallas, where he viewed the new Seeburg wireless phonographs at the Electro-Dial Company showroom. Accompanying Oertle on the trip were Joseph Mancuso, service department head, and U. L. Black, secretary-treasurer of the Southern Company.

The Electrical Supply Company, RCA-Victor record distributor here, reports the firm is rebating to its retailers all losses suffered on discs bought during five weeks preceding the recent 50 per cent cut in price lists on Victor recordings. Hugh Smith, head of the record department of the company, reports a huge increase in sales of records since the price cut took effect.

Rejuvenation of Glen Gray's No Name Ace in phonographs is reported by two of the largest operating firms. The record dropped in popularity recently but is now as popular as ever, the J. H. Perea Amusement Company, variety distributor, reports.

Philip Pace, son of the proxy of the New Orleans Coin Machine Vendors' Association, was married this week to Mary Louise Kloor, of this city. Pace is connected with the local public service company as an engineer.

At Mendon, district sales manager for Wurlitzer, returned this week from a business trip in Northeast Louisiana, Mississippi, and Tennessee, where he noted an improved demand for Wurlitzer phonographs since the first of the month. Spencer Reese, assistant general manager from North Tonawanda, was a visitor here last week, spending a few days conferring with J. H. Perea Amusement Company officials.

Among newest of the creations attracting attention in the display room of the Dixie Coin Machine Company, large distributing house here, are Bally's Foot and Rapid-Fire machine gun, Keener's Spookway, Stoner's Double Feature, Gilco's Dixie, Genco's Handgun, and Exhibit's Landslide; Daval's new counter game, American Eagle, and Mills bells.



# SKILL JUMBO

Jumbo Payout and Jumbo Free Play can now be purchased with special skill field attached which now makes this amazingly popular console into a bona fide pin table of a new shape. Order your skill Jumbos promptly!  
MILLS NOVELTY COMPANY, 4166 FULLERTON AVENUE, CHICAGO



## BAKER'S PACERS

*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.  
2626 Washington Blvd., Chicago.

**MILLS** PHONOGRAPHS CONSOLES BELLS TABLES  
Distributor  
KEYSTONE NOVELTY & MFG. CO.  
2225 S. Michigan Ave., Philadelphia, Pa.  
115 Calumet St., Baltimore, Md.



## WALL BOXES

READY FOR IMMEDIATE INSTALLATION  
by FACTORY TRAINED MEN  
PHONE—WIRE—WRITE  
Also Distributor of  
EMPRESS and THRONE OF MUSIC  
In Southern Ohio and Northern Kentucky  
RAY BIGNER 1933 State Ave., CINCINNATI, OHIO

# A HIT!

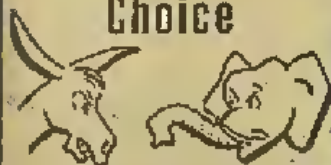
## SINK-A-SHIP

**GREATEST MECHANICAL BOARD IN THE HISTORY OF THE INDUSTRY!**

You can't miss on - SINK A SHIP - 2500 holes MECHANICAL FEATURE! Ships in "Sink A Ship Section" capsize when hole is punched directly below the ship. Winners bear reproductions of a submarine. Losers employ naval warfare terms. Approx. average profit \$40.00 on each board. Write for details on this "hit" board.

**SUPERIOR PRODUCTS** 14-NORTH PEORIA ST. CHICAGO, ILL.

Everybody's  
Choice



**Double  
Feature**

5c

10c



\$104.50

Big Extra Double Feature Awards  
Special Awards • Extra Awards  
Plenty of Ways to Win • Don't  
Miss It

**Stoner**  
Corporation  
AURORA  
ILLINOIS

FOR THE BEST FREE PLAYS—BUY FROM BUDIN!

TRIUMPH \$21.50	SHORT STOP \$44.00	SUPER SIX \$23.00	VACATION Write for Price	1/2 Elliott, Dis- ants. S. O. O. Write for complete Price List 1940.
--------------------	-----------------------	----------------------	-----------------------------	---

**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone NE 4-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

**CHEER UP, BOYS!**

A million apologies to our friends who are clamoring for RAPID-FIRE machine-guns faster than we can get delivery from the factory. We know you'll cheer up when you hear we've arranged for increased shipments. Write, wire, phone or come in today and get your orders lined up for QUICK DELIVERY.

**THE CALVERT NOVELTY CO.**

708 N. HOWARD ST.

BALTIMORE, MARYLAND

**Baker Releasing  
New Novelty Game**

CHICAGO, Sept. 14.—Officials of the Baker Novelty Company, Inc., announce that they are about to release a new five-ball free-play novelty table named Playmate.

"From tests," said H. L. Baker, president, "the game has all the earmarks of being a honey and the sweetest money-maker we have produced thus far. It is streamlined, beautiful, and packed with glamorous fascination that keeps collections at their peak. Playmate has been pronounced a knockout from the player's point of view and a gold mine for the operator."

"The game has three ways of scoring—high score, sequence, and special bumpers when lit. Every play is a tantalizing come-on, and the tremendous earning records prove that Playmate has what it takes to captivate imaginations." Baker assures distributors and operators that they cannot go wrong with this new number.

**Allied Stocks Up  
Free-Play Games**

CHICAGO, Sept. 14.—"Through the contacts that Harry Levine has made while traveling thru the Central States we have secured many free-play games of all types," says Samuel Kleinsohn, of Allied Novelty Company. "This puts us in a position to supply operators with all types of machines."

"It is gratifying to note that judging from the large orders we are getting daily from Levine, operators and distributors themselves are going strong. This reflects healthily on our own business and promises a great season ahead."



"I'VE GOT A  
SPECIAL DEAL  
FOR YOU!"

on the machine that's making Power Profit History! Write, wire, phone for full details TODAY every minute wasted is money out of your pocket!

Bally's

**RAPID-FIRE  
MACHINE GUN**



**FITZGIBBONS**

DISTRIBUTORS, INC.  
453 W. 47th ST., N. Y. Circle 6-8343



OUT NEXT WEEK  
★ DAVAL'S NEW ★  
AMERICAN EAGLE  
WITH GOLD AWARD

**WHY EXPERIMENT!  
"THE OLD RELIABLE"**

**A-1 RECONDITIONED BARGAINS**  
CONSOLES

RAY'S TRACK	\$22.50
MILLS BIG	22.50
PARLAY RACE	22.50
BALLY SKILL FIELD	22.50
TAMFORAN	15.00
QUEBY DAY (PLAY TOP)	17.50
PACIFIC DOMINOES	15.00

**1 BALL AUTOMATIC**

FAIR GROUND	\$12.50
MILLS BIG RACE	22.50
FRESHNESS	10.00
CREDIT	5.00
GOLDEN WHEEL	7.50
CLASSIC	7.50
RADDOCK	7.50
MILLS FLASHER	10.00

**SPECIALS**

BALLY ALLEY	\$12.50
2 CIGARETTE MACHINES (Jennings), 50 and 100	\$74.00 EACH

Terms: One-Third Deposit balance C. O. D.  
**IDEAL NOVELTY CO.**

**FREE PLAY  
SPECIALS!!**

BIG LEAGUE	\$38.50
SUMMER TIME	\$38.50
GOTTIE'S SKEE-BALL FREE PLAY	\$57.50

Write for Complete Circular List  
Over 500 Games

**B. & B. NOVELTY CO.**  
621 W. Main, Louisville, Ky.

**AMBITIOUS OPERATORS**  
Can Get Credit  
for any equipment they need. No  
publicity—everything held in con-  
fidence. Write for what you want.  
BOX No. 449, The Billboard,  
Chicago.

**BUY  
TOT  
FROM  
TONY  
GASPARRO**

Write or Wire  
**Weston Distributors, Inc.**  
649 Tenth Ave., New York (CL 6-6745)

**OPERATORS, WRITE...**  
**H. C. PAYNE COMPANY**  
312-314 Broadway, WASHINGTON, D.C.  
Pay Weekly, Monthly, etc. Best Complete List  
of New and Used Coin Machines in the South

## EVERY MACHINE LISTED HERE IS A NATURAL



FOR BIGGER PROFITS THIS FALL ALL ARE LATEST HITS! OUR PRICES ARE GUARANTEED TO PLEASE! WIRE! PHONE! MAIL YOUR ORDER NOW!

### NEW FREE PLAY GAMES

- |   |   |
|---|---|
| Mills Jubee Parade<br>Mystery Ball<br>Mills 2-2-3<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2 | Billy Pick<br>Cottage Coin Dixie<br>Chickie Landslide<br>Evans Single Jump<br>Evans Double Jump<br>Gottlieb Three Score<br>Jennings Fat Time<br>Blazer B.M. Feature |
|---|---|

### NEW SLOT MACHINES

- |   |  |
|---|--|
| Mills Chrome Bell<br>Mills Metal Lead<br>Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball<br>Mills Mystery Ball | Mills Melon Bell<br>Mills Club Bell<br>Mills O. T. Bell<br>Mills Smoker Bell<br>Mills Chrome West<br>Pocket Bell<br>Face Kicker Bell<br>Gottlieb Columbus<br>Jackpot Bell<br>Gottlieb Columbus<br>Big Award Bell |
|---|--|

### NEW 1 BALL AUTOMATICS AND CONSOLES

- |   |   |
|---|---|
| Mills Automatic<br>Jumbo Parade<br>Graft's Pacers<br>Daily Single Ball<br>Daily Royal Flush<br>Daily Royal Draw<br>Evans Pacers<br>Evans Galloping<br>Doodler<br>Evans Galloping<br>Doodler<br>Evans Galloping<br>Doodler<br>Evans Galloping<br>Doodler | Evans Lucky Lutz<br>Evans Jumbo Game<br>Jennings Fat Time<br>Jennings Big Top<br>Jennings Rolling<br>Mystery Super Truck<br>Toss<br>Kreepy Trick Entry<br>Mills 4 Ball<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2<br>Mills 2-2-2 |
|---|---|

**ATTENTION,** Operators in Virginia, North Carolina and South Carolina Don't overlook the new Mills Exhibits and Three of Muller photographs—available in a dozen different color combinations. Write for prices, terms and complete information.

### NEW COUNTER GAMES

- |   |  |
|---|--|
| Mills Wine Boxes<br>Mills Fruit King<br>Mills Keaton King<br>Mills Tickets<br>Mills Tickets<br>Jennings Model<br>A.B.T. Challenge<br>A.B.T. Rec. White<br>and Blue<br>A.B.T. Model "P"<br>Target<br>Bally Baby<br>Bally Wagon<br>Bally Deal-a-Pack<br>Bally Deal-a-Pack | Backley Pilgrims<br>Wagon<br>David Ward<br>David Amer. Eagle<br>David Liberty<br>David Penny Pack<br>Rogator Model<br>David Penny Pack<br>Orlando Model<br>David Penny Pack<br>Orlando Model<br>David Penny Pack<br>Orlando Model<br>David Penny Pack<br>Orlando Model |
|---|--|

### MISCELLANEOUS MACHINES

- |   |  |
|---|--|
| Bally Rapid Fire<br>Bob-Machine<br>Cen<br>Columbia March-<br>Song<br>Exhibit Village<br>Foot Race Machine<br>Gottlieb Metal<br>Type<br>Kinney Anti-Act<br>Mills Machine Gun<br>Mills 4-2-2<br>Mills 4-2-2<br>Mills 4-2-2<br>Mills 4-2-2<br>Mills 4-2-2<br>Mills 4-2-2 | Autoscope Toy<br>Fighter<br>National Postage<br>Stamp Vendor<br>Pace-A-Race<br>Pace-A-Race<br>Pace-A-Race<br>Pace-A-Race<br>Waiting Quisquet<br>Scale<br>Waiting Horsehoe<br>Scale<br>Waiting Fortune<br>Telling Scale |
|---|--|

TERMS: 1/3 Cash, Balance C.O.D. We Ship Balance C.O.D.

**THE VENDING MACHINE CO.**  
205-15 Franklin St., Fayetteville, N.C.

## Grip Scale Again Booms at Gottlieb

CHICAGO, Sept. 14.—With a three-year record of steady production behind it, Gottlieb's De Luxe three-way strength tester has again moved into the front production lines as the fall season opens to become a dominant production factor, say company officials.

"Here's a record that's one of the most outstanding in coin machine annals," said Dave Gottlieb with pride. "For three years our Grip Scale has been in constant demand throughout the country. Seasonally the demand has mounted to a rush. This season orders have been coming in so fast that it has again become necessary for us to place it in top production. Our Grip Scale now is considered a staple in the industry. That's a record that speaks for itself. At the same time our production facilities are straining under the big demand for Three Score, our new five-ball frog play which is enjoying tremendous popularity in the trade. So it looks like a mighty busy season ahead for us."

## Mills Picnic To Hear New Song

CHICAGO, Sept. 14.—The annual picnic for office and factory employees of the Mills Novelty Company is scheduled for today at Exposition Park, Ansonia, Ill. An attendance of 10,000 is expected. Party buses have been engaged for transportation out to the park from Chicago.

As one of the special features, Mena Bradford, contralto and newly signed member of the Chicago Civic Opera Company, will introduce Jim Mangano's song, "We're All Americans." Miss Bradford hails from the Pacific Coast and is widely known as a concert and operatic artist. She is also said to be an exquisite Spanish dancer.

Major Jules Frankenberg will carry out as master of ceremonies.

### MOSELEY'S SPECIALS

- |  |
|--|
| 1 Billy Pick Em<br>1 Mills O. O. D.<br>1 Billy Champion<br>1 Billy Grand<br>1 Keener Super<br>2 Exhibit Short Stop<br>1 Exhibit Jumper<br>1 Exhibit<br>1 Game Steel Kibbo<br>1 Mills 2-2-2 Fruit Reels<br>1 Mills 4 Ball Bo<br>1 Keener Red Arrow, Black Cap<br>1 Billy Grand<br>1 Pace Real Jr. Fruit Reel<br>1 Pace Real J.P. Cash<br>1 Pace Real, No. 5522, Cash, 55.<br>301<br>1 Pace Real, No. 5324, Cash, 55.<br>1 Baker Pacer, Cash, 250, 30-1<br>1 Lucky Star, Cash<br>MISCELLANEOUS<br>1 Evans Ten Strike<br>1 Exhibit Wiltzer<br>1 Columbia Bell, G.M. Real Door<br>Payoff<br>1 Comet 1c Token Payoff<br>1 Marsel 1c Token Payoff<br>MISCELLANEOUS<br>15 Warbler 614, Perfect<br>10 Warbler 412, Perfect<br>3 Rocketta Play Day Speaker<br>IMMEDIATE DELIVERY ON BILLY'S RAPID FIRE, FLEET, SANTA BRITA, RECORD TIME, MILLER JUMBO PARADE (COTH ORN) AND FREE PLAY, JENNINGS FAT TIME, CHICAGO GOING, DIXIE A SKYLINE. Ask us for your price. The above prices are effective September 21, 1940. All wire machines are offered subject to price lists. The above machines are all ready to wire and opened subject to bill back by Certified Cop. With Order, Bal. C.O.D.<br>MOSELEY VENDING MACHINE EX., INC.<br>60 BROAD ST., RICHMOND, VA.<br>Day Phone 2-4575 — Night Phone 5-6328 |
|--|

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| Big Show ... 27.00         | Mr. O'Neill ... 22.00    |
| Big Six ... 14.00          | Pacem ... 8.00           |
| Champion ... 14.00         | Red Hot ... 18.00        |
| Comet ... 12.00            | Rock ... 12.00           |
| Comet ... 14.00            | Score Card ... 30.00     |
| Fat ... 10.00              | Spotlight ... 8.00       |
| Factory Jack ... 18.00     | Thrills ... 18.00        |
| Hot Model ... 22.00        | Triple ... 12.00         |
| Flash ... 12.00            | Triple Thrill ... 10.00  |
| Golden Bell ... 18.00      | Triumph ... 22.00        |
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| Paris ... 14.00            |                          |
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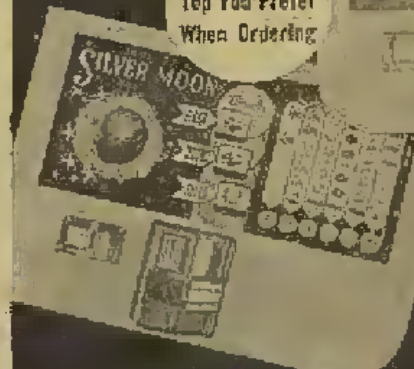
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IMMEDIATE  
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**Personal Touch  
Is Game's Secret**

CHICAGO, Sept. 14.—Orders for Jennings' Roll in the Barrel continue to roll in, say officials of C. D. Jennings & Company. Jerry Haley, sales director, believes it is the personal touch of Roll in the Barrel that has made the game such a tremendous success.

"With Roll in the Barrel," said Haley, "the player has practically everything to do. There are no kickers, plungers, or bumpers. The ball is handled by the player so that everything depends upon his skill. The whirling of the barrel—like anything in motion—adds spice to the game, and that is what players want. Roll in the Barrel is crammed with novelties. The special scoring system; the free-play awards; and the whirling barrel draw the crowd and hold it for subsequent games. It is the person who plays a game several times, in succession who makes money for the operator. Continuous play by one person makes others eager to try the game and, before long the whole gang are gathered around the machine waiting their turn."

"While we have been at top production on Roll in the Barrel for several weeks, still we can't seem to keep up with the demand. Operators who order 400-yard machines to try in their territories are literally swamping us with repeat orders—and after all, it's the repeat orders that tell the story."

