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The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 4, 1939

15 Cents

Vol. 51. No. 44



**ENRICO
MADRIGUERA**
And His Orchestra

Now Playing Coconut
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Columbia Records
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HOT!

Count
BASIE

AND HIS ORCHESTRA

featuring

JAMES RUSHING and HELEN HUMES

After toppling records right and left at the FAMOUS DOOR in New York City and at the COLLEGE INN in Chicago, Count Basie and his orchestra moved westward for an engagement at the famous PALOMAR BALLROOM in Los Angeles. Three days before opening the Palomar went up in smoke. But two days later Basie opened at the Los Angeles Paramount.

At the Paramount as well as on all other West Coast dates, Basie has piled one sensational gross on top of the other—proving that large grosses are the rule—not the exception—with Count Basie and his orchestra.

PARAMOUNT THEATRE, Los Angeles

\$23,000 gross for the week of Oct. 6 to 12 . . . \$10,000 more than the average for the house.

SWEET'S BALLROOM, Oakland

3800 dancers at a \$1.10 admish on a one-night stand.

VOGUE BALLROOM, Los Angeles

4000 admissions at \$1.10 each with more than 2000 turned away.

SAN FRANCISCO WORLD'S FAIR

THOUSANDS of Basie fans have been flocking to Treasure Island ever since the Count opened there on Oct. 16.

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The Billboard

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November 4,
1939

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POST-FAIR INVENTORY

Foreign Bookers Making South American Play To Offset European Losses

NEW YORK, Oct. 28.—Possibility of developing South America as a heavy market for the employment of American performers, to supplant the collapse of European tours, is being investigated by agents and bookers, with the William Morris Agency being most active. The Morris office is already surveying South American conditions, and William Morris Jr. reveals the agency is going to send "two or three" people down there, "around the first of the year" to look at conditions first hand.

Local agents, and especially the larger agencies that were able to supply adequate employment to the acts, have been aloof to South America, because of the limited opportunities, heavy transportation expense, climatic conditions and regulations governing money and the length of stay.

Now, with Europe shut off as a market for American entertainment talent, the big agencies are fine-combing for new spots. Morris office is the most vitally affected on the European leg, since it has been exporting 300 to 400 acts a year to Europe. South America is being looked to this far also because of the boom that is expected from American tourists who otherwise would have spent vacations in Europe but are now expected to try South American tours.

At present the principal spots are centralized in Rio de Janeiro and Buenos Aires, but the entire South American continent is said to be dotted with theaters and small night clubs that never play American talent because

Bookers Agree To Closed Shop

Young and B-C agencies sign up with AGVA—negotiations on with others

CHICAGO, Oct. 28.—Ernie Young, operator of the Ernie Young Theatrical Agency, signed a basic agreement with the American Guild of Variety Artists on Wednesday, agreeing to a closed shop. The agreement was made a few days earlier with M. H. Barnes, head of the Barnes-Carruthers Fair Booking Association. Detailed agreements are to be worked out later, it was stated by Paul Bender, organizer for the outdoor division of AGVA.

Under the agreement signed by Young, the following minimum salaries were set for people working in units: Principals, \$50; models, \$35; dancing and choral chorus, \$30. Same scale applies for rehearsals except on pay-or-play contracts for six weeks or more, on which one week's rehearsal without pay is allowed. Among the provisions in the Barnes-Carruthers contract is one requiring first-class transportation for performers. AGVA also is negotiating with George A. Hamid, William Morris Agency, Music Corp. of America and John Ringling North, of the Ringling-Barnum circus.

Bender states that he has received encouraging letters from 10 or 12 carnivals and that he expects to meet with the owners prior to the December meetings here.

of its high cost. If a circuit could be developed, it would materially reduce talent costs to theater owners and night club operators, and would permit them to use American talent.

Hal Sands, veteran South American booker, says that he has been investigating the circuit idea for several years but has been unsuccessful with it. The only other agent active in spotting (See FOREIGN BOOKERS on page 7)

Expect AE To Authorize Extension of Ducat Code

NEW YORK, Oct. 28.—The theater ticket code and the League of New York Theaters' proposals for revision thereof are to be made the special order of business at Tuesday's (31) meeting of the council at Actors' Equity Association, it is expected that Equity will authorize an extension of the present code for a month or so, because it is held the council will not be able to reach a final decision on the new suggestions Tuesday.

At a meeting of the League and Equity representatives yesterday the League offered 17 concrete and five general proposals for revision. The Equity extension would be necessary, in the absence of final disposition, since the code expires November 1.

New Dramatist Guild-Film Pact Is Finally Readied; All Provisions Are Listed

NEW YORK, Oct. 28.—League of New York Theater Managers set to approve the alternative contract compiled by the Dramatists' Guild for picture-backed legit at a conference with Sidney Fleisher, negotiator, Wednesday, and thereby enabled the Guild to submit proposals to its membership by November 6.

In about a half dozen instances, however, the wording of clauses will be revamped for clarification. Suggestions were made by the managers' committee and in no way affect the status of the backer. Changes will not, therefore, have to go the rounds of being oked by the picture representatives. Contract terms to be submitted to Guild membership are for the most part those which have been reported in *The Billboard*. The greatest problem of price and payments for picture rights is based on gross receipts and scaled according to operating costs. Summary of contract follows:

Article VI—Payment for Motion Picture Rights

Section 1. Advance payments (previously termed bonus)—Backer is to pay to the Guild's negotiator at the drawing up of individual agreements sum no less than \$5,000; if play runs a second week, an additional \$2,500; third week, \$7,500. None of this is returnable to backer in any event such as his withdrawal from the race. Money is an "advance" on further weekly payments provided in Section 2.

(a) For purposes of this section, each week, including the first, regardless of opening date shall end Saturday night. Payments for second and third week

Landmarks Got the Play; Hotels Later Recouped Initial Beating

By LEONARD TRAUBE

NEW YORK, Oct. 28.—As the World's Fair went into its 37th and final week-end today with a total paid draw of approximately half of semi-conservative estimates, Broadway and New York in general sit back and take final inventory. What their findings will yield will not be precisely unexpected, as most show and commercial commodities anticipated the total score along about August 15 at the latest, when it became definitely known that the mystery of the meadows would never be solved from the standpoint of attendance and the absence of super-draws thereof.

Landmarks, in the biz and otherwise, may be said to have fared better as a result of the Flushing fiesta's presence than any other niche. These included such renowned stuff as the Statue of Liberty, Coney Island, Empire State Building, Bowling Green and the Battery, look-see of the Hudson, leading public buildings and hospitals, museums, Broadway as a street, Harlem to a certain extent, Greenwich Village to a greater extent, and, of course, the nationally pluggad Radio City Music Hall and Radio City buildings and services such as guided tours.

Hotels came in for a terrific lacing for the first three months, after sprucing

up and hiking rates, but the record of the last three showed an upturn, at least for the so-called strategically spotted inns. Cash registers at bars, particularly those easily entered, pop-pressed and done in good taste, rang faster and more furiously. Haberdashery stores, plus clothing outlets for men and women, came thru cick, and the cheaper film grinds on 43d street and (See POST FAIR on page 7)

Indianapolis' Legit Boom

INDIANAPOLIS, Oct. 28.—The combination of an unusually heavy first-of-the-season booking of plays and a newly organized Citizens' Theater-Gloers Committee augurs extremely well for a revived theatrical winter in English's Theater.

In less than a month English's will have presented *I Married an Angel* (Which opened the season last week); *Key Largo* (world premiere in the theater October 30); *The Farm of Three Echoes*, with Ethel Barrymore, (November 2, 3 and 4); *On Borrowed Time*, with Taylor Holmes (November 7 and 8); *Springtime for Henry*, with Edward Everett Horton (November 9, 10 and 11); *White Steed*, with Whitford Kane (November 16, 17 and 18); *Tonight We Dance*, with Ruth Chatterton (November 20, 21 and 22), and *Mambo's Daughters*, with Ethel Waters (November 27, 28 and 29). The only December (See LEGIT BOOM on page 7)

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become due if any performances are given in such respective second and third weeks.

(b) Payments must be made not later than four days after close of each week.

Section 2. Payment based on run of the play. (A)—Backer will pay for picture rights each week play runs (except as provided in Section 3) a sum fixed in the individual agreement based on the gross weekly box-office receipts in New York City and on tour. Minimum of \$7,500 or less. (Recording of contract will clarify whether these operating figures include theater expenses also). For first 15 weeks in New York, 15 per cent on first \$5,000; 20 per cent on next \$5,000 and 25 per cent on balance over \$10,000; for next 15 weeks in New York, 15 per cent of the receipts; after 30 weeks, 12½ per cent; for the run or runs on tour, 10 per cent of gross receipts.

(b) Plays operating on weekly budget between \$7,500 and \$15,000; for first 15 weeks in New York, 10 per cent of the first \$5,000; 15 per cent of the next \$5,000, and 20 per cent over \$10,000. After 15 weeks in New York, 12½ per cent; for the run on tour, 10 per cent of gross receipts.

(c) Plays operating on weekly budgets greater than \$15,000; 7½ per cent of gross weekly receipts thruout New York City run; 5 per cent for run on tour.

(B)—Percentage payments for picture rights shall be governed by the actual operating expense for such respective week regardless of whether the operating expense shall from time to time shift (See NEW DRAMATIST on page 15)

THEATERS COLLAPSE FOR ORKS

Names and Up-and-Comers Alike Share in the Footlight Gravy

Plethora of stage weeks causing ballroom famine — Brands paying from \$2,000 to \$6,500—N. Y. Paramount giving a break to new outfits

NEW YORK, Oct. 28.—Bands, both top-ranking and those whose name value is at the moment only potential, are finding theaters here and in the surrounding territory fertile ground for reaping nice financial returns and increased prestige. And since what is usually one man's meat is another's poison, the growing boom in theater employment of orks is making an appreciable dent in the profits of ballrooms in this vicinity and near-by sections for the simple reason that the number of weeks theater work available one-night dates with as much freedom as before, with the attendant loss of name attractions for dance promoters.

The great public interest in seeing its hand idols on a stage is keeping plenty of theater rostrums lit and is causing additional recruits to the ranks, with orks getting the first call every time in the transition of a theater from pit to flesh. In this area alone bands can knock off two and three months' theater work, equaling a location job in a hotel or nitery here, at twice the money for a corresponding length of time in location.

Houses in this territory now headlining orks for full weeks include the Paramount, Strand, Loew's State and Audubon here; the Flatbush and Tivoli (four days) in Brooklyn; the Carlton, Jamaica, Windsor, Bronx; Adams (formerly the Schubert) in Newark, N. J. The State, Hartford, Conn., and the Paramount, Springfield, Mass., are also close enough to come under the local orks here for prospective buyers and has caused practically a ballroom (See ORKS FINDING on opposite page)

ENRIC MADRIGUERA

(This Week's Cover Subject)

BORN in Barcelona, Spain, Enric Madriguera was a child violin prodigy, and at 14 was a finished performer, capable enough to come to America for a concert tour. Studying under Leopold Auer, famed teacher of Heifetz, Elman and Zimbalist, Enric continued his concert work here and abroad, finally becoming conductor of the Cuban Philharmonic Symphony in Havana. That was followed by his appointment to the post of concert master for the National Broadcasting Co. and musical director of Columbia Phonograph Co.

Turning to the more popular and lighter side of music, Madriguera formed his own band and since has played at some of the finest hotels and supper clubs in the country, among them the Waldorf-Astoria and Biltmore hotels, New York; the Chez Paree and Hotel Merrillon, Chicago; Arroyo Inn, Saratoga, N. Y., and La Cueva and the Pierre, New York. Foreign engagements have taken him to the famous Casino in Monte Carlo and the Havana Casino in Cuba.

In 1934 Madriguera changed his style of music to appeal to the average dance band fans and also noted for his Latin-American brand of rhythmization, he is fast making a name as a proponent of all-around dance music. Enric recently concluded an extended run at Chicago's smart Ben Air Country Club, following which he opened October 9 for a 10-week stand at the Coconut Grove, Los Angeles, with 12 NBC air shots weekly. This marks the maestro's first California engagement.

The Madrigueras are currently making Columbia records. Featured vocalist with the outfit is Patricia Gilmore, in private life Mrs. Madriguera.

Atlanta Sundays Continue

ATLANTA, Oct. 28.—Despite an Appellate Court rule to the contrary, Atlanta continues with Sunday amusement-movies, stage shows, orchestra concerts, etc.

The State Court of Appeals ruled that the Georgia blue laws make illegal the operation of any amusement on Sunday whether or not the proceeds go to charity. In Atlanta, to all intents and purposes, the Scottish Rite Hospital for Crippled Children operates the various amusements on Sunday. Mayor Hatfield said the city had no intention of interfering with the present operation of the amusements provided it was not forced to do so.

Sunday amusements are run only in 15 Georgia cities. Citizens in some of these have brought proceedings to force closing of the amusement houses on Sunday.

"Possibilities" will be found this week on page 17 and "The Broadway Beat" on page 21.

Washington House Finds Chorus A Biz Hypo; Patrons Like Bike, Ladder, Ball Numbers the Best

WASHINGTON, Oct. 28.—The box-office value of a chorus line was praised last week by officials of Warner's Earle Theater as a full year was completed for the house's permanent line of 16 girls. On November 3 the Earle Roxettes will leave the theater for about five weeks.

Harry Anger, production manager for the Earle stage, is certain that his policy of weekly revues convinces the public that there is more entertainment in this type of production than undiluted vaude. Anger points to Washington's unique week-to-week barometer of stage-plus-picture versus straight picture. Believed to be unparalleled in the country, the Earle's picture is simultaneously run at Warner's Ambassador in uptown Washington. The Earle has a top night-price of 86 cents, with a capacity of 1,800, while the Ambassador shows the same film at a top night-price of 40 cents, seating about 1,460. Despite the 26 cents difference, local theater-goers flock to the Earle, while the Ambassador does only a fair business.

The Earle liked its stage budget 25 per cent over the year previous, and so far the "take" has jumped 40 per cent.

The Earle finds that a permanent line of girls routine cuts its stage fare, in many cases giving a weak bill sufficient

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-20-58) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

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

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

Legit Out of Newark

NEWARK, N.J., Oct. 28.—The legitimate theater was dispossessed in Newark last week when the Adams Theater, home of legitimate stage plays, canceled its future bookings after a disappointing seven weeks of stage fare. Managers will continue to operate, however, presenting vaude and first-run feature films.

Advertised bookings for vaude include Martha Raye, Milt Britton and his band, the Dead End Kids, Bob Crosby and his crew, Cab Calloway and orchestra plus Cotton Club Revue and Artie Shaw and band.

Locke Out of "Hamlet"

PITTSBURGH, Oct. 28.—Katherine Locke, Ophelia in Maurice Evans' *Hamlet*, left the show's cast here after its week engagement to go into new play by Dr. Gustav Eckstein, *Christmas Eve*, being produced by Guthrie McClintic. Carmen Matthews, previously in one of the ladies-in-waiting roles, takes over the part of Ophelia. Evans will end his engagement in St. Louis November 23 and return to New York for another engagement.

strength to please. It is believed that the Earle is the only combo house in the country, with the exceptions of the RKO and Music Hall in New York, that employs a permanent chorus line.

Originally the girls were hired thru an arrangement with Pancho & Marco, but now the Earle makes its own replacements, even tho' the props and costumes still continue to come from P. & M. The girls have an average two years' experience with P. & M. A Gae Poster, the oldest being 23 and the youngest 18. They average five feet four and 119 pounds. Any week that the Earle stage is given over to a band unit the girls are given a layoff with half pay, also there are two rehearsals a day to prepare for the following week. Each week Anolyn Arden teaches the girls new routines. During their year at the Earle the Roxettes have produced 110 different routines and to test audience reaction, the theater had patrons register preferences.

The Roxettes have at least 100 "trick" numbers, including bicycles, unicycles, ladders, walking balls, marimbas, etc.: 75 rhythm numbers and 65 "pretty" routines. The majority of fees have been good. Even patrons occasionally supply routines. One spectator suggested a number using the girls on scooters, and a few weeks later this was done.

Most popular number has been a roller-skating number which the girls developed. Bicycle production was next, a walking ladder routine was voted the third, walking balls as fourth, a "pretty" feathers number a la Ziegfeld rated a fifth and the straight tap precision routine did not get into the voting until sixth place.

An experiment tried by the Earle last week was a routine using 18 marimbas. The Roxettes rehearsed five weeks for it.

Thru Sugar's Domino

IF ANYBODY were to trouble himself to the extent of branding us as an alarmist we would put up a very mild defense because of the realization amounting us that we have on more than a few occasions contributed to the disturbing of the peace of each occasion by pleading justification, however, by the subservience of the means to the end. And our conscience is clear in respect to the point that our object has invariably been to help amusements or a specific branch of the great industry. In the sphere of vaudeville, however, we have on only very rare occasions contributed our small share towards the intensification of pessimism or the raising of discordant notes of realism in a symphony of hope. There has been it must be confessed, something more than discernment in the rather persistent manner in which we have acted as a protagonist for vaudeville. That additional ingredient can be called sentiment, love, nostalgia or any of the things most suitable to the vocabulary of the name-caller. Whatever it has been, we have at least been conscious of our prejudice in favor of a branch of the business, which is today giving a brave demonstration of its ability to survive the hardest knocks that have ever been inflicted on an institution in our time.

Thus far we have no tangible cause to link to the fear we experience that the present renaissance of vaudeville may turn out to be a short-lived triumph for the many thousands who have been searching vainly for its manifestations for about nine years. There is no palpable setback that we can record. That is no theater has yet indicated by the reversal to straight pictures or by closing their doors that vaudeville has not been able to accomplish all the things its champions have been claiming.

If such were the case this comment would be superfluous, the news column would be telling the story more bluntly than it has been our wont to tell it here. No, the handwriting isn't even on the wall yet, but we are beginning to wonder how soon the ominous symbols will appear. We wonder because we are in the understandings on which our restless legs have taken us in recent weeks the germ of defeat for the comeback campaign that was launched around Labor Day.

We had the occasion to exchange chit-chat several days before sitting down to write this calamitous piece with an important executive of one of the major theater chains. Most of the talk concerned vaudeville, and Mr. Theater Executive did much to encourage us. He was frank to admit that his circuit, which had not long ago done everything possible to kill vaudeville, has of late been kindly disposed towards the re-installation of vaudeville. Not because the big shots of his outfit suddenly became enamored of vaudeville, but simply because they were cognizant of the instability of chance games, giveaways and double features as factors on which to build the future of a circuit. They are now by any means in a contemplative mood, decided that vaudeville as an adjunct to a single feature is the solution to their problem. But they were at least agreed on the wisdom of giving vaudeville another chance to prove its mettle.

The circuit represented by our conferee is one of the most important in the country. It is involved in so many important situations; it has such tremendous bargaining and buying power that any move it would make in the present or future would have a far-reaching effect on its reverberations all over the country. So when we refer to that circuit and its attitude we are not touching upon an isolated, inconsequential case. The executive is stated to us confidentially (which is not by any means an invention, his circuit must remain anonymous) that thus far his outfit has hardly moved a step in the direction of inaugurating combing policies—despite its great interest in giving vaudeville more than a "whitening" of its image, and that the stage crafts unions for the hesitancy, and he insists that unless the various unions involved in the back and front of the (See SUGAR'S DOMINO on page 4)

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Brandt Vaude Called 'Permanent' For 'Real Talent'; Party Dept. Makes Converts, Hypos Off Nights

NEW YORK, Oct. 28.—With four local Brandt theaters now entering their sixth week as vaudeville, Billy Brandt, circuit exec, this week says he will be a permanent fixture for real talent, even tho' vaude has not gone over in other houses.

Brandt's opinion followed an analysis of the circuit's experiment, in which he pointed out that three of the combination houses, the Flatbush, Windsor and Carlton, were drawing good attendance. The Audubon is regarded as a weak also-ran and may be shifted back to double features in the event operation with a smaller vaude budget is not successful.

According to Brandt, Audubon is not located as well as the other Brandt houses—being on the westerly side of upper Manhattan. Drawing territory is potentially great, but is too close to downtown first-run theaters. Other three theaters, on the other hand, have no such problem. Flatbush, says Brandt, draws from a population of 2,500,000 and is in the Flatbush Square of Brooklyn. Windsor, on Fordham road, taps 1,500,000 from the Bronx and an additional 500,000 from Westchester. Jamaica draws from 1,250,000 in Queens County and 500,000 in Long Island.

Brandt claims that their experiments have shown that, since the so-called death of vaude, a new generation has arisen that knows nothing of vaude but is responding to the Brandt's policy in great numbers. Included are a great many older people who turn to diversified entertainment, as against a steady stream of moviegoers. "That we have kept faith in this belief," added Brandt, "can be seen by our bookings."

Houses have already played Sammy Kaye, Andrews Sisters, Cab Calloway, Larry Clinton, George Jessel, Jack Teagarden, Jack Haley and Mary Carlisle. Ben Bernie goes in next week and others to follow include Gray Gordon, Carole Venuta, Diamond Boys, Will Osborne, Gene Nelson and Harriet Hilliard, Bob Crosby, Teddy Powell and others. Bookings are set up to January 1. Cab Calloway still holds the record at the houses with a take of \$15,200 at the

Flatbush, according to Brandt.

Brandt execs are regarding their theater party department with increased interest, claiming that it is fulfilling a twofold purpose. Theater department gives a discount to organizations, schools and large groups which care to see the shows. Firstly, says Brandt, this makes new converts to the type of show. Secondly, discounts for parties are given only on off days, resulting in increased business.

Arthur Fisher is booking the Brandt houses, which are getting away from name bands and leaning toward variety bills, featuring film names and smaller bands.

Antioch Collegians In Provincetown Try

NEW YORK, Oct. 28.—Both the Producers Theater, Inc., a group of Antioch Collegians, and Paul F. Tretschler, author, made local debuts Wednesday (25) at Greenwich Village's famous Provincetown Playhouse. The actors showed promise. General economic conditions today, however, may be more than this enterprising group can handle in its aspirations to establish a Provincetown Playhouse company that pays its way.

The play, *Cure for Matrimony*, came thru only spasmodically with its intended comedy. It would take a good script surgeon to carve out of it a show sophisticated enough for the Broadway boards. On opening night it ran an hour overtime.

The outstanding achievement of the venture thus far is the introduction of Priscilla Jamison. The red-headed lead is a little actress who handles lines deftly. She has a fresh and easy footlight manner and a build that will take costume.

The story of the evening is that of a newlywed psychologist bent on experimenting with himself and his bride to determine their monogamous or polygamous characters. In-directors and screw-loose actors and actresses of a motion picture company are all pressed into service for the lab work. The story and the mechanics, however, seem to enervate the author, with the result that he plumb forgot an essential point.

The Playhouse has been cleaned up nicely and the benches made a bit more comfortable by seat padding, so that, were the production of average length, patronage should not be too hard to solicit. Box office ranges from 55 cents to \$1.65. No balcony. Sylvia Weiss.

Legit Popularity Poll

MANITOWOC, Wis., Oct. 28.—The Manitowoc Herald-Times is conducting in co-operation with the Chamber of Commerce a questionnaire to determine how many citizens are interested in legitimate attractions scheduled to be presented by the Legitimate Theater Corp. of New York at the Capitol Theater here. Five cities in Wisconsin, outside of Milwaukee, are slated to be included in the itinerary.

"Road" Opens Bridgeport For Week; Terrific Take

BRIDGEPORT, Conn., Oct. 28.—Accomplishing the impossible is credited to Lester A. Smith, local manager for Julie Leventhal, when he booked Tobacco Road for a week's run here at the Loew-Lyric Theater last week, the first time in Bridgeport's history that a legitimate production has played this burg for a full week.

Since it did a tremendous business. Aided by two-for-ones at the beginning of the week, many had to be turned away to pay the regular prices later. House is a 2,200-seater.

San Carlo's 30G in Loop

CHICAGO, Oct. 28.—Popularity of bargain-priced opera reached a new high at the Auditorium Theater, where 52,000 customers attended the series of 16 San Carlo performances, ending Sunday. Fees ranged from 25 cents to \$1.50 and total gross amounted to some \$30,000. Attendance is second largest in the local history of this troupe.

Loyal!

DUBUQUE, Ia., Oct. 28.—As soon as Tiny Hill learned that the local Julian Hill was on the labor unfair list he and his ork boys moved to Canfield, neighboring town, to live while playing one-nighters in this territory. Angle is that Maestro Tiny is a loyal union supporter now after the two sides slapped him by the maskster group in Chicago.

Orks Finding Bull Market in Theater Weeks Around N. Y.

(Continued from opposite page)

famine. And after the theater work, leaders prefer to take college and private dates for the open days before starting on a location, due to more money for this type of one-nighter.

Paramount band policy dates back several years, with the Strand coming in for its share of the gravy only last season. Brandt Brothers can take a bow for introducing name orks to the nabe houses when they started the policy in their Flatbush Theater last spring, with enough successful results to warrant expanding it to the other three local houses this season. Theaters pay scale and a little above, with the (See ORKS FINDING on page 8)

Never Too Late

WILMINGTON, Dela., Oct. 28.—Undimmed by a premiere which ran two hours overtime, two dancers in the cast of *Very Warm for May* were married here by Mayor Walter W. Bacon, who waited from 11 p.m. to 1 a.m. to carry out the job. The dancers, Kathleen (Kay) Picture and John J. (Jack) Seymour didn't even have time to peel off their stage make-up. Fellow troupers who had also rushed to the mayor's office didn't get in on the ceremony, the couple developing a case of stage fright at the last moment.

Philly Stage Quizzes May Open Nabes

PHILADELPHIA, Oct. 28.—Further opportunities may be given to performers to get work in nabe film houses. Independent exhibitors here are considering a series of quizzes to be instituted in their houses. The technique will be similar to that used by the Dr. IQ program on the NBC Red network. Pseudoholders will be singled out to answer questions hurled at them, and those supplying the correct answers will be given various sums of cash.

The plan was inspired by the appearance of Dr. IQ, now in his fourth consecutive Monday at the Stanley Theater here. There was capacity bias at that spot those evenings. Since bingo was banned exhibits have been looking for something to take its place. They believe they have a good substitute in quiz shows.

Several bookers are already going after the exhibitors to supply the emcees needed for the programs.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Lawyers' Guild Found Guilty Of Offering Dramatic Crime

NEW YORK, Oct. 28.—By inviting the trade press to its showing of *Court Street* (October 20-22) at the Heckscher Theater, the National Lawyers' Guild would seem to be taking a step toward returning to professional theatrical standards. On that basis, the results are tragic. Harry T. Thurschwell, who wrote the number, was mightily courageous to expose his company to the lawyers who acted therein can rest assured they'll not be harassed by dramatic talent scouts. If it was the Guild's intent to amuse itself and the casts' uncles and aunts, one can only say that the Guild taxed the patience and good-naturedness of the family circle.

The drama chronicled the tribulations befalling a young lawyer, Sylvia Weiss.

Kit's Pitt Split

PITTSBURGH, Oct. 28.—Katharine Cornell's *No Time for Comedy* is the first show to be booked into the Nixon this season on a part-weekly basis. The show will play Pittsburgh four days, beginning Wednesday, January 24, because it will require four days' traveling time after its scheduled closing in Los Angeles January 20.

Hub Majestic's Combo

BOSTON, Oct. 28.—Roy Gill, lessee-manager of Norumbega Park, will embark on another venture within the next few weeks when he opens an indoor amusement exposition, combined with a night club and stage shows, in the old Majestic Theater, dark for the past three years.

Gill will bring to the new spot many of the same bands featured at the Totem Pole in Norumbega Park and will book circus and indoor acts for entertainment. The Majestic was recently purchased by the Messrs. Shubert and immediately leased to Gill.

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30,000..9.85	70,000..15.65	150,000..27.25	500,000..78.00
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BUMPER STAR SEASON LOOKS

Radio Execs Believe Three New Stars, or More, Due This Year

NEW YORK, Oct. 28.—Altho it is exceedingly early in the new radio season, it looks as tho a number of new radio stars may be built during the next six months. It is probable to say that at least two and possibly three are on the way up, and with these looking so likely the current season may go down on the books as one of the best in recent years from the standpoint of talent building. Three acts figured as slated for the new division are Denis Day, Jack Benny's new tenor; Uncle Jonathan (Orth Bell), Columbia's new comic, and Marie Green and her Merry Men, vocal group introduced on the Peace show. Denis Day, like Bell, is under contract to Columbia Artists. Miss Green is under contract to Arthur Rush, free-lance agent until recently Coast head of the CBS artists' bureau.

Unless the trade's predictions go completely askew, Day is considered certain to hit stellar ranks in a year or less, just as his predecessor, Kenny Baker, did. The Benny tenor spot is considered the best of its kind in radio. Before Baker, show helped establish Frank Parker, who quit because of a money pang, re-

portedly, with Benny. Another tenor who is figured in a good spot is Don Reid, new vocalist with Al Pearce.

Altho Bell has not yet been sold commercially, talent execs in the business figure he is an unusually strong bet, and one of the best comic candidates of recent radio seasons.

Miss Green's troupe is currently one of the most talked about acts in the industry. Quintet does classic and swing tunes.

Phono Record Mess Encourages E. T.

NEW YORK, Oct. 28.—Owing to muddled conditions and legal tangle surrounding the use of records for radio broadcasting, transcription companies are hoping to grab additional revenue in the event stations cannot see their way clear to use phono disks. Associated Music Publishers, for instance, has already queried 100 stations as to whether the stations would subscribe to a supplementary service designed to fill in the gap which would be created in the event use of records are legally mixed. Majority of the replies were affirmative.

Problem of the transcription companies would be to supply name bands. Waxers think they can do this, but opinion in the trade is that it will be very rough proposition because record companies may not allow their bands to cut disks for e. t. companies. On other hand, however, e. t. men claim that name bands need circulation and will turn to e. t.'s in event radio is closed to records.

Top bands wax for transcription companies now and have been doing this for a long time, but usual practice is to do the job under phony names. Transcription men realize that ultimate disposition of the record problem may permit licensing of records for broadcasting. They feel, however, that rates will be too exorbitant—judged on the basis of those released by RCA-Victor—and e. t.'s will still be able to edge in.

WMAL Feeds Blue

WASHINGTON, Oct. 28.—A locally produced show, *Dreams Come True*, will be fed to NBC Blue Network as a sustaining feature beginning November 3. Originating station will be WMAL. Program for past year has been sponsored over WRD by P. J. Nee, furniture company. Program features singing by El Gary and Lynn Allison, with house orchestra.

Gimmick and News Shows Cause Weary Struggle for Chi Actors

CHICAGO, Oct. 28.—Rank-and-file radio talent in Chi is experiencing some of the toughest going this fall that it has ever had to put up with. Majority of the thespians are getting little dabs of work here and there, what with slide films, the auto show and meager p. a. dates, but on the whole it is not enough to worry the wolf.

Reason for this is twofold: (1) Bigger number of radio actors on the scene than ever before, and (2) fewer local shows due to pressure from net shows originating elsewhere. Third reason can also be mentioned as a contributing factor, altho it is not as important as first two, the present deluge of news and gimmick shows which are usually handled by staff announcers or emcees.

Agency files are jam-packed with audition applications today, and when a call is sent out that a part is being cast a deluge of applicants shows up. At present there are an estimated 1,200 actors, singers and announcers in Chi. Of this number, it is conservatively judged that probably not more than 150 are steadily active in local radio.