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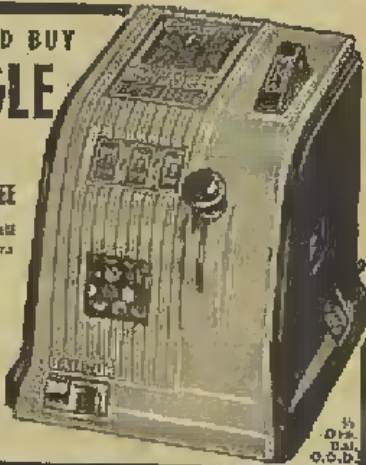


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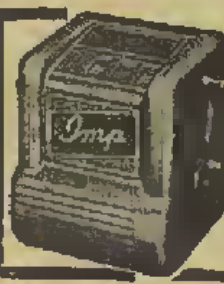


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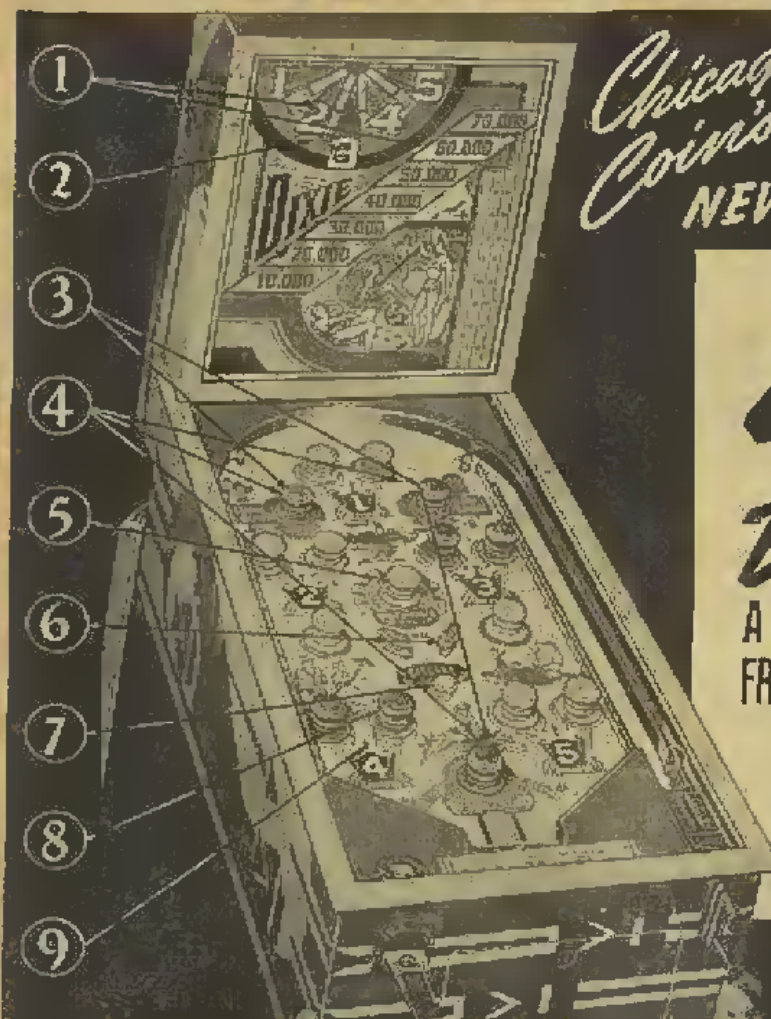
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## Says Sport Reels Pep Counter Play

CHICAGO, Sept. 14.—Paul Gerber, of the firm of Gerber & Glass, used to think that the demand he got for World Series tickets was big when the Cubs won the pennant until Grootstein Tool Company brought out the new sport reels on Liberty Bell, and the demand for deliveries on Sport Reels has got him humming. These reels, featuring baseball, football, prize fighting, tennis, golf, hockey, and bowling, are unique and take away the effect from old-style fruit reels, which seem to meet with the approval of all operators, and Gerber, who has just returned from the West Coast, talking pleasure with business, thought it was about time to go to work. "And, believe me," says Gerber, "they ain't got me working on the Liberty Bell Sport Reel Symbols."

"It seems like Max gets wise and steps out at the right time, making his personal appearance tour thru the South and East Coast just about the time there is going to be a big run on a good number, telling me to do all the work," Gerber added.

GET OUT FROM BEHIND

the **8** ball!

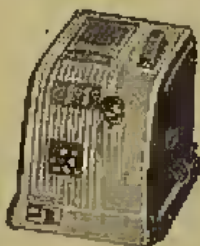
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BALL GUM  
35¢ per Box. 100 Pieces  
Case of 100 Pieces  
\$12.75

173 Brk., Nat. C. O. D.  
**SICKING, INC.**

1401 Central Park  
CINCINNATI, O.



ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.

## 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



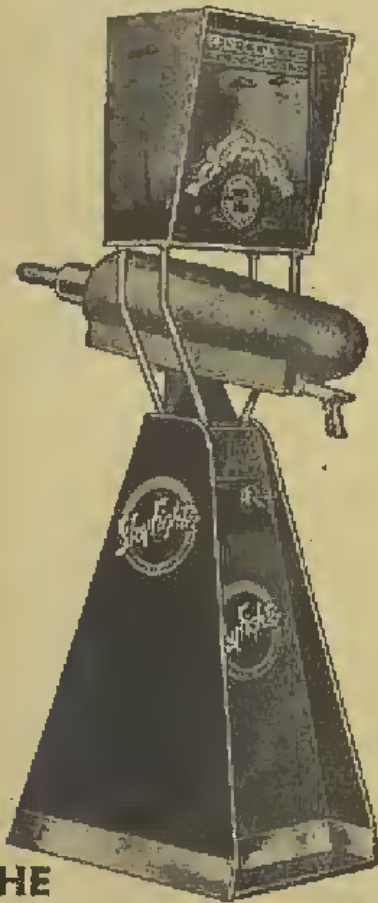
Fastest, most appealing console of its size ever built! Occupies less than 4 sq. ft. floor space! High Speed Spinner—live action, Galloping Dominos' proven mechanism—no experiment—absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Play's to .99! Slug-proof single slot. NOW IN PRODUCTION.

LOW PRICE!

H. C. EVANS & CO.  
1520-1530 W. ADAMS ST. CHICAGO

# SKY FIGHTER

TRADE MARK  
U. S. Patent No. 2,212,257, Other Patents Pending.



## THE ALL-AMERICAN CHOICE!

There's no doubt of it now — all over America  
Mutoscope's SKY FIGHTER has proven that it  
makes BIG MONEY . . . keeps on making money  
steadily for many months on the same location  
... and is so STAUNCHLY AND CAREFULLY  
BUILT THAT IT GIVES LASTING SERVICE!  
With so many undeniable advantages, SKY  
FIGHTER stands out as the anti-aircraft machine  
gun that stands up — in PROFITS as well as  
PERFORMANCE!

SKY FIGHTER'S timeliness for war shooting  
practice helps you CASH IN . . . Its try-try-again  
appeal and durability mark it as one of the  
finest, smart investments ever to startle the  
industry. GET INTO ACTION NOW — with  
SKY FIGHTER! It's making records from Maine  
to California!

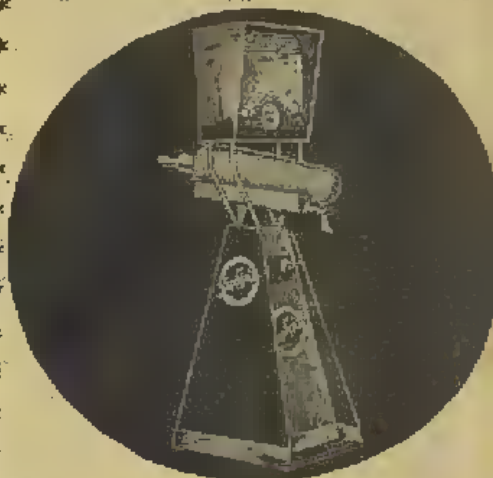
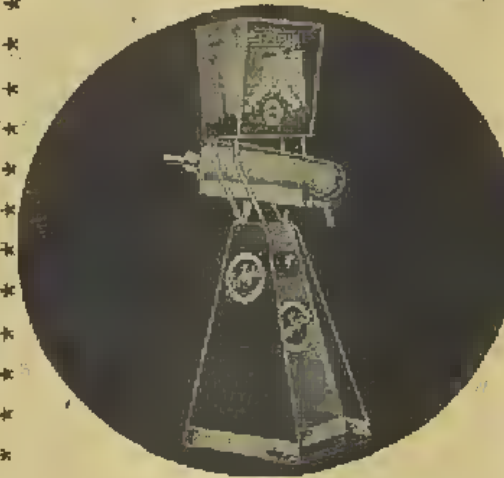
Manufactured by  
**INTERNATIONAL MUTOSCOPE  
REEL CO., INC.**  
44-01, Eleventh St.,  
Long Island City, New York

**RUSH YOUR ORDER  
TO YOUR  
DISTRIBUTOR TODAY!**

# SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



**EASY TO PLACE—GETS THE  
CREAM OF LOCATIONS!**

**REALISTIC SCENES AND SOUND  
EFFECTS NEVER BEFORE USED!**

\*SKY FIGHTER can be placed flush against the wall!  
\*Requires no special set up—doesn't interfere with  
traffic in a location . . . because it's all one compact  
\*portable unit. **MAKE MORE MONEY LONGER  
WITH SKY FIGHTER!** Write, wire, phone your  
\*order immediately to:

\*R-zat-a-lat-fat—the machine gun spits split-second  
charges at zooming enemy planes! A hit—and the  
plane screeches into a breath-taking, flaming, falling  
\*SKY FIGHTER is a super thriller—the nearest thing  
to the real action of an anti-aircraft gun! They  
can't resist it! **MAKE MORE MONEY LONGER  
WITH SKY FIGHTER!** Write, wire, phone your  
order to:

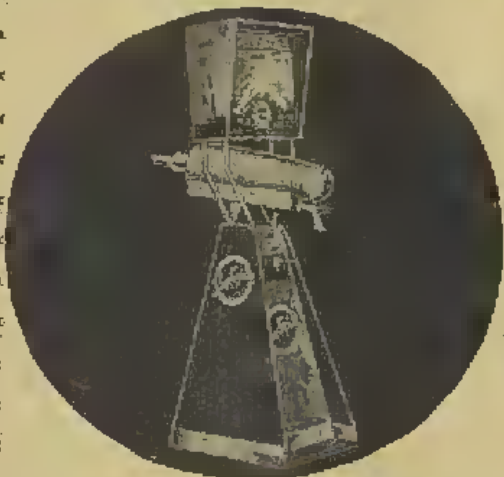
**THE VENDING MACHINE CO.**  
Fayetteville, N. C.

**HANKIN MUSIC CO.**  
258 Pryor St., S. W., Atlanta, Ga.

# SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



**TROUBLE-FREE OPERATION  
... PROVEN!**

**MAKE MONEY FOR MONTHS  
ON THE SAME LOCATIONS!**

\*SKY FIGHTER is built as carefully as a fine car—  
gives the most perfect performance. Proof of this  
fact is in the solid season of trouble-free operation of  
\*SKY FIGHTERS at the New York World's Fair—  
\*where 41 machines are kept going sixteen hours a  
day. **MAKE MORE MONEY LONGER WITH SKY  
\*FIGHTER!** Write, wire or phone your order im-  
\*mediately to:

\*Many operators tell us in bona fide reports that SKY  
\*FIGHTERS are maintaining their appeal months after  
\*months **ON THE SAME LOCATIONS!** That shows  
why SKY FIGHTERS stand out as the machines that  
stand up! It's an investment that pays and pays  
and pays. **MAKE MORE MONEY LONGER WITH  
\*SKY FIGHTER!** Write, wire or phone your order  
\*immediately to:

**MODERN VENDING CO.**  
656 Broadway, New York  
822 5th St., Miami Beach, Fla.

**GERBER & GLASS**  
914 Diversay Blvd., Chicago, Ill.

**P. S.** The greatest ideas in money-making operations ever developed are the batteries of SKY FIGHTERS on the two most expensive locations in the phenomenal earnings on these locations PROVE that a "Blitzkrieg" barrage of SKY FIGHTERS, in the busy sections of ANY CITY, will make a



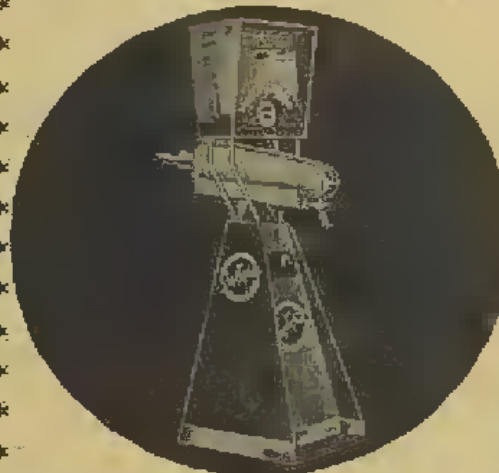


# SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



## BUILT TO LAST—LIFETIME CONSTRUCTION!

There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR . . . all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:

### K. C. NOVELTY CO.

419 Market St., Philadelphia, Pa.  
Phone: Market 4641 — Market 9953

## \*NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!

No sir—NO SCREEN ON MUSEUM'S SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY; and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

### A. P. SAUVE CO.

3002-3004 Grand River Ave.,  
Detroit, Mich.

## NO PHOTO ELECTRIC CELLS!

SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine . . . another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:

### MILLS SALES CO., LTD.

1491 W. Washington Blvd., Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1825 S. W. Washington St., Portland, Ore.

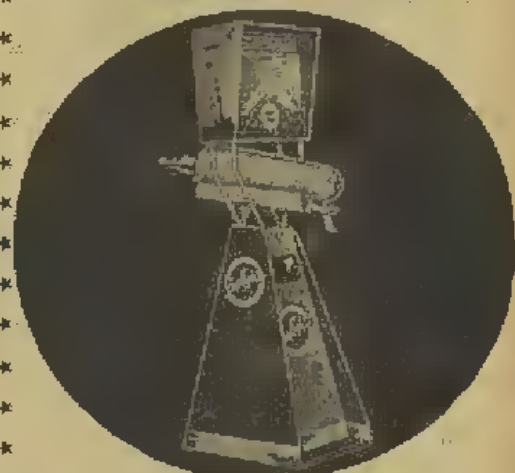
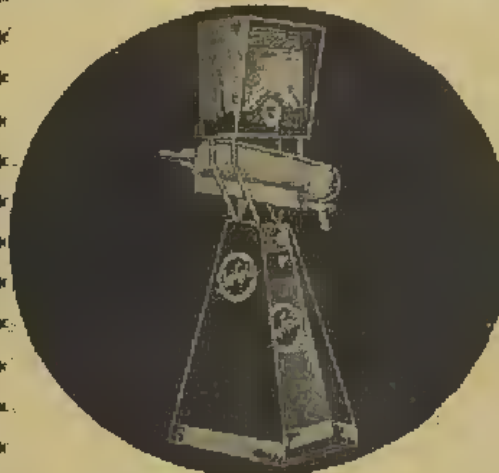
Exclusive Distributors on the Pacific Coast

# SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



## SAME FLOOR SPACE AS PIN GAME!

SKY FIGHTER requires only 23"x30" of floor space for the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

### SQUARE AMUSEMENT CO.

38-90 Main St., Poughkeepsie, New York

### SQUARE AMUSEMENTS OF ALBANY

707-709 Broadway, Albany, N. Y.

## 300 THRILLING SHOTS IN 30 SECONDS!

Imagine, if you can, the heart-stopping thrills of 300 shots in ONLY 30 SECONDS. That's ACTION with a capital "A" . . . and that's what makes SKY FIGHTER one of the greatest repeat play games the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

### DENVER DISTRIBUTING CO.

1856-58 Arapahoe St.,  
Denver, Colo.

## 300 POSSIBLE HITS!

Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER . . . the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:

### J. H. WINFIELD CO.

1022 Main St., Buffalo, N. Y.

Record—the New York World's Fair and the "Blitzkrieg" Sports Arsenal of 18 SKY FIGHTERS in the busiest area of Broadway, New York City. Absolutely record of money. Why don't you get into action with SKY FIGHTERS in this way in YOUR TERRITORY?

**\$30 TO \$60 A WEEK!**

"RAPID-FIRES earning \$30 to \$60 a week—net profit," reports a Michigan operator. "Players stand in line to play!"

**EARNS \$15.00 A DAY!**

"My RAPID-FIRES," reports a Chicago operator, "are all doing approximately \$15.00 a day—net profit."

**\$295.75 IN 3 WEEKS!**

"\$295.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports an Illinois operator. "All profit, too—no awards."

**AVERAGE \$20 A DAY!**

"Average earnings for RAPID-FIRE," a Cleveland operator reports, "is \$20 daily—that's net to split between location and me."

**\$16.80 DAILY NET!**

"All RAPID-FIRES here," writes a New York distributor, "are averaging \$16.80 daily net and next check-up will probably show increase."

**\$37.75 IN 2 DAYS!**

"RAPID-FIRE, in a small neighborhood tavern, earned \$37.75 net the first 2 days on location."

**DAILY NET \$12.00**

"Daily net on RAPID-FIRE machines," reports a Detroit distributor, "is \$12.00—consistently maintained now for 6 weeks."



EXTRA PROFITS fill your pockets when you join the army of RAPID-FIRE operators! EXTRA PROFITS from your pin-game spots—where RAPID-FIRE not only produces big daily collections but also stimulates play on your other equipment! EXTRA PROFITS from locations where other equipment cannot be operated! EXTRA PROFITS that continue to roll in month after month!

Start a RAPID-FIRE route now and be on Easy Street all year. See your distributor or write or wire direct to factory.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO



*Bally* **RAPID-FIRE** MACHINE GUN  
WITH DUCKING, DIVING  
SUBMARINE TARGET

**ABILENE, Texas**  
Jack W. Yeager  
1071 E. 18th St.  
(Phone 2992)

**ALBANY, New York**  
Square Amusement of Albany  
107-109 Broadway  
(Tel. 5-4193)

**ATLANTA, Georgia**  
Edgar L. Woodfin  
24 Central Ave.  
(Tel. Main 4011)

**BALTIMORE, Maryland**  
The Hub Enterprises  
400-402 West Fagot St. Street  
(Tel. Vernon 8113)

**BLOOMINGTON, Mississippi**  
United Novelty Company  
324 West National Avenue  
(Tel. 101-1002)

**BIRMINGHAM, Alabama**  
Birmingham Vending Company  
5117 First Avenue, North  
(Tel. 3-1913)

**BLITHEVILLE, Arkansas**  
O. M. Morgan  
471 Madison Street

**BOSTON, Massachusetts**  
Supreme Amusement Co. of New  
England, Inc.  
1097 Commonwealth Avenue  
(Tel. Longwood 3364)

**BUFFALO, New York**  
Rev Amusement Company  
1441 Main Street  
(Tel. Garfield 7790)

**BUTTE, Montana**  
H. B. Busch  
821 East First Street  
(Tel. 6736)

**CHARLESTON, West Virginia**  
R. M. Bender Distributing Co.  
709 Rufus Ave.  
(Tel. 7-0402)

**CHICAGO, Illinois**  
National Coin Machine Exchange  
7311 Division Parkway  
(Tel. Sec. 6400)

**CINCINNATI, Ohio**  
Harbert Hill Distributing Co.  
400 W. Court Street  
(Tel. Main 2133)

**CLEVELAND, Ohio**  
Art Mages  
8913 Prospect Avenue  
(Prospect 4551-53)

**DALLAS, Texas**  
Fisher Brown  
7300 S. Harwood Street  
(Tel. 4-0113)  
Geo. Prock & Company  
9218 Holm Street  
(Tel. 7-6098)

**DENVER, Colorado**  
Denver Distributing Company  
1850 Anshelm Street  
(Tel. Carey 4800)

**DES MOINES, Iowa**  
Gibson Distributing Co.  
3113 Grand Ave.  
(Phone 4-0733)

**DETROIT, Michigan**  
Savoie Music Company  
3072 Grand River Avenue  
(Temple 7-5388)

**ELGIN, Illinois**  
Eldis Music & Novelty  
870 S. State Street  
(Tel. Elgin 7520)

**FARGO, North Dakota**  
Frank D. Gruentzel  
771 1st Street, North  
(Tel. 8118)

**FLINT, Michigan**  
George J. Miller  
382 Dale Street  
(Tel. 3-2437)

**HOUSTON, Texas**  
Stalls and Hoxon  
1553 Lexington Street  
(Tel. Fother 4096)

**INDIANAPOLIS, Indiana**  
Frank Wiscol  
458 Indianapolis Avenue  
(Tel. Elcoco 0921)

**JACKSON, Ohio**  
Sunset Sales Company  
321 East High Street  
(Tel. 83)

**JOPLIN, Missouri**  
Bruton's Automatic Supply  
1510 Main Street  
(Tel. Joplin 611)

**KALAMAZOO, Michigan**  
King Pin Games Company  
825 Main Street  
(Tel. 4014)

**KANKAKEE, Illinois**  
Gouras Sales Company  
853 E. Superior Street  
(Tel. Main 360)

**KANSAS CITY, Missouri**  
United Amusement Co.  
3410 Main Street  
(Tel. Valentine 5851)

**KENTON, Ohio**  
Trenton Bridge  
115 North Cherry Street  
(Tel. 9280)

**KNOXVILLE, Tennessee**  
Carl E. Palmer  
921 Anthony Ave.  
(Tel. 2-6049)

**LITTLE ROCK, Arkansas**  
Standard Automatic Music Co.  
1503 W. 11th Street  
(Tel. 40316-7974-21409)

**LOS ANGELES, California**  
Jean J. Mathorne  
3070 W. Pico Boulevard  
(Tel. Parkway 5173)

**LOUISVILLE, Kentucky**  
Carl A. Hooper  
221-229 5th S. End  
(Tel. Woburn 450-Palmer 1499)

**MEMPHIS, Tennessee**  
S. & M. Sales Co., Inc.  
1074 Union Avenue  
(Tel. 5-1200)

**MILWAUKEE, Wisconsin**  
Bodger Novelty Company  
2745 Frank 30th Street  
(Tel. Killebrew 3030)

**MOLINE, Illinois**  
H. A. Manly  
1400 6th Avenue  
(Tel. Moline 2913)

**MONTREAL, Quebec, Canada**  
Mottimer Sales Company  
2704 Ashland Street  
(Tel. Ashland 1-600)

**NASHVILLE, Tennessee**  
H. G. Payne Company  
214 Broadway  
(Tel. 6-4545)

**NEW ORLEANS, Louisiana**  
Louisiana Amusement Company  
822 Commonwealth Street  
(Baymond 1790)

**NEW YORK, New York**  
Interstate Coin Mach. Sales Corp.  
241 W. 11th Street  
(Tel. Circle 1-6470-11)

**OAKLAND, California**  
Northern Distributing Co.  
189 E. Park Street  
(Tel. Twin Oaks 3636-3590)

**OMAHA, Nebraska**  
Columbia Distributing Company  
714 S. 11th Street  
(Tel. JA 2210)

**ORLANDO, Florida**  
Walter Fitch  
710 W. Howard Ave.  
(Phone 6130)

**PHILADELPHIA, Pennsylvania**  
Keystone Vending Company  
1323-25 South Garden Street  
(Tel. Shiloh 1450-Race 8279)

**PHOENIX, Arizona**  
Benson's Music Company  
216 West Washington Street  
(Tel. 3-8436)

**PITTSBURGH, Pennsylvania**  
B. D. Loyal Company  
7475 John Avenue  
(Tel. Grand 1418)

**PORTLAND, Oregon**  
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1072 West Burnside  
(Tel. Broadway 1517)

**RENO, Nevada**  
Nevada Coin-O-Matic Company  
331 Lake Street  
Nevada Novelty Co.,  
705 East 2nd Street

**RICHMOND, Virginia**  
Watts Sales Co.  
211 W. Broad St.  
Phone 5-2277

**ROCKLAND, Maine**  
Maine Automatic Service  
Company  
46 Park Street  
(Tel. 833)

**SAGINAW, Michigan**  
Edward Heintz  
812 East Cass Avenue  
(Tel. 8-1572-5-1199)

**ST. LOUIS, Missouri**  
Ideal Novelty Company  
1518 Market Street  
(Tel. Garfield 0073)

**ST. PAUL, Minnesota**  
La Beau Novelty Sales Co.  
1946 University Avenue  
(Tel. Hennepin 2350)

**SALT LAKE CITY, Utah**  
J. H. Rutter  
71 S. 4th Street East  
(Tel. Wainwright 2382)

**SAN ANTONIO, Texas**  
United Amusement Company  
212 South Alamo Street  
(Commodore 1431)

**SAN DIEGO, California**  
A. J. Fox Company  
233 West I Street  
(Tel. Franklin 0497)

**SAN FRANCISCO, California**  
Rev Vending Company  
250 Elm Street  
Drumway 2348

**SEATTLE, Washington**  
Northwest Sales, Inc.  
3144 Dwight Avenue  
(Tel. Garfield 0-602)

**SIOUX FALLS, South Dakota**  
Gordon Stout  
1121 West 10th Street  
(Tel. 112779)

**SPOKANE, Washington**  
Standard Sales Company  
1215 1/2 South Post Street  
(Tel. Ashland 4904)

**SYRACUSE, New York**  
Rev Amusement Company  
249 South Salina Street  
(Tel. 3-7099)

**TORONTO, Ontario, Canada**  
Baldwin International, Ltd.  
625 King Street, West  
(Tel. Adelaide 3193-97)

**WASHINGTON, D. C.**  
The Hub Enterprises  
714 S. Capitol Ave.  
(Tel. Randolph 9799)

**WATERBURY, Connecticut**  
Waterbury Amusement Machines Co.  
749 Buckle Hill Avenue  
Phone. Waterbury 3-6454

**WICHITA, Kansas**  
Milton Company  
208 West Douglas  
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# ROCK-OLA

Luxury Lightup

PHONOGRAPHS  
and

DIAL-A-TUNE  
Remote Control

AT DISTRIBUTOR SHOWROOMS  
IN THESE CITIES

Rock-Ola  
Super Model  
is Available Here



DIAL-A-TUNE  
Will Be



DIAL-A-TUNE  
Will Be



National Distribution

# ROCK-OLA

MANUFACTURING CORPORATION  
800 North Kedzie Avenue, Chicago

# WURLITZER BAR BOXES

FOR WIRELESS OR TWO  
WIRE SYSTEMS



*The Only Wireless Bar Boxes*  
THAT PLAY EVERY RECORD ON THE  
PHONOGRAPH AND ARE ESPECIALLY  
DESIGNED FOR BARS AND COUNTERS

**BUILT LOW** GLASSES CAN BE READILY PASSED OVER IT  
**YOU CAN'T KNOCK IT OVER** CLAMPS TO BACK  
OF BAR WITHOUT MUTILATION

**EASY TO READ** ILLUMINATED PROGRAM HOLDER

**MAXIMUM EYE AND PLAY APPEAL** FOR BAR  
AND COUNTER LOCATIONS

**BAR BOX MODEL 330** (shown above) — A big money maker.  
Has coin entry and 24 record program selector at each end;  
Gets the tickets from all directions.



**BAR BOX MODEL 331** —  
Smart looking unit with  
single illuminated 24 rec-  
ord selector; coin entry  
in center; program on each side.



**BAR BOX MODEL 332** — Smallest com-  
plete Bar Box made yet it enables  
patrons to select every one  
of the 24 records on the  
Wurlitzer Phonograph.



## SURE FIRE MONEY MAKERS

IN EVERY LOCATION THAT HAS A BAR OR COUNTER

● Only Wurlitzer builds a 24 record selector for Wireless or Two Wire Remote Control Systems and designed expressly for the points of greatest location traffic—the counter or the bar.

See them before you buy any remote control equipment. Install one or more in every location that has a counter or bar. Watch your Wurlitzer Phonograph earnings multiply over and over under the impetus of these beautiful selectors—sure fire money makers because they are specially designed for the busiest spots in any location—the counter or the bar.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*A Name Famous In Music For Over Two Hundred Years*

**SOLD ONLY TO MUSIC MERCHANTS**

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

## Columbia, Victor Reissues

COLUMBIA RECORDING COMPANY is reissuing on its 50-cent label some 1,000 old records, featuring such artists as the late Dixie Dellerbeck, Duke Ellington, Wingy Mannone, Fletcher Henderson, Louis Armstrong, Don Redman, and Paolo Smith. The company will issue an average of 15 records a month starting next week. Victor at the same time announced plans to reissue some of the late Russ Columbo's records on the Bluebird label. The first old master to be used will have the Columbo recording of *All of Me* and *Just Friends*.

He has the Robertson record on most of his machines, the same supply which has been in his stockroom since 1928.

## A Report From Saskatoon

E. A. STRONG, of Saskatoon, Sask., with 55 locations in Northern Saskatchewan, reports that the biggest hit on machines since *Beer Barrel Polka* is *Drink the Barrel Dry*, recorded by Bill Boyd and orchestra. He claims it's a cinch for taverns and that patrons play it over and over again. *Beer Barrel Polka*, Strong says, is still holding up fairly well, and efforts to remove the record from locations have met with 60 many complaints that he has been forced to keep it in the boxes.

Also doing well for Boyd are the inimitable *Hi Neighbor Smile Again*, *Blueberry Hill*, *Waka Waka*, *Believe Island*, *When the Raindrops Come Back to Capistrano*, *Flapjacks*, and *Wish Me Luck*, the last named recorded by Gracie Fields, English favorite, who recently has made personal appearances in that territory.

## News Notes

Nan Wynn, vocalist, has left Raymond Scott's band. Clyde Burke, Sammy Kaye singer, joined Scott-Friday 1201. Tommy Dorsey has been signed to appear with his band in the forthcoming Paramount musical "Las Vegas Nights." His scenes will be filmed when the band appears at the Palladium Ballroom, Los Angeles, late this month. The Hazza Mafik picture, "Pat o' Coala," has delayed its starting schedule until late in November due to the illness of the director, George Marshall. Red Nichols broke up his band following disagreement with the managers of his booking office.

Artie Boyer has left Leo Reisman's band to sing with Artie Shaw's outfit in Los Angeles. Jean Carroll, former the girl at the Riviera, Fort Lee, N. J., where Reisman is appearing, has been given Artie Boyer's job. The Charlatans have landed a job in the Hal Roach picture "Road Show" and will record the Hoagy Carmichael tunes which they will do in the film. Ella Logan, the Scotch singer, has re-signed with Columbia and under her new contract recorded "The Wilfulness Song" and "Oh By Jingo" with Perry Botkin's orchestra.

## Prediction Comes True

AUDREY GIBSON, of the Gibson Distributing Company, Des Moines, Ia., has had an amusing experience with her stock of *Alwyde* records. When the time was originally recorded by Dick Robertson some two years ago he had a feeling that it would be a favorite in jukeboxes, and he was right, although it took him two years to prove it. Today

## This and That

NEXT week's issue of *The Billboard* will carry the long-heralded second annual Talent and Tunes Supplement, which will contain a raft of features of interest to operators and the music industry everywhere. No one remotely concerned with the record business will want to miss it. The voluntary petitions for reorganization filed last week by the United States Record Corporation and its Scranton, Pa., pressing plant, identified as the Scranton Record Manufacturing Company, will result in the establishment of one guiding company, to operate out of New York. No record plans or contracts of artists are affected by the move. Mike Todd, producer of a number of New York World's Fair attractions, has written a song with Alan Roberts and Jerome Brainin titled *Juke Box Serenade*. The lyrics exploit the popularity of the music box industry. Bob Chester introduced it at Todd's Dancing Campus at the Fair.

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to



THIS IS HOW JOHNNY PELLEGRINO has installed a Seebury Wireless remote-control music system in Greenfield, Mass. "Wall-O-Matics at every booth and a De Luxe Speak-Organ on the wall to broadcast the selection of patrons, make the collections jump higher and higher each week," declares Pellegrino.

the national leaders listed in the Record Buying Guide.

## NEW YORK:

Baritone's Polka. Tommy Tucker.  
Rena Musette.

This record originally was released by the Victor foreign department as a possible successor to its famed *Beer Barrel Polka*. It is now beginning to show signs of life around this area, and other companies are now sufficiently impressed with it and are assigning important bands to record it. Operators now using it claim that it is an excellent tavern tune.

## JACKSONVILLE:

Breaking My Heart All Over Again.  
Ink Spots.

The Ink Spots are one of the most popular attractions on music machines in this part of Florida. Most of their records are placed by operators who claim they prove tremendous favorites on most locations. Above record is one of their latest. Others going equally as strong include *Stop Pressing* and *Skybe*.

## DETROIT:

Bliss Rhythm Fantasy. Gene Krupa.

Sudden spurt of activity of the Intent Krupa records here in his personal appearance engagement at the well-known local Eastwood Gardens. The band has been getting fine publicity in the local dailies, and its frequent headshots from the ballroom are making dance patrons Krupa-band conscious all over again. Above record is one of his latest, and the operators state it will continue to be a favorite long after his departure from this area.

## SPOKANE:

At a Dixie Roadside Diner. Duke Ellington. *Rock and Rye Polka*. Louise Massey.

Both personalities are frequently mentioned as favorites by operators with locations in various Washington State sections. Locations catering to the more critical dining inns are enjoying good business with the *Roadside Diner* record.

ated a good musical novelty. Taverns are doing well with Miss Massey's version of the *Rock and Rye Polka*.

## BUFFALO:

Practice Makes Perfect. Bob Chester.

This is the first time published by Broadcast Music, Inc., which provides to click on music boxes. Just recorded locations are demanding it due to the publicity already given it. Chester is one of the first leaders to record it.

## CANTON:

Buds Wan's Bud. Tommy Tucker.

A cute musical novelty getting many plays in this Ohio territory. Tommy Tucker, too, is a long-time favorite here, and all of his records are given nice breaks on key locations. If suitable at all for music box trade, they remain on locations a long time.

## NEW ORLEANS:

Number 19. Earl Hines.

Hines' style of music goes big here. This particular tune is on the second side of his popular *Society Woogie* on St. Louis Blue record and some locations report as much success with it as with the earlier published side.

## Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended September 13 and the week before, ended September 6. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. All This and Heaven Too	4
2. Some Old Story	2
3. Practice Makes Perfect	10
4. That's What I Like	1
5. Get the Moon Out of Your Eye	5
6. In a Mellowood	1
7. Maybe	1
8. I'm Nobody's Baby	5
9. That's the Me	3
10. Hi Neighbor Smile Again	6



ED GEORGE NOVELTY COMPANY, Akron, O., made the above installation of Kamey Wall Boxes at Muro's Grille, that city. Location owner says that with the boxes he is earning more than ever from his music equipment.

**Coming Events**

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Newspaper Week, October 1 to 7.

United States Conference of Mayors opens September 16, New York.

The 1940 Western States Coin Machine Convention, Billmore Hotel, Los Angeles, November 18, 19, and 20.

National Association of Tobacco Distributors, Palmer House, Chicago, January 16, 17, and 18.

Dairy Industries Exposition, Atlantic City, October 21 to 26.

National Restaurant Association, Chicago, October 7 to 11.



THESE COLUMBIA RECORDS WERE "MADE" BY COIN OPERATORS

- WILL BRADLEY**  
55546 HEAT ME, DADDY (PART II)  
Heidi Mae, Gagey (Part II)
- RAY NOBLE**  
56777 IF I HAD MY WAY  
CAROLINE IN THE MORNING
- THE CHARIOTEERS**  
55424 SO LONG  
The Dancho Serenade
- THE GLOBE TROTTERS**  
12198-F FERRYBOAT SERENADE  
Dundy Melts
- SPECIAL RELEASE**  
GENE AUSTY SINGS FOUR POPULAR  
BALLADS on One
- 55779 BLUEBERRY HILL  
BYDAMORE LINE
- 56793 I'LL NEVER SMILE AGAIN  
WE'VE NEVER DREAM THE  
SAME DREAM TWICE
- ORDER FROM YOUR  
DISTRIBUTOR TODAY

COLUMBIA RECORDS

DECCA

Hot Tips for Operators

THESE WILL PUT THE NICKELS IN THE SLOT

- 3554 WHEN THE BLUE OF THE NIGHT  
THE WALK YOU SAID FOR ME  
Bing Crosby
- 3555 A SONG OF OLD HAWAII  
TRADE WINDS  
Bing Crosby
- 3553 SIERRA SUE  
MARCHETA  
Bing Crosby
- 3525 FERRYBOAT SERENADE  
HIT THE ROAD  
Andress Sisters
- 3526 WHISPERING GRASS  
MAYNIE  
Ink Spots
- 3560 I'LL NEVER SMILE AGAIN  
COULD MAKE YOU CARE  
Ink Spots
- 3150 1800-IT  
SIX LESSONS FROM MADAME LA  
ZONGA  
Jimmy Dorsey & His Orch.
- 3250 ALL THIS AND HEAVEN TOO  
IF I FORGET YOU  
Jimmy Dorsey & His Orch.
- 3252 MAMAMARA'S BAND  
SHE LIVED NEXT DOOR TO A PINE-  
HOUSE  
The Sisters
- 3200 BLUEBERRY HILL  
I'M HOME AGAIN  
Russ Morgan & His Orch.
- 3123 I AM AN AMERICAN  
YOU'RE A GRAND OLD FLAG  
Dick Robertson & His Orch.
- 3300 NOW I LAY ME DOWN TO DREAM  
WHAT'S YOUR STORY, MORNING  
GLORY  
Andy Kirk Orch.

Decca Records Inc.

Canadian Distributors:  
THE COMPO CO. LTD.  
LACHINE, MONTREAL  
QUEBEC

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.

- Sierra Sue. (9th week) BING CROSBY, GLENN MILLER.  
I'll Never Smile Again. (8th week) TOMMY DORSEY.  
Fool's Rush In. (7th week) GLENN MILLER, TOMMY DORSEY.  
When the Swallows Come Back to Capistrano. (3d week) GLENN MILLER, DICK TODD, INK SPOTS.  
Blueberry Hill. (2d week) GLENN MILLER, KAY KYSER, RUSS MORGAN.  
I'm Nobody's Baby. (2d week) JUDY GAILLAND, TOMMY TUCKER, BENNY GOODMAN, FRANKIE MASTERS.

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.

Ferryboat Serenade. This week finds exceedingly little movement among the main crop of songs that have already achieved or are in the process of achieving popularity on the phone network. If anything, there is as much backsliding among titles striving for the top as there is standing still. One thing at least is sure; and that is that there is nothing coming along in a blaze of glory at the moment at any rate. This follow-up to Woodpecker Song is perhaps the nearest approach to that and it is far from being outstanding currently. GRAY GORDON will lead the pack in the machines, with several other disks endeavoring to crowd him, but so far unable to do so.