N. Y. Station Publicity Chart

NEW YORK, Oct. 28.—Analysis of publicity breaks gained by New York stations in radio columns and "best bet boxes" in metropolitan New York dailies restores WABC to the number one position. Station, which had been in the lead since the complications were begun, gave way last month to WJZ, NBC Blue outlet, which is now third, preceded by WEAJ, NBC Red station, and WABC. WOR is in its accustomed fourth place, followed by WMCA as a rather strong fifth. Practically all stations are off in free space as against last year.

One major change in the indie station situation finds WHN down from sixth to eighth place. Since the station sold a big block of afternoon time to a horse-racing paper, it has had to cancel many special events, with the resultant space loss. WHN's descent, however, is WQXR's great luck, station going up and now following WMCA. Another surprise is WNYC's strong showing, after WQXR.

In the chart below, "F" indicates best bet boxes mention; "C" indicates radio column breaks and "GT" the grand total of these two figures.

STATION	1939			1938		
	F.	C.	GT.	F.	C.	GT.
WABC	806	148	754	871	250	1121
WEAF	433	137	570	567	232	799
WJZ	454	129	583	569	154	714
WOR	303	114	419	346	115	461
WMCA	247	75	322	293	100	393
WQXR	131	33	164	117	31	148
WNYC	126	25	153	108	64	172
WHN	90	27	117	127	27	154
WNEW	98	17	115	123	18	141
WEVD	72	13	85	59	12	71
WINS	44	11	55	71	13	84
WNEX	—	—	—	5	—	5
TOTAL	2795	712	3507	3407	978	4385

FCC Members Talk Tee Help; Report Will Stabilize Field

WASHINGTON, Oct. 28.—Federal Communications Commission committee on television will soon release part two of its report. Report, while mainly an informational digest for use of the full commission, is to be released to the public to offset impressions gained from the first part. Effort will be made to stimulate public confidence in television, because radio men have complained to the FCC that television is "ready to go on the rocks unless the government gives it a pat on the back." General reaction to part one of the committee's report was that television was too risky to warrant heavy cost of home receivers. Broadcasters told committee members that following the report sales of television receivers dropped off.

Various ways to come to the rescue have been discussed by Commissioners T. A. M. Craven, committee chairman; Norman S. Case and Thad H. Brown, among them the suggestion that sponsored television programs be permitted. It is thought that the committee may

recommend such a course, but insiders at the FCC brand a ridiculous speculation that a government subsidy would be recommended. A government subsidy is fantastic, one authority declared, pointing out that there has been every effort to keep the government out of radio. Appearance of the subsidy idea in a trade journal was believed to be a "plant," altho no one at the FCC would guess who was responsible.

It was explained that the FCC committee still has a duty to the public in preventing a mushroom growth in television which, in the end, might collapse. The public would hold the FCC responsible for its investment in receiving sets if radical changes outmoded home receivers. Caution is needed, FCC men state, if the public is to be protected on one hand and the industry is to be encouraged on the other. More probable is that the committee will reveal information accumulated since the first report making television a more substantial art than it was last spring. Recently the impression gained ground that it would be possible to license more stations than believed possible at first. The limited number of channels seemed to mean television might be reserved only for metropolitan centers, while the distribution of stations would be restricted to the cities of New York, Chicago and Hollywood. Today it is thought that stations may duplicate themselves on the same channels every 300 miles, but this is by no means certain.

To convince the public that television is at hand, radio manufacturers, RCA, Philco, Zenith, DuMont and others, are reported as preparing to slash prices on home sets.

WCAU Staff Changes

PHILADELPHIA, Oct. 28.—A shuffling around of personnel at WCAU has resulted in Horace Pheyl, production manager of the station, and Harry E. Ehrhart, of the engineering staff, to be made night managers. Charles DeLynn has been named morning manager in charge of the opening at 5:55 a. m. until the office opens at 9 a. m. Hugh Walton, formerly chief announcer, has been appointed production manager to succeed Pheyl, who is in Horace Pheyl, production manager of the station, and Harry E. Ehrhart, of the engineering staff, to be made night managers. Charles DeLynn has been named morning manager in charge of the opening at 5:55 a. m. until the office opens at 9 a. m. Hugh Walton, formerly chief announcer, has been appointed production manager to succeed Pheyl, who is in Horace Pheyl, production manager of the station, and Harry E. Ehrhart, of the engineering staff, to be made night managers. 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FILM YARNS FOR DAYTIME

Mutual, Axton-Fisher Pondering 'Musico'; 'Zingo' in Detroit

NEW YORK, Oct. 28.—Mutual Broadcasting System put an audition on its private lines this week of the Musico program, bingo-type show which recently started on WGN, Mutual's Chicago outlet. Network submitted the program to its station managers for their reactions, seeking to establish whether the stations think the show is adaptable to network programming and whether the stations want to carry the program.

'Musico,' invented by John Farwell, plays songs, titles of which, if guessed, are filled in across cards, enable listeners to win cash prizes. Show has been very successful in Chicago.

Understood that Axton-Fisher Tobacco Co. is interested in the program for its various products. Officials of the company recently went to Chicago to consult with Louis Cowan, who is promoting the program for Farwell.

CHICAGO, Oct. 28.—Fred Weber, general manager of the Mutual Broadcasting System, was in Chicago this week, supposedly in connection with the Musico program as a Mutual attraction.

DETROIT, Oct. 28.—A new program over CKLW features a new game, Zingo. Sponsor is Colonial Department Stores. Bud Lynch, from CKOK, Hamilton, and Frank Burke announce the show.

Forms for the game are obtained from the local newspapers and listeners guess what sound effects are as they come thru a dramatic presentation. Persons sending in correct replies are given a dollar. Program heard each Tuesday evening, 7:30 to 7:45.

POST FAIR

(Continued from page 3)
within a short radius of that former big-time alley suffered little, if at all, they being packed more often than not.

Few Novelty Shops

Wildcat stores for the sale of novelty merchandise with accent on WF items did not, strangely enough, mushroom up at fair's opening April 30. This is almost strictly wait-and-see business and its protagonists are therefore not exactly adventurers. It wasn't before some time in June that they started to spring up all along Broadway and the side streets. Prices were chopped, but, even so, were not made uniform. It all depended on where one sought the goods with their Trylon and Perisphere designs. There was some fancy chiseling on royalty payoffs according to still-current whispers, but that's not important save insofar as indifference to paying for the privilege lent itself to trimming of prices which led to a mild sort of price war.

Beginning with the baseball world series and, directly following, the winter season, crowds from out of town were more in evidence than was looked for. One logical reason advanced for this, at least for October, is that the fair's calendar month was cut from six bits to four bits. September's not inconsiderable traffic was traced to a combination of the baseball classic, the hushy joints, sippy weather and, on the negative side, closing of metropolitan beaches and resorts which proved to be acutely competitive.

Few, if any, natives who are in the trade are thinking of the fair and 1940. They want to be left alone—to untangle their headaches, if any, in the current year of grace before planning for leap year.

Tele May Mean End Of Phooey Material

NEW YORK, Oct. 28.—Prediction that television will need better writers or better writing than radio is being made by talent executives working in the new field. The visual element necessitates a better brand of copy, and it is felt that the current type of pap dished out—particularly in daytime serial programs—is impossible in television. That these same radio writers will move over en masse into tele is considered hardly likely.

Different execs in the industry have mulled the idea of canned television—and Lee De Forest is understood to have had such a plan for a long time. Such a system might lessen the use of material. Details would include a plan of film distribution, similar to that used in booking pictures around the country, and stations could subscribe to a "television library" in much the same way they now subscribe to a transcription service. In fact, certain transcription producers, like Langlois & Wentworth, are investigating possibilities of trying up with a canned tele service as soon as practicable.

FOREIGN BOOKERS

(Continued from page 3)
American performers in South America has been Max Roth, of the Charles Allen office, who also says he is going to concentrate more on South America. Harry Nathans (Swift and Nathan office), who had 90 per cent of his eggs in the European basket, says that he plans to book acts into Montevideo and Buenos Aires, and will work with the Charles Tucker office, of London, to try and book European acts who have been stuck in this country and have been unable to return.

Americans acts are expected to get more of a play too, this year, because most of the French and English performers working in South America, of which there were many, have gone back to their countries. This is expected to open up the market considerably, even if the circuit idea fails to materialize right away.

Daytime Serial Rights to Pix Stories Obtained by Ed Wolfe

NEW YORK, Oct. 28.—An important step in improving the quality of daytime radio serial programs and taking them out of the same mold in which they have been cast for many years has been taken by the Ed Wolfe office. Firm has deals with RKO and Columbia Pictures wherein the film studios sell daytime radio serialization rights of their pictures and stories. Wolfe is working on a similar deal with Paramount, and has also signed with several name novelists, getting similar rights on their books. A fortnight ago, the Phillips Lord office contracted with Fannie Hurst, Edna Ferber and the estate of S. S. Van Dine (Willard Huntington Wright) for radio serialization

rights, the stories now being adapted. By Kathleen Norris, strip sponsored by General Mills, is being produced by the Lord office as well. With the likelihood that other program producers will follow the Wolfe and Lord examples of substituting showmanship for the present daytime hokey, it's quite likely that important structural and entertainment quota changes may soon take place in network daytime schedules.

Wolfe's plan is to serialize the picture stories for as many five-time-a-week programs as necessary. Thus, one picture may run for six weeks, another five and another 10. Deals with sponsors will simply call for providing the stories, without mentioning specific lengths of runs for each. Wolfe's contracts with the film studios include rights to those stories which may have been done on the Lux Radio Theater, wherein the stories are dramatized with film stars in hour presentations. Opinion is that the Lux presentation will not affect the daytime audience and that strip production will allow for much greater story development.

Wolfe is using a stable of writers to adapt the film yarns. One of the scribes is Doris Gilbert, now with World Broadcasting System. Miss Gilbert has done more than a score of the Lux adaptations. Wolfe may also try to build a "matinee idol," a daytime showmanship touch that hasn't heretofore been attempted in radio.

LEGIT BOOM

(Continued from page 3)
bookings are Abe Lincoln in Illinois, with Raymond Massey, December 21, 22 and 23, and Tobacco Road, which will make its annual Christmas-week stand here.

The Citizens' Theater-Goes Committee of Indianapolis is a new wrinkle here. Organized by the Chamber of Commerce this year, the group has as patrons all the city's prominent theater-goers. Using the list of ticket-buyers at English's as a mailing list, the committee has sent out literature selling the new theatrical season and urging an increased theater patronage during the 1939-1940 season. According to Vincent Burke, manager of English's, the stunt deserves credit for increasing the advance sale on the first few plays.

Another new kind of exploitation which is expected to benefit English's is being carried out by a downtown department store which proposes to sponsor a series of play reviews during the season. In advance of each play, the drama will be reviewed by a prominent local dramatic devotee. The lectures are free and open to the public.

New Detroit Producers

DETROIT, Oct. 28.—New radio production unit is being established here under name of the Allan Miller Productions. Besides Miller, other in the agency include William G. Cavanaugh and Norman G. Randolph.

DETROIT, Oct. 28.—Stanislaw Leskiewicz, who has conducted the Polish Radio Advertising Co. here for some time, has formed the Polish Variety Bureau, which will furnish radio programs.

Rail Talent Chicago

By HAROLD HUMPHREY

PLENTY of names scheduled for AFRA's second annual "Antics" set for November 10, among them KATHARINE CORNELL, MAURICE EVANS, JOE E. BROWN, FRANCIS LEDERER, JOHN BARRYMORE and AFRA's national proxy, EDDIE CANTOR. . . . STANLEY COPPOLON will appear before Judge Borell Saturday (4), where he will be wed to MYRTLE ERICKSON, nonprofessional. . . . DeWitt McBRIDE, recently cast on the Tom Mix show, will become a father in February. . . . HUGH STUBBAKER, who has been in Chicago, hopped off on an early vacation to Sarasota, Fla. . . . Actor LEE YOUNG experienced a tough break. He was all set for a part in the LUNTS' new play when a last-minute slip-up knocked it in his hands. . . . BLOUCE WRIGHT is doing a chore on the Stepmother show. . . . GRACE LOCKWOOD, character actress of many successes both on the stage and in radio, celebrated her birthday anniversary last Friday by throwing a huge party.

Westerners, already employed on shows of Bronson & Williamson, cloggie makers, are being groomed for another B. & W. 15-minute shot to be transferred for a day-time slot decisions. . . . If Jimmy Dorey's booking office can arrange other dates for the maestro in Hollywood, the band will definitely be set on the "Fibber McGee and Molly" show. . . . Lum and Abner are being brought out to the Midwestern from Hollywood by Vaughn Richardson for a string of p-u. dates. First is the Orpheum Theater, Memphis, November 9. CBS will pick up their air time from the theaters.

PHOTOGRAPHS

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TED STEELE
Medical Director for
ROGER WHITE PRODUCTIONS
Now Playing
"SOCIETY GIRL"
CBS Daily 8:15-9:30, 12:15-1:45

Benny Rubin is in town being auditioned for a new comedy show built by Producer Les Wetmore. Stint was shown to F. K. Wrigley Thursday, but whether the gum king was interested is still a big secret. . . . Bob Cunningham, WBBM producer, has been switched to new-casting. . . . Dick Todd and the

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Program Reviews

EDST Unless Otherwise Indicated

'Frank Novak's Musiccreators'

Reviewed Tuesday, 7:30-7:45 p.m. Style—Musical. Sponsor—Adams Cliche Co. Agency—Badger, Hershey & Brownling. Station—WJZ (NBC-Blue network).

Talent on this program is intrinsically all right, but performances need hyping, judged by Tuesday's standards. Novak's band was not so forte in a rendition of the standard, *A Pretty Girl Is Like a Melody*, and showed to poor advantage in its accompaniment of *Hallelujah*, sung by the Star Dancers. The rendition of *Temptation* was strong, with arrangement particularly good. Also keen in *In the Shade of the Old Apple Tree*.

Program also has the Chickets Sextet, instrumentalists who did a swing *Derkinton Strutters Ball*.

Program caught was uneven. Novak can deliver good music, as he did in his interpretation of *Over the Rainbow*, but the other shows were not so good.

Commercial copy good. John Bates produces. Ackerman.

'Gang Busters'

Reviewed Saturday, 8-8:30 p.m. Style—Drama. Sponsor—Palmolive-Peet Co. Agency—Benton & Bowles. Station—WABC (CBS network).

Returning to the air for its fourth year, Phillips H. Lord's dramatization of actual police file cases failed to hit its usual stride even with the activities of the James E. Sullivan gang operation in the Eastern states. There is a possibility that despite Sullivan's plan to follow the Count of Monte Cristo and his "The World Is Mine" idea, Lord lacked enough real material to make it a top-notch 30-minute program.

With Col. H. Norman Schwarzkopf as narrator and Com. Joseph P. Timothy, who was instrumental in the apprehension of the Sullivan gang, appearing, a vivid picture of movie theater robberies was told but not until the program was about 20 minutes old did it hold interest. Below par in dramatization, possibly due to the fact that the program has been off the air for the summer. With better material and the program's main season launchers *Gang Busters* will again put across its theme that "crime does not pay."

The taxi driver who was really responsible for the apprehension of the gang was given a high profile in the police headquarters in the script to unfurl his story, no mention made as to who he is. This causes doubt as to whether such a person ever existed. Also the public wouldn't have cared if John Lee had been outstanding in the detective work, John Q. wants to know.

Frank Gallup again does a swell job of selling. Program starts and ends with appropriate fanfare. Abbott.

'Who's the Star'

Reviewed Monday, 8:30-9 p.m. Style—Music, quiz. Sponsor—Lady Harding Cosmetics. Station—WWWS (Star).

This is the newest version of the *Prof. Quiz* formula, a musicalized audience participation specializing on movie personalities. In the hands of Walt Frazer, the program combines the *What's My Name* type of questions with songs and orchestration, plus cash and theater tickets as prizes. Should click locally once the theater night articles are ironed out.

A couple of performers who have remained too long in the bush leagues emerged as outstanding talent. Announcer Walt Stuckey is big time in diction, delivery and personality. Singer Buzz Aston, with Howard Baum's Band, is a cross between Bing Crosby and Tony Martin in voice and delivery. With more polish he should be ripe for web work. Baum's *Ork* fits in too well, without demerit or sparkle, and Jean Rhodes adds a feminine touch. Nan Grayson, doubling as plunger and jockey, is superior to her script.

Questions in film players are asked by announcer-aid, who approaches audience at their seats in the Enright Theater. If identity is guessed correctly they win cash prizes, otherwise money goes to charity. Questions are to be conducted by listeners-in, who will receive theater tickets in event their questions are used.

Commercially were a novelty for local-origin programs—being dedicated by sponsor to 5 and 10-cent stores. Frank.

'Mid-Day Revue'

Reviewed Wednesday, 12:45-1 p.m. Style—Music, singing and instrumental. Sponsor—AGASH Company. Station—WMOA (New York).

Talent layout on this program, given three times a week, has Rose Marie, Charles Carlile and Lee Grant and orchestra. It's potentially a good, simple 15-minute musical show, but when caught was not as impressive as it might have been. One of Rose Marie's songs bogged down, owing to a bad arrangement, and the orchestral accompaniment to the vocals was occasionally not so forte. These defects are apparently

minor, but in a 15-minute program where the singers can only deliver two tunes each, a small lapse is likely to dilute the general effect. Production was slovenly.

Taking a longer view of the program, however, there is no reason to believe that the talent will not do a job for Agash refining. Rose Marie, now 16 years old, impressed as a capable vocalist with good voice quality. Carlile a well-trained radio singer, has a refined, smooth tenor.

Commercially were straightforward. Ackerman.

SUGAR'S DOMINO

(Continued from page 4)

theater take the initiative in proving by deeds to circuits that they are willing to make reasonable lengths in order to provide work for their many thou-

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

J. WALTER THOMPSON has signed **J. Donald Dixon** for six weeks on the Chase & Sanborn show, beginning November 19. On November 5 Edgar Bergen will introduce **Martimer Snerd**, Charlie McCarthy's nemesis, to the ether audience. . . . **Mrs. Chuck Gay**, wife of the radio editor of *The Nation News*, back home after a week in New York. Hubby is assuming added duties in the paper's dramatic department. . . . **WJN** has added two announcers, **Bob Colby** and **William Bond**, the latter being Ford's brother. **Henry Charles**, formerly publicity director of **WJN**, is in town to do a promotion job for **Loew's**. . . . **Dolly Mitchell**, Miss Chiclet on the Chiclet program, is the daughter of **Al Mitchell**, **WOR** Assessor Man. . . . **Music Corp. of America** is contracting for a batch of one-nighters for **Johnny Green**. Dates will be scattered so as not to conflict with his **Philip Morris** radio program.

Add Radio success stories: Stanley Arnold's Home Diathermy, which now spends \$1,000 a week for 24 quarter-hour periods over **WJN**, began its career eight years ago with a radio ad budget of \$20. **Arnold**, his wife and one machine were the secrets. **Oring** to salesman **Sam Faust's** persuasiveness, **Arnold** gradually upped the time budget. **Plant** now includes 75 salesmen, office staff of 18 and a factory of 14. **Outside of sporadic foreign language show programs** has never used any medium other than **WJN**. . . . **Arthur Vinton**, actor on "Gang Busters"

is campaigning for the Democratic ticket in **Newburgh**, his home town. . . . **Ruth Carhart**, "Schaefer Revue" contralto, will be featured on the **Columbia Workshop** November 2 on **CBS**. . . . **John Gambiling** has another sponsor—**Pepsi Cola**—on his morning show. . . . **Warren Sweeney** an addition to **CBS** announcing staff. **Comes from Washington**. . . . **Aubrey Wieberg**, radio dramatist, has obtained exclusive radio adaptation rights to **documented files of the French Foreign Legion**.

CHICAGO:

UNIQUE gag is being employed by **Station WISN**, Milwaukee, in connection with Monday's airing of the **Garrison Contented Hour**. Shot is saluting city of Milwaukee, but NBC outlet in that town is **WTMJ**, the competitor station. Not to be outdone, however, **General Manager Gaston Grignon** is mailing invitations to a slew of listeners, inviting them to tune in on **WTMJ** to hear the show and even give the wave length. . . . **Local office of Transamerican Broadcasting and Television Corp.** is changing heads this week with **Manager D. C. Mower** giving way to **Walter Callahan**, who comes in from **Station WLW**, Cincinnati. **Walter** returns to **New York**. . . . **Dick Garner**, **WSAI** salesman, will succeed **Callahan** at **WLW**. . . . **Alka-Seltzer** definitely has something in **Alec Templeton's** new show. **Plano wizard** is packing "um in on his Midwest" theater tour, booked by **MCA**. **Templeton's** air show will be aired from **New York** after January 1. **H. H.**

Hollywood and Los Angeles

By DEAN OWEN

MARK FINLEY having his hands full promoting television at **Don Lee** station with resumption of fall shows.

. . . **Donald W. Thornburgh**, **CBS** vice proxy, trained out of **Del Monte** last week for **American Association of Advertising Agencies** convention. **Harry W. Witte**, **Los Angeles** sales manager for **KWIK-CBS**, accompanied. . . . **Jack White**, former **NBC** producer, will join **Lord & Thomas** radio department to assist **Tom McAvity** on the **Bob Hope** **Pepesod** show. . . . **Chet Forrest** and **Bob Wright** cleaved half a dozen tunes which will be warbled by **Tony Martin** in **Passport in Happiness**. **Ditties** are due to be published by **Irving Berlin**.

Beth Nelson, orchestra staffer with **KSL**, Salt Lake City, is now **Mrs. Thomas Jerrol**. . . . **Gladya Wagstaff Pinney** and **Byron Ray**, of **KSL**, move into the continuity and sustaining program departments, respectively. . . . **James R. Curtis**, president of **KPRO**, Longview, Tex., has appointed the **Cady Advertising Co.** of Dallas, Tex., to handle an ad campaign for the station, beginning December. . . . **KSO-KRNT** (Des Moines) Notes: **Don Parker**, formerly with

Paul Schaefer says that **Sylvia Seligson**, who wrote "Goodnight My Lovely Lady", wins the first \$200 weekly prize in the "Radio Guide" song search. **Tune** has been published by **Doris Schaefer** and is due for a recording by **Dal Danford** and his band. . . . **Rumors** are floating around here that **Earl Carroll** may open the **Procedero**, which recently folded. . . . **Wilbur Hatch**, **KXK** music director, has gotten new show themes used on the "Gateway to Hollywood" show into the files of **Famous Music Corp.** The pair of faves, "Nightfall" and "Romance Will Rule the Day," will be published by **Frank Loesser** has written lyrics to them.

From All Around

WKY, Cincinnati, has been added to the staff of **KSO-KRNT**. . . . **Des Moines** Library program has been resumed on **KRNT** under direction of **Paul Burns**. **Director** has gotten new show **KRNT Breakfast Club**, has a quarter-hour morning song show four times weekly. . . . **G. T. C. Fry** becomes sales promotion manager for **Columbia's Detroit** office, beginning November 1. **Fry** was formerly with **Esquire Magazine**. . . . **Burns Carpenter** has joined **WAFI**, Birmingham, Ala., as engineer.

sands of members the vaudeville proposition will continue to be a dead issue. . . . It is the expectation, however, that as a theater operator contemplating the booking of live shows meets with discouragement before taking a single step towards his objective. The various demands of the several unions amount in dollar and cents to a sure bet, even the most optimistic showman will have to admit cannot be met without an assurance of land-office business at the box office.

We are not that naive or green about any of these things, but we shall now wholely say talk. But it is important that we consider that the man who made this statement has our implicit confidence and that what he said represents, whether or not it is factually sound, the attitude of one of the largest operating companies in the business, and that its attitude is reflected in the stand taken by operators scattered all over the map. . . . We have often raised the cry that certain locals of the various unions are suffering because of the unrighteous leadership. At the same time we have stated with equal vehemence the case for the unions by citing instances where theater operators have shown an equal regard for the union on the other side and a corresponding share of stupidity and lack of imagination. It is not our contention at this time that vaudeville is being strangled by the unions exclusively. We are willing to subscribe to the opinion, however, that among the factors that loom up as a part of the cause of the failure of the vaudeville boom to materialize as has been universally predicted is the passive attitude taken by the unions towards a factor that is of vital importance to their members—the prospect of steady employment.

It is all well and good for the union tacticians to perform their little piece of play-acting described as waiting for the other side to make the first break. . . . The boom is booming. But when there is inertia and when not a breeze is stirring, when theater operators of consequence are still holding their ground and when they demonstrate that they can still continue to operate better without vaudeville, it is high time that the union leaders stop their posing and get down to business.

We are as certain as we can be of anything that the cause of stage shows will receive its biggest boost when union leaders drop all pretense of indifference (it must be pretense because it is inconceivable that they should be indifferent) and sit down at a council table with the men who operate theaters to talk things over. . . . When the leaders come to the discussions with the right attitude some good must come of it. There is still plenty of time for the 1939-40 season to wind up in a blaze of glory. The fate of an entire industry lies in the hands of the men who represent the holders of union cards. We await with a certain amount of impatience the events of the next few weeks.

ORKS FINDING

(Continued from page 5)

Brands holding out up to \$6,500 a week as bait for the top notchers and even offering new outfits from \$2,000 to \$2,500. All the houses are in the Adams book holding. **A. Decker** and **Eddie Sherman** penning them into the **Hartford** State. It was a catch-as-catch-can proposition when the Adams was the **Shubert**, but it's a set full week for new and top crews now. **Alex Hanley** and **Brooklyn** is on a four-day-band schedule weekly.

Local Paramount, formerly the only band stronghold hereabouts, now is becoming the mecca of the new and more or less untried outfits. **Teddy** is now the center of current making its initial stage bow there, with **Bob Zurke** following November 8. **Jan Savitt** on the 29th and **Bob Chester** skedded for some time in February. **Charlie Barnett's** first theater date took place here last spring.

The **Paramount** booking office claims that bands are the only consideration in current flesh entertainment, and this contention has been simply borne out by the relighting of so many local stages with bands holding the center of the spotlight. It's tough on ballroom operators who want a certain hand only to discover it's got the next month or two lined up in theaters, but working in and around **New York** at twice the rate of other cities for location jobs is grat for the band mill.

Conducted by M. H. ORDENKER—Communications to 1564 Broadway, New York City

BOOKING BANDS OR BUSSES?

U of P-Philly Local Deadlock

Unfair listing threatened—will cancel Miller at Jr. Prom—hits Mask & Wig

PHILADELPHIA, Oct. 28.—Negotiations between the University of Pennsylvania and the local musicians' union ending in a deadlock, an ultimatum has been delivered to the students by the union that unless an agreement is reached by Monday (30) no AFM music will be had by the college for any of its functions and the school will be placed on the unfair list.

Such action means that Glenn Miller, scheduled to play for the Junior Ball Friday (31) may not be allowed to fulfill his contract, and that the Mask and Wig annual musical, *Great Guns*, booked for the Erlanger for two Thanksgiving weeks, will either have to be called off or given on the campus with students supplying the music. The show's regular road tour will also have to be canceled.

Situation arose from an editorial in the college publication, *Daily Pennsylvanian*, which said the school objected to being sandbagged into the signing of union contracts. Prior to that time the school was not serious attempts to the pact, but the tone of the editorial left the union no choice except to go after the agreement. Union officials said that they have been attempting for a year to get someone at the university to admit authority to negotiate the show's agreement, which would pledge all the fraternities on the campus to hire union musicians for their house affairs.

Hex Biscardi, secretary of the musicians' union, said that there were no objections to the use of a student ork at school parties, but if professional musicians were hired they demanded the bookers have union cards.

After the meeting last week students promised to line up all the fraternities and get the ok to negotiate. The authorization still being withheld, the ultimatum was given to the university.

Temple University fraternity houses signed an agreement to hire union music for their affair on Thursday (26). Other local colleges are expected to fall in line.

Welk Gives Archer's Tromar Grand Gross

DES MOINES, Oct. 28.—Lawrence Welk proved a smash hit with Des Moines dancers to a tune of a \$1,000 gross at Tom Archer's Tromar Ballroom last Saturday (21). Crowd estimated at 1,400. Gate was 65 cents per ticket. Dancers usually leave early in Des Moines, but hardly a dozen couples departed for Welk before the 1 o'clock closing time. Welk added songstress Joyce Walton and Tony Sheridan is new at the place. Herbie Kay is the next name at the Tromar on November 2.

H. Goodman Deal To Buy Maurice Abrahams Catalog

NEW YORK, Oct. 28.—Deal is at the signing stage for Harry Goodman, brother of Benny Goodman, to buy out the Maurice Abrahams, Inc., song catalog. Music house has been inactive for many years but catalog has an ASCAP rating. Sale is being made thru Belle Baker, former wife of the late Abrahams. Goodman is being played with Teddy Powell's Band and formerly played the string bass for his brother, Benny. Likely that Harry will set his instrument aside to take active participation in the music publishing industry. Maestro Benny doesn't figure in the set-up. The string bass is signed with Breeman, Vocco & Cain for his composing efforts.

It Must Have Been Two Other People

NEW YORK, Oct. 28.—Maurice L. Malkin, whose testimony before the Dies Committee led to press reports alleging that Jack Rosenberg and William Feinberg, president and secretary, respectively, of Local 802, AFM, were members of the Communist Party, has sent Rosenberg a letter of apology.

Malkin's letter states he has not been in touch with the union and therefore did not know that Rosenberg and Feinberg have been battling the Communistic elements in the local.

"I can assure you," Malkin continues, "that I have no intention whatsoever of harming anyone who conscientiously combats the maneuvers of Stalin and his political soldiers in this country, and therefore want to extend my apologies for mentioning yours and Mr. Feinberg's name in any manner whatsoever, in connection with my testimony."

Wis. Tavern Ops Get Music Union, Hotel Aid in ASCAP Fight

MILWAUKEE, Oct. 28.—Newly organized Tavern Music Protective Association of Wisconsin expanded its organization with the addition of new directors in Volmer Dahlstrand, prez of Milwaukee Musicians' Association, Local 8; Joseph Nevins, Jefferson County; G. B. Greschel, Sheboygan; and Oscar Lockner, Madison. Three board members previously were selected and others will be added.

All interested organizations have been invited to join the association, which has as its purpose to fight thru the courts fees assessed by ASCAP, which they brand as discriminatory and in some cases "illegal."

Group also will attempt to get the national copyright law amended to outlaw the minimum \$350 fine for infringement violations. Tavern men state they do not wish to prevent composers from obtaining their rightful revenues on copyrights, but maintain that apparently

J-Bugs and Hot Go for World's Fair Dancers

NEW YORK, Oct. 28.—Hotel managers and ballroom operators visiting the World's Fair the past few weeks have undoubtedly been impressed by the buzzing around of so many jitterbugs at the Mardi Gras Casino, where the top-flight bands have been playing for dancing for weeks. The emphasis is on swing swing at this improvised Casino, which dwarfs all the regular ballrooms throughout the country on size and capacity, visitors to the hall have gone on record that sweet music beats swing and that conservative dancing tops the gymnastics of J-bugs.