Can't Get Indiana Off My Mind. Second best among the batch of newer and up-and-coming numbers is this hoagy Carmichael melody, and the fact that it's second best is a commentary on the state of current recordings that finds few real potential smashers. There isn't too much to get excited about here, but it will have to do until either it gets a great deal better or some other song or songs start to establish themselves. BING CROSBY and KATE SMITH share honors with BOBBY BYRNE, who has the only dance version to hit in the boxes thus far.

All This and Heaven Too. Settling into a groove from which it will probably emerge only to go downward is this romantic number that finds its titular inspiration in the Warner picture. It's one of those songs that are good and yet are not big enough to be called universal favorites. JIMMY DORSEY is outdistancing by far CHARLIE BARNETT and DICK TODD.

Trade Winds. Considerably off this week is the BING CROSBY recording of this exceptionally attractive ballad in the South Seas vernacular. After promising progress last week, it dipped startlingly the past few days to the point where it's going to take a big upward jump to get it back into the real running.

The Noisiness of You. A "Possibility" of last week, this is beginning to make the grade in a nice way. It's a particularly melodic ballad, and in the GLENN MILLER version is embarking on what appears to be a good career. Quite a few operators are finding it profitable already, and a great many more are likely to find the same thing before long.

Practica Makes Perfect. This is the first BMI tune to click in the phonograph (BMI being the music publishing organization set up by the radio broadcasting industry to combat the American Society of Composers, Authors, and Publishers); and as a result of all the radio plugging the song has received the past few weeks it is clicking pretty strongly. The only record to appear on reports from operators so far is BOB CHESTNER, which gives him the field to himself at the moment.

I'm Stepping Out With a Memory Tonight. This is only fair, all the steam having gone out of the drive with which it was pushing forward a couple of weeks ago. GLENN MILLER is the sole support of the number in the machines currently.

Whispering Grass. Also slipping back a bit in most locations—albeit it's holding its own in some scattered places—is the INK SPOTS recording of this hotter-than-average ballad. It's difficult to get excited about the future hit possibilities of it.

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 though they most probably will never climb into "Going Strong."

Six Lessons From Madame La Zonga. (11th week) This seems to get better as time goes on. JIMMY DORSEY, CHARLIE BARNETT.

Pennsylvania 6-5000. (9th week) Not good, but still around. GLENN MILLER.

God Bless America. (8th week) Pretty strong again. KATE SMITH, BING CROSBY.

I Am an American. (7th week) Mixed operator opinions. GRAY GORDON.

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 records released. 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.

That's for Me. Startling to play around the fringes of approaching wisdom is the BING CROSBY recording of this number that he sings in Rhythm on the Riser. It's a good one to be prepared for.

Only Forever. Another Crosby song from the same picture that likewise is showing signs of carving out a place for itself on the phonographs around the nation. It's futile to say which of these two songs will be the bigger one in the boxes, but ops ought to watch out equally for both.

Crosstown. A light rhythm song with an infectious melodic line and an exhilarating lyric that has more chance than most numbers to make the music machine grade.

The Call of the Canyon. With a good assortment of disks available on this MILLY HILL Western ballad, and the song itself in the vein of such past hits of Hill's as Last Round-Up, a very likely smash phone hit is discernible here.

\* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

ALL-TIME LOW PRICES ON FAMOUS VICTOR POPULAR RECORDS

Here's a sample selection—now selling at only 50¢ EACH!

- 26628 \*I'll Never Smile Again  
Marcheta—Tommy Dorsey
- 26198 God Bless America  
The Star-Spangled Banner  
Kate Smith
- 26724 \*I'm with You  
Blue Because of You  
Lionel Hampton
- 26641 \*When the Swallows Come  
Back to Capistrano—The  
Brega and I—Nancy Capp
- 26718 \*Ferryboat Serenade  
Now I Lay Me Down to Dream  
Leo Reisman
- 26719 \*My Greatest Mistake  
"At a Disc Jockey Diner"  
Dick Ellington and his Famous Orchestra  
Special Release

A New Knockout on Bluebird Records  
B-108-10 Dick Todd sings  
"We're All Americans—All True Blue"  
by James Mangum  
Sweet Lorraine 35¢

The RCA Victor Tubes and gram more operating hours per dollar. Order RCA Victor Permanent Records from your RCA Victor distributor today. Transcribe "Victor" and "RCA Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.

More than ever it pays to use

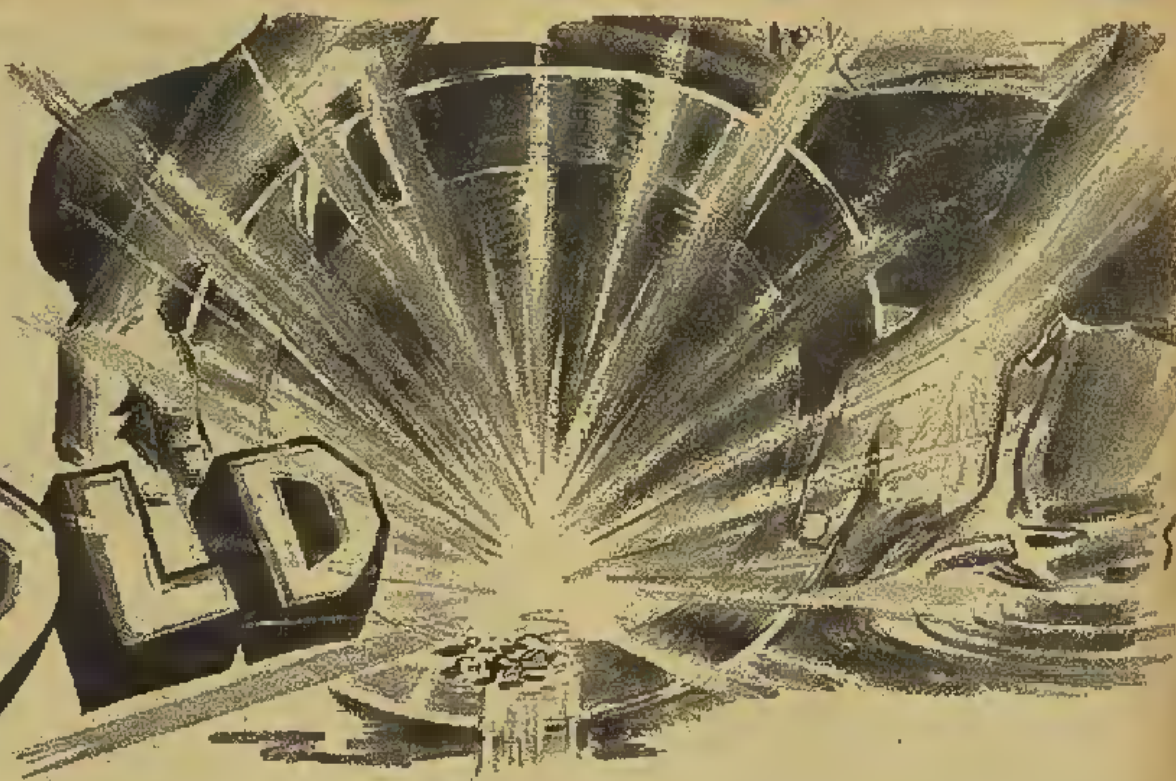
VICTOR AND BLUEBIRD RECORDS  
VICTOR DIVISION  
RCA Manufacturing Co., Inc., Camden, N.J.  
A Service of Radio Corporation of America

While They Last!  
50,000 RECORDS  
BRIGHTON MUSIC, INC.  
50 EAST 5TH ST., NEW YORK CITY

ARE YOU USING THE Billboard TRIPLE CHECK EVERY WEEK

SPECIAL ORDER FORM

The Billboard  
25 Opera Place  
Cincinnati, Ohio  
Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.  
Name .....  
Address .....  
City ..... State .....



Like  
finding

**GOLD**

... You'll strike it **RICH** with this  
greatest of money-making  
opportunities - - - Your Seeburg  
Distributor's liberal **SURE**  
**PROFIT** deal on the profit-  
making sensation . . .

**RAY-O-LITE**  
**SHOOT THE 'CHUTES**

—See him  
**TODAY** without fail!

**YOU CAN'T  
LOSE!**



**Seeburg**

# Triple Value Sale

OF FREE PLAYS!

**16<sup>50</sup>**  
EA.

**21<sup>50</sup>**  
EA.

**29<sup>50</sup>**  
EA.

Rolling Champ  
Big Ten  
Box Score  
Daddy  
Fair  
Follow Up  
Gun Club  
Multi Free Races  
Rink  
Safe Kick  
Speedy  
Tops  
Zenith  
Airburr

Avalon  
Big Six  
Chevros  
Chubbie  
Cowboy  
Contact  
Double Feature  
Davy Jones  
High Living  
High Life  
Nitebug  
Lot-a-Fun  
Major  
Rebound  
Spottem  
Snooze  
Triple Threat  
Twinkle

Up & Up  
Fantasy  
Jumper  
Pickem  
Scop  
Sidnor's Baseball  
Vogue

and

Nearestly ..... \$52.50  
Bowling Alley  
(Gottlieb's) ..... 39.50  
Brits Sport ..... 34.50  
C. O. D. .... 34.50  
Doughboy ..... 27.50  
Lancer ..... 26.50  
Oh Johnny ..... 27.50  
Pala ..... 27.50  
Supercharger ..... 31.50

TERMS: 1/3 Deposit,  
Balance C. O. D.



MEYER M. HAROUS, OF THE MARKEPP COMPANY, CLEVELAND, demonstrates Duval's American Eagle to Mr. and Mrs. Allan Hirsch, of Akron, O., well-known operators.

Plus Western's BASEBALL, 1940, F. P. Pay, Comb. . . . \$104.50  
LATEST MODEL "F" ABT TARGET . . . . . 16.50  
LATEST MODEL ABT CHALLENGER . . . . . 16.50

SEND FOR COMPLETE BARGAIN GUIDE! America's largest selection of FREE PLAYS, COUNTER GAMES, SLOTS, PAYTABLES, CONSOLES and PHONOGRAPHS—reconditioned and refinished to operate and look like new!

## ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. Western Ave., Chicago—America's Largest Distributor

ASSOC. • ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
OFFICES • ATLAS NOVELTY CO., 1501 FIFTH AVE., PITTSBURGH



### THE MIRACLE OF COIN MACHINES Mills Vest Pocket Bell

Completely Automatic Cash Payout  
Midgot With Gigantic Earning Capacity.  
ONLY \$44.50

### THE MARKEPP CO.

3328 CARNEGIE AVE., CLEVELAND, O.

Write for Price List Complete Atlas Line,  
Also List of Reconditioned  
Games All Makes.

## Gums Bringing In Big Repeat Orders

CHICAGO, Sept. 14.—"We thought we were in a landslide when the first orders for Duval's Rapid-Fire began to pour in" said Al Sebring, head of Grand National Sales, Chicago. "Being distributor for a record breaker like this is an experience. You can feel it the minute the public takes hold. Our extra special run is coming in now with repeat orders."

"Operators in every type of location who have had a chance to collect its record earnings are ordering by twos, threes and sixes."

Max Churelis, of Grand National, reports an extremely interesting rise in the demand for reconditioned equipment. On the basis of the season's business increase so far, Churelis says that he believes operators are averaging several more machines apiece over last year.

pays the highest taxes in the city or State at the present time if it isn't the tavern keeper?

"This is supposed to be a free country. Why not let our good American citizens spend his money any way he sees fit? If you're not getting your share of it why not change your line of business?"

"What I think this county, State, or country needs is not slot machines but concentration camps to put in these cranks, prohibitionists, bunds, and reds. The whole gang ought to be one happy community, say in the desert or some lonely island. It should seem like heaven with nobody but themselves to worry about."

## Genco Officials See Rising Demand

CHICAGO, Sept. 14.—Unprecedented in their experience is the demand for Genco games before their actual release to the trade, officials of the firm state.

Having their confidence on the remarkable list of money-makers produced by Genco during the past year, operators are sold on new games even before they come out, for they are assured in advance that each new Genco game will be a hit that stands up longest and best on location and brings in the highest trade-in values, officials said.

Dave Genzburg, Genco executive, declared: "We are indebted to the operators for the marvelous support they've given us, and it makes us all the more eager to keep turning out greater winners. As a matter of fact, I believe our next game will easily top them all. And that's saying something!"



### A PROFITABLE COMBINATION

JMP

Most successful Gum Vender in a Decade. Cigarettes or Fruit Flavors.  
\$12.50 Net—\$41. for \$47.50.

### LIBERTY BELL

Fastest Cash Payout Game of the year. Fruit or Cigarette Flavors, also an almost instant Fruit or Cigarette or Free Play Token.  
\$22.50 Net—Ten for \$225.00.  
\$25 Gum Med. \$2.00 Additional.



FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

**H. PAYNE CO.** 312-314 BROADWAY  
NASHVILLE, TENN.

## Letter Writer Hits Reform Crank

APPLETON, Wis., Sept. 14.—Commenting on the appearance of a letter in The Appleton Post-Crescent, a reader, George J. Wolf, derided the comments of a man who said he had visited all the taverns in the county without hitting a jackpot. The losing writer asked why officials didn't do something about it.

Commenting in return, Wolf said: "Editor Post-Crescent: Can you imagine a poor sap taking in all the taverns in the county without winning a jackpot?"

"But why take it out on the sheriff or the county officials. After all, they have plenty of work without mooching around for slot machines."

"I suppose our poor taxpayer thinks he is paying the sheriff's salary? Who

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SELL  
AND TRADE!**

Get your name on our mailing list!

**AVON NOVELTY SALES CO., Inc.**  
2923 Prospect Ave., CLEVELAND, OHIO

### QUALITY SPEAKS FOR ITSELF

**PAY OUTS**  
Four Balls, like new ..... \$200.00  
Royal Drive, like new ..... 127.50  
Fast Tiro, like new ..... 125.00  
Big Prize, like new ..... 100.00  
Jumbo Parade, like new ..... 80.00  
Sporting Rock, like new ..... 49.50  
Paperstars ..... 22.50  
Whirling Tinkles ..... 20.50  
Man Down ..... 17.50  
Rebound ..... 17.50  
Thru-the-down ..... 17.50

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1022 Tractime ..... \$82.00  
1028 Kentucky Dish ..... 45.00  
Liberty Bell, like new ..... 22.50  
Cigarette Slots ..... 27.00  
Across the Board ..... 22.50  
Daddy Day ..... 14.50  
Dark Horse ..... 18.00  
Eaton's Race ..... 19.00  
Punch Race ..... 19.00  
Hit Race ..... 19.00  
Santa Wife ..... 19.00  
Deposit With Operator ..... 0.00

**NOVELTIES**  
Daddy's Eye ..... \$97.50  
Daddy Alley ..... 89.50  
1937 World Series ..... 49.50  
Exc. Bowling Game, F.P. .... 59.50  
Chippies, F.P. .... 50.00  
33 Balls, F.P. .... 50.00  
Cowboys, F.P. .... 40.00  
Triumph, F.P., like new ..... 34.00  
Scop, F.P. .... 24.50  
High Life, F.P. .... 16.00

**MODERN AUTOMATIC EXCHANGE, INC.**  
8755 GARBERIC AVENUE, CLEVELAND, OHIO



Watch for . . .

The Billboard's September 28 Issue

One principle has governed The Billboard Staff while preparing for the September 28, 1940, issue. That principle is simply this—to create the most effective editorial material and circulation possible for advertisers.

Here are the important steps that were taken to accomplish it.

1. The issue has been timed to reach the buyers of both new and used coin machines at a time when they will be giving particular attention to their needs for the Fall Season.
2. Editorial material has been especially designed to give the issue almost unlimited permanence—readers will refer to it again and again, week after week and month after month. Articles will feature statistics of interest to export buyers and sellers. Also, many startling facts will be published, designed to spread propaganda favorable to the advancement of the coin machine industry.

In addition, the Talent and Tunes Supplement will carry special, informative articles and valuable reference lists for music machine operators.

3. The size of the regular coin machine department will be considerably larger to take care of the many special features and articles as well as the normal amount of news, pictures, etc. The increased space made possible by the enlarged department will give advertisers' messages better display and attention. The Talent and Tunes Supplement with its special cover design, paper stock and inserts will in itself attract tremendous attention.
4. The Front Cover of the issue will be changed so that titles of special music machine articles can be displayed, thus directing the attention of the entire amusement industry to the propaganda features of the coin machine section.

5. The circulation department will send complimentary copies to every North and South American Operator who has purchased coin machines during the last twelve months. This extra distribution added to the regular circulation of The Billboard assures complete coverage.

Here is an ideal opportunity for advertisers to place their messages before every worth-while coin machine buyer. Not only will immediate results be secured, but for months to come the extra distribution and fine editorial matter will benefit the companies that are represented.

Send copy today! Final forms close in Cincinnati on Saturday, September 21.

THE BILLBOARD PUBLISHING COMPANY

25 Opera Place

Cincinnati, Ohio

Potash To Head Games Department

LOUISVILLE, Ky., Sept. 14.—George Potash, former operator of New York and Louisville, has joined the sales force of the Southern Automatic Music Company here as games sales manager.

Potash has been operating games in Louisville the last eight years and is well acquainted with Kentucky operators. He is familiar with every game made. It is claimed he can name the manufacturer and the year any particular game was made.

The Southern Automatic Music Company officials say that since announcing the sale of games at their various offices they have reordered new games daily from the various manufacturers. Reconditioned used games are also in demand, officials report.

Karl Klein Commends Billyboy

To the Editor:

A recent audit of our books revealed the interesting fact that our advertising expenditures for the first seven months of 1940 are 82 per cent larger than for the same period last year. But sales have increased in an even larger percentage, and we find that our unit cost for selling merchandise thru The Billboard has come down considerably, which is a tribute to your widely distributed readership and indicative of the prestige which your publication carries with buyers everywhere.

We have been able to trace a number of our foreign orders to advertisements in The Billboard and sometimes we wonder how people in remote places of the world ever got to know about your magazine to start with.

Every reader, we believe, appreciates the fact that you print news of the industry while it is still news, and we have found that the response of your readers to any new machines is astonishingly quick and overwhelming in volume.

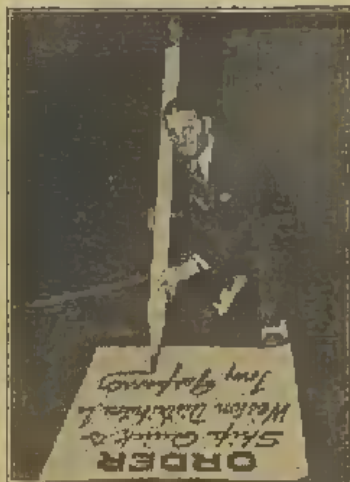
You are doing a swell job for us.  
KARL KLEIN, General Manager,  
Greelchen Tool Company, Chicago.