Leo Casey, director of personal relations for the fair, conducted a private survey last Monday (23) at the Casino, quizzing 60 persons at random among the thousands of dancers and spectators present for the musical incentives dished out by Ben Bernie from the band stand. The figures and opinions follow:

1. Did you come just to dance or watch?	
To dance	42
To watch	12
Both	6
2. Did you come to the fair especially for dancing?	
Yes	38
No	22
3. What type of dance music do you like best?	
Sweet	33
Swing	21
Both	6
4. What type of dancing do you like best?	
Conventional	35
Jitterbug	23
Both	3

Rosenberg Hits at Percenters On Transportation Commissions

Traveling band laws aimed at bookers for collecting 20% commish on traveling expenses—transport bill hits \$1,000,000 annually—bands complained

NEW YORK, Oct. 28.—Charges directed against Local 802, AFM, by band bookers here that the union's severe clamp-down on traveling bands will drive the dance bands out of business were ridiculed by Jack Rosenberg, 802's fiery chieftain. Bookers claim union encroachment will surely drive them out of business. Pooh-poohing the weepings, Rosenberg fired back, "Yes, we're going to drive the bookers out of business—but not out of the dance business. We're going to drive them out of the railroad business." Union finds no fault on any exacting of playing commissions as long as the players get their piece—scale at least. Rather, laying down the law on traveling bands is aimed at curtailing the practice of bookers and band agencies in collecting commissions on transportation costs of the band. "Not only does the booker collect 20 per cent commission on a date, but it also cuts itself a 20 per cent commission on transportation costs," explained Rosenberg. "Why, they charge the bands high prices to travel than the railroads."

Welk With \$600 at Turnpike Cuts \$470 By Tomlin at King's

LINCOLN, Neb., Oct. 28.—Lawrence Welk and Pinky Tomlin had a battle of different spots, which kept each from making as nice a gate as would have been possible under staggered circumstances. Both were priced 75 cents in advance and \$1.10 at the door. Welk, at Turnpike Casino, took the edge, getting an even \$600, while Tomlin, close on his heels, was at King's Ballroom and grabbed \$470.

Jack Crawford, priced at a bargain range from 25 cents per person up to \$1.10 per couple on a two-day week-end stand at the Turnpike (21-22), got \$510, not bad. Everybody made money, it being a natural week-end, the Nebraska football team topping Baylor, which lent impetus to celebration.

ASCAP is doing business without a pre-arranged schedule of rates, merely on a basis of "settling as much as it can."

They allege judgments on copyright violations were obtained but not collected. "Just to have a club over our heads on the matter of licenses," Wisconsin State Hotel Association indicated it will co-operate with the association in its fight.

Harmonies No Fair Dancers

It is also interesting to note that while the Lindy hoppers and shaggers seem to monopolize the floor, the moppets are mostly stooging to help create a Mardi Gras atmosphere in the ballroom. Hundreds of nickel admission ducats are handed out to high schools every night, usual ground fee being half a slug, and it has been whispered that the younguns have even been paid 50 cents per night for turning out with their shag shoes to help occupy the floor.

Observations by statistician Casey in asking 60 persons their reasons for not being out on the floor dancing are also interesting. A fifth question, "If you are not dancing, why?" produced the following:

Not warmed up as yet	1
Don't like orchestra	4
Not a jitterbug	2
No girl	5
Can't find a partner	1
Shy	1
No time	1
Haven't been asked	2
Didn't feel like it	2
Just arrived	4
Sitting one out	1
Waiting for a friend	1
Like to watch	3
Music too fast	1
Can't dance	2
Wife wouldn't like it	1
Corn on foot	1
No answer	13

Casino shutters with the closing of the fair at the month's end and has Kay Kyser for the closing stand. Spot has used MCA bands exclusively, and the same set-up has been assured when the fair encores next year.

Roughly, Rosenberg figured that musicians spend at least \$1,000,000 a year on traveling expenses, which amounts to a pretty extra penny for the bookers when you figure in 20 per cent slice. "It is little wonder that the bookers beef when the federation, in the new contract form, attempts to segregate traveling expenses from the actual playing price," charged Rosenberg, "and they're breaking up their sweet little racket."

To illustrate, Rosenberg pointed out that when a band takes a ballroom job for \$1,000, the booker collects on the gross figure his full 20 per cent commission, the musician gets 80 per cent, and the band gets 20 per cent. "In spite of the fact that it may cost the band \$250 in transportation to get to the job," it means that the band is paying commission on its travel costs. Such practice is not only unfair to the musicians but it's equally unfair to the railroad and bus companies. Can you imagine buying a train ticket for \$1 and then giving the conductor 20 cents extra in commissions for the privilege of riding on the train?"

Harmonies' marketing designs on hurting the traveling bands, Rosenberg disclosed that six band leaders, whose number among the nation's top 10, brought the matter to his attention and said that they were planning to attempt to curb the situation. Names of the maestri are withheld to protect them from possible agency reprisals. "The bookers own the body and the soul of the musician already," mused Rosenberg, "and they're using their power to curb the coffin but they are even charging a 20 per cent commission for the use of the hearse."

"We've got nothing against the bookers," he added. "As long as they behave themselves, we want them to remain in the music business. But they'll have to make up their minds whether they want to book bands or buses!"

Davis Calls Siegel Complaint Fanciful

NEW YORK, Oct. 28.—Complaint in the suit brought against Joe Davis, Inc., by Monty Siegel, songwriter, this week was amended to the extent of dropping the original demand for \$10,000 damages. Complaint now asks an accounting of profits and seeks the return of all rights on Siegel's song, *Who's Got All the Dough?*, to the tunesmith. Siegel alleges that Davis failed to live up to his contract on the tune by not publishing it in suitable form and not properly exploiting it.

Davis asserts that the song was put out in a regular suitable copy form and has affidavits from John G. Faive, ASCAP general manager; Walter Douglas, MPPA chairman; Lawrence Richmond, of Music Dealers' Service, and several songwriters, including Ernie Burnett, Andy Razaf and Paul Deniker, upholding his contention that, despite its black-and-white cover, it was printed in such form. Publisher (See DAVIS CALLS SIEGEL on page 10)

Counter-Attack

LINCOLN, Neb., Oct. 28.—Not only is it news when a man bites a dog, Lawrence Welk, the orchestra leader, is noted for his stopping of car en route between stands, taking out his shotgun and blasting a few pheasants in season. En route here for a date a one-pheasant "suicide" unit retaliated, plowed into the windshield of the Welk car and broke it out.

Welk came thru unscathed but his singer, Bob Pace, caught cold and missed two nights' jobs after sitting in the draught.

Philly Union Still Fights MCA Inroads

PHILADELPHIA, Oct. 28.—Meeting between Rex Riccardi, secretary of the local musicians' union, and Lewis G. Hines, State Secretary of Labor, to determine the validity of contracts existing between Music Corp. of America and several hotels in town, has been set for Wednesday (1). Riccardi contends that the inkings made by MCA with the hotels are invalid since that office has no license to book any act or band in Pennsylvania.

Riccardi will ask that Hines enforce an existing law that all agencies or agents booking in Pennsylvania must obtain a State booking license. Enforcement of this law, according to Riccardi, would automatically void the MCA pacts with local hotels.

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Orchestra Notes

By M. H. ORODENKER

Broadway Bandstand

FAMOUS Door fizzled in bringing in FATS WALLER MAKING SULLIVAN for the farfare this past Tuesday, so the calendar calls for another opening at the Door next Tuesday . . . comes the 7th and JACK JENNEY takes over until Woody Herman's return late in the month . . . and a couple even later TERRY LAWLOW makes entry of the solo song hitting . . . GEORGE HALL finally gains the recognition due and gets his first Broadway location can since leaving Hotel Taft . . . opens at Paradise Restaurant, the first of the month

. . . ARNOLD JOHNSON, a top name less than a decade ago, is back in the crk whirl . . . is polishing up his product in the woodshops for an early hearing . . . GENE GOODMAN is the newest of the Goodman clan that produced Benny to make an entry in the music whirl—but not as a musician, rather as a songplugger for Mills Music . . . Glass Hat of Belmont Plaza Hotel calls back BASIL POMERNE, returning the 14th for a month . . . TED POWELL brings his band to the William Morris camp . . . ANDY KIRK draws four additional weeks at Harlem's new Golden Gate Ballroom . . . and the near-by Savoy set TINY BRADSHAW for a week starting Sunday (3), following his current seven-day stretch at Apollo Theater . . . Fiesta, stem's newest cafeteria-dancery, lights up on the 17th with HENRY BUSSE and SHEP FIELDS for the musical draws . . . Fields, incidentally, goes under the personal management wing of MILT PICKMAN November 1.

Southern Musicals

JACK WARDLAW into Heidelberg Hotel, Jackson, Miss., for November . . . JACK SHERE draws an indefinite hold-over at Atlanta's select Capitol City Club . . . Jack has added Dallas Wilson, formerly with Jan Garber, for the song singing . . . Beverly Hills Country Club, Newport, R. I., gets on the CRA books with GRAY GORDON set for a fortnight, beginning the 24th . . . the tic toc maestro returned Shirley Lane for the song tootling . . . CHAN CHANDLER back at Aragon Club, Houston, for four weeks.

Chicago Chat

BILL BARDO draws a holdover at Edgewater Beach Hotel and is slated to return Christmas week . . . XAVIER CUGAT set for the Colony Club for January 12, first time for a name . . . LEW DIAMOND, the Monday night music maker at Palmer House, landed the choice Service Club shindig this Saturday (4) at the Auditorium . . . RALPH WEBSTER takes in the Tri-Ann and Avon ballrooms on the 10th and 11th . . . BUDDY RICH, drummer man, departed from the Artie Shaw stand, joins Tommy Dorsey here at Drake Hotel . . . ACE BRIGODE has followed Emil Pfindt into Paradise Ballroom . . . WENDELL PHILIPS moved into Oriental Gardens, Little Caesar moving out after a short stay . . . Melody Mill ballroom gets BOYD RAEBURN on the 12th, coming in from Denver's Rainbow dancette . . . STEVEN LEONARD, a Mill vet of six months, hops out on a one-night tour . . . RUSS MORGAN will be around here again December 1 for a series of one-nighters . . . ERSKINE HAWKINS has a route of 40 solo stands set for him by local CRA routers, dates scattered in Iowa, Minnesota and Texas . . . EARL HINES follows Ella Fitzgerald into Ed Fox's Grand Terrace on the 1st . . . Ella starts her barnstorming on the 3d at Ann Arbor, Mich.

Eastern Musicals

Convention Hall, Philadelphia, is increasingly becoming an important stopping stand for the touring top-rankers . . . HORACE HERDT holds down the party week for the auto show, candid show starting the 7th for five days will have a different band each day, with Bob Crosby, Johnny Green, Ozzie Nelson, Richard Himber and a fifth to be set, and the 10th brings AL DONAHUE and LARRY CLINTON together for a Philadelphia Record promotion . . . Quaker City gets THE COQUETTES, all-gang, for the first December week at the Earle Theater . . . gals continue

their theater trek at Shea's, Buffalo, and then take in the Shea houses on the Canadian side of the border . . . MANUEL CONTRERAS, Latin American music makers, pull out next Saturday (11) from Hotel Henry's Silver Grill, Philadelphia, but are slated to return December 9.

Hollywood Harmonies

JULES STEIN, MCA major domo, is just about ready to fulfill a long-cherished ambition . . . negotiations with George Schaefer, RKO prez, are at the signature stage for Stein to enter the RKO fold as an indie movie producer . . . KAY KYBER, incidentally, has already been set for his second full-length feature flicker, with the story to be based on the maestro's own life story . . . PHIL HARRIS has been set for Jack Benny's new Paramount feature, *Back Benny Rides Again* . . . after setting dark for many a night at Hotel Roosevelt's Blossom Room came to life again with HARRY OWENS . . . FELIX MARTINKE at El Chicaco, Beverly boulevard boite . . . ADRIAN BOLLINI TRIO at Cafe Lamaze . . . ART TATUM into Swanee Inn this week for the piano solo features.

Western Musicals

BUDDY FISHER starts Sunday (5) at the Trocadero, Evansville, Ind., replacing Bob McKay, who reports to the Chicago William Morris office for further assignments . . . DON RICARDO, one-nighting the Far Western stands the past month, heads for the West Coast with the new month . . . RED RICHOLS holds over at Dayton (O.) Biltmore Hotel until CARL LORCH takes over December 4 for a four-month stand with CBS and Mutual airshots for the build . . . HENRY (KING) COLE taking in the Iowa-Michigan one-night stands . . . Greystone Ballroom, Detroit, gets ROY ELDRIDGE on the 8th . . . EDDIE SOUTH draws six more weeks at Blatz's Gardens, Milwaukee . . . JIMMY LOSS set for a month at the Del-Shore, Oak Park, Ill., closing at Chicago's 885 Club, HAL MUNRO jumps to St. Paul for a Friday (3) opening at Hotel Lowry.

Notes Off the Cuff

JOE SANDERS takes in a return run at Chicago's Blackhawk Cafe on the 15th, Johnny (Scott) Davis leaving earlier than scheduled to test out his new and sweeter instrumentation in the hinterlands . . . CARMEN CAVALLERO into the Hotel St. Louis on the 9th . . . Netherlands Plaza Hotel, Cincinnati, gets BERNIE CUMMINS on the 16th for a month . . . Darling Hotel, Wilmington, Del., brings in the KORN KOBLERS, ex-Schniecktritzers, on the first . . . TAIL HENRY, Arizona name in Dixie territory some 10 years ago, now stockholder and biz manager for SHELTON STUBBINS, combo locating for a three-monther at the Green Room, Greensboro, N. C. . . IVAN CHAMPEIN building a new band in Indianapolis for a series of one-nighters and theater stands . . . ALLAN UNDERWOOD continues indefinitely at Becker-lee's, Evansville, Ind., niterly . . . NAN WYNN, fem warbler featured with Hal West, quits the crew on the completion of the band's current stand at Strand Theater, New York, next Thursday (9) . . . CARLOTTA DALE, Jan Savitt's former chanteuse, links her sveite song selling with WILL BRADLEY . . . DAVEY TROUGH again beating the drums for Jack Teagarden . . . radio's Al and LEE REISER rehearsing a 17-piece combo for public appearances . . . after sticking close to the niterly stand at Rainbow Room, New York, for three years, EDDIE O'BARON takes out his royal rumba rhythms for a four-act tour, starting with the November 23 week at the Capitol in Washington . . . LEAH RAY, brunet singing whoo whoo hasn't done much singing since becoming Mrs. Sonny Hebert, of the New York MCA edifice, will do some next Monday (6) when she guestars the Tommy Lou-Betty Lou air show . . . following the successful precedent of its sister hotel, the Edison, New York, Hotel Lincoln inaugurates a "band-of-the-week" to showcase additional CRA bands on Monday nights . . . SNOOKS FRIEDMAN is first in this week (30) . . . and so we send our cuffs to the cleaners.

Kaycee Dance Season On Upbeat at Wittig, Shaw Promotions

KANSAS CITY, Mo., Oct. 28.—The awank Pia-Mor ballroom here appeared headed for the best season in recent years as manager Will H. Wittig pushed to count up the first five weeks' receipts and discovered biz to be far ahead of last year.

Opening with a new schedule of Tuesday, Thursday and Saturday nights and Sunday matinees, and a handicap in having the first four weeks of excessive heat weather, Kaycee register went surprised the vet management. Lee Dixon played the first four weeks and showed a gain every night the crew was on the stand, making a terrific hit with local dancapartners. On the final week Dixon played to 3,000 dancers, grossing \$1,250, with ducats peddling at 25 cents, 35 cents and 50 cents.

Gray Gordon's solo stand on October 7, hottest day of the month with an official temperature of 88 degrees, pulled a satisfactory \$700, 600 persons in attendance, with tickets to the prom 75 cents advance and 90 cents at the box. Glen Gray, for an October 12 date, set the highest mark of any band this season, grossing \$1,300 for the stand. Approximately 1,800 crowded Pia-Mor, paying 75 cents advance and \$1 at the box.

Total count at the Count Basic race promotion, held here at Municipal Auditorium on September 28, was announced this week as \$2,254.75, a new record even for the Count in his home quarters. Bill Shaw, prez of the Colored Musicians' Protective Union here, Local 627, promotes the race proms here. Basic pulled 3,313 persons to the dance.

DAVIS CALLS SIEGEL

(Continued from page 8)

also claims that his good intentions toward the song were amply shown by his bringing it out eight days after signing the contract, which called for publishing within 30 days. Davis does not want to give up the rights on the number now, claiming to have spent money and time exploiting it. Thru his attorney, Clarence K. Steinberg, he terms Siegel's complaint "infantile."

Jay Faggen says:

"I'VE GIVEN MUSICIANS (the best) more than five million dollars in salaries in my young life—BUT —I've never paid off more gracefully than to

ANDY and his KIRK Clouds of Joy

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Dir.: WM. MORRIS AGENCY

The COQUETTES

AMERICA'S GREATEST ALL GIRL ORCHESTRA



THE CAVALIER
VIRGINIA BEACH, VIRGINIA

EXECUTIVE OFFICE
ROLAND EATON
MANAGING DIRECTOR

September 12, 1939

To Whom It May Concern:

During the 1939 season at the Cavalier Beach Club we engaged for one week the Coquettes, an all girl orchestra.

At the Beach Club during the summer we had engagements for one week each of many famous name bands which included Henry Busse, Shep Fields, Bob Crosby, Hal Kemp and Glen Gray and His Casa Loma Orchestra. We were, therefore, very hesitant as to how the Coquettes would "go over" following these famous bands.

I think I echo the sentiments of our two thousand Beach Club members when I state that we found the Coquettes to be one of the best bands to play at the Beach Club during the summer. Our members found them both entertaining and danceable, and at their final appearance at the Club there was standing room only.

Miss Viola Smith, featured with the Coquettes as the world's fastest girl drummer, proved to be a sensation. We hope to have the pleasure of booking the Coquettes at the Cavalier again next season, and it gives me pleasure to recommend them to anyone who may be looking for a good band.

Very truly yours,
Roland Eaton
Managing Director

ROE:RG

Thanks

MR. ROLAND EATON

• . . . Our sincere thanks and appreciation to the Holt Pumphrey office, Sherwood Park, Richmond, Va. Also to Sam Berk, 1619 Broadway, N. Y. C., for his splendid co-operation.

• . . . Our congratulations and best wishes to Stan Zucker, now located in his new office at 501 Madison Ave., N. Y. C.

• Watch for our WARNER BROS.' VITAPHONE Short . . . to be released Dec. 29.

Personal Management
CARL OEHLER
119 West 57th Street
New York, N. Y.

Music in the Air

By DANIEL RICHMAN

Digging Them Up

WHATSOEVER may be said about the quality, or lack of it, of the music dispensed by some of the best or non-name bands fortunate enough to grab off a couple of network spots a week, at least the attempt made by the majority of them to present a program a little different from the usual is highly commendable. Leaders probably don't realize the favorable reaction generated among the general public when care and thought produce a well-rounded entertaining half hour instead of just another restatement of the moment's top tunes.

Several shows caught this week attested to this public approval of a really entertaining musical 30 minutes instead of the "what, again?" groan produced by an endless succession of threadbare contemporary tunes. A couple of bands, neither of them particularly great musically, really dug down for unusual items and came up with the inevitable result—a listenable program all the way through for variety of the best. (Sisters Hotel, Chicago, WOR) turned in a show little short of a masterpiece; if it had been played as well as it was selected it would have been all of that.

Bending Backwards

IT SEEMED, in fact, as if the boys were bending over backwards to give out with as unusual a program as possibly could be gathered without resorting to the night franchise or a dead-end line-up: a pop, *Good Morning*; a medley of two oldies, *Time on My Hands* and *Thinking of You*; the novelty rhythm tune, *Ragtime Cowboy Joe*; a tango, something called *Tumbling Tumbleweeds*; *Liebesmair*; *Yak or Yak*; another pop, *My Last Goodbye*, and the musical comedy oddie, *I Want To Be Happy*. This outfit may not swing out like a lot of its competitors on midnight airwaves, but it rates a medal anyway for taking into consideration an unseen audience wearied by endless repetition of songs it wants to stop hearing.

Also deserving of credit for the same consideration is RICHARD BONO (*Hotel Sister*, Cleveland, WABC), who, like interesting several more pops, still goes forth with a conga, a couple of novelty trio numbers and an item labeled *The Chestnut Man*, a combination of tango rhythm and swing, *Good Morning* (from the MGM pic, *Breakfast at Tiffany's*) off this show, and it seems that leaders will hop on this litting ditty as a good way to open their programs. It is, for that matter, an appropriate opening, particularly if the remote is on after midnight.

Small Package

A WELL KNOWN axiom has it that good things come in small packages, and that appears to apply to radio remotes as well. DICK KUHN (*Hotel Astor*, New York, WOR) has only four men in addition to himself and his tenor sax, which puts the outfit in the small combo class nominally. Actually a lot of big music comes out of the small group, together with a showmanly shrewdness and a knowledge of how to hold audience attention lacking in many a full size outfit.

Instead of bringing his limited instrumentation to bear on too many choruses of a few numbers, Kuhn breaks it up with about four medleys of three tunes apiece, or three or four numbers by themselves. It's a lot of music in a half hour, but it's such a composite blend of all types of balladry and rhythm that it's never top heavy and is always interesting. Medley numbers included, as in the *All Alone-Remember-I Love You Truly* waltz trio for "reminiscing," or they may be totally unrelated such as in *Baby Me, Back Home in Indiana* and *As An Ay*.

Another novel touch for a remote is the trained voice of Marcella Hendricks raised in behalf of items like *Lilacs in the Rain*. Listeners accustomed to typical grid vocalists and their feminine crooning will be pleasantly surprised to hear a schooled, quality voice handling familiar lyrics.

FREDERICK V. BOWER, former radio headliner and former member of the American Society of Authors, Composers and Publishers, is taking to the speakers platform on a nation-wide basis in behalf of the society. Gives his good-willing to the Kiwanis Club, Wilkes-Barre, Pa., November 2.

The Reviewing Stand

Clyde Byson

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

THIS is a co-op outfit, a swinger, started and fronted by Ace Britton about five years ago. For the past four years it's been on its own under Byson's billing, who had present standing only the tenor-sax go-man of the outfit.

Has 13 men, four in each section, with Joe McNamee alternating by playing a lead clarinet which boozes the reeds to five, or laying out and waving it at the band. Swing is the style and volume is terrific.

Two men serve on the vocals, Rex Cowan, the drummer, and Browder Richmond, tenor-sax man. Cowan mixes the more romancy slow-down. Five men in the band do the arrangements, but McNamee handles the bulk of them. Since ork goes after nothing but one-nighters and college dates, it has all the punch needed. Drew taper approval here.

Oldfield.

Chesterfield

(Reviewed at Pla-Mor Ballroom, Lincoln, Nebraska)

PRIMARILY rhythmized for the jump trade, Chesterfield's Ork is a fair fare over the cornland circuit. He started under his real name, Chester Field, at the old Hawkeye Club in Mason City, Ia., six years ago and has held on since.

Bud Sully is the band's vocalist, of the romancy type, while Chesterfield delivers tunes in semi-casual fashion. A 10-man outfit, there's three men in each section, with Chesterfield adding on a trombone when the brasses are to amount. Reeds, with Tom Pope, sax, and Elmer Jaworski, clarinet, are the warmest trio. Five men arrange, frame pasted-overs, but a lot of the music is stock to which the lads apply occasional ad lib. imagination.

One-nighters are the chosen field and in that they suffice.

Oldfield.

Tommy Flynn

(Reviewed at Deltwood Ballroom, Buffalo)

FLYNN, who has been managing this spot for several years, went back to fronting last spring with a 10-piece unit that purveys sweet swing the way dancers like it. It's a well-finished musical product of good listening and dancing quality that in addition to a goodly portion of ballads and modified swingeroos has plenty on the ball when it goes corny. Ork features "Singing Strings," which precede each number with a four-bar trill, melodic and pleasing.

Instrumentation in two dities, two brass, three reed and three rhythm, with Flynn taking an occasional accordion solo. Hot ditties lack nothing in the rhythm line, with Charlie Andino, fiddle, switching to trumpet to take up the ball on the strings. Jack Fisher (piano) and Jack Chandler (not in the band) do the unacknowledged and refreshingly clever arrangements. Tiny Schwartz, handsome tenor, has a soothing manner and Flynn gives out with a nice baritone. Two blend with Walt Meyers (sax) for trio harmonizing.

Warner.

Artie Shaw

(Reviewed at the Cafe Rouge, Hotel Pennsylvania, New York)

IN THE midst of all the fuss and fury surrounding Shaw's pungently expressed opinions of his constituents, his clarinet and his hand continue as two of the better products of the Swing Age, always partners in producing music they must at least be given credit for discrimination in their gapping.

Backed by the lift and drive of his six brass, four reed and four rhythm, Shaw's work is as brilliant and electrifying as always. Shaw has produced many fine things but few with the elemental appeal and the highly technical proficiency of a Shaw blues passage against the tom-tom rhythm of which he is so fond. This is virtuosity (in its own particular field) at the peak of its development.

The band never lets the master down. The anticipated beats, the bent notes, the precision supply the rhythmic lift that has always been one of the outfit's foremost attributes. But it's all too academically perfect; the performance cries out for a lightness of touch, a sense of humor and a showmanship that Tony Pastor's comic vocals alone can't give it. Pastor is good, but not good enough to take away from that dead-pan facade

which is the only bight on an otherwise nearly perfect job.

Helen Forrest's warbling has always left this listener cold. But the Shaw clarinet covers up a lot of sins. Open mouths are definitely not out of order when he puts the instruments up to his.

Richman.

Bill Bardo

(Reviewed at Marine Dining Room, Edgewater Beach Hotel, Chicago)

BARDO has seen service in the musso field since his short-pants days and is best remembered as George Olsen's concert master, a job he held down for eight and a half years before deciding to go into business for himself. Developing a sweet, Continental style outfit, he has built an entertaining group, all of the boys doubling in songs, dished out with musical comedy flavor and in the novelty field contributing several amusing hillbilly specialties.

Bardo and his violin from the standard four-four group which plays with solid rhythm and harmony. Outstanding are the time-mellowed standards in arrangements that retain the original melody. It is soothing stuff that is relieved frequently by swingeroos played in a comparatively orthodox manner. Leader pipes with a pleasing voice and introduces with an ingratiating personality. Impresses as being concerned with the customers at all times and is generous in filling requests.

Other vocal contributors are Jess Vance, outfit's single trombonist, and Ory Pesci, guitarist. Female spots are held by the Lorraine Sisters, rhythm trio making a decorative appearance, and Helen Forrest, warbler, who sings, particularly the ballads.

Hornberg.

Manuel Contreras

(Reviewed at Silver Grill, Hotel Henry, Pittsburgh)

CONTRERAS and his small but melodic orchestra prove that Spanish and Mexican rhythms can be tantalizing as swing. Specializing in numbers of South American derivation, also also playing Tin Pan Alley tunes, quartet cuts loosest on corridos and huapangos. Collections on the floor consistently fling themselves concerned into home-grown versions of Latin liltings, while at the same time average fox-trotters and trained tappers dance equally at ease. Highlighted by the leader's top trumpet, music could stand balance from the addition of a few pieces.

Instrumentation includes Ruben Minchaca at the guitar; Tony Jagodnik, accordion; Jules Markez, piano, and Contreras, Conchita Martinez sings, better on the atmospheric airs than on current phonograph favorites.

Frank.

Lee Williams

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

ORK is designed for the rustic halls, combining a little circus with a little Salvation Army technique. Williams took it over last August, and it's making its first ventures away from the home territory, which is around Waterloo, Ia. Everything is country style, most of the music being blown by straw-hatted musicos who yowl in the breaks. Key men are Jake Woods, reeds; Ray Johnson, brass and vocal; and Dave Townsend, piano. Unusual feature is two drums, Williams heads one for feet and the other is usual for the whole band to hop off the rostrum and troop the floor. For small towns mostly.

Oldfield.

Robbins Signs Ellington For Modern Music Series

NEW YORK, Oct. 28.—Duke Ellington is the latest of the maestro-composers to be signed by Jack Robbins for his Robbins Music Co. In addition to Ellington's pop and swing originals, Robbins intends to build the band leader as a master of modern American music. All of Ellington's future writings will be published in Robbins' *Modern American Music Series*, which includes the works of Berge Grofo, Lou Alter and Vernon Duke among others in this select company.

Mills and Exclusive music was the former outlet for Duke's compos. His first publication for Robbins will be *A Lullaby*.

Review of Records

Discriminating Disks

RECCA continues to lead the way in smart record merchandising by pocketing related disks in artistic and attractive albums. And most important, all popularly priced. While the appeal is primarily for the drawing room turntable, there is an element in the busy, throated vocalizing of Hildegarde for a set of six Noel Coward Selections. Gal gets under each lyric and really delivers with Ray Sinatra setting the orchestral pace. It's difficult to be satisfied with only six Coward sides, selections including *Some Day I'll Find You*, *Dance Little Lady*, *I'll Follow My Secret Heart*, *Zessner*, *I'll See You Again* and *A Room With a View*. But, fortunately, Miss Hildegarde makes it all self-sufficient.

(See REVIEW OF RECORDS on page 69)

Screwball Society Humorless Re 302

NEW YORK, Oct. 28.—Noel Meadow's Society of Screwballs is now involved in the more or less screwballness of the law with the institution of a lawsuit by the SOS against Local 802, AFM. Controversy arises out of the music making for a shindig staged by Meadow at Manhattan Center here Friday, October 13, for which he signed the contract with the union for two bands. Contractor for a 13-piece ork was Henri de Tiberge, with a three-man combo, the Gentlemen of Rhythm, supplying the relief rhythm.

Myron Ellis, attorney for Meadow, claims in the action, papers to be served against Local 802 Monday (30), that the contract called for payment the following day, October 14, but that an agent of the union, Ross J. Peppe, asked immediate payment the night of the affair. When Meadow balked, both orks were pulled off the stand. Meadow charges, staying out for a couple of hours but finally being allowed to resume playing. In the meantime, however, refunds had to be made to disgruntled patrons. Meadow sees \$1,000 damages from the union as recompense.

At press time neither Jack Rosenberg nor Max Arons, 802 prez and trial board chairman, respectively, knew anything about it. Rosenberg's comment was to the effect that they must be screwballs for asking only a grand.

Herbeck's \$490 Ritz Par

BRIDGEPORT, Conn., Oct. 28.—In his first appearance around these parts Ray Herbeck last Sunday (22) at Ritz Ballroom here drew 893 dancers. Admission was 55 cents, making a fair gross of \$491.15. Many of the newer bands are playing this spot this season and making good impressions on the local dance bounds.

WATCH FOR

Christmas Number of
The Billboard dated
December 2

SPECIAL ARTICLES
SPECIAL FEATURES
SPECIAL INTEREST

including

The Trianon-Aragon Ballroom Cavalcade, by Andrew Karzas (operator of the nation's leading ballrooms in Chicago).
The Songs of the Islands, by Abe Olman (General Manager of Robbins, Feist and Miller music companies).
A Music Publisher Opens Shop, by Lou Levy (head of Leeds Music Co.).
So You Want To Write a Song! by Milton Berle (who won't even take his ASCAP seriously).

Music Items

Publishers and People
STAN STANLEY is no longer on the Columbia Music staff. Dick Cole joins him as contact man. Morton Gould heads a time out from composing a Stephen Foster memorial symphony to do four piano solos, *The Ballerina*, *The Virtuosity*, *The Prima Donna* and *The Child* *freely*, all part of a series of *Cartoons*. Mills publishes.