Pin Tables in Britain Face Wear Problem

LONDON, Sept. 14.—Pin tables face a big problem in Great Britain because repairs are becoming higher as machines wear out. No new tables are arriving from the United States and few will be manufactured in Britain.

The secretary of the Amusement Operators' Association said that each machine must be replaced in a few weeks because the players use of it. One of the newest machines is directed at Britain's enemy in its theme.

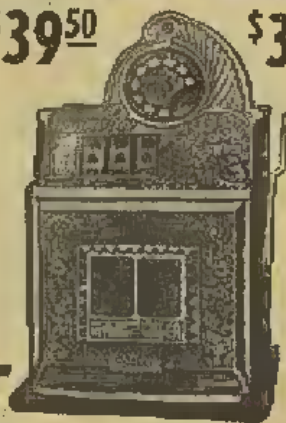
One machine based on the supposed tunnels of the Maginot Line quickly lost its popularity. Every town in the country now has pinball table accidents.



TO EMPHASIZE the need for quick shipment of Leader games, made by Exhibits, Tony Gasparro, Western Distributors, Inc., New York, uses a giant pencil and order form.

NEW LOW PRICE ON REBUILT MACHINES

\$39.50 \$39.50



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Free Play Flat Top Bell-Console Model Will Be Ready Soon. Write for Prices.

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

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All A-1 Reconditioned Ready To Operate

AUTOMATIC	
GRAND STAND	57.50
THIRTY DOWN	72.00
RIGHT PAGE	47.50
LEDS DISM	35.00
KENTUCKY CLUB	32.50
PACES RACKS (New Cabinet)	
Model One-3000	66.00

Terms 1/2 Deposit, Balance C. O. D.  
Our stock of Used Free Play Games changes from day to day. If you want any particular machine, write us for price etc. we will probably be able to take care of your order.

Distributors for  
BILLS PHONOS, GAMES AND CLOTS,  
ALSO OTHER MANUFACTURERS.

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IN LOS ANGELES A 5 DOLLAR BILL DOWN

GETS YOU AMERICAN EAGLE

10 FOR \$275

Sample \$25.00, Bill \$27.50 Model \$2.50  
Balance C. O. D.



FROM  
SOUTHWESTERN VENDING MACHINE COMPANY  
2333 W. PICO • LOS ANGELES, CAL.

# 3 TO 1

## GENCO GAMES

Are on "3 Locations to 1"  
On Leading Ops' Routes . . . Because:

1. GENCO GAMES ALWAYS MAKE MORE MONEY
2. GENCO GAMES STAND UP LONGEST AND BEST
3. GENCO GAMES BRING HIGHEST TRADE-IN OF ALL

# GENCO

**BUILDS GREAT GAMES**

2621 N. ASHLAND AVE CHICAGO, ILL.

### Promotion Adds To Sales Staff

CHICAGO, Sept. 14.—Atlas Novelty Company announces the promotion of Harold Schwartz, former shop foreman, to the sales staff.

In commenting on the appointment, Morris and Edelo Gineburg, officials of the firm, expressed the belief that the addition of Schwartz to the sales force will benefit not only the company but the operators as well.

"As shop foreman for nearly six years," said Gineburg, "Schwartz has gathered a vast technical knowledge of all phases of the coin machine industry. This should be of great value to operators seeking technical information."

"Schwartz has followed closely the step-by-step advances made by coin machines, and his ability to impart this knowledge to operators in an intelligent manner has made him a popular coinman. Schwartz says he will be glad to hold an open forum to answer any and all questions that operators might want to ask."

Headed by Ivy Ortiz, the Atlas sales force now includes Phil Bloss, Harold Emont, Howard Foot, and Harold Schwartz. Traveling representative Bob Van Weter is now on the road.



**BERT LANE Says:**

**COMING!**  
THE GAME THAT DOUBLED PROFITS ON EVERY TEST LOCATION! IT'S GENCO'S GREATEST.

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688



# TOT

ONLY \$24.95 F.D.B. CHICAGO

1 YEAR GUARANTEE!  
**WESTERN PRODUCTS, INC.**  
925 W. NORTH AVE., CHICAGO, ILL.

BELL FRUIT SYMBOLS with FREE PLAY TOKEN or CIGARETTE REELS with TOKEN 1c or 5c PLAY

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WORLD'S SMALLEST  
TOKEN PAYOUT AND  
BIGGEST MONEYMAKER

\$24.95

WE JUST CAN'T STOP DELIVERING

Chicago's

## DIXIE

WRITE! WIRE! PHONE YOUR ORDER!

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

# IMP

\$12.50

6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE.

Cigarette or Cherry Reels.

1c-5c-10c PLAY

GERBER & GLASS

914 Diversey Blvd.  
Chicago, Illinois

**OPERATORS!  
JOBBER!  
DISTRIBUTORS!**

FOR

# AMERICAN EAGLE

ON THE PACIFIC COAST

WRITE, WIRE OR PHONE

MacMOHR • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

*"The House of Proven Winners"*

<p><b>FREE PLAY GAMES</b></p> <p>Essex Clapper ..... \$22.00 Chicago Coin Rexy ..... 34.00 Baby Beano ..... 31.00 Baby Dandy ..... 40.00 Keweenaw Thriller ..... 18.00 Baby Quartz ..... 49.00 Baby Yvette ..... 22.00</p>	<p>Keweenaw Super 8 ..... \$20.50 Keweenaw Challenger ..... 37.00 Baby's Dreamer ..... 49.00 Baby Twilight ..... 29.00 Keweenaw Congo (7 or 5 balls) ..... 30.00 Keweenaw Superchanger, 24.00 Baby Beano ..... 37.00</p>	<p>Keweenaw Flasher ..... \$28.50 Baby Pickem ..... 37.00</p> <p><b>NOVELTY GAMES</b></p> <p>Keweenaw Airship ..... 8-7.50 Baby Yvette ..... 12.50 Keweenaw Wood ..... 7.50 Baby Kitty ..... 20.50 Baby Picard ..... 7.50</p>
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One-Third Cash With Order, Balance C. O. D., Wire or Mail Us Your Order.

**J. and J. NOVELTY COMPANY**  
4840 WY. ELLIOTT AVE. (Phone 1433) DETROIT, MICHIGAN

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

\*\*\*\*\*

**LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$**

<p>All Reconditioned Ready To Operate.</p> <p>Seaburg Classic Marbletop ..... \$170.00 Seaburg 1938 Crown ..... 130.00 Seaburg 1934 Regal ..... 120.00 Seaburg 1938 Royal ..... 110.00 Seaburg 1938 Plaza ..... 130.00 Seaburg 71144 ..... 90.00 Rock-Ola Monarchs ..... 90.00 Rock-Ola Winneaps ..... 70.00</p>	<p>1/3 Cash With Order, Balance C. O. D.</p> <p>Whittier 800 ..... \$100.00 Whittier 800S ..... 120.00 Rock-Ola 1939 Deluxe &amp; Plus Model ..... 125.00 Rock-Ola 1930 Deluxe, Early Model ..... 140.00 Rock-Ola '30 Standard Late Model ..... 140.00 Rock-Ola Imperial 200 ..... 85.00 Whittier 418 ..... 75.00 Whittier 412 ..... 75.00</p>
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Write for Our Special List Listing Over 200 Reconditioned Machines

**BADGER NOVELTY CO., Milwaukee, Wis.**

\*\*\*\*\*

**ALLIED BARGAINS**  
FREE-PLAY GAMES

Miss 2-2-5 \$84.00	Supercharge \$24.50
Old Johns \$6.40	Warrior \$22.50
Double Play \$4.50	Wagon \$24.50
Game Champ \$7.50	Pickup \$24.50
Falling \$4.50	Contact \$22.50
Super Six \$3.50	Dip Hit \$21.50
Big Show \$9.50	Badmen \$21.50
Rolling Rock (Selling) \$2.50	Charon \$21.50
Lancer \$3.50	Miss Kick \$19.50
Totem \$3.50	

**WESTERN BASEBALL FREE PLAY AND PAY OUT COMBINATION LATE MODEL** ..... \$97.50

**AUTOMATIC PAYTABLES**

Standard \$82.50	Scott Page \$59.50
Mathews \$8.50	Subst. \$24.50
Harbore \$4.50	Praxonia \$17.50
Dee (Miss) \$4.50	Clair \$14.50

**PHONOGRAPHS**

Rocke 1025 De Luxe, Like New \$149.50
Whittier 500, Like New \$149.50
Whittier 21, Home Made \$65.00
Whittier 41, Home Made \$71.00
Whittier 101, 4 Records \$44.50
Whittier 138, 24 Records \$44.50
Whittier 412, 12 Records \$35.50
Whittier 312, 12 Records \$35.50

**LEGAL EQUIPMENT**

Keeney's Anti-Aircraft Gun, Black Cabinet \$129.50
Jail Bore (Selling) \$75.00
Earl's Top Block, Like New \$75.00
Archway (Selling) F. A. \$75.00
"Collector Box" (Selling) \$44.50
A. H. T. Tower, Like Model F. \$75.00
Termit 1/25 Depot, Balance O. O. D. F. O. D. Chicago

**Allied**  
NOVELTY COMPANY  
Phone 6601 4747  
2520 W. Fullerton Ave., CHICAGO

**Favorable Reports From All Sections**

CHICAGO, Sept. 14.—"Take the prize package of the coin machine industry," says Don Anderson, in charge of sales at Western Products, Inc. "To be more specific," he continued, "the game has more money-making features than most larger slot games. And to top it all, it is priced lower than any operator would believe possible."

"We tested the machine thoroughly before offering it for sale to operators and it proved to be a greater attraction than many more expensive machines on the same locations." In one particular case Ted cut-earned one of the country's most popular table machines.

"We've had many favorable reports from operators in all parts of the country telling us of the unusual performance of the machine on their locations. They say that players consider it more of a real amusement machine because of its fine construction. The smooth, quiet operation gives the player assurance that it is substantially built and will actually give them more value for their coins. With the smoothness of operation, players have more confidence in the machine, thus play more coins more frequently, to the greater profit of the operator."

"Operators everywhere call Tot the world's smallest token payout machine; the best buy on the market. It appeals to all players, for it is available in 1-cent and 5-cent play and with bell, fruit, or cigarette symbols."

**Hawley Praises Poker Game Console**

CLEVELAND, Sept. 14.—Discussing the Royal Draw poker console, manufactured by Bally Manufacturing Company, Don Hawley, Modern Automatic Exchange, Inc., stated that the machine had gained the endorsement of his organization.

"As you well know," Hawley said, "Modern Automatic Exchange has definitely followed a conservative policy. Our initial orders are always small. Similarly we are hesitant about recommending new games to operators until they have proved themselves on location."

"Such was the case with Royal Draw. Now, however, we are thoroughly convinced that here, at last, is a console we can recommend without reservation. It has tremendous player appeal, for anybody who plays poker readily understands it. The come-on feature of the Draw and its mechanical perfection all add to the overflowing cash box. Our customers are wildly enthusiastic about it. Naturally, then, so are we!"

**Lake City Novelty In New Location**

CLEVELAND, Sept. 14.—Due to increased business in recent months, Lake City Novelty Sales Company has taken newer and larger quarters at 1316 E. 30th Street, Cleveland. Earl Moloney is head of the firm.

Lake City Novelty carries a complete line of games and reports activity strong at the present time on Fleet, Record Time, and Rapid Fire Gun.

**Washington**

The following notice of a meeting called for Washington operators is of importance:

"To the Editor: Enclosed please find a newspaper clipping that was carried in all the Washington papers."

"The writer was in touch with the congressman in question and has agreed to furnish him with facts and figures in relation to this bill."

"A meeting of all the operators here in Washington, has been called to discuss the features in this bill at my office, meeting to be held September 20."

"Trusting you will give some publicity to this meeting, and also any information you may desire will be gladly sent you."

"Hirsh Coin Machine Co., 1309 New Jersey Ave., N. W., Washington, D. C. Phone Hobart 3173."

**PROGRESSIVE OPERATORS SAY:**

- Electric Selector Phonographs by Seeburg
- Fleet by Bally
- Remote Control Phonographs by Seeburg
- Band Wagon by Genco
- Shoot The Chutes Rayolites by Seeburg
- Dixie by Chicago Coin
- Wireless or Wired Wallomatics by Seeburg
- Score A Line & Three Score by Gottlieb
- Speak Organs by Seeburg
- Landslide by Exhibit
- Play Boy by Seeburg
- Speed Demon and Speedway by Keeney

**SOUTHERN AUTOMATIC SAYS:**

FOUR Offices in FOUR Cities in FOUR States Make It Quite Convenient for OPERATORS in Kentucky, Indiana, Tennessee and Southern Ohio

Always Earliest With The Latest

**SOUTHERN AUTOMATIC MUSIC CO.**

The House That Confidence Built  
542 S. 2nd ST. LOUISVILLE, KY. 312 W. SEVENTH CINCINNATI, O. 620 MASSACHUSETTS INDIANAPOLIS, IND. 425 BROAD ST. NASHVILLE, TENN.

EVERYBODY WILL WANT  
**GOD BLESS AMERICA**  
HIT BOARD OF THE YEAR!

**GOD BLESS AMERICA**  
25¢ 25¢ 15¢ 10¢

**NEW POLITICAL SYMBOL TICKETS**  
GARDNER & CO. 2317 ARCHER AV. CHICAGO, ILL.

**ALL FREE PLAYS!**

All-Webs \$12.00	Jolly \$22.50
Billy Bally \$8.00	O'Rey \$20.00
Big Hit \$2.00	Roller Darry \$20.00
Comedette \$2.00	Shoot Stop \$20.00
O. O. D. \$10.00	Super Hit \$22.50
Mr. Capt. \$10.00	Trouble \$16.50
Charon \$12.00	Thriller \$10.00
Day Dawn \$12.00	Up & Up \$8.00
Falling \$2.00	White Balls \$12.50
Police Up \$17.00	Yacht Club \$20.00
Reactor \$10.00	

1/2 With Order - Balance C. O. D.  
**MIKE MUNVES CORP.**  
593 TENTH AVENUE, NEW YORK

**Liberty Bell**  
writes a new chapter in coin machine history. It is the ideal counter unit designed for maximum profit by an operator who has the experience of building a million of successful counter games.



**GROETCHEN TOOL CO.**  
139 North Union Street - Chicago

AVAILABLE FOR IMMEDIATE DELIVERY—BEST OFFERS WILL TAKE 'EM

10 Whittiers	10 Console Chicago Cards	25 NOVELTY GAMES
5 Kurlaks	2 Luciles	Rich 'Em
5 Gold Cups	5 Darry Jones	Mr. Chips
10 Timbala	5 Families	Keen A Ball
5 O. O. D.'s	5 Ben and Co	Darry Jones
5 Picket	5 Garboing Domest	Cherries
5 Seeburg Rock Rayolite	5 Double Arms	Varsity
10 Keeney Bank Cabinet		Sportem
Anti-Aircraft Gun		Bar

Send or Call in Your Offer Today  
**A. A. A. VENDING MACHINE CO.**  
2164 BELMONT ST. Phone TOward 5-6450 DETROIT, MICH.

**FOUR EXTRA SPECIALS**

Evans Ten Strike \$64.50	Keeney's Anti-Aircraft Cons.
Cigarettes, Like New \$9.50	Black Cabinet, and 1939
	Model Galloping Domest \$97.50

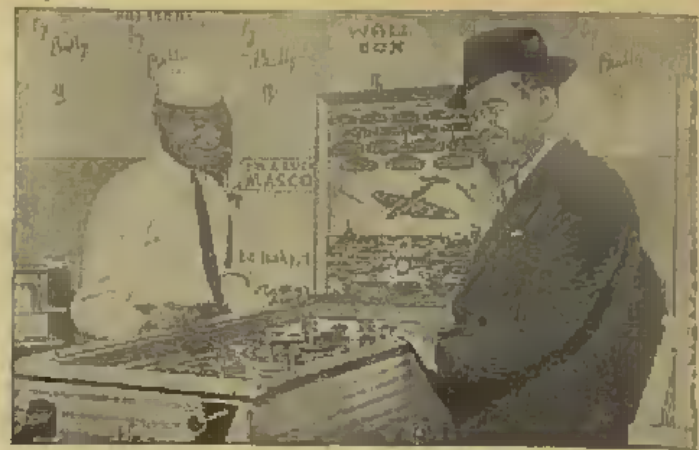
Write for Complete List of Free-Play Games, Counter Games, Automatic Consoles, Slot Machines, etc. We Ship Subject to Inspection Upon Receipt of 1/3 Order.  
**AUTOMATIC SALES CO.**  
416-A BROAD STREET, NASHVILLE, TENN.

**Bally FLEET**  
HI-SCORE & FUTURITY

New REVOLVING TARGET feature  
BUILD UP BUMPERS  
CANNON-FIRE ACTION

**\$104.50**  
CONVERTIBLE  
FREE PLAY OR NOVELTY

**BALLY MFG. COMPANY** 2640 BELMONT AVENUE  
CHICAGO • ILLINOIS



"BLow ME DOWN IF DALLY'S FLEET isn't the hit of the year," says Mac Gurell, formerly a sailor in the U. S. Navy, now sales manager of Grand National Sales Co., Chicago. Al Sedring, head of the Grand National organization, amply agrees.

**Exhibit Announces Game Called Leader**

CHICAGO, Sept. 14.—Following directly in the path of Landslide, a game which literally swept the country from Coast to Coast, piling up profits for operators, the Exhibit Supply Company announces Leader, which is all the name implies," says John Christ, sales manager of the Exhibit Supply Company.

Continuing, he said indications are that "this game is destined to be an even greater surprise than Landslide. Altho not even officially announced and only a small production run of sample games were made and shipped to important strategic points, large volume orders were immediately placed by distributors who had only seen or heard of the game. While Landslide made a most remarkable record for catching on quickly, Leader has even surpassed this so that there is every assurance that this game will pass Landslide's production run, which was the largest in the history of this company for this type of game.

Leader is alive with ball action. Nothing seems impossible. It looks over so easy to beat and creates an overwhelming desire to play game after game. The five different ways to win are readily understood by players as they come close to winning several times each game. Collection reports from widely separated test locations classify Leader as today's leading money-maker," Christ stated.

**Kansas Distrib Reports Upswing**

WICHITA, Kan., Sept. 14.—Dave Marlow, prominent distributor here, reports a definite upswing in business. He says urgent calls for reconditioned counter games, free-play tables, and new equipment have increased noticeably the last few weeks. Operators who formerly purchased novelty and token machines in small lots have recently been ordering in quantities.

Guns of every description are appearing in this territory in places that heretofore would not have them, probably due to the fact that the public is alarmed and war-conscious, Marlow said. Large earnings are reported from the public.

Marlow says orders from all parts of the United States are coming in so fast his company will have to work overtime to keep operators satisfied.