Shubert office is dickering with Jimmy McHugh to write the score for a musical for production this winter. Tunesthis is presently working on the next Jack Benny pic for Paramount, and acceptance of the Shubert job depends upon completion of movie chore.

Another Shubert musical item now planned is a tune version of *Toujours et Jeune*, straight play done several years ago. Harold Adamson and Vernon Duke are doing the words and music. Cole Porter has a tune in the new Broadway hit play, *The Man Who Came to Dinner*.

After a couple of years of comparative inactivity Ann Ronell comes back to the music wars in a large way. G. Schirmer & Co. will publish eight songs she did for a concert for "The Cissy Bares." Famous Music is bringing out classic editions of her first three tunes, penned five years ago. And producers of the forthcoming Broadway musical, *The Glass Menagerie*, have Ann Ronell to come cast for additional music and lyrics for the show.

Songs and Such
BILLY HILL also gets back in the Tin Pan Alley picture with a new one called with Peter De Rose, on *A Little Street in Singapore*, Shapiro, Bernstein publishing. Firm also set to release Joe Garland's *In the Mood*, with an unusual lyric.

Sun Music has Teddy Powell and Leonard Whitcup's *Am I Proud?* Bee Walker and Al Lewis knocked out *It's Time To Say Goodnight*. Harry Ruby, associated with Bert Kalmar in pop ditty, has a new one, *It's Time To Say Goodnight*. Harry Ruby, associated with Bert Kalmar in pop ditty, has a new one, *It's Time To Say Goodnight*. Harry Ruby, associated with Bert Kalmar in pop ditty, has a new one, *It's Time To Say Goodnight*.

Howard Dietz and Arthur Schwartz are working on the score of a musical based on the current war. Italian Book Co., original publisher of *Oh, Me, Me, Me*, signed Roy Garn to do lyrics and revise music on outstanding tunes in its catalog.

The long list of popular adaptations from the classics apparently seems to have no end. On the heels of the latest Tchikovsky revision—Frank Loesser's *Here Comes the Night*—there is now one based on an old master from the adapting pen of Larry Clinton, who started the trend with his swing version of *Martha* a couple of years ago. The old song's latest is *My Sweet Mood*, taken from a Chopin melody.

Hollywood Highlights

TITLES of the four Ralph Rainger-Leo Robin tunes from Max Fleischer's forthcoming feature cartoon, *Guinea's Treasures*, are *Faithful Forever*, *Hear a Dream*, *It's a Hop, Hop, Happy Day* and *Bluebirds in the Moonlight*. Famous publishes. . . . Another Victor Schertzinger (director of the pic) tune goes into Bing Crosby's *Road to Singapore*. It's *The Moon and the Willow Tree*, lyrics by Johnny Burke. . . . The four Ben Oakland-Sammy Lerner songs for Universal's *Laugh It Off* get Robbins publication.

Herbert Stothart, Bob Wright and Chester Forrest penned *Shadows on the Sand* for MGM's *Galathea*. . . . Another Hester flicker, *Remember*, boasts an Edward Walcott-Burt Brent creation, *Try To Remember*. . . . *Remember* is Sidney Miller's sixth song in *Swing Me To Sleep*. . . . William Lava, for the past year and a half on a Universal composing and arranging contract, left the lot this week on the termination of the lot. . . . Jimmy McHugh and Frank Loesser are the first tunesmiths to make television appearances. Pair was in a Don Lee show this week. . . . Johnny Marvin's *Moon of Manana* goes into Gene Autry's *South of the Border*. D. R.

GENE SAIZER, pit ork conductor whose hitos guided the music of *I Married an Angel*, *Babes in Arms* and other Broadway musical comedy successes, has been signed by Buddy G. DeSylva to serve in a like capacity for *DeSylva Was a Lad*, with Bert Lahr and Ethel Merman and feature Phil Frank and Betty Grable. Musical score is by Gene Porter, and production is scheduled to start in New York within the next few weeks.

Sheet-Music Leaders

(Week Ending October 28)

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

Rank	Title	Composer
1	1. South of the Border	Shapiro
2	2. Over the Rainbow	Berlin
3	3. The Man With the Mandolin	Chappell
4	4. Scatterbrain	Chappell
5	5. Blue Orchids	Peist
6	6. An Apple for the Teacher	Harms
7	7. Day In, Day Out	Robbins
8	8. Beer Barrel Polka	Peist
9	9. In an 18th Century Drawing Room	Chappell
10	10. What's New?	Markus
11	11. My Prayer	Green, Bros.
12	12. Lilies in the Rain	Chappell
13	13. It's a Hundred to One	Miller
14	14. Are You Havin' Any Fun?	Markus
15	15. Cinderella, Stay in My Arms	Chappell

Pa. Town Rolls Out The Barrel in Style

SCRANTON, Oct. 28.—Beer Barrel Polka kept the local School Board on the run. Local newspaper printed a political cartoon last Sunday showing the board's proxy, John P. Padden, grinding a beer barrel organ out of which was coming dollar bills. This was to represent the \$9,841 he spent in the primaries, according to his account filed in court. A sound truck drove up to the building where the board was meeting Monday (28) and the song was repeated and repeated. Finally the members departed to another room in the rear of the building. But the sound truck drove under a window there as it continued to "Roll Out the Barrel."

Beer Barrel Polka came in for further publicity the following day when Scran-

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Autographs

ONE of the biggest problems facing amusement industry is dealing with the herds of autograph hounds. Gene Krupa's method of handling the problem bears comment and should provide many possible—and profitable—angles for others. Instead of scribbling his signature on the blank pieces of paper, Krupa printed a small form card which carries a thumbnail cut of his photograph as well. During lulls in his dressing room he hand-socks from 50 to 100 at a time and thus expedites passing them out to the folks hanging around the stage door. Saves time and rush and also prevents blots on clothes from flying fountain pens.

Further, the small signature card also carries a plug for his latest phonograph recording. Idea was designed by the advertising department of Jack Robbins music company.

Ingenious Jack, of the Robbins music publishing house, has devised a novel based exploitation stunt for all the song-writing maestri he has under contract. It's quite an elaborate set-up. When an orchestra takes to the road Robbins and his subsidiary Feist and Miller music companies notify all music dealers within a 100-mile radius of the spot the band will play two weeks previous to the playing date. Notification lays before the dealer the idea that a display of the bandleader's music, tied up with the engagement, brings added sales for the dealer and, by the same token, means more publicity for the band for the particular date.

Music machine operators in the territory are informed that interest in this special appearance will reflect in revenues if recordings are used in machines during

ton firemen had a sound truck play it on the streets advertising their ball, at which the Andrews Sisters and Bob Crosby played Thursday (26).

Songs With Most Radio Plugs

"Orchids" Takes Top Listing Over "Border"; "Fun" Third

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-11 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, October 27. Independent plugs are those received on WOR, WNEV, WJCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Program	Title	Publisher	Plugs	Radio
12	1. Blue Orchids	Famous	32	11
3	2. Are You Having Any Fun?	Markus	29	15
5	2. El Rancho Grande	Markus	29	15
2	3. What's New?	Witmark	29	14
2	3. South of the Border	Shapiro, Bernstein	27	15
14	4. My Last Good-Bye	Berlin	25	17
11	5. Good Morning (F)	Chappell	21	15
8	7. Over the Rainbow (F)	Peist	20	21
7	7. Man With the Mandolin	Santly, J. & S.	18	10
6	8. Day In, Day Out	Breagan, V. & C.	16	20
4	8. My Prayer	Eldimore	15	11
1	9. Last Night	Green, Bros.	15	10
13	10. I Didn't Know What Time It Was (M)	Chappell	14	15
10	10. Scatterbrain	Breagan, V. & C.	14	13
10	11. It's a Hundred to One	Miller	13	9
9	11. Can I Help It?	Markus	13	7
9	12. Goodnight, My Beautiful (M)	Crawford	12	10
12	12. Baby Me	ABC	12	10
12	12. Go Fly a Kite (F)	Famous	12	10
16	13. Little Man Who Wasn't there	Robbins	11	13
15	13. Jumpin' Jive	Markus	11	10
15	13. Many Dreams Ago	Harms	11	5
13	13. Melancholy Lullabye	Famous	11	4
13	13. Ding, Dong, the Witch Is Dead (F)	Peist	11	4
13	13. Good-Bye	Olman	11	3
9	14. Oh, You Crazy Moon	Witmark	10	10
14	14. To You	Paramount	10	9
14	14. An Apple for the Teacher (F)	Santly, J. & S.	10	6

Sligh Becomes Ork Booker

CHICAGO, Oct. 28.—Eddie Sligh, theatrical agent in this city, joined the ranks of ork bookers this week when he secured an AFM license. Sligh will handle both small and large combinations and will first try to crash the band-stand picture in the spots now buying his acts.

the period the band appears in the territory.

Homecoming

WHEN Billy Beer played Fox's Paradise Theater at West Allis, Wis., last week, it was in the form of a homecoming for the band. Aggregation is composed chiefly of local lads. In order to make it a holiday all around, "fitterbus" element heightened the homecoming feature of the engagement. Theater management promoted a fitterbus contest between the West Allis and West Milwaukee high schools. Finals were held on the theater stage, with Beer beating out the rhythm, a sure-fire feature for packing 'em in.

William Wilson, of Frederick Bros. Music Corp. in Chicago, made a hand exploitation tie-up with Bill Layden, who conducts a nightly "Make Believe Ballroom" record program over WFLD Chicago's WCFL. Wilson plays records of FBMC bands and offers free postcard pictures of the maestros to anyone interested. First one plugged was Lawrence Welk, and over 900 requests have been made. On the back of the picture, next to the address column, the FBMC office rubberstamps "Have you heard the band's latest record?"

Taft Chapman, who operates the Studio of Dance Arts in Akron, O., sends along his tried and tested idea of what can be done in the ballroom during a busy act. It is to give the proper contacts and the right promotion. Among his regular dancing patrons he has organized "Instructors Clubs," a group of 100 or so volunteers who come into the ballroom before the regular dance starts and teach new dancers the art of tripping the polished floor lightly.

In addition to the cufo dance lessons, which continually makes for more patronage, Chapman gives each "student" a mimeographed instruction on ballroom etiquette, emphasizing that a ballroom is "not a gymnasium" and that fitterbus dancing is possible. Credit for the "dancing class" promotional for Beacon is given to Charles Pfaff, who operates the Summit Beach ballroom in Akron during the summer. Chapman points out that at Summit Beach the average attendance of "students" were 200 by 8:30 p.m. The important thing being noted there were all practically new dancing customers who have never previously attended a public dance.

A Streamlined "Witch"

THE wicked old witch is dead! They'd choose a new streamlined one instead—at the Autumn Celebration and Halloween Festival at Hotel St. George, Brooklyn, Tuesday (31). A streamlined "Queen of Halloween" will be chosen by popular acclaim—and a board of judges to make it decisive—among a roomful of beaming beauties from all parts of the metropolitan area. A silver loving cup and other prizes will be awarded. It all makes for the proper sex setting for the usual grotesque features on that traditional fun-making night. Oro.

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10,000	\$3.50
20,000	\$7.00
30,000	\$10.50
40,000	\$14.00

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

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

A Adams, Vernie: (Hollywood) Ploverite, La. no.
Aberio, William: (Ambassador) NYC, no.
Alberio: (Belmont) Miami Beach, Fla. no.
Alford, Jimmy: (Max & Bill) Coles Falls, N. Y. no.
Ambassadors of Note: (Book-Cadillac) Detroit, Mich. no.
Angelos: (Bertolotti's) NYC, no.
Angricola, Tony: (Blackstone) Chi. no.
Anselmi, Louis: (Cotton Club) NYC, no.
Arnes, Don: (La Conga) NYC, no.
Arnold, Billie: (Columbia) NYC, no.
Austin, Harold: (Crystal) Buffalo, N. Y. no.
Ayres, Mitchell: (St. George) Brooklyn, N. Y.

B Babay, Bela: (Budapest) NYC, no.
Baker, Bruce: (New Kingdom) Albany, N.Y., h.
Nobby: (Ten Eyck) Albany, N. Y., h.
Bardon, Bill: (Edgewater Beach) Chi. h.
Barnes, Charles: (Southland) Boston, h.
Barnes, Black: (Club Joy) Lexington, Ky. no.
Bartoli, Jackie: (Coo Coe Club) Ft. Worth, Tex. no.
Bastel, Jeno: (Pleasidly) NYC, h.
Barron, Elmer: (Chateau) NYC, h.
Bassie, Charles: (New Kingdom) Albany, N. Y., h.
Bass, Paul: (Chateau Moderne) NYC, no.
Bass, Charles: (El Regis) NYC, h.
Bass, Charles: (Columbia) NYC, no.
Bergere, Maximilian: (Versailles) NYC, no.
Bernard, Nate: (Leighton's Halfway House) NYC, no.
Berns, Ben: (Faubus) Brooklyn, h.
Bono, Richard: (Stater) Cleveland, h.
Borner, Fred: (Trombone) NYC, no.
Borr, Misha: (Waldorf-Astoria) NYC, h.
Bowman, Charles: (Wrest) NYC, no.
Bowman, Tina: (Waldorf-Astoria) NYC; (Savoy Ballroom) NYC, 3-10.
Bragale, Vincent: (Armando's) NYC, no.
Brandt, Edley: (Wildcat) Pittsburgh, h.
Brigode, Ace: (Paradise) Chi. h.
Brink, Steve: (State) NYC, h.
Brisson, Robert: (Club Colony) Columbus, O., no.
Broder, Matt: (Blue & White Tavern) Albany, N. Y.
Brook, Sam: (Park Central) NYC, h.
Bundy, Buddy: (Henry Grady) Atlanta, h.
Busti, Eddie: (Seven Seas) Hollywood, no.

C Campbell, Jack: (Northwood Inn) Detroit, no.
Candy, Fernando: (Cotton Club) Chi. no.
Candido, Candy: (Ace Casino) Hollywood, no.
Candido, Harry: (Atlanta-Biltmore) Atlanta, h.
Cappo, Joe: (Westwood Supper Club) Richmond, Va. no.
Cappy, Mike: (Katy Nemo) Union City, N. J., no.
Carr, Marjorie: (Delmont) Miami Beach, Fla. no.
Cassler, Bob: (Adolphus) Dallas, h.
Cassler, George: (Rustic Cabin) Englewood, N. J., no.
Chigotto: (El Morocco) NYC, no.
Chick, Bill: (Chi-Am Casino) Westfield, N. J., no.
Code, Morrison: (Old Mill) Salt Lake City, no.
Coffey, Henry: (Havana) NYC, h.
Coleman, Emil: (Waldorf-Astoria) NYC, h.
Cohler, Syd: (Casino) Winterville, O., no.
Columbia Club Band: (White House) Stillwater, Okla. no.
Conrad, Jackie: (Club Chanticleer) Madison, Wis. no.
Coon, Del: (Eden) Chi. h.
Corday: (Chatterbox Supper Club) Mountaintop, N. J., no.
Costello, Diana: (La Conga) NYC, no.
Courtney, Del: (Ambassador) NYC, h.
Crawford, Al: (Havana) New Yorker, Chi. no.
Crawford, Jack: (Music Box) Omaha, ne.
Crawley, Xavier: (Stater) Detroit, h.
Crimmins, H.
Cutter, Ben: (Rainbow Room) NYC, no.

D Daly, Duke: (Carnary Cottage) Ploverham Park, N. J., no.
Daly, George: (Troce) NYC, no.
Davies, Al: (Baracane Inn) Baracane Lake, N. Y., h.
Davis, Johnny: (Seal's) (Blackhawk) Chi. h.
Davis, Eddie: (Larsen's) NYC, no.
Davis, Paul: (Martin's) Lima, O., no.
Day, Bobby: (Blue Jay) Plover, Ill., N. Y., no.
Demetry, Donny: (Club Royale) Detroit, no.
Demetry, Donny: (Havana) NYC, h.
Deutch, Emory: (Paradise) NYC, no.
De Vera, Antonio: (International Casino) NYC, no.
Dibert, Sammy: (Pavotian Club) Detroit, no.
Divodi, Don: (4 o'Clock Club) NYC, no.
Dixie, Tommy: (Elks) Pittsburgh, h.
Donohue, Al: (Cornell Inn) Ithaca, N. Y., 4.
Dorsey, Tommy: (Palmer House) Chi. h.
Dorsey, Jimmy: (Madison) Cedar Grove, N. J., no.
Douglass, Les: (Larry's New Wonder Bar) City, N. J.
Drew, Cholly: (Madison) NYC, h.
Duchin, Eddy: (Pisa) NYC, h.
Duffy, George: (Cotton Club) Toledo, h.
Duke, Jules: (Tutwiler) Birmingham, h.
Dunmore, Eddy: (Southern Mansion) Kansas City, Mo., no.
Duranda: (La Conga) Miami, no.

E Eby, Jack: (Royal Club) Hollywood, no.
Eddy, Teddy: (Pavotian) NYC, no.
Edridge, Roy: (Roseland) Brooklyn, h.
Ellington, Duke: (Coronado) St. Louis, h.
Elliott, Gene: (Cotton Club) NYC, no.
Ems, Skinnay: (Victor Hugo) Beverly Hills, Calif., no.

F Farmer, Willie: (New Oblet Inn) Albany, N. Y., no.
Featherstone, Paul: (Broadmore) Colorado Springs, Colo. h.
Feidman, Walter: (5 o'Clock) Miami, no.
Feidstein, Joe: (The Top) Milwaukee, no.
Felt: (Hollywood) Hollywood, h.
Fidler, Lew: (Imperial) Detroit, h.
Fisher, Johnny: (Plaza) San Antonio, h.
Fisher, Al: (Waldorf-Astoria) NYC, h.
Fisher, Jack: (Viviana Room) Boston, no.
Fisher, Art: (Club Minnet) Chi. no.
Fisher, Mark: (Royal) NYC, h.
Fisher, Dwight: (Honey Flare) NYC, h.
Fitz, Larry: (Willow Grove) Phila., h.
Fox, Syd: (Merita) NYC, no.
Franklin, Horacio: (Louisville), h.

G Gaby, Jack: (Royal Club) Hollywood, no.
Gardner, Willie: (New Oblet Inn) Albany, N. Y., no.
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Gardner, Willie: (New Oblet Inn) Albany, N. Y., no.

H Haber, Fred: (Hollywood) Ploverite, La. no.

I Ibbotson, Fred: (Hollywood) Ploverite, La. no.

Orchestra Routes

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

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

Primi Jr., Rudolph: (Lafayette) Washington, D. C., h.
G Gallford, Bill: (Rendezvous) Phila., c.
Gamble, Jack: (Lincoln Terrace) Pittsburgh, h.
Gasparré, Dick: (La Martinique) NYC, no.
Gentry, Tom: (Riverside) Lake Geneva, Wis., h.
Gerard, Gerry: (Schneider's Tavern) Cleveland, h.
Golden, Neil: (De Witte) Chateau Albany, N.Y., h.
Golly, Cecil: (Grand) Detroit, h.
Gondolera: (Fors Shibley) Detroit, h.
Goodman, Benny: (Waldorf-Astoria) NYC, h.
Gordon, Herb: (Crescendo) Syracuse, N. Y., h.
Gordon, Al: (Frolic Club) Albany, N. Y., c.
Graff, Johnny: (Anchorage) Phila., no.
Grant, Bobby: (Park Memphis) 3-10 t.
Gray, Gary: (Trocadero) Sioux City, Ia., no.
Gray, Les: (Pineapple) St. Westport, Mass., no.
Gray, Glen: (Astronaut) San Francisco, h.
Grayson, Hal: (Casino Gardens) Los Angeles, h.
Greaves, Dutch: (Silver Beach) Wallis Lake, Wash., h.

H Hallett, Mad: (Astor) Reading, Pa., 3-4 t.
Hamilton, Johnny: (Trion Club) Santa Fe, N. M., no.
Hammond, Dave: (Villa Bee) Jackson, Mich., h.
Hardy, Bob: (Flamingo) Boston, no.
Hart, Joe: (Pia-Mor) Kansas City, Mo., no.
Hartman, Don: (Midtown) Middletown, N. Y., h.
Hawser, Harold: (Mayflower) Akron, h.
Hawser, Harold: (Mayflower) Akron, h.
Held, Horace: (Shea) Buffalo, t.
Henderson, Horace: (Switgard) Chi. no.
Henderson, Horace: (Switgard) Chi. no.
Herman, Woody: (State) Hartford, Conn., 3-7 t.
Hess, Worthy: (Baybrook) West Haven, Conn., no.
Hilton, Barry: (Barlitt Lake) Jackson, Mich., h.
Hilmer, Richard: (Pierre) NYC, h.
Hines, Earl: (Grand Terrace) Chi. no.
Hinson, Arthur: (Ernest Palace) Denver, h.
Holt, Ernie: (El Morocco) NYC, no.
Hopkins, Claude: (Minera Temple) Brooklyn 2.
Hotkins, Len: (Chateau Laurier) Ottawa, Ont., no.
Hudson, Joe: (Country Club) Middletown, Del., no.

J Jack, Al: (Hillmore) Providence, h.
Jill, Jack: (El Tivoli) Dallas, no.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, no.
Jones, Jerry: (Laguardia) Salt Lake City, p.
Jones, Emperor: (Brick Club) NYC, no.
Jordan, Louis: (Elmore) Newark, N.J., no.
Jovan, Tommy: (St. Louis) St. Louis, no.
Jurgens, Dick: (Aragon) Chi. h.

K Kardos, Gene: (Hungaria) NYC, no.
Kardos, Gene: (Hungaria) NYC, no.
Kavelin, Al: (Van Cleve) Dayton, O., h.
Kaye, Sammy: (Commodore) NYC, h.
Kendis, Sonny: (Stork Club) NYC, no.
Kent, Peter: (Congress) Chi. h.
Kent, Larry: (Uiah) Salt Lake City, h.
Kings, Henry: (Chateau) NYC, h.
King, Wayne: (Drake) Chi. h.
King's Jesters: (Broadmore) Denver, c.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Ambassador East) Chi. h.
Kirk, Andy: (Golden Gate) NYC, h.
Kirk, Andy: (Golden Gate) NYC, h.
Krupa, Gene: (Sherman) Chi. h.
Kuhn, Jack: (Astor) NYC, h.
Kuchel, Lee: (Fountain) Phila., h.
Kurtz, Jack: (Erie Press Club) Erie, Pa., no.

L LaCombe, Buddy: (Ohrard's Rest) Albany, N. Y., c.
Lambert, Fred: (Club Lido) Jackson, Mich., no.
Lande, Jules: (El Regis) NYC, h.
Lang, Teddy: (Club Cavalier) NYC, no.
Larson, Fred: (Joe) Jacksonville, Fla., no.
Lapp, Horace: (Royal York) Toronto, Ont., h.
LaRosa, Eddie: (Rainbow Room) NYC, no.
Laska, Leo: (Sports Circle) Hollywood, no.
Leonard, Harlan: (Street's Green Room) Kansas City, Mo., no.
LePore, Phil: (Schneider) Milwaukee, h.
Lewis, Bill: (Eagan's) Schenectady, N. Y., no.
Light, Enoch: (Tait) NYC, h.
Little, Little Jack: (La Salle) Chi. h.
Lockhart, Frank: (Fruitport) Muskegon, Mich., h.
Lombardo, Guy: (Rooster's) NYC, no.
Long, Johnny: (Beverly Hills) Newport, Ky., no.
Lopes, Tony: (Paddock) Miami Beach, Fla., no.
Lopes, Tony: (Paddock) Miami Beach, Fla., no.
Lopez, Carl: (Fountain) Omaha, h.
Loveland, Archie: (Olympic) Seattle, h.
Lucas, Babe: (Troika) Baltimore, O., no.
Lundford, Jimmy: (Erie) Phila.; (Royal) Baltimore, 3-8 t.
Lyman, Abe: (Chez Paris) NYC, no.

M McCoy, Clyde: (Coronado) St. Louis, h.
McCune, Bill: (Carleton) Washington, D. C., h.
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
McFarlane, Don: (Paramount) NYC, h.
McIntire, Dick: (Hula Hut) Hollywood, no.
McKinney, William: (Plantation) Detroit, no.
McLain, Jack: (Chase) St. Louis, h.
McLean, Jack: (Trion) Chi. h.
McLean, Constance: (Kiki Kiki) NYC, no.
McPherson, Jimmy: (Torch Club) Los Angeles, h.
McRae Bros.: (Havana Casino) Buffalo, no.
MacDonald, Eddie: (Bossert) Brooklyn, h.
Madriguera, Eric: (Cocacant Grove) Los Angeles, h.
Makay, Coyte: (Sue Show Bar) Detroit, no.
Mann, Frank: (Armada) NYC, no.
Mansel, Don: (Gig-Galleon) Peoria, Ill., no.
Marcelino, Muzzy: (Wildshire Bowl) Los Angeles, h.
Marshall, Joe: (Cafe Society) NYC, c.
Marshall, Bill: (Windsor) Bronx, N. Y., 2-8 t.
Marney, Nicholas: (Cotton Club) NYC, no.
Martin, Freddy: (St. Francis) San Francisco, h.
Martin, Lou: (Leop & Eddie's) NYC, no.
Mertin, Don: (Coq Rouge) NYC, no.
Masters, Frankie: (Rex House) NYC, h.
Mater, Leonard: (Top Hat) Wilkes-Barre, Pa., no.
Maurin, Fran: (Westcott Roof) Milwaukee, h.
Mellen, Earl: (On Henry) Chi. h.
Mennner, Johnny: (McAlpin) NYC, h.
Merrill, George: (Whirling Top) NYC, no.
Miller, Glenn: (Stanley) Pittsburgh, h.
Molina, Carlos: (La Conga) NYC, no.
Molloy, George: (St. Nicholas) NYC, no.
Moore, Carl: (Deacon) (Old Vienna) Cincinnati, h.
Moore, Sam: (Ala. Polytechnic Inst.) Auburn, Ala., 3-4; (Mayfair Club) Atlanta 6; (Municipal) Atl. Atlanta 2.
Mortin, George: (Whirling Top) NYC, no.
Morton, Hughie: (Anchorage) Pittsburgh, no.
Morton, Gerry: (Warwick) NYC, h.
Morton, Jimmy: (Cotton Club) NYC, no.
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
Murphy, Lyle: (Spod") (Blue Gardens) Ark., N. Y., t.
Murray, Charles: (Mon Paris) NYC, no.

N Nelson, Ozzie: (Top Hat) Union City, N. J., no.
Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., h.
Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., h.
Noble, Leighton: (Stater) Boston, h.
Nolan, Jerry: (Beverly-Whitaker) Los Angeles, h.
Nolan, Tommy: (Luskout House) Covington, La., no.
Nottingham, Gerry: (El Tahirin) San Francisco, no.
Oakes, Billy: (Main Central) Asbury Park, N. J., h.
O'Brien & Evans: (Dough Joliet) Joliet, Ill., h.
O'Hara, Ray: (Leslie-Wallick) Columbus, O., h.
Oman, Van: (Ciro's of London) NYC, no.
Oman, Van: (Ciro's of London) NYC, no.
Olson, Vern: (Country Club) Coral Gables, Fla., no.
Orlando, Don: (Colony) Chi. h.
Osborne, Will: (Lyric) Indianapolis, t.
Orlando, Manfredo: (Dempey's) NYC, no.
P Pablo, Don: (Palm Beach) Detroit, no.
Page, Paul: (Mogara's) Chi. h.
Palermo, William: (La Marquis) NYC, no.
Palmer, Saeeter: (Seneca) Rochester, N. Y., h.
Palmer, Saeeter: (Seneca) Rochester, N. Y., h.
Pancho: (Trocadero) Hollywood, no.
Parker, Paul: (Hunters Inn) Albany, N. Y.
Parker, Paul: (Hunters Inn) Albany, N. Y.
Patrick, Henry: (Open Door) Phila., no.
Pearl, Ray: (Bill Green's Casino) Pittsburgh, h.
Perez, Chuy: (Club Zarape) Hollywood, no.
Perry, Ron: (Bossert) Brooklyn, h.
Perry, Bobby: (O'Brien) Cincinnati, h.
Petit, Emile: (Savoy-Plaza) NYC, h.
Phillips, Wendell: (Oriental Gardens) Chi. re.
Piccolo, Pete: (Club Petite) Pittsburgh, no.
Powell, Teddy: (Paramount) NYC, t.
Prima, Louis: (Happy) NYC, no.
Porecki, Don: (Pappy) 48 Club) Dallas, no.
Quartell, Frank: (Colosimo's) Chi. no.
Quintana, Don: (El Chico) Miami Beach, Fla., no.
R Raeburn, Boyd: (Rainbow) Denver, h.
Razon, David: (Ciro's of London) NYC, no.
Razon, David: (Ciro's of London) NYC, no.
Rand, Lionel: (International Casino) NYC, no.
Rayvaca, Carl: (St. Francis Drake) San Francisco, h.
Ravel, Don: (Casa Verde) Franklin Square, L. I., re.
Raymond, Nick: (Cox House) NYC, no.
Raymond, Harry: (Abeyville, S. C., 3; Greenville 3; Columbia 4.
Reich, Kemp: (Stonebridge) Tiverton, R. I., h.
Reichman, Joe: (Olebody) Memphis, h.

Ricardo, Don: (Eagles Club) Valley City, N. D., h.
Ridgeway, Fred: (Bridgport) Conn., h.
Roberts, Chick: (Tally-Ho) Albany, N. Y., p.
Roberta, Rick: (Barney Rapp's) Cincinnati, no.
Roberts, Chick: (Tally-Ho Tavern) Albany, N. Y., c.
Robie, Chet: (Ye Old Cellar) Chi. no.
Robie, Chet: (Ye Old Cellar) Chi. no.
Rodriguez, Jose: (Maxim's) Bronx, N. Y., no.
Rogers, Buddy: (Amity) Atlanta, h.
Rogers, Buddy: (Beverly) St. Paul, h.
Rohli, Arnold: (Trocadero) Los Angeles, no.
Rohrer, Ralph: (Pennsylvania) NYC, h.
Roch, Gene: (University Grill) Albany, N. Y., no.
Ruggiero, Larry: (Montparnasse) NYC, re.
Ruhl, Wernay: (Lincoln) Hancock, Mich., h.

S Sacka, Coleman: (Pickwick Yacht Club) Birmingham, Ala., h.
Sabinera, Juanito: (Havana-Madrid) NYC, no.
Saunders, Hal: (Montparnasse) NYC, re.
Savitt, Jan: (Lincoln) NYC, h.
Sayre, Syd: (Bedford Rest) Brooklyn, no.
Schiffert, Carl: (Baker) St. Charles, Ill., h.
Scott, Lee: (Club Moderne) San Francisco, h.
Sellar, Pete: (Hollywood) Alexandria, La., no.
Sellers, Eddy: (Beverly) St. Paul, h.
Shand, Terry: (Bossert) Brooklyn, h.
Shaw, Artie: (Pennsylvania) NYC, h.
Shid, Harry: (Cotton Club) NYC, no.
Sidney, Frank: (Main Street) Detroit, no.
Slagov, Irving: (Rex's) White Lake, N. Y., c.
Sloan, Henry: (Town & Country) Milwaukee, no.
Smith, Staff: (Off-Beat Club) Chi. no.
Sluder, Phil: (Luskout House) Covington, Ky., no.
Solari, Billy: (Dunes Club) Narragansett, R. I., no.
Spencer, R. L.