**Court Kills High Location License**

TORONTO, Sept. 14.—Operators here scored a victory recently when Justice Greene of the Ontario Supreme Court quashed a by-law passed by the city of Oshawa intended to license any premises whereon any mechanical game is operated for hire, profit, or gain.

In his judgment Justice Greene remarked "that the premises which the municipalities are given power to license are theaters, dance halls, etc. The provincial legislation can hardly be said to cover any premises whereon any mechanical amusement device is oper-

ated." Concluding, the court stated, "It seems to me that the municipality has exceeded the power granted it. In my opinion the present by-law here considered is a thinly disguised attempt to license personal property and is consequently ultra vires. The motion to quash is granted, with costs payable to the applicant by the municipality."

**Canadians Like Anti-Aircraft Guns**

BASKATON, Sask., Sept. 14.—E. A. Strong, phonograph operator, has introduced anti-aircraft guns in two restaurants and will add five more in the near future.

Guns are proving very popular with war-minded citizens and members of the militia and shortly after their appearance in the city attracted enough spectators to jam the sidewalk in front of the eating spots.

**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

**PRICE \$2.42 EACH**

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar jackpot at \$3.24  
1200 hole F-5275-Horses at 3.48  
800 hole F-5270-Pocket Dice at 1.76  
720 hole F-5255-Pocket Jack at 1.65  
600 hole F-5305-Royal at 1.88

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**THE MARKEPP CO.**  
3328 CARNEGIE AVE., CLEVELAND, O.

**IS THE PLACE TO BUY AMERICAN EAGLE ON 10 DAYS' FREE TRIAL**

10 For \$275—Sample \$32.50—Ball Gum Med. \$2 Extra

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

**QUEENS SALES COMPANY**  
HARRY FRAIER AND ERNEST KRANER

FREE PLAYS	SPECIALS	FREE PLAYS
Scop ..... \$17.00	Keeney's Black Cabinet	Wolo ..... \$65.00
Telephone ..... 10.00	Anti-Rickards Gun \$112.00	Line Star ..... 65.00
Davy Jones ..... 12.00	Western Baseball .. 88.50	Super Top ..... 86.00
	Evans Ten 80112 .. 75.00	1/2 Way Game, Bal. 60.00

73-66 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY

**PAYS FOR ITSELF IN LESS THAN 30 DAYS**  
Operators Say

**NEW IMPROVED UNIVERSAL GRIP SCALE**  
Legal Everywhere

Beautiful Red Crackle Finish — All Chrome front — Rotary Grip Handle — Plug-Point Chute — Model \$12.75 in Pezles.

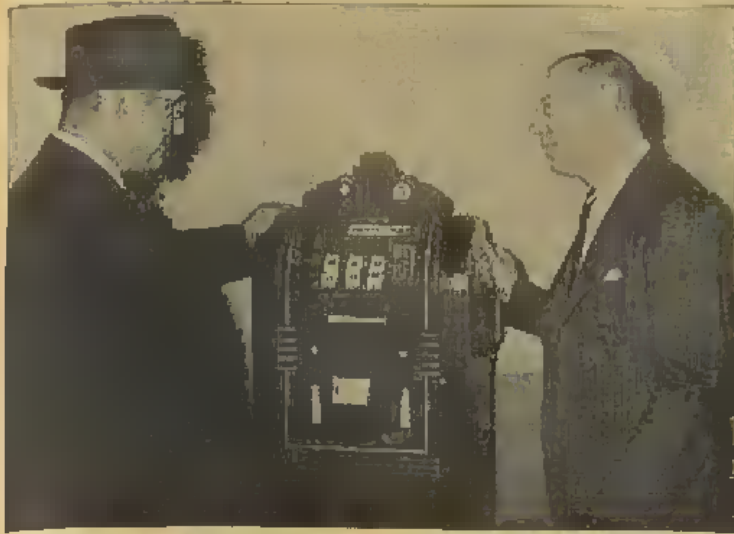
**GET SAMPLE NOW**  
1/3 With Order. Balance C. O. D. **\$12.75**

**HOLLY MANUFACTURING COMPANY**  
2761 Union Guardian Building  
DETROIT, MICHIGAN

**WANTED . . . SALESMAN**

Must have coin machine clientele in Illinois, Indiana, Iowa, Michigan, Wisconsin and Minnesota . . . to sell leading lines of coin-operated equipment.

BOX No. 450  
The Billboard, Chicago



WISCONSIN OPERATOR OLIVER WILLIAMS and Charlie Schlicht (right), division manager of the Mills Novelty Company, look over the Club Bell. Schlicht is boosting it for use in clubs and high-class locations.

## Earlier Pick-Up in September as Cool Days Surprise New Orleans

NEW ORLEANS, Sept. 14.—All types of coin-operated games are in better demand, with unusually cool weather prevalent the past few days. Distributors of phonographs, free-play pins, consoles, counter games, and rifle ranges assure those interested in the trend of business that distribution during September is far in advance of the corresponding days of August or July, when it was decidedly too hot for the industry. Particularly optimistic are distributors of remote-control equipment, two of the larger distributors reporting the best buying interest of the year in this merchandise.

A marked pick-up is reported at the

Sport Center, New Orleans' largest downtown playground, where the latest in pin games are attracting more attention with the cooler weather. Mark Rosenberg, manager of the Center, is back on the job after a summer-long vacation and expects the biggest fall and winter in the history of the modern game.

Installing a dozen more Seeburg remote control jobs about the city, F. P. Gled, head of the Great Southern Novelty Company, is high in his praise of this equipment.

Ernie Oertle, head of the Southern Music Sales Company, returned recently from Dallas, where he viewed the new Seeburg wireless phonographs at the Electro-Dial Company showroom. Accompanying Oertle on the trip were Joseph Mancuso, service department head, and U. L. Black, secretary-treasurer of the Southern Company.

The Electrical Supply Company, RCA-Victor record distributor here, reports the firm is rebating to its retailers all losses suffered on discs bought during five weeks preceding the recent 50 per cent cut in price lists on Victor recordings. Hugh Smith, head of the record department of the company, reports a huge increase in sales of records since the price cut took effect.

Rejuvenation of Glen Gray's No Name Ace in phonographs is reported by two of the largest operating firms. The record dropped in popularity recently but is now as popular as ever, the J. H. Perea Amusement Company, variety distributor, reports.

Philip Pace, son of the proxy of the New Orleans Coin Machine Vendors' Association, was married this week to Mary Louise Kloor, of this city. Pace is connected with the local public service company as an engineer.

At Mendon, district sales manager for Wurlitzer, returned this week from a business trip in Northeast Louisiana, Mississippi, and Tennessee, where he noted an improved demand for Wurlitzer phonographs since the first of the month. Spencer Reese, assistant general manager from North Tonawanda, was a visitor here last week, spending a few days conferring with J. H. Perea Amusement Company officials.

Among newest of the creations attracting attention in the display room of the Dixie Coin Machine Company, large distributing house here, are Bally's Foot and Rapid-Fire machine gun, Keener's Spookway, Stoner's Double Feature, Gilco's Dixie, Genco's Handgun, and Exhibit's Landslide; Daval's new counter game, American Eagle, and Mills bells.



# SKILL JUMBO

Jumbo Payout and Jumbo Free Play can now be purchased with special skill field attached which now makes this amazingly popular console into a bona fide pin table of a new shape. Order your skill Jumbos promptly!  
MILLS NOVELTY COMPANY, 4166 FULLERTON AVENUE, CHICAGO



## BAKER'S PACERS

*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.  
2626 Washington Blvd., Chicago.

**MILLS** PHONOGRAPHS CONSOLES BELLS TABLES  
Distributor  
KEYSTONE NOVELTY & MFG. CO.  
2225 S. Michigan Ave., Philadelphia, Pa.  
1150 Madison St., Baltimore, Md.  
615 Cathedral St., Baltimore, Md.



## WALL BOXES

READY FOR IMMEDIATE INSTALLATION  
by FACTORY TRAINED MEN  
PHONE—WIRE—WRITE  
Also Distributor of  
EMPRESS and THRONE OF MUSIC  
In Southern Ohio and Northern Kentucky  
RAY BIGNER 1933 State Ave., CINCINNATI, OHIO

# A HIT!

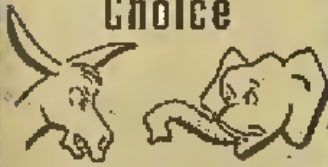
## SINK-A-SHIP

**GREATEST MECHANICAL BOARD IN THE HISTORY OF THE INDUSTRY!**

You can't miss on - SINK A SHIP - 2500 holes MECHANICAL FEATURE! Ships in "Sink A Ship Section" explode when hole is punched directly below the ship. Winners bear reproductions of a submarine. Losers employ naval warfare terms. Approx. average profit \$40.00 on each board. Write for details on this "hit" board.

**SUPERIOR PRODUCTS** 14-NORTH PEORIA ST. CHICAGO, ILL.

Everybody's  
Choice



Double  
Feature

5c

10c



\$104.50

Big Extra Double Feature Awards  
Special Awards • Extra Awards  
Plenty of Ways to Win • Don't  
Miss It

Stoner  
Corporation  
AURORA  
ILLINOIS

FOR THE BEST FREE PLAYS—BUY FROM BUDIN!

TRIUMPH \$21.50	SHORT STOP \$44.00	SUPER SIX \$23.00	VACATION Write for Price	1/2 Elliott, Dis- ante S. O. O. Write for complete Price List 1940.
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**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone NE 4-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

**CHEER UP, BOYS!**

A million apologies to our friends who are clamoring for RAPID-FIRE machine-guns faster than we can get delivery from the factory. We know you'll cheer up when you hear we've arranged for increased shipments. Write, wire, phone or come in today and get your orders lined up for QUICK DELIVERY.

**THE CALVERT NOVELTY CO.**

708 N. HOWARD ST.

BALTIMORE, MARYLAND

**Baker Releasing  
New Novelty Game**

CHICAGO, Sept. 14.—Officials of the Baker Novelty Company, Inc., announce that they are about to release a new five-ball free-play novelty table named Playmate.

"From tests," said H. L. Baker, president, "the game has all the earmarks of being a honey and the sweeter money-maker we have produced thus far. It is streamlined, beautiful, and packed with glamorous fascination that keeps collections at their peak. Playmate has been pronounced a knockout from the player's point of view and a gold mine for the operator."

"The game has three ways of scoring—high score, sequence, and special bumpers when lit. Every play is a tantalizing come-on, and the tremendous earning records prove that Playmate has what it takes to captivate imaginations." Baker assures distributors and operators that they cannot go wrong with this new number.

**Allied Stocks Up  
Free-Play Games**

CHICAGO, Sept. 14.—"Through the contacts that Harry Levine has made while traveling thru the Central States we have secured many free-play games of all types," says Samuel Kleinsohn, of Allied Novelty Company. "This puts us in a position to supply operators with all types of machines."

"It is gratifying to note that judging from the large orders we are getting daily from Levine, operators and distributors themselves are going strong. This reflects healthily on our own business and promises a great season ahead."



"I'VE GOT A  
SPECIAL DEAL  
FOR YOU!"

on the machine that's making Power Profit History! Write, wire, phone for full details TODAY every minute wasted is money out of your pocket!

Bally's

**RAPID-FIRE  
MACHINE GUN**



**FITZGIBBONS**

DISTRIBUTORS, INC.  
453 W. 47th ST., N. Y. Circle 6-8343



OUT NEXT WEEK  
★ DAVAL'S NEW ★  
AMERICAN EAGLE  
WITH GOLD AWARD

**WHY EXPERIMENT!  
"THE OLD RELIABLE"**

**A-1 RECONDITIONED BARGAINS**  
CONSOLES

RAY'S TRACK	.....\$22.50
MILLS BIG	.....22.50
PARLAY RACE	.....22.50
BALLY SKILL FIELD	.....22.50
TAMFORAN	.....15.00
ODDY DAY (PLAY TOP)	.....17.50
PACIFIC DOMINOES	.....15.00

**1 BALL AUTOMATIC**

FAIR GROUND	.....\$12.50
MILLS BIG RACE	.....22.50
FRESHNESS	.....10.00
CREDIT	.....5.00
GOLDEN WHEEL	.....7.50
CLASSIC	.....7.50
RADDOCK	.....7.50
MILLS FLASHER	.....10.00

**SPECIALS**

BALLY ALLEY	.....\$12.50
2 CIGARETTE MACHINES	.....\$14.00 EACH

Terms: One-Third Deposit balance C. O. D.  
**IDEAL NOVELTY CO.**

**FREE PLAY  
SPECIALS!!**

BIG LEAGUE	.....\$38.50
SUMMER TIME	.....\$38.50
GOTTIE'S SKEE-BALL	.....\$57.50
FREE PLAY	.....\$57.50

Write for Complete Circular List  
Over 500 Games

**B & B NOVELTY CO.**  
621 W. Main, Louisville, Ky.

**AMBITIOUS OPERATORS**  
Can Get Credit  
for any equipment they need. No  
publicity—everything held in con-  
fidence. Write for what you want.  
BOX No. 449, The Billboard,  
Chicago.

**BUY  
TOT  
FROM  
TONY  
GASPARRO**

Write or Wire  
**Weston Distributors, Inc.**  
649 Tenth Ave., New York (CL 6-6745)

**OPERATORS, WRITE...**  
**H. C. PAYNE COMPANY**  
312-314 Broadway, WASHINGTON, D.C.  
Pay Weekly, Monthly, etc. Best Complete List  
of New and Used Coin Machines in the South

## EVERY MACHINE LISTED HERE IS A NATURAL



FOR BIGGER PROFITS THIS FALL ALL ARE LATEST HITS! OUR PRICES ARE GUARANTEED TO PLEASE! WIRE! PHONE! MAIL YOUR ORDER NOW!

### NEW FREE PLAY GAMES

- |  |  |
|--|--|
| Mills Jubee Parade<br>Mystery Ball<br>Mills 2-2-3<br>Mills Flip-Over<br>Mills Free Play<br>Mills Vender<br>Mills Record Time<br>Complete Model<br>Daily Record Time<br>Table Model | Billy Pick<br>Cottage Coin Dixie<br>Chickie Landslide<br>Evans Sample Jump<br>Evans Band Wagon<br>Gottlieb Three Score<br>Jennings Fat Time<br>Blazer B.M. Feature |
|--|--|

### NEW SLOT MACHINES

- |  |  |
|--|--|
| Mills Chrome Bell<br>Mills Head Lead<br>Mystery Ball<br>Mills Mystery Bell<br>Mills Cherry Bell<br>Mills Mystery Blue<br>Mystery Bell<br>Mills Mystery<br>Golden Bell<br>Mills Green Front<br>Bell | Mills Melon Bell<br>Mills Club Bell<br>Mills G. T. Bell<br>Mills Smoker Bell<br>Mills Orange West<br>Pocket Bell<br>Face Kicker Bell<br>Gottlieb Columbus<br>Jackpot Bell<br>Gottlieb Columbus<br>Big Award Bell |
|--|--|

### NEW 1 BALL AUTOMATICS AND CONSOLES

- |   |  |
|---|--|
| Mills Automatic<br>Jumbo Parade<br>Graft's Pacers<br>Daily Snake Ball<br>Daily Royal Flush<br>Daily Royal Draw<br>Evans Pacers<br>Evans Galloping<br>Doodler<br>Evans Galloping<br>Doodler, Jackpot<br>Evans Band Toss<br>Evans 2-2-2-2<br>With 2-2-2-2 | Evans Lucky Lute<br>Evans Jumbo Camp<br>Jennings Fat Time<br>Jennings Big Top<br>Jennings Pulling<br>Mystery Super Truck<br>Toss<br>Kreepy Trick Entry<br>Mills 4 Balls<br>Mills Bowler Bell<br>Mills 2-2-2<br>Mills Solitaire<br>Rings<br>Pacer Pacer |
|---|--|

**ATTENTION,** Operators in Virginia, North Carolina, and South Carolina Don't overlook the new Mills Exhibits and Three of Muller Phonograph—available in a dozen different color combinations. Write for prices, terms and complete information.

### NEW COUNTER GAMES

- |  |  |
|--|--|
| Mills Wine Dealer<br>Mills Fruit King<br>Mills Keating King<br>All Tickets<br>Mills Ticket<br>Jennings Model<br>A.B.T. Changer<br>A.B.T. Rec. White<br>and Blue<br>A.B.T. Model "P"<br>Target<br>Bally Baby<br>Bally Wagon<br>Bally Deal-a-Pack<br>Bally Deal-a-Pack | Backley Pilgrim<br>Vender<br>David Ward<br>David Amer. Eagle<br>David Curry<br>David Penny Pacer<br>Rogator Model<br>David Penny Pacer<br>Orlando Model<br>David Jinx<br>Goral Healer or Teller<br>Gottlieb Top<br>Gottlieb Mercury<br>Gottlieb Liberty<br>Gottlieb Zephyr |
|--|--|

### MISCELLANEOUS MACHINES

- |   |   |
|---|---|
| Daily Rapid Fire<br>Bob-Machine<br>Gun<br>Columbian Marching<br>Band<br>Exhibit Village<br>Pool Table Machine<br>Gottlieb Metal<br>Type<br>Mystery Anti-Air<br>Unit Machine Gun<br>Mills 4-2-2 Character<br>Vender<br>Mills Modern Scale<br>Mills Tryon Scale | Autoscope Toy<br>Fighter<br>National Postage<br>Stamp Vender<br>Pace-A-Race<br>Race-Mir-a-Scale<br>Pace-Old Lady<br>Type<br>Waiting Queued<br>Scale<br>Waiting Horse<br>Scale<br>Waiting Fortune<br>Telling Scale |
|---|---|

TERMS: 1/3 Cash, 2/3 Balance with Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.,  
205-15 Franklin St., Fayetteville, N. C.

## Grip Scale Again Booms at Gottlieb

CHICAGO, Sept. 14.—With a three-year record of steady production behind it, Gottlieb's De Luxe three-way strength tester has again moved into the front production lines as the fall season opens to become a dominant production factor, say company officials.

"Here's a record that's one of the most outstanding in coin machine annals," said Dave Gottlieb with pride. "For three years our Grip Scale has been in constant demand throughout the country. Seasonally the demand has mounted to a rush. This season orders have been coming in so fast that it has again become necessary for us to place it in top production. Our Grip Scale now is considered a staple in the industry. That's a record that speaks for itself. At the same time our production facilities are straining under the big demand for Three Score, our new five-ball frog play which is enjoying tremendous popularity in the trade. So it looks like a mighty busy season ahead for us."

## Mills Picnic To Hear New Song

CHICAGO, Sept. 14.—The annual picnic for office and factory employees of the Mills Novelty Company is scheduled for today at Exposition Park, Ansonia, Ill. An attendance of 10,000 is expected. Party buses have been engaged for transportation out to the park from Chicago.