T Tan, Jimmie: (Kaufman's) Buffalo, no.
Tanella, Steve: (Willowmere Inn) Union City, N. J., no.
Teagarden, Jack: (Barle) Washington, D. C., t.
Thompson, Lang: (Castle Farm) Cincinnati, h.
Trace, Al: (Ivanhoe) Chi. no.
Trovato, Salvatore: (Radio Plaza) NYC, no.
Tucker, Orrin: (Mark Hopkins) San Francisco, h.
Tucker, Tommy: (Murray's) Tuckahoe, N. Y., re.
U Unall, Dave: (Club Alabam') Chi. no.
V Valli, Pedro: (Club Gaucho) NYC, no.
Van, Garwood: (Casino Gardens) Ocean Park, Calif., h.
Varell, Tommy: (Barrel of Fun) NYC, no.
Varson, Eddie: (El Martini) NYC, h.
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., no.
Vines, Billy: (Club Woodland) Huntington, W. Va.
Vocalists: (Marine Grill) Detroit, no.
W Wallace, Don: (Vesta Del Lago) Wilmette, Mich., no.
Wallace, Don: (Vesta Del Lago) Wilmette, Mich., no.
Walsh, Jimmy: (Del Mar) NYC, no.
Walsh, Jimmy: (Del Mar) NYC, no.
Walt, Joe: (Honey) NYC, no.
Warner, Leo: (Monte Carlo) NYC, no.
Watkins, Sammy: (Hollenden) Cleveland, h.
Watson, Lee: (Cox) NYC, no.
Weeks, Ranny: (International Casino) NYC, no.
Weeks, Anson: (Trion) Chi. h.
Weeks, Ted: (Erie) Phila., t.
Weeks, Lawrence: (Nicollie) Minneapolis, h.
Wharton, Dick: (Bellevue-Stratford) Phila., h.
Whiteman, Paul: (New Yorker) NYC, h.
Whitman, Gus: (Hiverside) Paris, France.
Wick, Ham: (Cosmopolitan) Denver, h.
Williams, Harry: (Stevens) Chi. h.
Williams, Ralph: (St. B. President) Hatcher, N. Y., no.
Windsor, Reggie: (Radwell's) Phila., c.
Winton, Barry: (Rainbow Grill) NYC, no.
Wood, Grant: (Dumais) Baltimore, h.
Woods, Howard: (Village Barn) NYC, no.
Y Young, Ben: (Northwood Inn) Detroit, no.
Young, Eddie: (Broadmore) Denver, c.
Young, Eiland: (Lombard's) Bridgeport, Conn., no.

Chicago, Oct. 28—U. S. Record Co. has established a Chi Distributorship with the Illinois Musical Supply Co., a subsidiary of Targ & Dinner, Inc. Hugh Tulane has been appointed sales manager in charge of this section. Tulane formerly with Victor, has more recently musical director in Hollywood for British Gaumont Films.

Chi Distrib for U. S. Disks

New Dramatist Guild-Film Pact Is Finally Readied

(Continued from page 3)

from one of the three a, b, c categories to another.

(C) Weekly payments for plays which come outside New York shall be not less than provided under (A) during tours, except that no payments need be made until the first three weeks of road playing for the first three weeks of dramatic before the New York opening of dramatic productions and five weeks of musicals. No picture rights accrue to backer unless and until there is a Borough of Manhattan opening. If there is no Manhattan opening, none of money advanced is repayable to backer.

(D) Payments are based on weekly receipts from all sources, including any and all sums over and above regular box-office prices of tickets received by the manager or by anyone in his employ from ticket agents, brokers, etc., and from other additional sum whatsoever required for the performance of the play.

(E) Payments must be made not later than Wednesday of the succeeding week.

Section 3. Suspension of payments for picture rights. No percentage payments need be made for any week in which the gross receipts are less than operating expenses for that week.

Section 4. Payments after manager or author takes hold. Backer shall not be liable for operating expenses beyond time fixed by him for New York or tour closing. If manager or author in assumes production control, but backer shall make picture payments at the percentage agreed on for each week or weeks that grosses exceed expenses during this continued run.

Section 5. Resumption of picture payments. In the event that the play closes because of strike, illness of member of cast, or for any other reason (with the intent to resume the presentation) picture rights payments shall be resumed upon reopening.

Article V—Formula for Suspension of Production

Section 3. (a) At end of first, second, third, or fourth week in New York show may be closed if grossing for respective week do not exceed following percentages of operating expenses for that week: first week, 50 per cent; second, 66-2-3 per cent; third, 83-3 per cent; fourth, 100 per cent. After that backer cannot close show unless grosses for three consecutive weeks are less than operating expenses, and for each of these three consecutive weeks the gross receipts must be less than that of the preceding week. Each week ends Saturday. If play opens later than Monday, computation for first week will be based on the pro rata operating expense and grosses for the performances during that week. (b) Provision for additional provision for the customary seasonal closings, and provision for closing of tour tours when territory is exhausted.

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with eight "no opinion" votes a 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 critics' verdicts reflect on the financial returns and how closely the critics agree with the decision of their readers.)

"The Possessed"—0%
NO: Anderson (Journal), Brown (Post), Lockridge (Sun), Mantle (News), Wats (Herald Tribune), Atkinson (Times), Winchell (Mirror), Whipple (World-Telegram).
YES: None.
NO OPINION: None.

"The Time of Your Life"—88%
YES: Wats (Herald-Tribune), Atkinson (Times), Chapman (News), Brown (Post), Anderson (Journal-American), Whipple (World-Telegram), Lockridge (Sun).
NO: Winchell (Mirror).
NO OPINION: None.

without forcing productions to take on three certain losing weeks).

(b) Manager may close road tour upon consent of the guild if three consecutive weeks prove it is an unprofitable venture.

(c) For these computations, managers cannot include week before Christmas and Easter in the losing weeks.

(d) If manager, during a run, lowers established box-office price of tickets, no week or weeks prior to the effective date of such reduction may be considered as within the closing formula.

(e) Closing of play cannot take place after first week unless author gets one week's notice at least.

Article I

(a) Backer, author and manager are to enter into individual agreements between each other, subject to guild's basic agreement. All these individual agreements must be countersigned by the backer before play goes into rehearsal.

(b) Backer must designate an independent manager who is not his employee. Manager can accept no payment from backer except as provided in individual agreement, except if he has contractual relations with backer which the guild's negotiator and author deem as not conflicting with his duties herein.

(c) New contract valid only on deals made out before December 31, 1940.

Article II

Backer agrees to pay all production expenses incurred, not to remove member of cast for other productions without consent of author and negotiator (but may negotiate for actor's services to be rendered when show closes) and to make

known to author all commitments and contracts members of cast may have unexpired.

(a) Manager agrees to set profits aside in a reserve fund to be maintained at not less than \$15,000. Money to be used for road production with original or stock companies. Manager has right within first 12 weeks of New York run to decide upon road tour. If within that period he decides to forego road run, reserve may be distributed according to respective interests. (If manager decides early in the New York run against road tour there will be provision for distribution of some of these moneys before whole 12 weeks have passed).

(b) Where backer is wholly responsible for financial backing, manager is to get not less than 15 per cent of the money paid by the backer for the picture rights. If backer is only partial partner, "the percentage payments to the manager may be modified so that he shall in any event receive such proportion of 15 per cent of the picture rights price as the backer's investment bears to the total investment in the production. Manager shall not exchange such percentage for a stated sum of money."

(c) In contracts for theater rentals, company's share of gross box office shall be on prevailing market terms. No contract shall be made which permits closing of run conflicting with the above "Formula for Suspension of Production." (This will need adjustment in view of present and recurring death of theaters. Rentals are on short deals in many cases).

Article III

Among provisions for passing of production control from backer to manager is that of consideration of properties.

(a) Author or manager may purchase physical properties of the play owned by the backer at a cost not to exceed 20 per cent of the original cost. (Since some

properties are not purchased outright, but are rented and under contracts with third parties who may or may not wish to have contracts switched to new executives, modification is likely).

(b) Rental at cost not to exceed 15 per cent of the first \$10,000 of gross weekly box-office production, and 20 per cent of the excess over \$10,000 until 40 per cent of the original cost of the properties has been paid.

(c) Rental at such percentage of net profit of the play as may be mutually agreed upon. If there is no accord as to which alternative should prevail, author shall have absolute right to use (b).

(d) Author shall have right also to take over by assignment any and all contracts for rental of properties to which assignment permission shall be arranged for in original rental contracts. (This may have to carry an "if possible" clause because it too involves a third party independent of the guild's agreement).

Section 5: (a) No credit shall accrue to the manager under Section 3, Article IV of Guild Basic Agreement by reason of presentations given by the author or his agent in the production, run or road tours; provided, however, that date of closing of first-class run for the purpose of fixing subsidiary rights and releases thereof under provision of Article VII of Basic Agreement shall be date of closing. (See NEW DRAMATIST on page 26)

OUT-OF-TOWN OPENINGS

"Trial Ground"

(Park Theater)
WOONSOCKET, R. I.

A drama by Rev. Cornelius J. Holland. Produced by Lippitt Players. Directed by Lauren Kenyon Woods. Staged by George Richardson. Cast: Dick Burgess, Doris Johnson, Cost: Dick Burgess, Phyllis Wheeler, Earl Anderson, Alice Holman, Don Lee, George Roberts, Jr., Lauren Kenyon Woods, Edward Hale.

In this, the most ambitious endeavor to come from the pen of Woonsocket's drama-minded cleric, staged by the Lippitt Players week in the studio and last week of an attempted winter's run at the Park Theater, Father Holland dramatizes incidents which "might occur to any priest."

Action centers around a Reverend Talbot (Dick Burgess), parish priest in a textile town in the U. S. A. A new mill is anticipated for the community, and the priest, foreseeing an increased flock, proceeds to build a larger church. Crooked politics results in the mill choosing a different site, and Father Talbot's church, in consequence, is left in financial straits. The priest is transferred to a smaller parish, but the transfer is less important to him than the fact that the mill manager has induced his pretty niece to live with him in the new mill town. Too, a romance between the priest's niece and a suitor from "outside the church" occupy Father Talbot's attention. With faith and patience he finally secures all the prizes in a satisfactory conclusion. C. A. Ross-Kam.

"Very Warm for May"

(Playhouse)
WILMINGTON, DEL.

A musical by Jerome Kern and Oscar Hammerstein II. Directed by Oscar Hammerstein II. Settings by Vincente Minnelli. Presented by Max Gordon. Cast: Donald Brian, Aton Long, John Cherry, Grace McDonald, Royal Seal, Selden Bennett, Ray Meyer, Robert Shackleton, Richard Quinlan, Francis Brown, George Shossette, Hiram Sherman, William Torpey, Eve Arden, Jack Whiting, Len Maceo and Bruce Evans.

The story is pretty thin, dealing with a father and girl in an unattractive young public employee. His daughter slips out of their grip, hides away in a barn where a summer theater troupe is under way. And, incidentally, this particular summer theater has a new high for such adventures. Heading the summer theater is Ogden Queller (Hiram Sherman), whose ideas and quips take the modern theater for a ride. Gangsters and members of progressive press make possible the title of the show and the satirical atmosphere of the first act, as well as provide a reason for the extravaganzas of the second.

Prophetic in its nature will be a season. The ballet corps keeps the audience wide awake and eager. Choreography is unique and excellent. Its lyrics, in numbers such as *All the Things You Are* and *Up in Harlem*, will be taken up soon by other shows. The show is colorful, bizarre and original. *Very Warm for May* is not one show; it's a three-in-one with enough material for a couple more extravaganzas and maybe a crumb or two to spare. Al Fahsy.

Formula for Suspension of Production

By EUGENE BURR

A couple of weeks ago this corner was lamenting the sad fate of Maxwell Anderson's *Valley Forge*, a truly great play that suffered from mental anemias on the part of its customers, faded rapidly at the Guild Theatre, and has since been almost entirely forgotten. *Valley Forge* is by no means the only great play that has suffered a similar fate in recent years.

If the presently much-despised repertory system were still in vogue there might be some hope for such dramas; despite the apathy (the blindness, if you will) of reviewers and early audiences, they could reappear from time to time in repertory and so establish definite places for themselves. As things stand at present, however, they are reviewed by eight men who have failed to distinguish themselves by any great knowledge of the theater and are subsequently neglected by the early audiences who follow these modern half-Hazlitts. They then plunge into the deep obscurity of the seasonal statistics, emerging—if at all—only for occasional amateur productions.

It seems a ridiculous and wasteful way in which to treat any sort of play—much less a great play.

Radio, rushing to the artistic aid of a smug and self-satisfied theater, revived *Valley Forge* (in an unfortunately abbreviated version, of course) a couple of weeks ago. And if radio is looking around for other plays of the same quality, the name of Ben Hecht, now in the public prints as co-author of *Ladies and Gentlemen*, suggests another. It is Mr. Hecht's *To Quito and Back*, presented by the Theater Guild two years ago, inceptably panned by the critics and allowed to lapse into oblivion as soon as the Guild's subscription list had been exhausted.

Until the advent of *To Quito and Back* this corner had been, to put it in a mild and gentlemanly fashion, no undue admirer of Mr. Hecht's work. Nor is this corner an admirer of the current *Ladies and Gentlemen*, for that matter. But in *To Quito and Back* Mr. Hecht wrote one of the really great plays of our generation, one of the very few plays of the 20th century that will still be printed and read—if not played—in the 21st.

When the Theater Guild presented it two years ago Sylvia Sidney and Leslie Banks were in the leading roles. And it is largely their fault that a great American drama is now almost forgotten. Miss Sidney gave a performance that, in its simplicity and nobility, made the heroine silly, unsympathetic and at times almost inaudible character, while Mr. Banks unfortunately and suddenly went stuff-shirt in the most important role. When this corner wrote its original review it suggested that the faults of the players would probably be visited upon the play by all those professional theatergoers who are considered critics by virtue of their inability to distinguish between the various presentations of a finished production. It was also suggested that *To Quito and Back*, in the years to come, would be considered a fine dramatic picture of a harried era—and also a fine play.

At least two more years have come, so far, and *To Quito and Back* is most certainly considered a fine play—at least in that infinitesimal corner of terra cotta that is called the drama. I have read *To Quito and Back* in book form a practically appalling number of times—and at each reading new authorial insight, new profundities, new beauties of both phrase and thought appear. It seems a finer piece of work each time that I regretfully put it down.

It's a magnificent play—and if you want to discover for yourself the sort of thing that is contemptuously dismissed by the same critics who push the blatant activities of a William Saroyan, buy yourself a copy. You won't regret it—particularly since it's now retelling in drug stores for around 19 cents.

What price greatness, my friends?

Or perhaps radio will save you the trouble by performing it in an abbreviated version, as it did *Valley Forge*. An abbreviated version is no great help, it is true—and neither is the sorry gift of a single performance on all but the radio. Playwrights would let a few people know they play had been written. And it might just possibly shame the legitimate theater into a more intelligent and discerning attitude toward its own fine things.

There are one or two such plays each season. For one, there was Philip Barry's *Here Come the Clowns*, the greatest, most beautiful, . . . or did you hear enough about that last year?

New Plays on Broadway

Reviewed by Eugene Burr

LYCEUM

Beginning Tuesday Evening, October 24, 1939

THE POSSESSED

A play by George Sdanoff, based on ideas from Dostoyevsky's writings, translated by Elizabeth Reynolds Hayswood. Directed by Michael Chekhov. Settings and costumes designed by M. Dobulinsky. Settings built by Val Scenic Construction Co. and painted by Robert W. Birzman Studios. Costumes executed by George Pons. Press agent, Oliver M. Saylor. Stage manager, Robert Woods. Assistant stage manager, Eugene Langston. Presented by Chekhov Theater Productions.

Nicholas Stavrogin John Flynn
 Peter Verkhovenski Elmer
 The Governor Burke Clarke
 Lisa, Mrs. Stavrogin's Ward Beatrice Straight
 Lieutenant Drozdov, Her Flance Robert
 Konrad Thomas J. Hughes
 Shatov, a Student Blair Cutting
 Mrs. Stavrogin, Mother of Nicholas Elizabeth
 Martha, a Lame Girl Mary Lou Taylor
 A Servant at Mrs. Stavrogin's Katharine Ann Faulder
 Kirilov, an Engineer Hurd Hatfield
 Fedka, an Escaped Convict Sam Schatz
 People at the Meeting: Peter Turnado
 Presiding Officer Ronald Bennett
 A Theorist Sam Schatz
 A Teacher Thomas J. Hughes

Other Members of Verkhovenski's Organization:
 Erica Chambliss, Louise Dowdney, Jeanne
 Mary, Elizabeth, Walter, Baird, Hurl, J.
 Donald Boche, James P. Corr, Eugene An-
 ston, Ford Rainey, James Taylor, Allen Reeves,
 Governor's Secretary Bert Griscom
 Officer Alton Hinkley, Peter Turnado
 The Stranger Reginald Pole
 Alternating in the role:
 Scene 1: Somewhere in the Outskirts
 of an Industrial Town. Scene 2: At
 Home. Drawing Room in Stavrogin's Home.
 Scene 3: The Room of Shatov and Kirilov.
 Scene 4: Stavrogin's Study. Scene 5: Meeting
 Room. Scene 6: On a Bridge. Scene 7:
 Stavrogin's Study. Scene 8: Stavrogin's Study.
 Scene 9: A Meeting Room. Scene 10: Govern-
 or's Office. Scene 11: Governor's Office.
 Scene 12: The Room of Shatov and
 Kirilov. Scene 13: Stavrogin's Study. Scene
 14: The Stranger's Room. Scene 15: In a
 Deserted Part of Town.

The Tchekovs are ganging up on me. Last week I had to see *Three Sisters*, which was written by Anton, and this week I had to see *The Possessed*, which was directed by Michael, who is Anton's nephew and who spells the name without the initial "t" but with the addition of an "h" at the start of the second syllable. Of the two evils, believe it or not, the former is probably a bit the lesser, for Michael makes poor Dostoyevsky and an unfortunate dramatist named George Sdanoff who makes a play out of some of Dostoyevsky's ideas seem exactly like Michael's uncle—and you have Michael's direction to sit thru, besides.

The Possessed, which erupted at the Lyceum on Tuesday, is the first Broadway production of the Chekhov Theater Studio, which started in England but later transferred to New England. The studio, which operates under rules that render it like two or three peculiarities of the Moscow Art technique (which evidently consists of appearing as silly and unbelievable as possible), rehearses for many months in each play and even has two or three peculiarities of the rules. Now it has come to Broadway.

The gongs-on-at the Lyceum are almost indescribable—and if you can make head or tail of the play, it is a play after the members of the Chekhov Studio

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Newsboys Ros Bagdasarian
Drunk John Farrell
Willie Will Lee
Nick Charles De Sharm
Ton Edward Andrews
Dudley Julie Hayden
Harry Gene Kelly
Wesley Reginald Beese

get thru with it. It's not the fault of Mr. Chekhov. It is all truth the play itself can hardly boast any crystalline clarity, but much of it might not have sounded so bad if it had been permitted to sound like anything human. It is the tale of the sturn and drang of Stavrogin, a young man, somewhat madly crystallized by Verkhovenski, a revolutionist, to be his figure-head, the god-man-ideal of the Fascist state toward which Verkhovenski leads. Stavrogin is taken in for a while by the Fascist-revolutionist theories about freeing man from the galling bonds of thought by regimenting his life for him, but he is still troubled. And he balks flatly at the theories of force necessary to put Verkhovenski's power-man in action to achieve the glory of a regimented parade. But with typically Russian initiative, he does nothing about them, allowing his wife to be murdered, a good friend who sees thru Verkhovenski to be killed and riots to be.

Then after everything has happened, still following the Russian pattern, he gets himself a choice dose of remorse. So he goes to an old sage who represents the spiritual rather than the physical revolution, and that sage says to him that the only salvation of mankind is in freedom from fear; in that freedom, all freedom is possible. And freedom from fear may be best achieved thru the glorious miracle of laughter.

Stavrogin is scornful when he meets Verkhovenski later—ho, the spirit, against the so-called "idealism" of the material—their meeting is symbolically inconclusive. Verkhovenski goes off alone, and it appears to be a drain, and Stavrogin stands bathed in pure white light at the curtain.

There is, very definitely, a great deal of good stuff there, and there might even be some fairly exciting action if you were asked for a moment to think that the people on the stage were real human beings. In Mr. Chekhov's self-consciously Moscow-Art and Moscow-Artly phony direction, however, they seem like a waxworks museum doing double talk. For one thing, the players could probably win a shouting contest against teams of train announcers and hog-callers. For another, the attitudinized overacting is so fantastic, silly and ineffective that you instinctively expect a note to be passed between the players and the audience. And for a third, instead of listening to the play you find yourself constantly wondering how a parcel of human beings can conceivably allow themselves to appear such fools.

Among the Mr. Chekhov's overacting and howling young unfortunates, should I say victims? only one managed to indicate that he might conceivably have some faint idea of what acting is all about. He barely managed to suggest it, but the fact that he managed to suggest it at all under Mr. Chekhov's direction is greatly to his credit. He is John Flynn, who played Stavrogin with sparse and fleeting moments of insight and human inflection.

As for the rest, as little can be said for them as for M. Dobulinsky's nightmare-like, ugly and self-conscious sets. Just one example of the Chekhov directorial technique—in an early scene Mr. Flynn is struck upon the forehead and exclaim "She is thro' me (pause) 'my wife!' Nothing comparable has been seen in town since Billy Bryant brought his showboat troupe to the old that, the Chekhov Studio is being a real bet if it doesn't make its next production *East Lynne*. With beer and pretzels, I hope.

BOOTH

Beginning Wednesday Evening, Oct. 25, 1939

THE TIME OF YOUR LIFE

A play by William Saroyan. Directed by Eddie Dowling. Written by William Saroyan. Signed by Watson Barrett and built by Martin Turner Construction Co. Incidental musical numbers by Reginald Beese. Press agent, Stage manager, Gene Haggett, Assistant stage manager, Randolph Wade. Presented by the Theater Guild, in association with the Lyceum Theatre.
 Newsboys Ros Bagdasarian
 Drunk John Farrell
 Willie Will Lee
 Nick Charles De Sharm
 Ton Edward Andrews
 Dudley Julie Hayden
 Harry Gene Kelly
 Wesley Reginald Beese

BROADWAY RUNS

Performances to October 28, inclusive.

Dramatic	Opened Perf.
<i>Ala Inoche in Illinois</i> (Addicks)	Oct. 15, 38 453
<i>Little Foes</i> , The (National) (Krupp)	Oct. 15, 38 424
<i>My Darling Clementine</i> (Dunne)	Oct. 15, 38 424
<i>The Music Box</i> (Lodge)	Oct. 16, 38 166
<i>Philadelphia Story</i> , The (Shaw)	Mar. 29, 39 247
<i>Passover</i> , The (Loyen) (Abbott)	Oct. 21, 38 217
<i>Private Lives</i> (Bridgman)	Oct. 21, 38 217
<i>Shark</i> (Morgan)	Oct. 21, 38 217
<i>Time of Your Life</i> , The	Oct. 25, 39 0
<i>Tobacco Road</i> (Forrest)	Dec. 4, 38 2569

Musical Comedy	Opened Perf.
<i>Hallelujah</i> (Winter) (Gee)	Oct. 20, 38 463
<i>Boys and Girls</i> (Winder) (Noe)	Nov. 27, 37 832
<i>Sound and Sings</i> (Lodge)	Aug. 28, 37 7
<i>Street</i> (Abbott)	Sept. 29, 38 25
<i>Handful of Stars</i> (Lodge)	Sept. 29, 38 25
<i>Paris, That's the Idea</i> (Lodge)	June 19, 38 152
<i>The Mayor Goes</i> (Imperial)	Oct. 18, 38 134
<i>Yodeling</i> (Mastell)	July 15, 38 100

ACT I—Nick's Saloon. Restaurant and Entertainment Place at the Foot of the Embacadero, in San Francisco. Late Morning. ACT II—Scene 1: The Same. A Lunch Hour. Scene 2: A Room in the New York Hotel, Around the Corner, Ten Minutes Later. Scene 3: Nick's Saloon. Afternoon of the Same Day. ACT III—The Same. That Evening.

William Saroyan had another spasm of mental epilepsy on the stage of the Booth Theater Monday night. The Theater Guild was the attacking force in association with Eddie Dowling, and the name of the convulsion was *The Time of Your Life*. A more fitting title might have been *Three Sisters Who Pass While the Third Floor Backs*.

For Mr. Saroyan, in this, his first full-length dramatic effort, has ineptly combined the ineffectual and discourteousness of Tchekov, the ridiculously self-conscious "realism" of Steinbeck, the childish (or it is moronic?) naivete of *Six Who Pass While the Lentils Roll* and the sickeningly saccharine sentimentality of *The Passing of the Third Floor Back*. It seems evident that he is trying to say things of weight and moment—things which, tho' trite and hackneyed now, have to do with the intrinsic nobility of the common man, the beauty of the world and the ruin of that beauty by the blind forces that man himself sets free. But it also appears obvious that Mr. Saroyan is really congenitally incapable of saying anything at all. He is content to blather and mangle in his own particular crevice in the eistern of the Palace of the Arts, peering out now and then to survey the Dalls, the Gertrude Steins and the other preposterous fumbler who inhabit the neighboring crannies.

The Time of Your Life is a play without a plot—and, so far as works of art go, a play without a meaning. For good intentions and the mere desire to say something fine are no passports to the promised land. If they were, any truck driver or writing on a rough piece of paper would ipso facto become an artist. I would, I suspect, be quite easy for him to become as great an artist as Mr. Saroyan.

It seems very doubtful that Mr. Saroyan himself knows precisely what he is trying to say or precisely how he wanted to say it. The confused writing is an excellent symbol of the confused thought. Well-observed and acute character drawing occurs amid ridiculously burlesqued caricatures; at one moment Mr. Saroyan is writing on rough paper and the next he is writing on violet paper with the gold-tipped pen of a phony fin de siecle aesthete; flatly and childishly dirty words are followed by spasms of Eddie-Guestish "idealism." And they are all combined in a sort of dramatic multigatway that is just as greasy as flat but far less savory than the stew. Mr. Saroyan derives from many sources and manages to combine the worst features of each.

The scene is a San Francisco waterfront dive, and the chief character is a mysterious rich man who considers all riches the result of robbery and so tosses money around to the denizens of

the dive. These last include a man who plays a piano through the three acts (undoubtedly Will Lee, who acts the role, has the best time of anyone in the cast, for at least he has something to take his mind off the play); an Arab whose chief contribution through the evening is to repeat endlessly "all along the line" repeated endlessly by an old teller of tall tales who seems like a parody and lowdown burlesque of every character that Frank Morgan has ever played, and many others. At one point a rich man comes in, has a rather pointless conversation with Joe, the rich man and leaves; at another point a couple of society people watch the gongs-on with comic-strip bauteur. It is interesting to note that no Saroyan character has a mere gag much over an ark, but all except for the society folk the rest are simply lovely people as the author visualizes them, a parcel of Little Lords Fauntleroy down on their luck.

The play starts by claiming the wife of one in burlesque and ends by telling the story about her childhood home in Ohio. Then Tom, Joe's fully grown but half-witted errand boy, appears on the scene and tells him to get on his sight, so Joe tells him to take her to the room and then marry her. Meanwhile a very nasty detective from the vice squad announces that he is going to clean up the joy girls.

When Kitty, the glided gal, gets to her room she does nothing but cry, so Joe buys her some children's toys to comfort her. Later he installs her in a good hotel and gets Tom a job as a truck driver. But meanwhile the nasty flatfoot comes in to arrest her, but he is also manhandling most of the denizens of the dive. So Joe tries to shoot him but doesn't, and the cop is later shot by the old teller of tall tales. Tom and Kitty go away together, while Joe disappears dramatically into the night.

It all seems to prove that nasty cops are very nasty fellows.

If Mr. Saroyan had wanted to make the points for which he seems to be so famous, he might have done so. Instead of with self-consciously saccharine-coated eyes, they were bums and floozies, and, as such, entitled to both sympathy and understanding. Mr. Saroyan, by making them Knights of the Table Round and filling them full of fantastic Writing (with a capital W) makes them merely silly. He emerges, I'm afraid, as the Pollyanna of the Gertrude Stein set.

The quality of the production contains is offered by Eddie Dowling's quiet, luminous, altogether lovely performance as Joe, a beautiful, restrained and movingly effective acting job. Also contributing notably are Charles De Sharm, who does excellent work as the proprietor; Tom Tully as a longshoreman; Cathie Bailey, who does an amusing job on a bunk of Saroyan's worst schweiner; and, in fact, every one of the others except Len Doyle, who burlesqued the teller of tall tales rather painfully, and Julie Hayden, who plays the part of Kitty about as badly as the part could possibly be played. The direction, by Messrs. Dowling and Saroyan, often keeps the entire stage static while the characters take turns at reciting their lines, for all the world like a primary school class taking turns at reciting the lesson.

It isn't as tho' what Mr. Saroyan has to say were a tremendous bite to chew; it can be—and has been—said quite simply and to the point. If only the honest craftsman even, could have said it, I imagine, quite easily. It's the adjective, tho', that is needed.

"Leave" Beats Capacity in Philly

PHILADELPHIA, Oct. 28—The final stanza of *Leave It to Me* will end with a right smart \$31,000 gross. The last remaining seats on the lower floor were gobbled up on Monday night. Staudes have been in evidence since then.

Boston Stock Opens
BOSTON, Oct. 28—A new attraction was added to the growing Boston legitimate presentations when the Alan Gray Holmes Players opened a stock season at the Topley Theatre on Thursday, October 27. The first offering was Eynyn Williams' *Night Must Fall*, and at \$1.65 top had a nice house.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

DESI ARNAZ—Latin juvenile now appearing in *Too Many Girls*, legit musical at the Imperial, New York. Established himself as a performer and band leader in Latin-atmosphere night spots, and his present job is the first in which he handles a line. He handles them, tho, like a veteran. As a comedian, singer, dancer and romantic lead he goes thru with colors flying, proving himself an extremely versatile and highly attractive performer. His Latin looks, too, ought to make him a new and powerful heartthrob for femme film fans.

For LEGIT MUSICAL

JAYNE FRAZIER—tap dancer who appeared last week at Loew's State Theatre, New York, with Ted Fio Rito Orchestra. In addition to being a toptotch tapper, she throws eccentric and comedy stuff into her routine. Style is unusual, varying much from regular run-of-the-mill tappers. A musical comedy or revue could use her to advantage.

A list of possibilities for television will be found in the Radio Department of this issue.

AGVA Opens Talks With Circuits, Issues More Licenses, Pushes Organizing Drive

NEW YORK, Oct. 28.—The vaude circuits are being approached by the American Guild of Variety Artists, its secretary, Mrs. Dorothy Bryant, having opened talks with the Roxy Theater, Loew and the Brandt Circuit. The talks only established contact, with actual demands on working conditions and AGVA shop to come later. With local organizing going along rapidly, Mrs. Bryant was due to leave tonight for Los Angeles, San Francisco and Chicago to effect smoother organizing and co-ordinate local offices with headquarters.

The Boston branch holds its first membership meeting November 3 and Jean Muir, local organizing head, will attend. Locally, deputies are being appointed from among active performers and they will check on working conditions and squawks of employers as well. The Royal Box Club signed an AGVA contract this week.