As one of the special features, Mena Bradford, contralto and newly signed member of the Chicago Civic Opera Company, will introduce Jim Mangano's song, "We're All Americans." Miss Bradford hails from the Pacific Coast and is widely known as a concert and operatic artist. She is also said to be an exquisite Spanish dancer.

Major Jules Frankenberg will carry out as master of ceremonies.

### MOSELEY'S SPECIALS

- |   |         |
|---|---------|
| 1 Billy Pick Em   | \$10.50 |
| 1 Mills C. O. D.  | 15.00   |
| 1 Billy Champion  | 15.00   |
| 2 Billy Candy   | 15.00   |
| 1 Keeney Super  | 25.00   |
| 2 Ethel Short Stop  | 30.00   |
| 1 Exhibit Jumper  | 15.00   |
| <b>CONSOLE AUTOMATIC PAY</b>  |         |
| 1 Graft's Fruit   | 25.00   |
| 1 Mills 2-2-2 Fruit Reels   | 25.00   |
| 1 Mills 4 Ball Bo   | 25.00   |
| 2 Keeney Red Archer, Black Cat  | 25.00   |
| 1 Billy Kings   | 14.00   |
| 1 Pace Real Jr. Fruit Reel  | 72.50   |
| 1 Pace Real J.P. Cash   | 100.00  |
| 1 Pace Real, No. 5522, Cash, 55   | 301     |
| 1 Pace Real, No. 5524, Cash, 55   | 301     |
| 1 Baker Pacer, Cash, 256, 30-1  | 157.50  |
| 1 Lucky Star, Cash  | 77.50   |
| <b>MISCELLANEOUS</b>  |         |
| 1 Evans Ten Strike  | 550.00  |
| 2 Exhibit Millers   | 25.00   |
| 1 Columbia Bell, G.M. Reed Door   | 45.00   |
| 1 Comet 1c Token Payoff   | 0.50    |
| 1 Marsel 1c Token Payoff  | 15.00   |
| <b>PHONOGRAPHS</b>  |         |
| 15 Warbler 614, Perfect   | 500.00  |
| 10 Warbler 512, Perfect   | 42.50   |
| 3 Records Play-Boy Speaker  | 23.50   |
| <b>IMMEDIATE DELIVERY ON BILLY'S RAPID FIRE, FLEET, SANTA BRITA, RECORD TIME, MILLS JUMBO PARADE (COTH CASH AND FREE PLAY), JENNING'S FAT TIME, CHICAGO GOING, DIXIE A SKYLINE. Ask us for your price. The above prices are effective September 21, 1940. All price machines are offered subject to price lists. The above machines are all right to use and opened subject to bill back by Gottlieb Cop. With Order, Bal. C.O.D.</b> |         |
| <b>MOSELEY VENDING MACHINE EX., INC.</b><br>800 BROAD ST., RICHMOND, VA.<br>Day Phone 2-4575 — Night Phone 5-6322   |         |

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| Billy Champ      | 20.00   | Mystery         | 15.00   |
| Big Show         | 27.50   | Mr. O'Neill     | 22.50   |
| Big Six          | 14.50   | Reaction        | 25.00   |
| Champion         | 14.50   | Red Hot         | 25.00   |
| Changer          | 14.50   | Rock            | 22.50   |
| Comet            | 14.50   | Score Card      | 30.00   |
| Emp              | 10.00   | Spotlight       | 25.00   |
| Factory Jack     | 15.00   | Thrills         | 15.00   |
| Hot Model        | 22.50   | Triple          | 15.00   |
| Fish             | 22.50   | Triple Thrill   | 10.00   |
| Golden Bell      | 15.00   | Triumph         | 22.50   |
| Keeney Mech. Gun | 15.00   | Keeney's Stable | 25.00   |
| Paris Cab        | 14.50   | Mail            | 25.00   |
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IMMEDIATE  
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**Personal Touch  
Is Game's Secret**

CHICAGO, Sept. 14.—Orders for Jennings' Roll in the Barrel continue to roll in, say officials of C. D. Jennings & Company. Jerry Haley, sales director, believes it is the personal touch of Roll in the Barrel that has made the game such a tremendous success.

"With Roll in the Barrel," said Haley, "the player has practically everything to do. There are no kickers, plungers, or bumpers. The ball is handled by the player so that everything depends upon his skill. The whirling of the barrel—like anything in motion—adds spice to the game, and that is what players want. Roll in the Barrel is crammed with novelties. The special scoring system; the free-play awards; and the whirling barrel draw the crowd and hold it for subsequent games. It is the person who plays a game several times, in succession who makes money for the operator. Continuous play by one person makes others eager to try the game and, before long the whole gang are gathered around the machine waiting their turn."

"While we have been at top production on Roll in the Barrel for several weeks, still we can't seem to keep up with the demand. Operators who order 400-yard machines to try in their territories are literally swamping us with repeat orders—and after all, it's the repeat orders that tell the story."



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- Gottlieb's  
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- Keeney's Avil-Aircraft  
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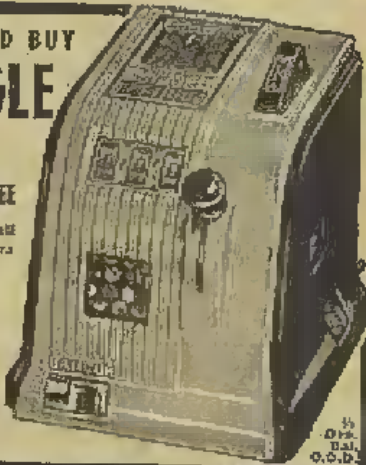
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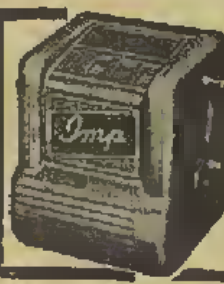


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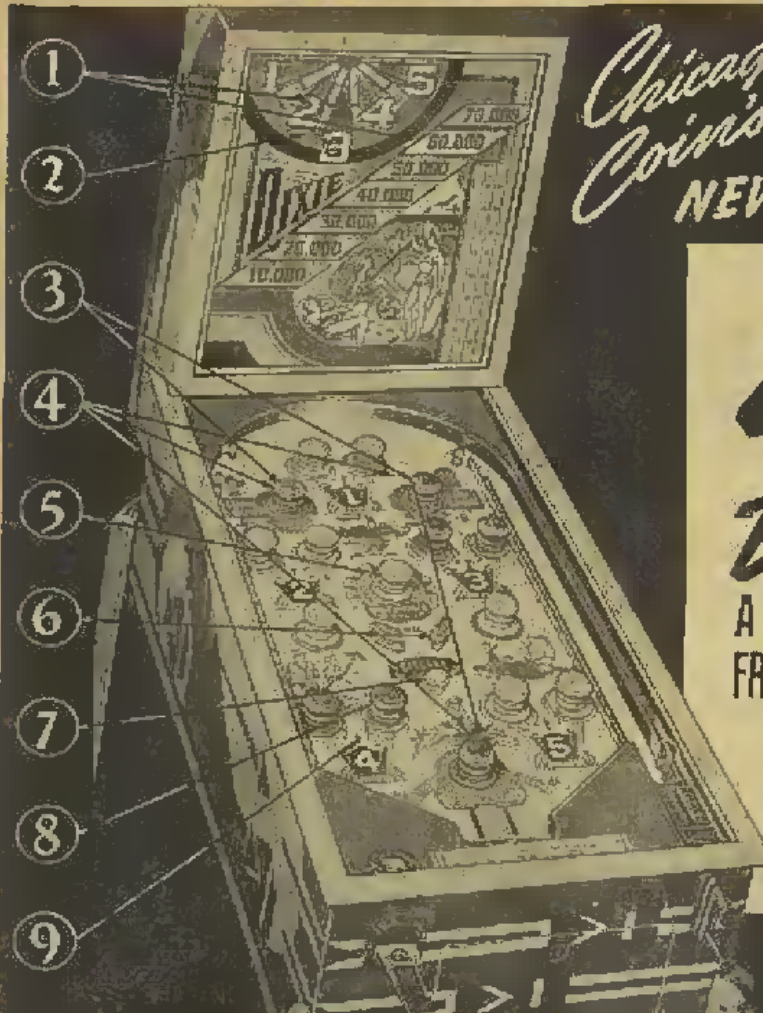
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### SPECIALS!

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| Table No. 40   | 28.00   | Scopy        | 20.00   |
| Mills 4-2-4    | 27.50   | Lot-o-Pins   | 20.00   |
| ONE Machine    | 37.00   | Ball Champ   | 20.00   |
| PowerHoles     | 37.00   | Pickers      | 18.00   |
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| SPORTS         | 38.00   | Kern-Balls   | 17.50   |
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| Spot Shot      | 40.00   | Bobber       | 16.00   |
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- |                                   |          |
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| Wurlitzer 600, 24 Rec.            | \$150.00 |
| Wurlitzer 600, 24 Rec. with Piano | 160.00   |
| Keyboard                          | 125.00   |
| Rock-Ola 1950 De Luxe, Used       | 145.50   |
| Rock-Ola Standard, 20 Rec.        | 140.00   |
| Rock-Ola Monarch, 20 Rec.         | 85.00    |
| Rock-Ola Imperial, 20 Rec. with   |          |
| Orris                             | 80.00    |
| Wurlitzer 550-A, 10 Rec. with     | 85.00    |
| Blumenthal                        | 37.00    |
| Rock-Ola Ambassador, 12 Rec.      | 37.00    |
| Rock-Ola Standard, 12 Rec.        | 28.00    |

### PAYOUTS

- |            |         |
|------------|---------|
| Grandstand | \$74.50 |
| Teledowns  | 68.50   |
| Spot Paper | 67.00   |

### MISCELLANEOUS

- |                           |                  |
|---------------------------|------------------|
| Bally Alley               | \$29.00          |
| Rock-Ola World Series     | 40.00            |
| 50 Lute P. P. Clockouts   | WRITE FOR PRICES |
| 50 Assorted Counter Games |                  |

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| 2 Gold Models, Bally | \$40.00 Each |
| 2 3 M.D. Rock-Ola    | 25.00 Each   |
| 3 Across the Board   | 15.00 Each   |
| 1 Man o' War         | 20.00        |
| 2 Progress           | 10.00 Each   |
| 1 De Luxe Peppermint | 15.00        |
| 1 Hawthorne          | 45.00        |

H. L. MARCH Brattleboro, Vermont

**WANT FIRST-CLASS EXPERIENCED MECHANIC FOR PAY-OUT TABLES, CONSOLES AND PACE'S RACES.** Give full details as to age, references, experiences and salary expected.

**WANT TO BUY FOR CASH 100 MILLS VEST POCKET BELLS**

Write or Wire Best Price

1741 Locust St. ST. LOUIS, MO. **CALL DOWDY CO.**

**BARGAINS FROM UNITED** Wisconsin's Best Progressive Distributor

4-5 FREE PLAYS

Funks	\$37.50
Pinch	24.50
Big Dip	24.50
Double	24.50
Yamaha	32.50
Wagon	37.50

Read Hundreds of Others, Send for Price List.

25 Mills 1-2-3, Late Model, White

They Sell... \$49.50

**UNITED COIN MACHINE CO.** 2111 W. Lincoln St. West Allis, Wis.

**SPECIALS**

Grimstone Pearl	Phones with 5
Like Return	Like New
Like New	\$40.50
Scopy 1938	127.50
1934-8	127.50
Daily Alley	28.00

1/2 Depot, Balance C. O. D., 701 W. Lincoln St. West Allis, Wis.

**I. L. MITCHELL & CO.**

LET US FILL YOUR REQUIREMENTS ON USED PIN GAMES WHICH WE GUARANTEE TO BE ABSOLUTELY PERFECT.

Write for Complete List! PHONE: GLENHORE 2-5450

**MACHINES AND SUPPLIES** 1070 Broadway, BROOKLYN, N. Y.

# Here it is!

KEENEY'S NEW RECORD - SMASHING

# SPEED DEMON

AN ABSOLUTELY SPECTACULAR SENSATION - NOW AT ALL KEENEY DISTRIBUTORS!

SEE IT - GET YOURS TODAY!

J. H. KEENEY & CO. INC.

"THE HOUSE THAT JACK BUILT"

1001 CALUMET AVE. CHICAGO, ILLINOIS



## Says Sport Reels Pep Counter Play

CHICAGO, Sept. 14.—Paul Gerber, of the firm of Gerber & Glass, used to think that the demand he got for World Series tickets was big when the Cubs won the pennant until Grootstein Tool Company brought out the new sport reels on Liberty Bell, and the demand for deliveries on Sport Reels has got him humming. These reels, featuring baseball, football, prize fighting, tennis, golf, hockey, and bowling, are unique and take away the effect from old-style fruit reels, which seem to meet with the approval of all operators, and Gerber, who has just returned from the West Coast, talking pleasure with business, thought it was about time to go to work. "And, believe me," says Gerber, "they ain't got me working on the Liberty Bell Sport Reel Symbols."

"It seems like Max gets wise and steps out at the right time, making his personal appearance tour thru the South and East Coast just about the time there is going to be a big run on a good number, letting me do all the work," Gerber added.

GET OUT FROM BEHIND

the **8** ball!

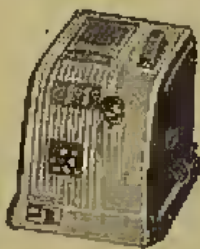
# POOL BOWLING

100% LEGAL

See Your Distributor \$99.50 or Write Directly

POOL BOWLING MFG. CO. INC., STEGER, ILL. Chicago Phone: Intercourse 3740 (direct to factory)

## AMERICAN EAGLE



World's Smallest Fruit Symbol Ball With Extra Large Token Award

ON 10 DAYS' FREE TRIAL Samples \$32.50

10 for \$230  
Ball Cam Med. 32 Extra  
BALL GUM  
35¢ per Box. 100 Pieces  
Case of 100 Pieces  
\$12.75

173 Brk., Nat. C. O. D.  
**SICKING, INC.**

1401 Central Park  
CINCINNATI, O.



ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.

## 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



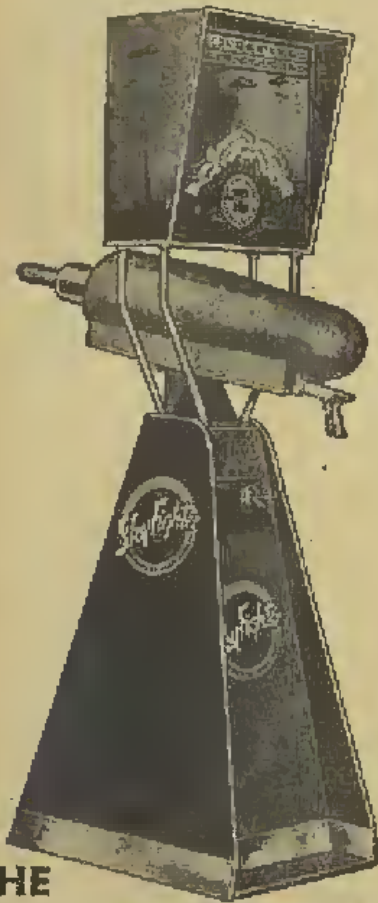
Fastest, most appealing console of its size ever built! Occupies less than 4 sq. ft. floor space! High Speed Spinner—live action, Galloping Dominos' proven mechanism—no experiment—absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Play's to .99! Slug-proof single slot. NOW IN PRODUCTION.

LOW PRICE!

H. C. EVANS & CO.  
1520-1530 W. ADAMS ST. CHICAGO

# SKY FIGHTER

TRADE MARK  
U. S. Patent No. 2,212,257, Other Patents Pending.



## THE ALL-AMERICAN CHOICE!

There's no doubt of it now — all over America  
Mutoscope's SKY FIGHTER has proven that it  
makes BIG MONEY . . . keeps on making money  
steadily for many months on the same location  
and is so STAUNCHLY AND CAREFULLY  
BUILT THAT IT GIVES LASTING SERVICE!  
With so many undeniable advantages, SKY  
FIGHTER stands out as the anti-aircraft machine  
gun that stands up — in PROFITS as well as  
PERFORMANCE!

SKY FIGHTER'S timeliness for war shooting  
practice helps you CASH IN . . . Its try-try-again  
appeal and durability mark it as one of the  
finest, smart investments ever to startle the  
industry. GET INTO ACTION NOW — with  
SKY FIGHTER! It's making records from Maine  
to California!

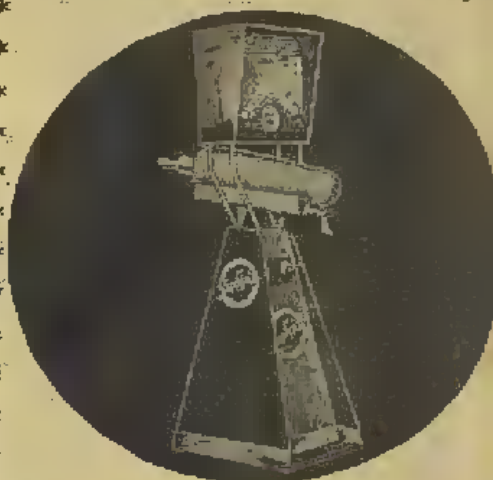
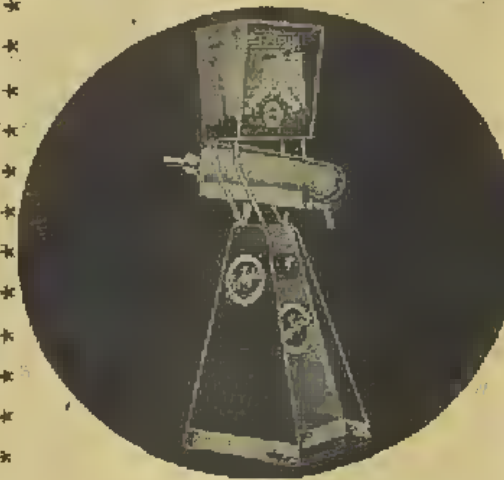
Manufactured by  
**INTERNATIONAL MUTOSCOPE  
REEL CO., INC.**  
44-01, Eleventh St.,  
Long Island City, New York

**RUSH YOUR ORDER  
TO YOUR  
DISTRIBUTOR TODAY!**

# SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



**EASY TO PLACE—GETS THE  
CREAM OF LOCATIONS!**

**REALISTIC SCENES AND SOUND  
EFFECTS NEVER BEFORE USED!**

\*SKY FIGHTER can be placed flush against the wall!  
\*Requires no special set up—doesn't interfere with  
traffic in a location . . . because it's all one compact  
\*portable unit. **MAKE MORE MONEY LONGER  
WITH SKY FIGHTER!** Write, wire, phone your  
\*order immediately to:

\*R-zat-a-lat-fat—the machine gun spits split-second  
charges at zooming enemy planes! A hit—and the  
plane screeches into a breath-taking, flaming, falling  
\*SKY FIGHTER is a super thriller—the nearest thing  
to the real action of an anti-aircraft gun! They  
can't resist it! **MAKE MORE MONEY LONGER  
WITH SKY FIGHTER!** Write, wire, phone your  
\*order to:

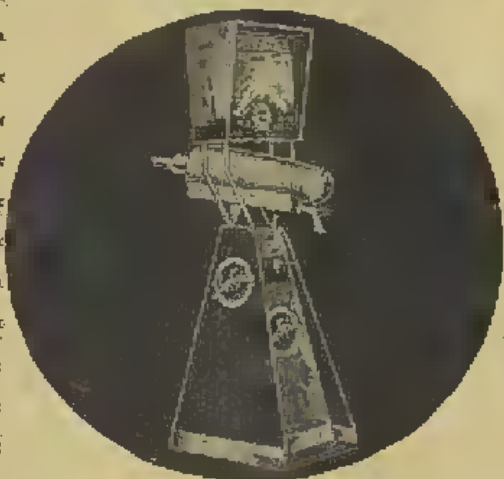
**THE VENDING MACHINE CO.**  
Fayetteville, N. C.