Many more agencies were checked for AGVA licenses this week. They are CRA Artists, Ltd. (Charles Yates, president); George Woods, John O'Connor, Sim Kerner, Solly Shaw, Evans and Lee, Nicholas Agency, Charles L. Artists Corp. of America, Mary L. Shank, Mark Leddy, Pauline Cooke, Tom Kennedy, Max Richard, Rheingold & Irwin, Billy Cloppman, Nerrett & Tyler, Joe Williams, Robert Cronin, Bert Jonas, Al Davis and Harry Pearl.

CHICAGO, Oct. 28.—AGVA here is proceeding with efforts to bond units leaving for the road from this area, despite difficulties with small-time producers. Majority of shows are smallies and their owners haven't enough money to last a week.

Hazards of acts taking chances with units have been very big and AGVA, thru local rep., Leo Curley, is working for some assurance for the acts to get back to their starting point should the show fold and to secure a two-week salary bond. No small producers have as yet come in. Harold Goldberg, of the Major Bowes attractions, and A. B. Marchigione agreement has been reached. Curley reports that negotiations with the Illinois Night Club Owners' Association are rapidly nearing a favorable end. Drive among the hotels was intensified this week when the Sherman Hotel was notified to sign or else.

SAN FRANCISCO, Oct. 28.—Negotia-

tions for closed shop agreements with the 25 night clubs here will begin about November 1, it was announced by Vic Connors, branch representative of AGVA. Connors said that few changes would be effected in the American Federation of Artists' contracts, which will be allowed to run until December 1, when AGVA expects to sign up the vaude circuits and clubs.

There are 16 Class A and 9 Class B clubs affected in the new actors' union set-up. According to Connors, five clubs have signed with AGVA.

First membership meeting of AGVA will be held next week. Buddy O'Brien, who formerly held office in the AFA, has gone over to AGVA as business agent.

AFA delegates who were unseated by the San Francisco Labor Council have been replaced by four from AGVA. The new delegates are Vic Connors, Max West, Emil Lowe and Buddy O'Brien.

PHILADELPHIA, Oct. 28.—The United Entertainers' Association (local performers' union in existence prior to the AFA, has been revived, with Thomas E. Kelly at the head. Failure of Kelly to come to an agreement with AGVA is said to be the cause of the reconstitution. At a meeting held by the UEA Tuesday (24), the membership voted to keep intact under Kelly. The group has obtained recognition from the APCA Central Labor Union here.

The major disagreement between Kelly and AGVA is the collection of dues and assessments and the degree of local autonomy to be exercised. Kelly is demanding that all dues collected locally be kept in the local treasury and only a per capita tax forwarded to the AGVA headquarters. This same point kept the local group from the AFA for more than four years. AFA finally capitulated to Kelly.

It is believed that Kelly will withhold affiliation with AGVA until he gets the local autonomy set he wants. Kelly admitted the UEA is already functioning and that he had been to New York to confer with the AGVA board.

Kelly also held a meeting with the United Entertainment Managers Wednesday. He outlined a working agreement with them. Florence Bernard, president of the bookers' group, said that her group would take Kelly's proposition under advisement.

3 More San Fran Clubs Will Open

SAN FRANCISCO, Oct. 28.—Three new night clubs are being readied to open before the first of the year.

George Riconomi, owner of the Music Box, has leased the Club Beauville, closed for more than a year, and is reopening it first as a street floor cocktail lounge. Spot has fair-sized upper floor. About \$33,000 will do the job of remodeling.

Other spots set are the Gay Nineties Club and the Rice Bowl, the latter with a Chinese flavor. Both will be located in the International Settlement, where the Club Monaco is now operating exclusively. Floor shows will be used.

Philly Cafes Cut By Liquor Board

PHILADELPHIA, Oct. 28.—In a drive to weed out taverns and clubs so that the one bar to every 1,000 people ratio is maintained, the State Liquor Control Board has revoked or failed to renew the licenses of nearly 300 spots.

Last year there were 2,856 licensed local establishments, 905 more than allowed by law. Most spots are expected to appeal the board's rulings.

N. Y. Para Sets Names

NEW YORK, Oct. 28.—Paramount Theater bookings for New York include a crop of bands never seen on the Stem before. These will be Bob Becker, November 8; Jan Savitt, November 29, and Bob Chester, some time in February. Teddy Powell went in Tuesday (25).

In Chicago, Para office has booked Eddie Cantor for November 3; Joe E. Brown, November 10, and Ink Spots and Ted Weema, November 17. Phil Spatalay goes into Minneapolis November 10 and Davenport November 17.

Detroit Plantation's Change to 2-Week Shows

DETROIT, Oct. 28.—More frequent changes of show are being used locally, the Plantation Club, leading black-and-tan, adopting the policy last week. Manager Walter Norwood has been using four-week shows, booking 15 to 20 people out of New York, together with a name band, McKinley's Cotton Pickers.

New policy is for two-week shows, retaining the line and producer indefinitely.

Montgomery Club Opens

MONTGOMERY, Ala., Oct. 28.—Under new ownership of Sgt. S. Boston and E. S. Edwards, Moon-Whites opened last week with Jimmy Hamm and ork. Club has new dance floor.

Antigo Club Opens

ANTIGO, Wis., Oct. 28.—White Owl, new dine and dance spot, opened October 18, featuring Mildred Bernat, accordionist, and Venita and Helen Patzer, tap and sacro dancers.

GASTON LAURYSSEN

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

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

Miami Niteries Expect Great Winter Season

MIAMI, Fla., Oct. 28.—The local boys honestly expect this winter to be the biggest ever, bigger even than the winter of '30-odd.

After a phenomenal summer business, October, usually dull, is moving well. Putting on the wall stretchers are Belmont and El Chico, the former doubling its capacity. Paddock is getting fine nightly play, with no particular seating improvements in mind. Settling early Miami dates are Continente (which is tacking on a rumba room), Kit Kat (formerly La Conga and now to be re-named by entertainer Petey Clifford and Tommy Cline), Five o'Clock, Bill Jordan's, Dempsey, the Patio Moresque and Mother and me, now from Palm Island and Roadside Rest, Leon Ebor, if and when he does operate his Dade boulevard spot, will announce the date by November 1. Ruby Poo's, formerly the Town Casino, opens about December 15. The place is now chop-stick set-up.

Miami's Royal Palm will reopen after a good summer, via a small room, late in November. Smaller Miami spots, such as Esquire, Jimmie's, Jeff's and La Paloma, are now open and not at all unhappy about it.

No word to date from Coral Gables' The Drum.

Claire Trevor Pitt P. A.

PITTSBURGH, Oct. 28.—Loew's Penn will present first stage attraction in more than four years when Claire Trevor comes in November 3 for one-nighter in conjunction with world premiere of *Alibi* by *Springing*.

Crematorium to be broadcast over NBC-Blue via KDKA.

Maisie Feels So Sorry for Joe Pursent, That Big-Time Agent

By PAUL DENIS

Dear Paul:

WE'LL, we're still at the El Groucho Club. We've been held over another week. I and Pat Patrick, the owner, has brought in a new singer and gave her a lot of publicity about being straight from Mexico City. She sang double-meaning Mexican songs, rolling her eyes around and waving her hips. Everything went fine until a Spanish customer dropped in and complained he couldn't understand a word she sang.

Then Patrick discovered that she's not Mexican at all and that she is a former college teacher who had weak eyes and the doctor told her to find some kind of work that enabled her to roll her eyes around a lot. And so she became a comic-singer and was singing in Esperanto all the time. Patrick got mad and said he didn't care whether she was Esperanto or Epsicopolitan—and so he fired her. Now Mr. Patrick says he's got to find a waiter who can understand Spanish so that he can check on his singers better.

MY AGENT, Joe Pursent, dropped in last night and said Hal and I are getting by better all the time. He said our rumba routine was terrific and that it excited him so much he felt like closing his office and running off to Cuba. In fact, he said he'd go to Cuba tomorrow if we could loan him a quick \$30 so that he could pay his office rent. He said he signed a non-aggression pact with his landlord last week but that the landlord insists he get least pay for the electricity and heat.

Joe says it's a shame the way the landlord won't let him do his creative work in peace. He says if the landlord hadn't bothered him so much he could have got us the Plaza's Persian Room. Now the only thing he's got lined up for us is the Glided Circus Cafe, which is known all over the waterfront as the smart spot for longshoremen.

POOR Joe. He's always having so much trouble; but you must admit he's pushed ahead. After all, I remember when he borrowed a 10-spot from me to open his office and now Joe owes \$3,537.60. That's not bad for somebody who started from scratch.

Joe could have booked that big Elks Club affair last week, but he had a few drinks and forgot to be unethical. As a result, Max Glookesley got the date and is supplying two bands and 16 acts for a \$130 budget.

P.S.—Petey Payne, the emcee, writes me he's stranded in Lancaster and needs a 10-spot quick. He says he got so mad when the room clerk demanded he pay his bill that he lost his head and checked out without stealing any towels or soap. Now you know, Paul, how performers suffer on the road.

Night Club Reviews

Trianon Room, Hotel Ambassador, New York

Only two entertainment features in this stronghold of New York society, but each has more than its share of merit. Sheila Barrett attends to the sole floor entertainment, while Del Courtney brings his highly listenable and danceable music to the band stand.

Miss Barrett, who is suffering from an infected thumb, which has had her doubling from a local hospital, is doing her usual excellent job of mimicry. This foremost of all femme mimosa seems to improve with each succeeding appearance, adding more subtle and more hilarious bits to her repertoire and working with a charm and a manner that are delightful.

Outstanding is her burlesque of a "professional Southern girl" (Miss Barrett's own classic description) doing a ret's New York night club for the first time. This is a honey. Her other superior bits of impersonation include Garbo telling a joke, Bert Lahr, Tallulah Bankhead, Beatrice Lillie warbling, a mother trying to impress her with her 8-bar-old daughter's ability to mimic, and Lionel Barrymore stating the case for *Minnie the Moocher*. Miss Barrett avoids stock impersonations and patter, leaving the field clear for original conceptions.

Music is on for about 30 minutes at dinner and at supper. For the rest it's the smooth dappanation of the Courtney Band and the varied vocals afforded by three of the boys. Courtney comes down from a summer at Bear Mountain (N. Y.) in to replace Dick Gasparre, who for several seasons, and fits the velvet requirements of this class spot like the proverbial mitten.

Harry Sobol officiates handles the publicity. Daniel Richman.

Harry's New Yorker, Chicago

Since reopening for the season some two months ago this late-hour night has been doing exceedingly well. Created by the amiable Charlie Hepp and his new associate, Dave Branover, local attorney. Shows change about twice a month, retaining the ensue and line but augmented with new acts.

Ralph (Cookie) Cook is still on hand with his screwball comedy and nut introductions. Most unusually informal, he works at back-breaking speed, verbally and physically, to get laughs. His wares find a profitable market here.

The Minnie Howland crew, one of the snappiest lines in the city, are staying over indefinitely and, in the opening and closing numbers, again prove one of the highlights in the show. The six kids work with an abundance of rhythm, and routines are refreshing all the way. First they strut thru a French can-can novelty and, in the finale, score with an authentic Norwegian folk dance colorfully costumed. The kids are Winnie Movelar, producer; Audrey Hoveler, Lorraine Leato, Helen Shep, Toni Darnay and Marge Anthony.

Louise Shannon, attractive tapper, delivers a couple of numbers smoothly, taking her time with each step and turn. Creates a pleasant effect. The Three Musical Moods (Muriel Oliver, Peggy

Windau and Harriet Sturmer), new harmony trio, are good-looking maids working in the old Boswell Sisters' style. Kids have possibilities. Their voices are now heard on the ear and the personalities pleasing to the eye. Warbled *Well All Right* and *My Last Goodbye*.

Hank the Mule (Tex Morrissey) is a good novelty for informal cafes. The "animal" prances about the club, sits on customer's lap, crawls on tables and takes instructions from a young girl trainer, all in good fun. Landre and Verne, ballroom team emphasizing trick lifts and turns, are on for a slow and fast offering and, judging by the limitations of the floor, wind up with a good job.

Margie Kelly, tall and blond nude, does a parade strip. (Jean Mode, another shapely disrober, will succeed Miss Kelly, who heads for Hollywood and a screen test. Another new act will be a Mme. Marilyn Currie's Fashion Revue.)

Mickey Cozle's seven-piece swing and sweet band is the new band-stand attraction. Boys fill the assignment adequately during both floor show and dance sessions. The Three Talents, intermission combo, and Helen Veronica, table singer, augment the musical entertainment.

Week-day minimum is \$1. Fred Joyce in charge of the press.

Sam Honigberg.

Coo-Coo Club, Ft. Worth

Ernie Palmquist, orchestra leader, has become successful operator of this club on Jacksboro Highway. Club formerly was the Kingside. Newly redecorated, the spot has low tariff, considering it has floor show. Charge is 40 cents per person week nights and 75 cents Saturdays. Reasonably priced dinners attract early diners.

The floor show (caught October 23) was more entertaining than the usual fare, mostly because of Lester Omann and his Marionets. This is one of the clearest acts seen locally, and has been a big draw the past six weeks. His acrobats, little old lady, trained ones are most lifelike. Act would be a standout in any show.

The Cass Manana trio, girls, contribute lots of sex appeal and several dance routines that were liked. Johnny Burk, who is replacing Dick Gasparre, of the *Star Dust*, *The Night Is Young* and *If I Didn't Care*. Palmquist proves capable emcee. His orchestra, made up of four saxes, two brass, piano, drums and bass, is one of best bands to play here, offering plenty of sweet tunes along with the novelty numbers for which Palmquist is known. Doris Smith sings with the band. She has lots of personality and knows how to put her songs over.

Business here has been good in spite of record heat wave of past two months and considering that only wine and beer may be sold. Club drew 1,100 on recent Saturday night when football game and oilmen's convention were in town, to set record for this spot. Ruth Huff.

Village Barn, New York

After a slow summer, Squire Meyer Horowitz is again drawing a lot of city slickers who want to dine and dance in a noisy amid barn surroundings. The closest the city guys get to the great outdoors are the excellent murals showing the countryside in the autumn.

But after a few drinks and a hearty dinner the city guys get rid of their inhibitions and, before you can say Horowitz, they are rolling on the floor in potato games or indulging in other rather rough country games.

Zeb Carver's five-piece rustic band plays square dances and Pappy Below calls out the cues. Later Carver's Band reappears as the top act of the floor show, Carver leading with his guitar, the other boys handling guitar, accordion, bass and violin. Carver does the comedy announcements cleverly and the boys do snappy specialties, all building up into swell hillbilly entertainment.

Other floor-show acts are Hal and Honey Abbott, Jack Lane's Love Birds, and the Three Abnotts. The latter two and a blond shapely girl, do fast tapping and bits of singing in musical comedy style. They are lively, young and fast, depending on their looks and great vivacity rather than unusual technique to get over. Lane put his bird act over nicely, the spectacle of small birds going thru trained paces, such as walking tight wires and so forth, holding patron interest easily. Jay Martin is a good looking youth whose low tenor voice is reminiscent of James Brown. He sang *Over the Rainbow*, *Song of the Vagabonds* and *Yours for a Song* in interesting voice, but not very good delivery. Went over well nevertheless.

Edward Woods and his Celeste Band, in their seventh month here, are off Mondays, and Peter Kara's nine-piece band substitutes. Kara is a tall, presentable youth playing a good accordion and backed by bass, piano, three saxes and a violin. The Abnotts play a double-necked electric guitar. The band produces good, thoroughly danceable music, with the guitar contributing ear-soothing effects.

Ed Weiner is the p. a. and Milton Pickman the booker. Paul Denis.

Continental Club, Kansas City, Mo.

Topping the bill with striding hot numbers by Jay McShann's Ork, Kaycee's No. 1 septet, crew, this swank nitery inaugurates a season with one of the most unusual floor shows ever presented here. The show was built on a Wild West idea, with trick riders and horses performing.

The pony troupe is tagged Roy Knapp's Round Riders, and in addition appear in the horse opera, *Riding Kid From Powder River*. Among first night guests was Jackie Coogan, who formerly led his band in this spot. The riders do cartwheels and tumbling on top of their mounts, and the horses show a remarkable amount of discretion.

Headliner is Pinky Barnes, Midwest rodeo hero, who shows his ability to twirl lariats in several different directions. He is followed by Ivan Gee Jr. riding the horse, *Kaycee on Parade*, which balances itself on a teetercater and answers mathematical queries. Assisting Gee is Ward Keith, billed as the "Man of a Thousand Faces."

Harry Snodgrass, emcee, sings *Diane* both sweet and swingy with great precision getting the bigger band. Gloria Morris, ace, offers tumbling and headstands, performing most of the time with a glass of water balanced on her forehead.

The Royal Rhumballers (string bass, guitar, steel guitar and mandolin) do several Spanish ditties and modern torch tunes. Line-up takes in Gene Contreras, Salvador Panes, Cruz Mujr and Paul Krue.

The McShann Ork then runs off with the show, with its swing versions of *Roll'em* and *So You Won't Jump*. The combo includes piano, two tenors, one alto, trumpet, bass and traps. McShann has a style on the ivories closer to Basie than has ever been heard in this area. Charlie Barnett, who took in the show Sunday, tried in vain to lure away bass player Gene Ramsey.

Last feature on the bill is the free roasting of woodchuck and for the customers' set-up being worked up by Snodgrass in co-operation with club

manager Eddie Spitz. McShann Ork plays accompanying music, and the disks are given gratis to the persons performing. Idea being publicity tie-up with recording. Wash Locke.

International Casino, New York

Still going strong with George Hale's production, *Hello, Beautiful*, this mammoth nitery has brought back Milton Berle, who is doubling from legit.

The midweek packing-em-in-a-supper session is enough proof that Berle is a drawing card. He gives them a laugh a minute that sends them out talking. He show-stopped for better than an hour in the two-hour show. Only other late addition (dozens have come and gone in the past six months) is a return engagement for George Tappa, who dances his namesake with a rapid-fire delivery and distinctive style. Tappa is artistically equipped, so says in all branches of the entertainment field (he does), and his top version of an Argentine Tango is a killer. A solid hand throughout the number.

Holdovers are the Honey Family, Paul Renos and his Toy Boys and Dolly Arden, all doing sock applause-raising numbers. Ranny Weeks continues to sing and lead his dance band thru the melodic paces. Lionel Rand's Band plays the show assignment and stands out as a butt for some of Berle's clowning. So do some of the chorus girls and most of the stagehands. All of the Hale production numbers are intact.

The publicity department of Alex Finn's gigantic saloon is now almost as big as the show—Charles Washburn, with Florence Ramon on the assist; Irving Hoffman (with Billy Friedberg doubling), Irving Lehner for Berle and Jack Timmon for Hale.

P. S.—The owners are trying to convince everybody that the name has been changed to the International Theatre-Restaurant, but nobody believes them. The huge electric sign outside reads "International Casino." Anyway, why change the name of so established a spot? Sol Zeit.

Paradise, New York

Nicky Blair's Paradise on Broadway is straggling along as the only big poppiced cabaret catering essentially to crowd of towners on Broadway. With the old Hollywood now an Odditorium, and NTG's Midnight Sun still closed, the only real competition is from the huge International Casino, which has higher prices.

Anyway, the Paradise deserves better business than it is enjoying now. The revamped Margery Fielding revue is better than before. Emery Deutsch's Band provides some dance music and plays the show nicely and the food and liquors are good. For the money (dinner is from \$1.50) this spot offers a terrific bargain.

The show is given much snap by the expert emceeing of Jack Waldron. His is a crisp, fast delivery and his witty and comedy songs are topical and refreshing. The specialty acts are okeh. There are Terry and Walker, the girl being a short, impish clown and the man a tall, sober straight man. They combine for comedy

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

- A**
- Abbott & Costello (Versailles) NYC, ne.
 - Abbott, Hal & Honey (Leon & Eddie's) NYC.
 - Adair, Billa (Colombus) Chi, ne.
 - Adair, Marilyn (Larry's New Wonder Bar) Union City, N. J.
 - Adams, Johnny (Howdy Club) NYC, ne.
 - Ahan & Lode (Cotton Club) NYC, ne.
 - Akers, Roberta (The Four Sherman) Chi, ne.
 - Andre, Jinx (Paradise) NYC, ne.
 - Andrews, Avis (Cotton Club) NYC, ne.
 - Anderson, Billy (Columbia) NYC, ne.
 - Arden, Don & His All-Star Model (Cheer Am) Buffalo, ne.
 - Arnold, Eve (Colombus) Chi, ne.
 - Armstrong, Maxie (Erie-Lake) NYC, ne.
 - Arnes, Desi (La Cigale) NYC, ne.
 - Arnold, Three (Howard) Brooklyn, L.
 - Asa, Rotoce (Riverdale) Milwaukee, L.

- B**
- Bachloro, Four (Billmore) NYC, ne.
 - Baker, Walter (Village Bar) NYC, ne.
 - Baird, Bill (Jefferson) St. Louis, ne.
 - Baker, Frank (St. Regis) NYC, ne.
 - Baker, Three (Howard) Brooklyn, L.
 - Ala, Rotoce (Riverdale) Milwaukee, L.
 - Balford & Rse (Lookout House) Covington, La.
 - Balford, Marc (Rosevelt) New Orleans, La.
 - Balford, Julie (House of Murphy) Hollywood, Fla.
 - Banks, Bille (Old Romanian) NYC, ne.
 - Banister, Barbara (Waldorf-Astoria) NYC, ne.
 - Barr, Irene (Barry's) NYC, ne.
 - Barr, Lorraine (Sherman) Chi, ne.
 - Barr, Cappy, Ensemble (Beverly Hills) Newport, Sp.
 - Barritt, Sheila (Ambassador) NYC, ne.
 - Barritt, Steve (Show Box Seattle), ne.
 - Bart, P. Ahas (Waldorf-Astoria) NYC, ne.
 - Bart, Louis (Diamond Horseshoe) NYC, ne.
 - Beachcomber, The (Grand Terrace) Chi, ne.
 - Beck, Jess (Palace) Brooklyn, ne.
 - Beck's Hawaiian Folies (Majestic) Wichita Falls, Tex., 11-Nov. 2; (Majestic) Ft. Worth, Tex., 13-Nov. 1; (Lafayette) Dallas, Tex., 15-Nov. 2; (Lafayette) Austin, Tex., 17-Nov. 2; (Lafayette) Houston, Tex., 19-Nov. 2.
 - Bekeasy, Sandra (Old Romanian) NYC, ne.
 - Bennett Sisters, Three (Milwaukee) O., L.
 - Benson, Al (Howdy Club) NYC, ne.
 - Berle, Milton (International Casino) NYC, ne.
 - Berle, Jerry (Howdy Club) NYC, ne.
 - Binglinger, Frank (Radio Plaza) NYC, ne.
 - Billy & Anne (Black Cat) NYC, ne.
 - Bink, Jess (Barry's) NYC, ne.
 - Bishop, Mappiana (St. Regis) NYC, ne.
 - Blair, Ben (Colombus) Chi, ne.
 - Blair, Fred (Palace) Brooklyn, ne.
 - Bliss, Rose (Cheer Paré) Chi, ne.
 - Blackoakoff, Alexander (Russian Art) NYC, ne.
 - Bloch, Helen (Paradise) NYC, ne.
 - Bob-Airz Trio (Rosevelt) Pittsburgh, Pa.
 - Bod, Phil (Palace) Brooklyn, ne.
 - Bord, Peggy Jayne (Larry's New Wonder Bar) Union City, N. J., ne.
 - Bord, Elinor (Lookout House) Covington, Ky., ne.
 - Boyd, Harold & Alphas (State-Lake) Chi, L.
 - Bow, Hattie (Zimmerman's) Memphis, Tenn., ne.
 - Bragg, Daimy (Bismarck) Chi, L.
 - Brown, Betty (Jimmy Kelly's) NYC, ne.
 - Brown, Bob (Paramount) NYC, L.
 - Brown, Ann (Top Hat) Union City, N. J., ne.
 - Brown, Peggy (Howdy Club) NYC, ne.
 - Brooks, Nick (Swingland) Chi, ne.
 - Brown, Mary Jane (Park Plaza) St. Louis, Mo., ne.
 - Bruceites, Six Sensational (Strand) Cumberland, Md., 29-31; (Mishler) Altoona, Pa., 1-2.
 - Bryant, Betty (Larue) NYC, ne.
 - Buckley, Dick (Gay 90's) Chi, ne.
 - Burns, Fred (Howdy Club) NYC, ne.
 - Burns & White (Olympic) Cincinnati, O.
 - Burr, Donald (Leon & Eddie's) NYC, ne.
 - Burr, Fred (Howdy Club) NYC, ne.
 - Byrd, Muriel (Belmont Plaza) NYC, ne.

- C**
- Caldwell, Vicki (Rose Bowl) Union City, N. J., ne.
 - Callahan Sisters (Hollenden) Cleveland, O.
 - Cantor, Eddie (Capitol) Washington, D. C.
 - Carroll, Louis (Haystack-Madrid) NYC, ne.
 - Carroll, Anita (Royal Box) NYC, ne.
 - Carr, Billy (606 Club) Chi, ne.
 - Carr, Leloy (Village Brewery) NYC, ne.
 - Carr, Leloy (Lexington) NYC, ne.
 - Carroll, Jack (Paddock) Wheeling, W. Va., ne.
 - Carroll, Kay (Town & Country Club) Milwaukee, Wis., ne.
 - Carroll, Frances (Cinderella Club) NYC, ne.
 - Carroll, Rita (Willowmere Inn) Union City, N. J., ne.
 - Carsen, Billa (Hi-Hat) Bayonne, N. J., ne.
 - Carter, Mel (Top Hat) Union City, N. J., ne.
 - Carter, Frank & Rose (Arthur (Barry's) Kelly's) NYC, ne.
 - Casano, Jimmy (Howdy Club) Forest Hills, N. Y., ne.
 - Casanova, Don (Cuban Casino) NYC, ne.
 - Casone, Phil (Berthelotti's) NYC, ne.
 - Chambers (Village Brewery) NYC, ne.
 - Charlie, Piers & Renue (Drake) Chi, ne.
 - Chas. & Barbara (Cutter's) NYC, ne.
 - Chilton & Thomas (Cutter's) NYC, ne.
 - Chivonia (Colombus) Chi, ne.
 - Chivonia, Paul (Hi-Hat) NYC, ne.
 - Clifford, Paul (Paddock) Miami Beach, Fla., ne.
 - Coney, Lew (Leon's) NYC, ne.
 - Coe, Jerry & Mary Anna (Minnesota) Minneapolis, L.
 - Coleman (Mon Paris) NYC, ne.
 - Cooper, Joe & Co. (Pal) Chi, L.
 - Colligan, Bill (Marjorie's) NYC, ne.
 - Conroy, Annie (Algonquin) NYC, ne.
 - Conroy, J. Ray (The Casino) Chi, ne.
 - Connelly, Frances (La Marguise) NYC, ne.
 - Conroy, Bob (Leon & Eddie's) NYC, ne.
 - Conrad, Dick (The Casino) Chi, ne.
 - Continental, Three (La Marguise) NYC, ne.
 - Conroy, Ralph (Harry's) NYC, ne.
 - Cooper, Gloria (Leon & Eddie's) NYC, ne.
 - Cooper, Allen (Village Casino) NYC, ne.
 - Cooper, LeRoy (Cotton Club) NYC, ne.
 - Cooper, John (Kil Kat) NYC, ne.
 - Coyne, Arturo (Havana-Madrigal) NYC, ne.
 - Coyne, Bob (Leon & Eddie's) NYC, ne.
 - Coyne, Diosa (La Coona) NYC, ne.
 - Covers & Reed (Radio Franks) NYC, ne.

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

- Craig, Reginald (Earl Carroll's) Hollywood, ne.
- Craig, Vernon (Egan's) Schenectady, N. Y., ne.
- Craig, Wayne (Colonial) Dayton, O., t.
- Dagmar (606 Club) Chi, ne.
- Dalby, Cass (International Casino) NYC, ne.
- Dale, Mary Ann (La Marguise) NYC, ne.
- Daniels, Eleanor (Silver Cloud) Chi, ne.
- Dare, Yvette (Colombus) NYC, ne.
- Dare, Dixie (Hi-Hat) Bayonne, N. J., ne.
- Dare, Kay (Cafe Savini) NYC, ne.
- Davis, Bobby (Kil Kat) NYC, ne.
- DeBorja, Hines (Russian Art) NYC, ne.
- De Forest, Marie (St. Regis) NYC, ne.
- DeKreth, Irene (Pinebush Club) NYC, ne.
- DeLaPlante, Peggy (Jimmy Kelly's) NYC, ne.
- DeLya, Donette (Rosevelt) New Orleans, La.
- DeLya, Dinister (Club Miami) Syracuse, N. Y., ne.
- DeMarco, Isabel (Empire Club) Sheboygan, Wis., ne.
- DeMarcon, The (Colony Club) Chi, ne.
- Denier, Richard (Vine Gardens) Chi, ne.
- Derrin, Elaine (Hollenden) Cincinnati, O.
- DeSylvia, Franco (Black Cat) NYC, ne.
- Devine, Golden (Howdy Club) NYC, ne.
- DeWolf, Billy (Greenwich Village Casino) NYC, ne.
- Dinofort, Gregory (Russian Art) NYC, ne.
- Doris & Valero (Hi Chica) NYC, ne.
- Donahue, Walter (Drake) Chi, L.
- Donnelly, Patricia (Old Shay Gardens) Pitts- burgh, Pa., ne.
- Donnelly, Harry (Gay 90's) NYC, ne.
- Dorley, Tommy (La Marguise) NYC, ne.
- Dorn & Valero (Hi Chica) NYC, ne.
- Dorn Brox & Mary (Hollenden) Cleveland, O.
- Dorcy, Vera (Klub Nemo) Union City, N. J., ne.
- Doscher, Charlotte (Rose Bowl) Union City, N. J., ne.
- Dorsey, Dorothy (Elbas Grass) Lexington, Ky., ne.
- Doyle, Buddy (Diamond Horseshoe) NYC, ne.
- Dracken, Russell (Village Brewery) NYC, ne.

- Fox, Dave (Old Romanian) NYC, ne.
- Foy, Charley (Grace Hayes Lodge) Hollywood, ne.
- Frances, Marion (Egan's House) NYC, ne.
- Frances, Emma (Diamond Horseshoe) NYC, ne.
- Francine, Ann (Coc Rose) NYC, ne.
- Francis, Helen (Rose Bowl) Union City, N. J., ne.
- Frans, Ernst, Continentals (Place Elegante) NYC, ne.
- Frans, Hines (Paramount) NYC, L.
- Friscio, Joe (Grace Hayes Lodge) Hollywood, ne.
- Futran, Edouard (Bal Tabarin) NYC, ne.
- Gainsworth, Marjorie (State) NYC, t.
- Gale, Betty (Shelton) NYC, ne.
- Galger, Billy (Ernie's) NYC, ne.
- Gallagher, Hugh (Ernie's) 3-Hind (Circus) NYC, ne.
- Gambino, Variety (Pal) Cleveland, t.
- Gander & Kazne (Oriental) Chi, ne.
- Gelbert, Irma (Club Gascho) NYC, ne.
- Georgio, Tom (Leon & Eddie's) NYC, ne.
- Gertrude, Jo (The Casino) Chi, ne.
- Gilford, Jack (Cafe Savini) NYC, ne.
- Gilmore, Alisa (La Martinique) NYC, ne.
- Gilmore, Paul (The Casino) NYC, ne.
- Glover, Ralph (Seven-Eleven Club) NYC, ne.
- Giovanni (Drake) Chi, ne.
- Golden, Pat (The Casino) NYC, ne.
- Gordon, Dick (Royals Probe) Chi, ne.
- Goldth, Manny (Merriam) Chi, ne.
- Gomez, Virginia (Cafe Savini) NYC, ne.
- Gold, Jerry (Club Minnet) Chi, ne.
- Graham, Donald (International Casino) NYC, ne.
- Grant, Gail (Berthelotti's) NYC, ne.
- Grant, Mary (Tower Inn) Chi, ne.
- Grass, Willie (Cafe Savini) NYC, ne.
- Grays, Six (Pal) Cleveland, t.
- Grauer, Bernie (Gay Nineties) NYC, ne.
- Graves, Edward (Village Casino) NYC, ne.
- Gruber, Lyman (Jade) Hollywood, ne.
- Griff & Hl (Royal Gardens) Detroit, ne.
- Guy, Harrington (Cotton Club) NYC, ne.
- Haakon, Paul (Chez Paré) Chi, ne.
- Haddon, Mariette (St. Regis) NYC, h.

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

- Drake, Bille (Swing Club) NYC, ne.
- Draper, Paul (Piazza) NYC, ne.
- Drayton, Frank (New Yorker) NYC, ne.
- Dytherell, Ark., Nov. 1-2; Marked Tree Nov. 3-4.
- DuFresne (Palace Cafe) NYC, ne.
- Duffins, The (Royale Frolics) Chi, ne.
- Dunn, Mickey (Nappo Gardens) Chi, ne.
- Dunne, Frank (New Yorker) NYC, ne.
- Dupont, Bob (Beverly Hills) Newport, Ky., ne.
- DuPont, Louis (Colombus) Chi, ne.
- Duprey, Edward (Willowmere Inn) Union City, N. J., ne.
- Duvalle, Harry McCarthy (Larry's New Wonder Bar) Union City, N. J., ne.
- Earl & Francis (Earlie) Phila, t.
- Eddie, Jack & Betty (Colombus) NYC, ne.
- Egan, Frank (New Yorker) NYC, h.
- Elsine & Barry (Village Barn) NYC, ne.
- Ellis, Marita (Cuban Casino) NYC, ne.
- Elliot, John (Paradise) NYC, ne.
- Elmer, Coo & Pete (Stas (Show Box) Seattle), ne.
- Emery, Gals (Staters) Baltimore, ne.
- Emmie, Joe (Colombus) Chi, ne.
- Enrico & Novello (Netherlands Plaza) Cincinnati, O., ne.
- Evans, Dale (Blackstone) Chi, h.
- Evans, Sally (Le Ruban Bleu) NYC, ne.
- Evans, Fred, Chris (Cheer Paré) NYC, ne.
- Evans, Bobby (Cotton Club) NYC, ne.
- Evans, Steve (Colonial) Dayton, O., ne.
- Evrett & Conway (Mayfair Club) Lansing, Mich., ne.
- Fanalis, Connie (606 Club) Chi, ne.
- Farney, Evelyn (Billmore Bowl) Los Angeles, Ca., ne.
- Fay, Florence (Willowmere Inn) Union City, N. J., ne.
- Fay, Gladys (Jimmy Kelly's) NYC, ne.
- Faye, Kay (Paramount) Hollywood, ne.
- Ferguson, Bob (Dutch Village) Toledo, ne.
- Fernandez, Jose & Granada (La Coona) NYC, ne.
- Fieba, Leon (Belmont Club) Miami Beach, Fla., ne.
- Fieba, Carrie (606 Club) Chi, ne.
- Flagg & Arnold (State-Lake) Chi, t.
- Fish & Dash (Kil Kat) NYC, ne.
- Florens (Pratun Club) Detroit, ne.
- Flores, Marissa (St. Regis) NYC, ne.
- Flores & Boyette (Elmington) Columbus, O., h.
- Flores, Maria (Queen Mary) NYC, ne.
- Foster, Gene (Rocky) NYC, ne.
- Foster, Gene, Chris, Sixteen (Erie) Washing- ton, D. C., ne.
- Fox, Ed & Tucker, Bobby (Fifth Ave. Bar) NYC, ne.

- Hedley, Jane, Dancers (Bismarck) Chi, h.
- Held, Marion (Village Casino) NYC, ne.
- Hill, Chester, Chris (Palace) Chi, ne.
- Hansen, Billy (Ernie's) NYC, ne.
- Harrison, Murray (Coc Rose) NYC, ne.
- Hartung, Pat (Cotton Club) NYC, ne.
- Harris, Lydia (Broad-Mont) Chi, ne.
- Harris, Connie (Swingland) Chi, ne.
- Harris, Fred (Howdy Club) NYC, ne.
- Harrison, Spike (Gay 90's) NYC, ne.
- Harrison, Marion (Black Cat) NYC, ne.
- Hartman, Fred (Howdy Club) NYC, ne.
- Haskell (Neil House) Columbus, O., h.
- Hass, Sam (Broad-Mont) Chi, ne.
- Hays, Peter (Grace Hayes Lodge) Holly- wood, ne.
- Hays, Virginia (Edgewater Beach) Chi, ne.
- Hick, Bill & Cliff (Lion (Le Ruban Bleu) NYC, ne.
- Hayworth, Seabro, Rvus (Carolina) Rocky Mount, N. C., 11 (Broadway) Fayetteville, N. C., 11 (Carolina) Goldsboro 2, (Gem) Kannapolis 3, (Carolina) Asheville 4; (Parson) Four (Pine) 5.
- Hesley Twins (St. Regis) NYC, h.
- Hervod, Inez (St. Moritz) NYC, h.
- Hick, Marjorie (Alton) NYC, ne.
- Hill, Dorothy, Girl (Chicago) Chi, t.
- Hoeber, Harriet (State) NYC, t.
- Hogan, Fred (Cotton Club) Detroit, ne.
- Hogan, Jack (Hi-Hat) Bayonne, N. J., ne.
- Holiday, Billie (Cafe Society) NYC, ne.
- Holladay, Marjorie (Chicago) Chi, h.
- Holl, Mayo (Lexington) NYC, h.
- Horton, Carolyn (Erie) NYC, h.
- Hots, Four (Paul Carrol's) Hollywood, ne.
- Houston, Hise (Le Ruban Bleu) NYC, ne.
- Hugh, Florida, Girls (Harry's New Yorker) Chi, ne.
- Howard, Bob (St. George) Brooklyn, h.
- Howard, Joe E. (Diamond Horseshoe) NYC, ne.
- Howard, Bunny (Dimpsy's Broadway Room) NYC, ne.
- Howers, John (Rainbow Room) NYC, ne.
- Hudson, Ann (Pastor's) NYC, ne.
- Hudson, Mary (Indiana) Cincinnati, ne.
- Hys, Herman (Oriental) Chi, L.
- Ings, Gregory (Russian Art) NYC, ne.
- Ingram, Four (Cotton Club) NYC, ne.
- Inter, Clara (St. Regis) NYC, h.
- Jackson, Joe (Rocky) NYC, t.
- Jackson, Ned (606 Club) Chi, ne.
- Jakob, Anita (Brookline Club) Brookline, Ill., ne.
- Jones, State-Lake) Chi, t.
- Jarrett, Art (Riverdale) Milwaukee, L.

Jarvis, Elaine (Pastor's) NYC, ne.
Jenkins, Polly & Her PLOWBOYS (Rossmore) Rossmore, ne.

POLLY JENKINS

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For bookings address personal representative,
Edith Selwyn, 1565 Broadway, N. Y. C.

- Johnny & George (Club Maxim) Bronx, N. Y., ne.
- Johnson, Tilda (Diamond Horseshoe) NYC, ne.
- Johnson, Esther (Wayne Gardens) Chi, ne.
- Johnson, Lucille (Diamond Horseshoe) NYC, ne.
- Johnson, Gladys (Black Cat) NYC, ne.
- Jony, Roberta (State-Lake) Chi, L.
- Jones, John Paul (Eden) Chi, ne.
- Josse, Marlene (State) Columbus, O., ne.
- Jordan, Six (Beacon) Vancouver, B. C.; (Post) Spokane, Wash., Nov. 3-5; L. Joy & Juanita (Club Kona) El Cerrito, Calif., ne.

- Kaiser, Joe (Thompson's 18 Club) Chi, ne.
- Kalmar, Gus (Royale) NYC, ne.
- Kaloon (Cotton Club) NYC, ne.
- Kane, Vera (Show Bar) Forest Hill, N. Y., ne.
- Kanisho, Anna (Lexington) NYC, h.
- Karaskas, Princess (Harry's New Yorker) Chi, ne.
- Karavafy, Simson (Russian Kretchma) NYC, ne.
- Kay, Beatrice (Diamond Horseshoe) NYC, ne.
- Kay, Katsy & Kay (Chicago) Chi, L.
- Kaye, Freddy (Club Cherie) Chi, ne.
- Keeble, Louis (Chrysler) NYC, ne.
- Keogh, Laura (Village Bar) NYC, ne.
- Kello, Princess (Rendezvous) Youngtown, Pa., ne.
- Kerr, Jack (Fourteen) NYC, h.
- Klimman, Mae (Rose Bowl) Union City, N. J., ne.
- King, Peggy (Klub Nemo) Union City, N. J., ne.
- King, Carol (Park Plaza) St. Louis, h.
- Kirland, Jerry (Cafe Savini) NYC, ne.
- Knap, Margie (Inn House) Columbus, O., h.
- Knox & Pops (Cotton Club) NYC, ne.
- Krossick, Four (Jefferson Davis Park) Jennings, La., Nov. 1-5.
- Kretlow, Maria, Chi (Hi-Hat) NYC, ne.

- LaBoda, Janina (Yar) Chi, ne.
- LaMarr, Jean (Ernie's) NYC, ne.
- LaMar, Joe (Verna (Dimpsy's) New Yorker) Chi, ne.
- Lane, Rose (Paramount) NYC, L.
- Lane, Bob (May Day) Chi, ne.
- Lane, Rose (Paramount) NYC, L.
- Lane, Teddy (Ciro's) NYC, ne.
- Lane, Wilson (Queen Mary) NYC, ne.
- Lan, Leo (St. Regis) NYC, h.
- Lassen, Sigrid (Armando's) NYC, ne.
- LaVerd, Leona (Hi-Hat) NYC, ne.
- Laverre, Doris (Royal Box) NYC, ne.
- Laverre, Clarence (Lincoln) Evanston, Ill., ne.
- Lavine & Mae (Greenwell) Louisville, ne.
- Lawler, Terry (Beverly Hills) Newport, Ky., ne.
- Lawrence, Gays (Village Cellar) NYC, ne.
- Lawson, Four (Bismarck) Cincinnati, t.
- Leban Sisters (Cheer Am) Buffalo, ne.
- Lee, Bob (Wivel) NYC, ne.
- Lee, Loretta (Hi-Hat) Bayonne, N. J., ne.
- Lee, Erny (Dimpsy's Broadway Room) NYC, ne.
- Leonard, Hazel (Romanian Village) NYC, ne.
- Leonard, Eleanore (Paddock) Miami Beach, Fla., ne.
- Leeder, Ann (Hi-Hat) Chi, ne.
- Leeder, Charles (Hi-Hat) Chi, ne.
- Lewis, Dorothy (St. Regis) NYC, h.
- Lewis, Hank (Henry (Matteoni's) Societas) NYC, ne.
- Lewis, Joe (Cheer Paré) Chi, ne.
- Libonati, Troy (Minnesota) Minneapolis, t.
- Lindas, Frank (Erie) Erie, Pa., ne.
- Linda, Pepe (Troc) NYC, ne.
- Linwood, Lucille (Ciro's) NYC, ne.
- Linn, Anne (Royal Box) NYC, ne.
- Lisa, Mona (Club Gascho) NYC, ne.
- Lil, Bernie (House of Joffe's) Harrison, N. J., ne.
- Logan, Pauline (Henry's) Chi, ne.
- Loock, Nick, Jr. (Palmer House) Chi, h.
- Lookout Sparkles (Lookout House) Coving- ton, Ky., ne.
- Lopez, Maria Luisa (Hi Chico) NYC, ne.
- Loraine, Betty (Gay 90's) NYC, ne.
- Loraine, Billy (Gay 90's) NYC, ne.
- Lowe, Hite & Stanley (Riverdale) Milwaukee, L. (Renda's Beach) Schenectady, N. Y., ne.
- Lucio, James (Ambassador) NYC, h.
- Lynch, Margaret (Cotton Club) NYC, ne.
- Lanceford, Jinnie, & Band (Earlie) Phila, t.
- Lynn & Mastanna (Berthelotti's) NYC, ne.
- Lynn, Patricia (Cotton Club) NYC, ne.
- Lynn, Royce & Vanya (Palmer House) Chi, L.

- McAfee, Ben (State-Lake) Chi, t.
- McConnell & Moore (McVann) Buffalo, ne.
- McCurdy, Marsh (Thompson's 18 Club) Chi, ne.
- McCurry, Dennis (Clio Kona) El Cerrito, Calif., ne.
- McFarlane, George (Village Brewery) NYC, ne.
- McFarlane, Frank (La Marguise) NYC, ne.
- McFee, Trudy, Girls (Beverly Hills) Newport, N. Y., ne.
- McKay, Sylvia (Colombus) Chi, ne.
- McKaye, DeLloyd (Hickory) NYC, ne.
- McLaren, Bob (St. Regis) NYC, h.
- McNaughton, Virginia (Berthelotti's) NYC, ne.
- McNulty, Gladys (Black Cat) NYC, ne.
- McNettie, Maud (Pal) Monte Carlo) NYC, ne.
- Meck, Pat (Club Minnet) Chi, t.
- Meck, Ray (Edegarwe Beach) Chi, ne.
- Mangan Sisters (Diamond Horseshoe) NYC, ne.
- Mann, Lloyd & Dancing Marionettes (The Madison) Baltimore, ne.
- Mann, Reg, h.
- Manners, Gloria (Radio Franks) NYC, ne.
- Manno & Strafford (Brookline) Minneapolis, h.
- Manning, Wm. (Cotton Club) Chi, ne.
- (See ROUTES on page 25)

The Broadway Beat

By GEORGE SPELVIN

THE Theater Guild has been thinking seriously about getting itself a stable of new playwrights, tied up somehow to the Guild. Whether it would be worked out thru a weekly subsidy to the boys to be applied against royalties or thru some other method hasn't been decided yet—nor even if the plan will really go into effect at all—but various of the new writing talents are being eyed by Guild officials. . . . They start young nowadays. Loew District Manager Dominick Barrecca's 16-year-old son, Robert, is managing the theater tour of Dr. Lee Wong, Chinese psychic. . . . The Village Barn claims that it's the only night spot that put over a big tie-up with the World's Fair. On October 29 it had a Village Barn Day at the Flushing Club, with the Barn's Pappy Below calling outdoor square dances. . . . Yoke! Yoke! which opened to poor notices and a \$6,000 gross, has built itself up to almost 30 G a week, and has high hopes of maintaining the pace despite the increased competition (which is increasing more and more each week) in the musical field.

THE State Department in Washington has answered the request of Vincent Lopez for official clarification as to the position ork leaders should take in handling music that tends to affect American neutrality. Without attempting any definite ruling, State Department officials said: "Orchestra leaders will have to use their judgment and avoid situations where the playing of patriotic tunes leads to demonstrations or gives rise to disorder." It isn't known whether the diplomats had jitters in mind in the phrase, "gives rise to disorder." . . . Is it coincidence that the same Victor record release listed *Last Night* by Glenn Miller, *Tomorrow Night* by Ozie Nelson and *Ain't Cha Comin' Home* by Lionel Hampton? . . . Jack Rosenberg, of Local 802, AFM, tells this one about Billy Rose and the Diamond Horseshoe, Rose had Jack up to his apartment and was trying to get Class C scale for the Horseshoe; but during the conversation Rose kept impressing on Jack what a smart operator he (Rose) was. He told how he uses a smaller-size napkin and saves \$16,000, and how use of smaller wattage electric lamps saves him additional thousands. Jack, impressed with all of Rose's astute maneuvering, figured that if he saved all that money he could certainly pay Class A scale to Horseshoe musicians. The scale is A.

TOM ADRIAN CRACRAFT'S All-Electric Orchestra played Esa Maxwell's ultra-sweet party at the Waldorf-Astoria Tuesday (24), and Mrs. Vincent Astor was so impressed by the music that she stayed after the others broke up to hear a few more tunes and have some of the strange instruments explained to her. . . . The Stagecrafters Dinner Club, which provides meals for needy showfolk, reopened Saturday (28) at 115 West 49th street. . . . Jan Savitt and his secretary, the beautiful Barbara Stillwell, were coming out of a matinee last week when the autograph hounds mistook the lass for Betty Grable and followed the pair until the last die-hard was finally shaken off of the running board of their cab. . . . Hal Kemp's current Strand Theater appearance has a nostalgic significance for the maestro; it was on the old Strand Roof 13 years ago that he made his first bow to Gotham dance fans.

L AVERNE ANDREWS, of the singing sisters, still reaches for a Murad when she recalls (or has recalled for her) the incident this past summer when the trio met Fred Allen for the first time. Patty and Maxene acknowledged the introduction in the usual way, but Laverne went them one better by inquiring of Allen, with a serious and puzzled expression, "Haven't I seen your face somewhere before?" . . . The Beacon, film spot on upper Broadway, has taken to running burles on its marquee, instead of just the title of the picture. . . . Tobias Krive, who used to be on the executive staff of the Hotel Times Square, has been appointed manager of the Hotel Breelin. . . . Lee Jackson, of NBC, is dean of all radio photographers. . . .

Vaude-Television Unit!

CHICAGO, Oct. 28.—Vaughn Richardson, Indianapolis booker, is sending out the first vaude-television unit which opens a trial engagement at the Palace, Gary, Ind., Friday (3), and then moves to the Rivoli, Muncie. According to Richardson, show will display first six-foot television screen, with equipment to be lodged in the orchestra pits. Show line-up will first be televised and then it will proceed as a typical unit. Labeled *Television Wonder Show*, it features Roscoe Ains and a line of girls, among others.

Vaude After 3 Years At Rainbow Room

NEW YORK, Oct. 28.—Eddie LeBaron band, which has been playing the Radio City Rainbow Room for three consecutive years, a record, will finally leave that spot and open its first theater tour in the East. Opens November 23 at the Earle, Washington, for Warner.

LeBaron's band will be part of a unit, Lellaron originally came east from Los Angeles to go directly into the Sert Room of the Waldorf-Astoria Hotel for a six-month run. From there he went into the Rainbow Room.

Books Benton Harbor

CHICAGO, Oct. 28.—Tommy Sacco, local booker, is now placing units into the Rio Theater, Benton Harbor, Mich., which returned to flesh Fridays and Saturdays. House, managed by Charles Lombitto, has been a straight picture outlet the last couple of years.

Madame Currie's *Hollywood Fashion Revue* in this week.

Joe Jackson, the veteran tramp bike comedian, plans to open a roadhouse at Greenwood Lake, N. Y., next summer. . . . Teddy Bergman, who changed his name on dramatic programs to Alan Reed, due to visions of Hollywood contracts, was waiting for a phone call in the Hotel Edison lobby last week when a page boy went by calling "Alan Reed!" And Bergman not only failed to respond but didn't even know he'd been paged until, about a week later, he met the guy who had called him.

Chi Hotels, Cafes Spending More for Talent and Bands

CHICAGO, Oct. 28.—Conventions bringing an extra 35,000 visitors into town this week boosted grosses in both hotel rooms and cafes. Hotels reported a spurt in dinner hour business from the conventioners, while the late spots cashed in during the wee hours of the morning. Noticeable is the fact that the boys have been spending more than in the last couple of years.

Palmer's Empire Room has been sold out for dinner ever since Tommy Dorsey opened October 12. Chez biz has been similarly strong with Joe E. Lewis. Harry's New Yorker has been doing extremely well since reopening with a new show-every-two-weeks policy, handled by Ralph Cook, who has been renewed for another 10 weeks.

The keen competition on Rush street forced the Rose Bowl out of the picture, but only temporarily. Of late management had no spent much money on talent and lost the trade to the neighboring Hi Hat and 888 Club. Dominating the field on that street, however, is the Colony Club, which dumped a bank roll on atmosphere and super kitchen service and is attracting classy patrons with name acts. Hi Hat installs star policy Wednesday (1). Gus Van and the locally popular Willie Shore on the opening bill.

Colony will also pick up name bands early next year, and negotiations are under way with MCA to bring in Xavier Cugat January 12. Other competitive spots in that area are just holding their own.

JACKIE HELLER returns to Chicago December 1 to open a week's run at the Oriental.



Ralph Bellamy, Rudy Vallee, Charlie Farrell, Vic Hyde

VIC HYDE

THE ONE MAN SWING BAND

(Now Playing Four Horns Simultaneously)

Wishes to THANK the following name bands he has worked with for excellent accompaniment, good fellowship, many enjoyable laughs and happy memories . . . and hopes to be remembered when the next stage band unit is being augmented . . .

RUDY VALLEE
RAMONA
ORRIN TUCKER
INA RAY HUTTON

ABE LYMAN
EDDY DUCHIN
HARRY JAMES
LAWRENCE WELK

SHEP FIELDS
GLEN GRAY
VINCENT LOPEZ
ADRIAN ROLLINI

TOMMY DORSEY
TED LEWIS
WOODY HERMAN
JAN CARBER
MARK WARNOW

KAY KYSER
PAUL ASH
DICK STABILE
TED GALLAGAN
(Niles, Mich.)

Mgt.: RUDY VALLEE UNITS CORP.,

Radio City, New York
Pers. Rep.: LESTER LADEN



Vic Hyde, Harry James



Vic Hyde, Lawrence Welk



Vic Hyde, Bonnie Baker, Orrin Tucker



Eddy Duchin, Vic Hyde

37,000,000 PATRONS— AND WHAT THEY TAUGHT US

By W. G. VAN SCHMUS.

Managing Director of the Radio City Music Hall, New York.

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

Palace, Youngstown, O.

(Reviewed Tuesday Evening, October 24)

Without exception, the best all-talent bill here in many years. And judging from the reception accorded the unit, topped by Martha Raye, a record will be registered before the house reverts again to films. House was crowded all day Tuesday, with ERO the final show. There is plenty of action packed into the less than an hour's presentation.

Miss Raye sings, clowns and mugs all over the place, and altho she gave prodigally of her talents, the audience was palm-beating aplenty when the curtain fell. Her *I Can't Dance* bit is a show-stopper. Miss Raye has an instinct for comedy and a quick wit that is entirely lost when she is on the screen. She is knockout show man.

While Miss Raye is the highlight of the show, the supporting bill is well balanced and entertaining. Senor Wences, ventriloquist, seen here before, delights and amuses as he throws his voice into a closed box, a telephone and behind a table while juggling a plate on two sticks. He cleverly makes up his hand as the head of a ventriloquist figure for the main part of his act.

The Cracella Dancers, three men and a girl, are a better-than-average adagio group, with some new and breath-taking twists, turns and throws. The dancers are tumblers combining speed with a group of startling turns.

Jack Williams eases with a minimum of words and a maximum of effectiveness, and displays, for his own-earned share of applause, good humor via taps. Palace house orchestra on the stage did acceptably.

Unit came here from Palace, Akron, where bit the four previous days was the all-time record for that house.

On the screen, *Television Spy* (Par.).
Rez McConnell.

Mosconi 15-People Conga Unit Ready

NEW YORK, Oct. 28.—Charles Mosconi, for years a member of the standard dancing act, Mosconi Family, and for the past five years treasurer of the American Federation of Actors, goes back into vaude, but as a unit producer.

Mosconi is getting up a Latin unit, to be called *Congu Carnival*, consisting of about 15 people (singers and dancers) and a six-piece band, which will embark on a theater tour. Will be booked by Stan Zucker, lately of CRA and MGA.

Manage Sheboygan Club

SHEBOYGAN, Wis., Oct. 28.—Jack Kennedy is the new manager of the High Life Spa here. Spot has been redecorated and features Val Davis, singer and pianist; Freddie Kuester, accordionist, and Everett Engerson, pianist.

Constance Bennett Panned by Critics In Columbus Debut

COLUMBUS, O., Oct. 28.—Constance Bennett, screen star, made her stage debut last week at the RKO Palace here and failed to click with either the audience or the local press. Opinion was that Miss Bennett's act was not only weak but in bad taste. Remainder of the bill, including Lorraine and Rogan, the Herzsogs, and pic, *Here I Am a Stranger*, and emcee Dean Murphy, saved the show from being a complete farce.

Miss Bennett appeared uncertain in front of an audience, and both her singing and chatter revealed stage inexperience. To top this off, she let it be known in no uncertain way that she was in the cosmetics business—her banter even mentioning the local drug store where her line of goods could be obtained.

One newspaper critic summed up the general local opinion by saying, "The Palace stage has played everything from great actors to elephant acts, and now it is featuring a cosmetics saleslady."

Miss Bennett sang *Are You Hearing Any Fun* and *Comes Love* in brave, loud style after her banter with Murphy.
Albert E. Redman.

Billy Rose To Marry; To Honeymoon in S. A.

NEW YORK, Oct. 28.—Billy Rose will take it easy this winter and night club rivals will be faced only with continued competition from his Diamond Horseshoe. Rose apparently does not plan any other new venture until the spring, when he will start revamping his Aquascope show for the second year at the World's Fair.

Rose says he will marry Eleanor Holm next week and that they will honeymoon in South America, sailing November 15 and returning in March.

Tivoli, Brooklyn, Vaude Plans Still Up in Air

NEW YORK, Oct. 28.—Alec Hanlon is still trying to line up a revival of vaude at the Tivoli, Brooklyn, 1,910-seater, now double-featuring.

House once paid as high as \$3,100 a week to Van and Schenck but in more recent years had been playing low-budgeted bills. Hanlon hopes to inaugurate Friday-to-Saturday vaude featuring names and bands.

Mobile Club Remodels

MOBILE, Ala., Oct. 28.—Joseph Palutski has contracted with A. J. Stephens & Co., of Kansas City, Mo., to remodel and install air conditioning in his Joe Palooka Tavern here.

Palutski has doubled his cafe's space, leading the adjacent building and remodeling that, too.

The Stephens Co. just installed new equipment into the Italian Village, Dallas.

Wilkes-Barre Vaude Click

WILKES-BARRE, Pa., Oct. 28.—Vaude popular here was proven again, Manager Fred Herman, of the Irving Theater, said, when the first 10 weeks of three-day-a-week vaude shows drew good houses.

The Irving successfully came thru its 10-week trial. However, while the first 10 shows were booked thru the Mutual Booking Agency, the Amalgamated Vaudeville Agency has been sending in the new shows.

FIRST NEW YORK APPEARANCE JACK MURRY LANE BROTHERS

Acknowledged exponents of unique and distinctive comedy, featuring their original two-high novelty rope tricks.

Held Over Second Week, PARAMOUNT THEATER, New York.

Direction—WILLIAM MILLER.

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THE SMOOTHIES (Babs, Charlie and Little)

Thanks for 26 Weeks on CBS' "TIME TO SHINE" to

HAL KEMP GRIFFIN MANUFACTURING CO.
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Now at the NEW YORK STRAND THEATER

Direction



WILLIAM MORRIS AGENCY

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bobby may

THIS WEEK—CHICAGO THEATER, CHICAGO
NEXT WEEK—ROXY THEATER, NEW YORK

BACK HOME AFTER 7 YEARS IN EUROPE

LASSITER BROS.

"SCREWY-TONE NEWS"

NOW—CHICAGO THEATER, CHICAGO
NEXT WEEK—RIVERSIDE THEATER, MILWAUKEE

Direction—WM. MORRIS AGENCY

BEATRICE HOWELL

"The Human Candid Camera"

Added Feature With HAL KEMP and ORCHESTRA
Held Over Second Week, STRAND THEATER, New York

Direction—ED SMITH

"SPARKY" KAYE

4 YEARS WITH A. B. MARCUS.
NOW—STATE-LAKE THEATER, CHICAGO

Roxy Theater, New York — Now!

TOMMY MARTIN
Magician

JACK and JUNE BLAIR

Now Appearing at LOEW'S STATE, New York

Direction—JACK DAVIES



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Burlesque Notes

(Communications from New York Office)

New York:

TOM PHILLIPS, president of the BAA, along with Pat Kearney, BAA delegate, along with such other old-time Columbia based executives and ex-performers as Sam Scribner, John Herbert Mack, Al Reeves and Johnnie Weber attended funeral services for Bill Campbell, husband of the late Edna G. (London Belle) fame, in Brooklyn Synagogue, on Sunday, October 29, 1939.

SALLY KEITH, after weeks at the Gaiety, which started October 27, goes to the Little Old Romanian nitery for five weeks. **COLLETT**, after two years of night clubbing, opened as added attraction at the Avenue, Detroit. Then to the Gaiety, same town, to be featured in the George Lewis company.

KENNETH ROGERS, producer, doubling between the Blinks and the Century, Brooklyn, Eddie Lynch resigning from the latter. . . . **SALLY O'DAY**, a long time out West, opened recently at the Gaiety, booked by Dave Cohn.

DIANE SHAW, who closes at the 809 Club, Chicago, last week, is now featured at the Rose Bowl Club, with name in lights, a few blocks away.

MIKE AZZARA, an old leader, formerly for Fox vaude and Minsky burly, became a club owner in a new venture, wines and liquors, in Union City, N. J., and also acquired a Jersey musicians' union card.

RENÉE D'ORSAY, a dancer from Chicago and Manhattan nitery, is a feature show newcomer at the Gaiety. Opened October 27, exploited by Buddy Walker, nitery emcee. Other new Gaiety principals the same day were Annette and Kay Johnson. . . . **CHARLES KANE**, straight man at the Republic, doubling as a cook over an electric grille backstage between scenes for Ed Gaffney, Phil Brennan and others of the house crew. Even for some of the execs.

VALERIE LANTZ, new to burly, joined the stock at the Avenue, where Helen Green closes for her 10th week.

ETHEL GASTON is the new stage manager of the Century, Brooklyn.

NAT LEVINE, brother-in-law of Charles Bering, operator of the Republic with Joe Bering, will again manage the Million Dollar Bar, Miami Beach, Fla., which is due to reopen the middle of December, but not with Minsky burly as heretofore. Will use comics, specialty acts and a line of girls. . . . **MURRAY LEONARD**, straight man, now that his long-time teammate, Charlie (Red) Marshall, has left him to join a Midwest circuit show, has taken up with a new-to-burly comic find, Jerry White. Both now rehearsing for a unit, Lights of Paris, which Kenneth Bering is producing. . . . **NED MCGURN** substituting as producer at the Casino, Toronto, pending the recovery of Pat Brandeaux, seriously hurt in a plane crash.

DIANE KING, in her fifth week at the Miami Club, Toledo, was visited by Paul Rosenberg, Hirst circuit booker, last week. Soon to leave to return to a burly road show. . . . **PATSY GINGER JOHNSTONE**, now at the Nomad Club, Atlantic City, was allowed a week off to be featured stripper at Fay's, Philadelphia.