**HANKIN MUSIC CO.**  
258 Pryor St., S. W., Atlanta, Ga.

# SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



**TROUBLE-FREE OPERATION  
PROVEN!**

**MAKE MONEY FOR MONTHS  
ON THE SAME LOCATIONS!**

\*SKY FIGHTER is built as carefully as a fine car—  
gives the most perfect performance. Proof of this  
fact is in the solid season of trouble-free operation of  
\*SKY FIGHTERS at the New York World's Fair—  
\*where 41 machines are kept going sixteen hours a  
\*day. **MAKE MORE MONEY LONGER WITH SKY  
\*FIGHTER!** Write, wire or phone your order im-  
\*mediately to:

\*Many operators tell us in best-tide reports that SKY  
\*FIGHTERS are maintaining their appeal months after  
\*months **ON THE SAME LOCATIONS!** That shows  
\*why SKY FIGHTERS stand out as the machines that  
\*stand up! It's an investment that pays and pays  
\*and pays. **MAKE MORE MONEY LONGER WITH  
\*SKY FIGHTER!** Write, wire or phone your order  
\*immediately to:

**MODERN VENDING CO.**  
656 Broadway, New York  
822 5th St., Miami Beach, Fla.

**GERBER & GLASS**  
914 Diversay Blvd., Chicago, Ill.

**P. S.** The greatest ideas in money-making operations ever developed are the batteries of SKY FIGHTERS on the two most expensive locations in the phenomenal earnings on these locations PROVE that a "Blitzkrieg" barrage of SKY FIGHTERS, in the busy sections of ANY CITY, will make a

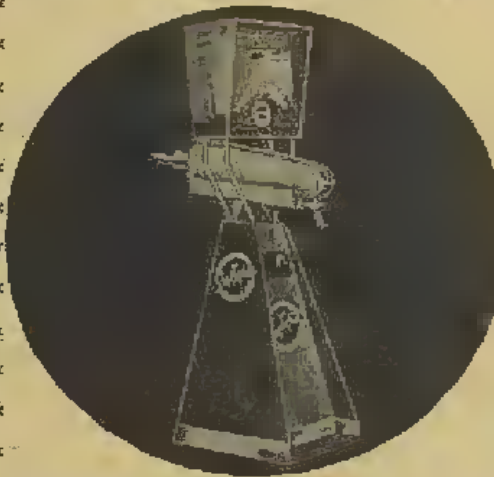


# SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



## BUILT TO LAST—LIFETIME CONSTRUCTION!

There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR . . . all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:

## \*NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!

No sir—NO SCREEN ON MUTOSCOPE'S SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY; and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

## NO PHOTO ELECTRIC CELLS!

SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine . . . another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:

### K. C. NOVELTY CO.

419 Market St., Philadelphia, Pa.  
Phone: Market 4641 — Market 9953

### A. P. SAUVE CO.

3002-3004 Grand River Ave.,  
Detroit, Mich.

### MILLS SALES CO., LTD.

1491 W. Washington Blvd., Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1825 S. W. Washington St., Portland, Ore.

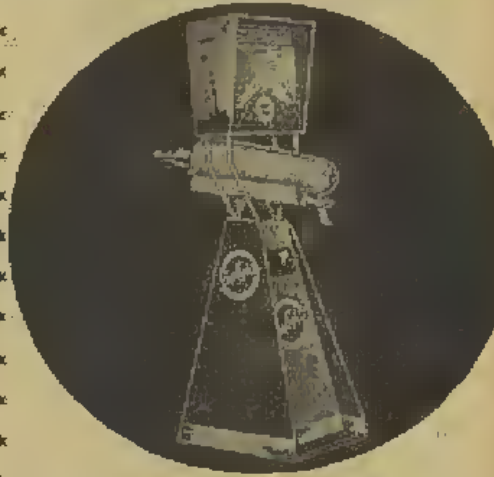
Exclusive Distributors on the Pacific Coast

# SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



## SAME FLOOR SPACE AS PIN GAME!

SKY FIGHTER requires only 23"x30" of floor space for the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

## 300 THRILLING SHOTS IN 30 SECONDS!

Imagine, if you can, the heart-stopping thrills of 300 shots in ONLY 30 SECONDS. That's ACTION with a capital "A" . . . and that's what makes SKY FIGHTER one of the greatest repeat play getters the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

## 300 POSSIBLE HITS!

Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER . . . the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:

### SQUARE AMUSEMENT CO.

38-90 Main St., Poughkeepsie, New York

### SQUARE AMUSEMENTS OF ALBANY

707-709 Broadway, Albany, N. Y.

### DENVER DISTRIBUTING CO.

1856-58 Arapahoe St.,  
Denver, Colo.

### J. H. WINFIELD CO.

1022 Main St., Buffalo, N. Y.

Record—the New York World's Fair and the "Blitzkrieg" Sports Arsenal of 18 SKY FIGHTERS in the busiest area of Broadway, New York City. Absolutely record of money. Why don't you get into action with SKY FIGHTERS in this way in YOUR TERRITORY?

**\$30 TO \$60 A WEEK!**

"RAPID-FIRES earning \$30 to \$60 a week—net profit," reports a Michigan operator. "Players stand in line to play!"

**EARNS \$15.00 A DAY!**

"My RAPID-FIRES," reports a Chicago operator, "are all doing approximately \$15.00 a day—net profit."

**\$295.75 IN 3 WEEKS!**

"\$295.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports an Illinois operator. "All profit, too—no awards."

**AVERAGE \$20 A DAY!**

"Average earnings for RAPID-FIRE," a Cleveland operator reports, "is \$20 daily—that's net to split between location and me."

**\$16.80 DAILY NET!**

"All RAPID-FIRES here," writes a New York distributor, "are averaging \$16.80 daily net and next check-up will probably show increase."

**\$37.75 IN 2 DAYS!**

"RAPID-FIRE, in a small neighborhood tavern, earned \$37.75 net the first 2 days on location."

**DAILY NET \$12.00**

"Daily net on RAPID-FIRE machines," reports a Detroit distributor, "is \$12.00—consistently maintained now for 6 weeks."



EXTRA PROFITS fill your pockets when you join the army of RAPID-FIRE operators! EXTRA PROFITS from your pin-game spots—where RAPID-FIRE not only produces big daily collections but also stimulates play on your other equipment! EXTRA PROFITS from locations where other equipment cannot be operated! EXTRA PROFITS that continue to roll in month after month!

Start a RAPID-FIRE route now and be on Easy Street all year. See your distributor or write or wire direct to factory.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO



*Bally* **RAPID-FIRE** MACHINE GUN  
WITH DUCKING, DIVING  
SUBMARINE TARGET

**ABILENE, Texas**

Jack W. Yeager  
1071 E. 18th St.  
(Phone 2992)

**ALBANY, New York**

Square Amusement of Albany  
107-109 Broadway  
(Tel. 5-4153)

**ATLANTA, Georgia**

Edgar L. Woodfin  
24 Central Ave.  
(Tel. Main 4501)

**BALTIMORE, Maryland**

The Hub Enterprises  
400-402 West Poplar St.  
(Tel. Vernon 8112)

**BLOX, Mississippi**

United Novelty Company  
324 West National Avenue  
(Tel. 101-1002)

**BIRMINGHAM, Alabama**

Birmingham Vending Company  
817 Third Avenue, North  
(Tel. 3-1713)

**BLITHEVILLE, Arkansas**

O. M. Morgan  
423 Madison Street

**BOSTON, Massachusetts**

Supreme Amusement Co. of New England, Inc.  
1095 Commonwealth Avenue  
(Tel. Longwood 3364)

**BUFFALO, New York**

Rev Amusement Company  
1441 Main Street  
(Tel. Garfield 7790)

**BUTTE, Montana**

H. B. Busch  
823 East First Street  
(Tel. 6270)

**CHARLESTON, West Virginia**

R. M. Bender Distributing Co.  
709 Rufus Ave.  
(Tel. 7-0400)

**CHICAGO, Illinois**

National Coin Machine Exchange  
7111 Division Parkway  
(Tel. Sec. 6490)

**CINCINNATI, Ohio**

Harbor Hill Distributing Co.  
409 W. Canal Street  
(Tel. Main 3173)

**CLEVELAND, Ohio**

Art Model  
5913 Prospect Avenue  
(Prospect 4351-53)

**DALLAS, Texas**

Fisher Brown  
7300 S. Harwood Street  
(Tel. 4-9133)  
Geo. Prock & Company  
9212 Holm Street  
(Tel. 7-6698)

**DENVER, Colorado**

Denver Distributing Company  
1850 Arapahoe Street  
(Tel. Conry 4800)

**DES MOINES, Iowa**

Gibson Distributing Co.  
3113 Grand Ave.  
(Phone 4-0733)

**DETROIT, Michigan**

Servo Music Company  
3072 Grand River Avenue  
(Temple 7-5188)

**ELGIN, Illinois**

Elgin Music & Novelty  
930 S. State Street  
(Tel. Elgin 7520)

**FARGO, North Dakota**

Frank D. Greenleaf  
771 3d Street, North  
(Tel. 8818)

**FLINT, Michigan**

George J. Miller  
383 Dale Street  
(Tel. 2-2437)

**HOUSTON, Texas**

Stalls and Hoxton  
1553 Lexington Street  
(Tel. Foster 4090)

**INDIANAPOLIS, Indiana**

Frank Wiscol  
435 Indianapolis Avenue  
(Tel. Lincoln 0921)

**JACKSON, Ohio**

Sunbelt Sales Company  
321 East High Street  
(Tel. 82)

**JOPLIN, Missouri**

Bruton's Automatic Supply  
1510 Main Street  
(Tel. Joplin 611)

**KALAMAZOO, Michigan**

King Pin Games Company  
825 Main Street  
(Tel. 4014)

**KANKAKEE, Illinois**

Gourtee Sales Company  
853 E. Superior Street  
(Tel. Main 360)

**KANSAS CITY, Missouri**

United Amusement Co.  
3410 Main Street  
(Tel. Valentine 5893)

**KENTON, Ohio**

Trenton Bridge  
815 North Cherry Street  
(Tel. 9580)

**KNOXVILLE, Tennessee**

Carl E. Palmer  
921 Michigan Ave.  
(Tel. 2-0400)

**LITTLE ROCK, Arkansas**

Standard Automatic Music Co.  
1500 W. 11th Street  
(Tel. 40374-7974-23469)

**LOS ANGELES, California**

Jean J. Mathorne  
3070 W. Pico Boulevard  
(Tel. Parkway 5173)

**LOUISVILLE, Kentucky**

Carl A. Hooper  
241-249 351 S. Third  
(Tel. Woburn 450-Pulman 1499)

**MEMPHIS, Tennessee**

S. & M. Sales Co., Inc.  
1074 Union Avenue  
(Tel. 5-1700)

**MILWAUKEE, Wisconsin**

Bodger Novelty Company  
3745 Bluff Street  
(Tel. Killebrew 3030)

**MOBILE, Illinois**

H. A. Manly  
1400 Fifth Avenue  
(Tel. Mobile 2910)

**MONTREAL, Quebec, Canada**

Maitimer Sales Company  
2708 Ashurst Street  
(Tel. Ashurst 1-600)

**NASHVILLE, Tennessee**

H. G. Payne Company  
214 Broadway  
(Tel. 6-4543)

**NEW ORLEANS, Louisiana**

Louisiana Amusement Company  
822 Commonwealth Street  
(Raymond 1790)

**NEW YORK, New York**

Interstate Coin Mach. Sales Corp.  
241 W. 15th Street  
(Tel. Circle 1-640-11)

**OAKLAND, California**

Northen Distributing Co.  
189 E. Park Street  
(Tel. Twin Oaks 363-6m3590)

**OMAHA, Nebraska**

Columbia Distributing Company  
714 S. 13th Street  
(Tel. JA 2210)

**ORLANDO, Florida**

Walter Fitch  
710 W. Howard Ave.  
(Phone 6130)

**PHILADELPHIA, Pennsylvania**

Keystone Vending Company  
1323-25 South Garden Street  
(Tel. Shiloh 1480-Race 8270)

**PHOENIX, Arizona**

Benson's Music Company  
216 West Washington Street  
(Tel. 2-8430)

**PITTSBURGH, Pennsylvania**

B. D. Loyal Company  
7425 John Avenue  
(Tel. Crow 7418)

**PORTLAND, Oregon**

Crown Amusement Company  
1972 West Burnside  
(Tel. Broadway 1317)

**RENO, Nevada**

Nevada Coin-O-Matic Company  
331 Lake Street  
Nevada Novelty Co.  
705 East 3rd Street

**RICHMOND, Virginia**

Watts Sales Co.  
211 W. Broad St.  
Phone 5-3377

**ROCKLAND, Maine**

Maine Automatic Service Company  
44 Park Street  
(Tel. 833)

**SAGINAW, Michigan**

Edward Hantz  
812 East Cass Avenue  
(Tel. 8-1572-5-1599)

**ST. LOUIS, Missouri**

Ideal Novelty Company  
1518 Market Street  
(Tel. Garfield 0073)

**ST. PAUL, Minnesota**

La Beau Novelty Sales Co.  
1946 University Avenue  
(Tel. Meuser 8250)

**SALT LAKE CITY, Utah**

J. H. Ruter  
71 S. 4th Street East  
(Tel. Wanda 538)

**SAN ANTONIO, Texas**

United Amusement Company  
212 South Alamo Street  
(Commer 143)

**SAN DIEGO, California**

A. J. Fox Company  
233 West I Street  
(Tel. Franklin 0497)

**SAN FRANCISCO, California**

Rev Vending Company  
250 Elm Street  
Drumay 2248

**SEATTLE, Washington**

Northwest Sales, Inc.  
3144 Eighth Avenue  
(Tel. Garfield 0-603)

**SIOUX FALLS, South Dakota**

Gordon Stout  
1121 West 10th Street  
(Tel. 1177W)

**SPOKANE, Washington**

Standard Sales Company  
1245 1/2 South Post Street  
(Tel. Adams 4904)

**SYRACUSE, New York**

Rev Amusement Company  
249 South Seneca Street  
(Tel. 5-3992)

**TORONTO, Ontario, Canada**

Baldwin International, Ltd.  
628 King Street, West  
(Tel. Adelaide 3193-97)

**WASHINGTON, D. C.**

The Hub Enterprises  
714 S. Capitol Ave.  
(Tel. Randolph 9799)

**WATERBURY, Connecticut**

Waterbury Amusement Machines Co.  
749 Buckle Hill Avenue  
Phone. Waterbury 2-6434

**WICHITA, Kansas**

Maiten Company  
208 West Douglas  
(Tel. 3-0481)

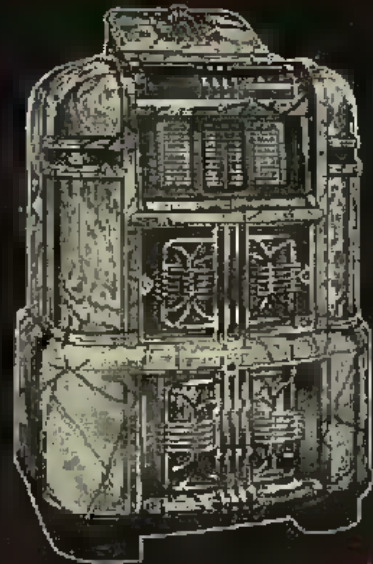
# ROCK-OLA

## Luxury Lightup

### PHONOGRAPHS and

### DIAL-A-TUNE Remote Control

#### AT DISTRIBUTOR SHOWROOMS IN THESE CITIES



Rock-Ola  
Super Model  
in Dial-A-Tune  
is Dial-A-Tune

DIAL-A-TUNE  
is Dial-A-Tune



DIAL-A-TUNE  
is Dial-A-Tune



## National Distribution

# ROCK-OLA

MANUFACTURING CORPORATION  
800 North Kedzie Avenue, Chicago

# WURLITZER BAR BOXES

FOR WIRELESS OR TWO  
WIRE SYSTEMS



*The Only Wireless Bar Boxes*  
THAT PLAY EVERY RECORD ON THE  
PHONOGRAPH AND ARE ESPECIALLY  
DESIGNED FOR BARS AND COUNTERS

**BUILT LOW** GLASSES CAN BE READILY PASSED OVER IT  
**YOU CAN'T KNOCK IT OVER** CLAMPS TO BACK  
OF BAR WITHOUT MUTILATION

**EASY TO READ** ILLUMINATED PROGRAM HOLDER

**MAXIMUM EYE AND PLAY APPEAL** FOR BAR  
AND COUNTER LOCATIONS

**BAR BOX MODEL 330** (shown above) — A big money maker.  
Has coin entry and 24 record program selector at each end;  
Gets the tickets from all directions.



**BAR BOX MODEL 331** —  
Smart looking unit with  
single illuminated 24 record  
selector; coin entry  
in center; program on each side.



**BAR BOX MODEL 332** — Smallest complete  
Bar Box made yet it enables  
patrons to select every one  
of the 24 records on the  
Wurlitzer Phonograph.

## SURE FIRE MONEY MAKERS

IN EVERY LOCATION THAT HAS A BAR OR COUNTER

● Only Wurlitzer builds a 24 record selector for Wireless or Two Wire Remote Control Systems and designed expressly for the points of greatest location traffic—the counter or the bar.

See them before you buy any remote control equipment. Install one or more in every location that has a counter or bar. Watch your Wurlitzer Phonograph earnings multiply over and over under the impetus of these beautiful selectors—sure fire money makers because they are specially designed for the busiest spots in any location—the counter or the bar.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*A Name Famous In Music For Over Two Hundred Years*

**SOLD ONLY TO MUSIC MERCHANTS**