ELTINGE went in for as many as four extra attraction specialties October 20 week. Among the vaude and night club turns were Frank Brooks, tap dancer, Joe Joetta, and a new singer, Stanley Wolf and, and Mona, really Noma, an exotic dancer who danced with a live cobra at the Chicago fair. Noma's dad is a horse breeder and merchant in the East End. . . . **GENEVA WARDEN** canceled a 600 Club, Chicago, engagement for the Blinks stock, which she joined October 20, along with Marie Cord. GINGER's new stop is the Troc, Philadelphia, November and a Hirst tour. . . . **LOIS DEFFE** moved from the Hirst circuit to the Gaiety, Boston, for October 30 opening. Then to Fay's, Philadelphia. . . . **EILEEN SHERIDAN**, Tamara and Lillian Klings new at the Triboro, October 22.

UNO.

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CHICAGO:

N. S. BARBER, operator of the Rialto, is in San Francisco, where the unit, *A Night of the Moulin Rouge*, in which he and A. B. Marcus are interested, is in a repeating process. . . . Rialto, incidentally, is getting the George Lewis show next Friday (3), featuring Joanne Lee. Red Marshall remains in that house as extra added attraction. . . . **DOLLY DAWSON** has joined hubby Lee Cannon in Chicago, where he is managing the Avenue Theater. . . . **BOO LUBS** closed with the Midwest Circuit and returned to New York. . . . **MILT SCHUSTER** attended the opening of the Grand Opera House, St. Louis, and reports that business was big. House is currently playing the Harry Clexus-Murray Lewis show.

From All Around:

EVERETT LAWSON, hoofing straight, and wife have closed at the Mutual, Indianapolis, to open at the State-Harrison, Chicago. The Lawsons are from a magic turn, to work later on. . . . **SALLY WALKER** has left to line at the State-Harrison, Chicago, to rejoin Frances Parks' ensemble, now on an indefinite stand at Martin's Tavern, Lima, O.

Late Rosenberg Burly Bookings

NEW YORK, Oct. 28—Phil Rosenberg's placements in the Hirst circuit include a new show, *Black and White Revue*, opening tomorrow in Newark, N. J., Dusty Fletcher, Sammy Gardner, Blanche Thompson, Three Jingle Kings, Otto Mason, Sahji, Iste Ringgold, Jay Arthur, Joe Freed, Pat Pares, Helen Colby, Watson and Wood, and Saunders and DeLaven; and *Undressed Parade*, another new show opening November 5 in Union City, N. J., and consisting of Zorita, Tiny Fuller, Art Gardner, Charles Holloway, Johnnie Cook, Pat Burns, Diane Johnson, Mary Woods, Kay Austin and Three Neff Brothers.

Ann Corio extra attractions at Mayfair, Dayton, O., November 4, and Schubert, Philadelphia, November 13, and Margie Hart at Troc, Philadelphia, November 12, Patricia Joyce joins in Baltimore November 5. Happy Hyatt replaced Nick the Greek in the Renee-Coleman show in St. Louis last week. Mary Joyce for the Triboro November 8, and for Newark November 12. Murray and Raymond and Sced and White for the Century, Brooklyn, October 30. Tiny Lee (Frances Kay), new stripper from the Howdy Club, Greenwich Village, for the Triboro, tomorrow.

Fair's Frozen Alive Show To Tour Vaude

NEW YORK, Oct. 28—Ray E. Dunlap's Frozen Alive Show at the World's Fair goes out on the road next week as a theater unit, booked by Charlie Yates, of CEA Artists, Ltd.

Tour of one-nighters opens November 6 at the Ambridge, Ambridge, Pa., and follows into the Jefferson, Punxsutawney, Pa.; November 8, Bradford, Bradford, Pa.; November 9, Avenue, Brackley, Pa.; and the Mamou, Greensboro, Pa., November 10.

SAVOY UNIT

(Continued from opposite page)

23—but there was a good reason. Manager Bill Evans said people came down and walked away by the hundreds, complaining of the quality of the accompaniment. The *Last Express*, had showed in the city before. The picture had been screened at another theater nine months previously, although it was sold to Evans as a first-run. Other film was *Alfred Hitchcock's* *Acta Verba* Joe Morrison, Trio, Mack and Pay, the Smilays and Marque and Marquette.

CANTOR OK

(Continued from opposite page)

of opening dates from Friday to Thursday. Warner's Earle, satisfied with a \$21,500 gross with *Mr. Smith Goes to Washington* in its repeating stage and screen for week ending November 2, expecting the second week to do a \$10,000 business. Stage features 16 Roxettes, Earline King, the Three Oxford Boys and Maurice and Cordoba.

Veloz and Yolanda Land Front cover of "Life"

NEW YORK, Oct. 28—Veloz and Yolanda landed the front cover and two and a half pages inside of the current issue of *Life*. The photo layout showed them in dancing poses, with Yolanda wearing a Kathryn Kuhn gown.

Life's last stage personality on its front cover was Hildegard, who was then plugged as the Television Girl.

Magic

By Bill Sachs (Communications to Cincinnati Office)

BLACKSTONE, who recently launched his new season with his 20-people show, is featuring several innovations which are reported to be getting lots of attention. One is his *Hindu Rope Miracle* and the other is a flashy parade number, with the Blackstone girls garbed in Marie Antoinette gowns and wigs, and Bill Blackstone sporting a pea green weighing 13 pounds and said to be valued at several thousand dollars. Before this setting Blackstone produces several hundred dollars' worth of swan feather flowers from nowhere, making for one of the flashiest openings ever presented by a magus. . . . **JOAN BRANCON**, blonde lovely, who closed heavily with her magic in Europe the last several years, closed Friday (27) at the Stevens Hotel, Chicago, where she was held over for six weeks. She was slated to return to Europe for an October 1 opening but Old Man Mars said, "No, no." . . . **LEE NOBLE** recently did his magical emceeding at the Modern, Brockton, Mass., with his *ROX* road show, which closed that house. After a week at the Lido, Worcester, Mass., he is currently working out a string of club and banquet dates in the Boston area. . . . **OTHER MAGIC LADS** working in the Boston territory these days include Keystone, Loving Campbell, LaFollette, Jackie Fields and Dantini. . . . **JOHNNY TAYLOR**, formerly with LaFollette for 15 years, is back with his old boss as chief assistant. . . . **GEORGE GREEN** (Meccoo), who in recent years has concentrated on school dates in the Southern territory, chiefly around Atlanta, was a visitor at the magic desk Wednesday of last week (25) while in Cincinnati to look after business affairs with the estate of his father, who died recently in Cincy. Green has just completed work on a torture board to work at outdoor events as a free act. . . . **DUKE MONTAGUE**, working theaters thru Idaho and Utah, posts his act at the Hotel Sherman, Chicago, is current at the Club Arcadia, St. Charles, Ill. . . . **MISS KAYE**, of the magic team of Siems and Kaye, has just left Roosevelt Hospital, New York. She was taken ill at Bradford, Pa., while fulfilling an engagement at the Bradford Theater. Siems filed the date solo. . . . **PROF. JOHN NEWMAN**, mentalist, has returned to the United States after 16 years in Europe. . . . **SOLLIE CHILDS**, unit show player, is teamed up with Calvert the Magician and will build a unit around him, adding a line of girls, a five-piece orchestra and several novelty acts. . . . **SCHREFF**, Providence magician, is playing churches and schools in and around his home city of Providence, Massachusetts. . . . **HENRY GORDIEN**, Minneapolis mystifier, is set on a full slate of social events in the Twin Cities area, according to word from Marquis the Magician, who has hopes that Henry's improved magic bottle trick is a bonanza. . . . **CHESTER BEDFORD** (Bedford the Magician) is working his magic and illusion act in schools and churches thru Southern Massachusetts and Rhode Island. . . . **THE GREAT THORILL** is touring the territory with Julie, mentalist. . . . **WILL ROCK**, presenting the Thurston miracles, is sporting a new mustache and a flock of chin whiskers. . . . **ROY ELLWOOD**, veteran vent worker, is making schools thru New York State with a show of the State Board of Education. . . . **JACK GWYNNE** and Co. played Fay's Theater, Providence, week of October 20, following several days' layoff which Jack and Ann Gwynne spent visiting with their mother and son-in-law, Frank and Peggy Cole, and

Louella Parsons Asks \$7,500 in Hearst Tour Tie

HOLLYWOOD, Oct. 28—Personal appearance tour of Louella Parsons gets under way November 16 for eight weeks. Film critic will appear only in those cities where Hearst papers are published. Miss Parsons will feature several of the middle brackets film personalities on her tour, including Arlene Whelan, Susan Hayward, George Murphy and Rosemarie Lane, Edgar Allen Woolf is writing the act.

Leo Morrison, handling the dates, is understood to be selling act for \$7,500 per week. Film chatter will read her daily column from the stage while a Western Union op takes it down for teleyping to news chain through the country.

It is understood that salaries for the flicker personalities will be paid by Miss Parsons, with the Hearst papers contributing heavy exploitation.

CANTOR NSG

(Continued from opposite page)

replaced with the Dead End Kids in *Dress Parade*. . . . **HOWELL** was also added to the stage show.

Second week at the Roxy, despite a reported strong picture, was also a weekie with a gross of \$30,000. New picture came in Friday (27), but the stage show with *Hollywood Goodbye* was held over intact with the exception of Tommy Martin replacing Ted Lester. Others include Pat Rooney, Jimmy Shields and Joe Jackson. New picture is *20,000 Men a Year*, which didn't open too strongly.

Paramount's second week of Jimmy Durante and Russ Morgan Band on the stage, with *What a Life on the Screen* was a very poor \$21,500. One of the poorest yet. Present show, which opened Wednesday (25), includes Dick Powell, of the flickers, and Teddy Powell's Band, plus a from-tourer picture, *Disputed Passage*, has been doing fair the first three days of the run.

Loew's State was its usual self with a gross of \$21,000 for the appearance of Ted Pio Hito's Band, Wally Vernon and Raye and Naid, along with *The Star Maker*. Current appearance of Noble Sissle, Stroud Twins, Harriet Hoctor and Marjorie Gainsworth plus *Honeymoon in Bali* opened Thursday (26) week, with the first two days reported drawing \$6,000.

family in Pawtucket, R. I. The Gwynnes jumped to Chicago from Providence. **JIMMY AND DONNA EYSTER**, formerly of Massillon, O., but located in Seattle the last two years, have just concluded an engagement at the Chez Paree in Donna's home town, Omaha. They will join an eight-act vaude show in San Francisco November 9. Dick Marshall and Jim Bondeson are in advance.

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JACK KANE

Grand Theatre, YOUNGSTOWN, OHIO

Collier to Tour "Green" Until Jan.

NATCHEZ, Miss., Oct. 28.—With everything new but the name, which has been in use since 1888, Charles E. Collier's *Silas Green From New Orleans* presented its 15,687th performance under canvas at State and Canal streets last Saturday night. Show played to a well-filled tent.

On the road since the first Monday in April, the Collier troupe will wind up their tour January 31 according to Charles Morton, company manager.

Show features Billy (Silas Green) Mills, "Jazz Lips" Richardson, Ford Wiggins, Lasses Brown, Charlie Root, Princess White, Cherry Dan, Deavers, Beatrice Whitehurst, Peg Jefferson, the Two Nit Wits, Cookey Howard and Boley De Legge. Troupe carries a 12-piece orchestra and a band for street parade, also a 10-girl line.

Messrs. Collier and Morton say the season as a whole has been a profitable one. Troupe, traveling via trucks and trailers, made Georgia, South Carolina, North Carolina, Virginia, West Virginia, Tennessee, Kentucky, two towns in Ohio and two in Illinois before coming into Mississippi 30 days ago.

W. S. Wolcott, owner-manager of Wolcott's Rabbit Foot Minstrels, on tour in Tennessee, is a visitor on the Collier show here. Wolcott says his show has been doing good business.

Canton Is Good For Kinsey Rep

CANTON, O., Oct. 28.—Madge Kinsey Players, now in their third week at the Grand Opera House here, played to several sellout houses during the first two weeks of their engagement. George G. Gurney, Grand Opera manager, Company is doing one show nightly, with three matinees on the week, changing plays every Sunday and Thursday.

Bodie Mason's country store is a Monday night feature, and is catching on big. Friday is Amateur Night, with a 10-week period of eliminations now in progress. First-place winners will compete at the end of the period.

Bette Kinsey, who recently made her debut in leads, recorded a surprise party on the occasion of her 18th birthday October 19, at Hotel McKinley, when members of the company were guests of her parents, Mr. and Mrs. Harry Graf, at a dinner.

Van Arnam Funnakers

VIENNA, Ga., Oct. 28.—With most of the major tent shows in this territory closed, this finds the Van Arnam attraction still trucking on down thru the Southland. Show will again winter in Opa, Locks, Fla., five miles north of Miami.

We experienced cold weather coming thru the mountains of Virginia and Tennessee and business was, of course, off. However, since moving into Georgia and finding warmer weather, box-office has shown a healthy increase. With cotton prices good as they are, and with the Florida citrus growers receiving good prices for the golden fruit, we are expecting business to be on the up-grade from now on in closing date. Theaters are not slated to close until about a week before Christmas.

Owen Bennett, unit producer and manager, stopped by at Hogansville, Ga., to say "hello" last week. It may have made it impossible for him to remain for our performance. Bennett will again have his attractions on the road this season. Cotton Watts and wife, Chick Moreland, are welcome additions to our show, they were on the Hunter-Pfeiffer show the past summer.

Frank Cannon, Buddy Cannon, Mabel McIntyre and George Stone, all of Cannon's Comedians current in East Tennessee, were visitors on our lot at Newstead. The day previous the Reed Sisters, Elma and Patzy, of our show, visited with the Cannons at Fall Branch, Tenn.

Stanley Adams, our orchestra leader, and Marty Carroll, specialty dancer, are strictly on the road. Adams and Carroll were quietly married when show played Christiansburg, Va.

John R. Van Arnam, our boss, and Jack King, special agent, were with us for three days last week. It was Van Arnam's first visit with the show since last August. Incidentally, "Blackie" Reed and his crew were very busy wash-

ing trailers, etc.

Warren L. Warren, general agent, and Rex Lee, brigade manager, returned to the show at Cedartown, Ga., for a conference with Manager Roy Roberts and George Daniels.

Mr. and Mrs. Harold Blodgett (Wava Donay) saw our performance at Rockmart, Ga., having recently closed with the Milt Tolbert Show. The Blodgetts were on their way to Columbus, O., where they will work club dates for Ernie Creech, of the Gus Sun office.

Bob (Goody) Godbey, still doing well in main show and offering his comedy act with his partner, Maddy Bent.

Ted (R. A.) Wall, past summer with the Lewis Bros.' Circus, and Ed Nixon, who trouped with Beer-Barnes Circus, are new additions to our orchestra.

George Foster, now at his home in Thomaston, Ga., and the past season with the *Hit Parade*, came by to see the gang at Greenville, Tenn.

MACK D. FERGUSON.

More School Shows

By E. F. HANNAN—

DURING the past few years there has been a healthy growth in the number of small shows playing schools. Being held (Goody) Godbey, the school field has increased so rapidly that it is now an important part of smaller show business.

Where it was once difficult to arrange dates at schools, now the field is clear, and those in charge of schools in most places welcome anything in clean entertainment. One Eastern entertainer doing impersonations claims to have given over 100 school performances during the season of 1938 and 1939.

While magic is still strong with school youth, there is a field being fast opened for short-cast play bills, particularly bills of from 40 minutes to one hour. Casts of not over four can get enough to keep going, and smaller independent tricks of the dramatic type should not overlook this field of extra business, as most of the school shows are given in late afternoon.

An extra school show may take care of the weekly overhead of shows playing the schools.

Rep Ripples

VAN AND DELLA BROWN, erstwhile Midwestern repeters, are in their second year of broadcasting over WFMD, Frederick, Md., where they hold down eight half-hour spots a week, five of which are devoted to the rural comedy skits *Uncle Sam* and *Am. Della*. Van and Della appeared for 19 consecutive weeks at Hillside Lake Park, Martinsburg, W. Va., the past summer and recently appeared as added attraction at the Ais-Chalmers exhibit at the Great Frederick Fair, Frederick, Md. In his spare moments Van serves as booker and manager for the WFMD Jamboree of 22 people. . . . VIRGINIA RANDALL, of the Gene Austin show, was forced to remain

behind in Kansas City, Mo., following the company's recent engagement at the Tower Theater there, due to a foot injury. Virginia hosted her fellow trouper to a chili supper during the show's Kansas City stay. . . . ORVILLE SPEER, formerly for 10 years boss canyonman with the old chaser cluster show thru Iowa, is now located in Clinton, Ind., . . . GRANT AND COZETTE, Joe Broadhurst, the Rogers Trio, Harry Price, Ethel Price, Wilma Slough, Pauline Smith, Lega Abingwood, and Page Cavanaugh are featuring with the Harry Price Minstrels touring Kansas. . . . ROWELL TOWER has a three-trick, known as Tower's Entertainers, in the San Jacinto County in Texas. He reports business as satisfactory. . . . THE ROBINS are presenting *The Adorable Mr. Pickwick*, by E. F. Hannan, under school auspices in Mississippi.

DON AND MYRTLE NULL, formerly with Ed C. Ward and Harley Sadler, have joined the Bill Balzano show in the Dakotas. . . . BRUCE ROTARY STOCK, which opened recently in Kansas, is said to be doing well with the following folks: Wallace and Ruby Bruce, Paul Weiss, Esther Macklin and Wayne (Goody) Godbey. . . . TED HAWKINS, who formerly with Frank Smith Players, has joined Ed Kingdon's circle in Northern Missouri. . . . GOODEY GODBEY and Ida McColm, Midwest repertorians, who recently organized a 10-piece band in Kansas City, Mo., . . . AL W. CLARK, former director with Dixie Queen Showboat, has joined Jimmy Tubbs' circle in Northern Missouri. . . . ROSIE CITY PLAYERS, after many weeks in Idaho, are playing Greer territory. . . . MILES A. FRYOR, well known in Midwest rep circles, was a Kansas City, Mo., visitor last week. . . . LESTER (LEW) AYERS, formerly with the M. & M. Show, has returned to Kansas City, Mo. . . . L. VERNÉ SLOUTS lyceum, which is playing in Kansas spots after a jaunt thru Oklahoma. . . . WILLIAM JULE'S circle, operating in Minnesota, is reported to be playing to satisfactory returns with the following folks: Bob Bayley, Octavia Powell, Olin Stacy, Frances Kane, Jay Collins, Peter Michaels, Harold Kraus and Leon and Millie Henderhot. . . . MR. AND MRS. CHRISTY OBRECHT are visiting in the Windy City after winding up their Minnetonka canvas season. . . . GITSY KOVELTY & FUN SHOW reports fair business in Lake County, Ill. It's playing schools and halls with a rural type of show.

NEW DRAMATIST— (Continued from page 15) closing of such run by the author or his licensees. (b) Author shall have right to take over contracts of the cast at his option. (May be amended to say merely that contracts will not be rescinded, because Actors' Equity contracts are not rescinded.) (c) If production taken over by manager or author is not a first-class production, "it shall be announced and advertised as not being a first-class production." (This will be rescinded, as it will be less negative, i. e., such productions cannot be advertised as first-class.) (d) If under author's control New York run weekly operating cost is re-

duced by 25 per cent or more below expense of the last week under the backer, then first-class New York run of the play shall be deemed ended for all purposes under this agreement, and the guild's basic agreement, as of the time such reduced budget is effective. Right of author to continue play at reduced budget is not otherwise affected.

Article IV—Backers' Obligations and Privileges

Section 1. If there is no New York operating backer, the picture rights Agreement terminates automatically. Within five days after out-of-town closing or at any time before the day fixed in the individual agreement for the New York opening of the play backer may change managers upon approval of the guild and author.

Section 2. License to picture rights granted on ground that picture may be released not earlier than after the expiration of one complete theatrical season in which the play shall have closed in New York, except that such picture may be released earlier if the New York and road runs of the play have actually been without intent to reopen. Theatrical season here ends May 31.

Even the backer may have only partial investment in show, he is bound in full to meet costs of production and operating expenses if his associates fail in their part.

Article V—Closing of Play

Section 1. Estimated operating budget includes: (a) Share of theater—amount of guarantee or first moneys if any; if theater is held on rental basis, then reasonable rent plus ordinary reasonable operating expenses of the theater. (b) Directors' royalties—not to exceed 2 per cent. (c) Author's royalties; salaries of the extra, stage and assistant stage manager; cast; stagehands; if necessary, booking fee of play on road; office expense—not to exceed \$150 a week; share of advertising, posters, heralds, etc.; company manager; business manager—not to exceed \$100 a week; press agent; insurance (Social Security and unemployment taxes will be inserted); replacement of props; dues to the League of New York Theaters; in musical plays—conductors, share on musicians, three heads of partitions if any; wardrobe woman, assistant and dresser; if necessary, necessary stagehands, replacing, repairing and cleaning costumes; (rentals of prop, electric fixtures and costumes may be inserted); transportation; traveling; (Travel Agency will merely provide for concessions and arbitration.)

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ESTABLISHED 1894

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16-Year-Old Youth Operates Successful Roadshow Business

NEW YORK, Oct. 28.—What! You've never heard of Joseph Kelly? Then you have never been to Brooklyn. The fellow shows every place. There is hardly a 16mm show given in a Catholic church hall that he doesn't have something to do with, and last summer he was all over the Catskill Mountains giving shows at camps. What's more, people will hear more about this young man—he's only 16—as he completes his proposed plans. The truth of it is—Kelly is the Acme Motion Picture Service.

Since school opened a few weeks ago, Kelly has been pretty busy getting his academic work under control. He works with his secretary, Marion, who is his sister and only 15 years old. Together they map direct mail and newspaper advertising. The result is that Kelly has a profitable business with churches in Brooklyn in the winter and in the mountains in the summer. Already he has plans for next summer.

This winter, and until he graduates from Bishop Loughlin Memorial High School in February, 1941, he has plans to make money with his 16mm. projector. How does a boy of 16 do it?

Well, here is his plan for winter operation. He and Marion write letters to priests in and around Brooklyn. A week later Kelly follows these up with personal calls. When he meets the priests in the rectory, he sets up his equipment and gives them a short show. This proves to them that he knows the roadshow business and that he is a capable operator. Then he offers his catalog and prices. The priest makes his choice and sets a date. The money proposition is simple. It is set 50¢ for each night of the gate up to a certain amount, and all above that the church gets. He also has a minimum which he is to receive—this is his guarantee. If the show is booked for three nights, he gives a matinee performance on the first day for the kiddies. No admission is charged, but the show isn't as long as the evening performance. He books his shows by the week and places them as many nights as possible.

Shows Religious Films
Kelly's program is principally religious in nature, and he has booked *Messenger of the Blessed Virgin* with synchronous music, *Shepherd of the Seven Hills* and *Jesus of Nazareth* to good advantage. He uses a comedy and a sport subject or two to round out his program.

When selling his films to priests, he stresses the fact that the Legion of Decency approves his selections. A member of St. Mary's Parish, his past record in church work does not help him put his deals across. But, he says, he cites the legion's selection because it guards the parishioners against immoral and indecent shows.

The copan of Kelly's Acme Motion Picture Service is, "Film entertainment, any time, any place," and he does his best to live up to this "promise." Even

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The Roadshowman

25 Opera Place, Cincinnati, Ohio

at 16, the boy is a veteran roadshowman. He doesn't back off from the operator's problems. He pitches in and solves them.

Last summer while he was showing in the mountain camps five nights a week he ran into some trouble. When he set up his projector and turned on the current, the voltage was too weak to carry the projector and the amplifier. There was no sound. He immediately remedied this by getting another make of projector—one in which the projector lamp, motor and sound unit got the same amount of voltage.

Plans 500-Seat Theater

Next summer he plans to open a 500-seat theater somewhere in the mountains, but he plans to use a gasoline motor to supply current for his projector. He's not taking any more chances on the community's supply of electricity. However, it will be used to run the lights at his spot.

The road-show theater he has in mind will consist of a large tent. The floor will be made of wooden boards with some sort of cloth. If the weather is warm, he'll discard the top. When it rains the patrons will be protected from the elements. In a community that has a population of 2,000 he expects to get 500 each night at his show—which will have double-features.

Kelly began in the road-show business two years ago and made a success of it from the start. At first he booked cafes and girls, but this wasn't enough to keep him busy. He still serves a few girls but has turned his attention to the church field in a successful way.

Gum Camphor Humidifier

NEW YORK, Oct. 28.—M. Paul Bean, roadshowman of Montrose, Calif., writes that he is using small blocks of gum camphor in the can to keep film from drying. "Do not use naphthalene, Bean warns, but insist on pure gum camphor." He finds this one of the best ways to humidify 16mm. films.

New and Recent Releases

(Running times are approximate)

TAKE IT OR LEAVE IT, released by Associated Film Enterprises. Presenting oddities of natural and unnatural history. A hilarious comedy. Running time, 10 minutes.

MUSICAL CRUISE, released by Associated Film Enterprises. Sailor chanteys and popular songs by a crew of talented performers make this an exceptional variety subject. Running time, 10 minutes.

WINKIE, BLINKIE, AND THE THREE BEARS, released by Associated Film Enterprises. Our hero, Winkie, has been in lotsof tight spots before, but this time he's really up a tree until the animator literally jumps into the picture and saves the day. Running time, 10 minutes.

OUTLAWS PARADISE, released by Post Pictures Corp. "Trigger" Mallory and his band of outlaws hold up a post office and get away with a rich haul of government bonds. Capt. "Lightning" Bill Carson, of the U. S. Department of Justice, captures the gang. Stars Tim McCoy. Running time, 60 minutes.

CORRUPTION, released by Post Pictures Corp. A story of poignant human emotions and the betrayal of civic trusts, played by a strong and well-balanced cast that includes Mische Auer, Preston Foster, Tully Marshall, Evelyn Knapp and others. Running time, 65 minutes.

DOWN TO DAWN, released by Post Pictures Corp. A poignant artistic masterpiece, with a grand musical score that is in perfect harmony with the intense dramatic theme. Running time, 86 minutes.

FATHER O'FLYNN, released by J. H. Hoffberg Co., Inc. Superb characterization of the famous Irish song. Stars Tom Burke, supported by popular Irish stage and radio stars. Running time, 35 minutes.

ULTIMATUM, released by J. H. Hoffberg Co., Inc. Dramatic thunderbolt

Films That Are in Season Click, Librarian Reveals

Cummins tells roadshowmen to plan shows by the year to draw crowds

NEW YORK, Oct. 28.—Care in the selection of 16mm. programs will account greatly for a roadshowman's success, Dick Cummins, librarian at Mogull

Kiddies Play Parts in Missouri Movie

TRENTON, Mo., Oct. 28.—Good-sized crowds this week saw Trenton children in a motion picture which was filmed by the Melton Barker Productions of Hollywood here last summer.

The comedy is based on the story of the kidnapping of a little girl, played by Sara Ann Fitts, and her rescue by the rest of the "gang," composed of local children. The film will be shown in theaters and schools throught this area.

ENDURANCE SHOWS

(Continued from opposite page)

Billy Gay, Eddie Rager, Robert (Duke) Cortez, Peggy Thomas, Jerry Allen, Dan Shearer, Pat Pangle, Lee Goodson, Billie Steele and Jimmie and Minnie Perenz, Sharpen up your pencils, kids, and let's hear something from you.

JACK RILEY reports from Waterbury, Conn., that Bobby LaMarr and Maney O'Brien, ex-walkathons, were married there October 28 in the club where Bobby has his own show, *Merivie Varieties on Parade*. Fifteen former walkers were present, and, according to Jack, when the couple return from a trip to Montreal Bobby will take over managerial duties at the Club Lido, Waterbury spot.

Brothers, says. Associated with the film business for 30 years, Cummins has been serving roadshowmen directly for the past two years in the firm's rental department.

"Roadshowmen should map their year's program in general and then work from that schedule," Cummins says. "I don't mean that an operator is able to put down titles for 365 days if he shows every day in the year, but he can be on the watch for programs that are in keeping with the trend."

"With Armistice Day only several days off, now is the time to make bookings on film dealing with peace and neutrality. With Thanksgiving only three weeks off, some thought should be given the securing of programs dealing with harvest. Christmas films are easily secured and are always popular. *The Night Before Christmas* is a popular subject and even now reservations for it are coming in."

When asked if roadshowmen should give any special consideration to the time of the year, Cummins stressed the importance of booking films that could be associated with happenings of the seasons.

"Now is the time to show football pictures. There have been some games photographed, but it will not be long until films on the entire football season will make their appearance. When the gridiron season closes the roadshowman who is presenting sports pictures should include basketball films. A baseball picture wouldn't have the pulling power now that it will have next August. A little later skiing, ice skating and ice hockey pictures will attract top audiences."

"If roadshowmen will carefully follow a library's catalog, they will find that their best bet is to show films that are 'in season.'"

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NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

25,000,000 Mark Passed In Final Week

NEW YORK, Oct. 28.—Adverse, but not unusual weather for late October, cramped the style of the fair in its last week of operation and held attendance down to just about the average for this month. Patronage no doubt would have soared considerably had the skies remained clear and the air warm because of the much-publicized Mardi Gras and carnival that held forth from Monday thru today.

Amusement zone suffered most from the disagreeable conditions, bulk of the crowd coming late, wandering thru the exhibit area and departing for home comparatively early. Top day of the week was registered yesterday (27), when 24,700 passed thru the gates, by far the majority being school children who were admitted for a nickel. Cut rate pushed the fair over the 25,000,000 paid admission mark, and with four days more to go it is estimated total attendance for '39 will be just this side of 26,000,000. Fair, of course, was originally budgeted on 40,000,000 visitors, with many estimates going much higher.—President Whalen even going so far at one time as to predict 60,000,000 would pay their way into the World of Tomorrow.

Fair was confronted with its first hard-to-handle crowd yesterday when about 150,000 kids riotous havoc from one end of the meadows to the other. Celebrating a holiday as only school kids can, they romped all over the place, disfiguring buildings, disarranging exhibit displays, trespassing on flower beds and shrubbery and making themselves a nuisance generally. The mob hit the fun zone late in the day and proceeded to cause damage to shows and rides. Harry Traver's Laundry was forced to close and several of the rides shuttered temporarily close earlier. Officials were unable to give an official estimate of the extent of the damage today, unofficial figures ranging from \$6,000 to \$20,000. No serious injuries were reported, although more than a score were treated for minor bumps and bruises. Several hundred were "lost" from their companions.

Mardi Gras Week

Much-talked-about Mardi Gras proved a disappointment to veteran showmen, with very little ingenuity and expense being applied to the program. Nightly parades consisting of clowns and acts, group of Philadelphia Mummers, local Shrine and drum and bugle corps groups, added life to an otherwise very dull fairground, although elaborate floats and costuming were lacking. Daily papers played up the carnival angle, however, and were no doubt responsible for better attendance than usual.

Free acts appeared in the amusement area, booked by Frank Wirth, and clowns romped through the entire grounds, the chief supervisor being Phil Wirth. Kenneth Morgan, formerly director of the fountain displays, and Warren Murray, his assistant, were in charge of the festivities for the fair. Acts included many well-known outdoor acts, among them the Five Eltons, Four Queens, Great Canib, Bob Eugene Troupe, Gregoresco, Casting Delcos, George Cook's Funny Ford, Ernie Wiswell's Funny Ford, Helk-viet and George Brigel's Band. About 20 clowns were used.

Paid Attendance

Previously reported.....	23,710,632
Saturday, October 21.....	299,708
Sunday, October 22.....	359,034
Monday, October 23.....	88,717
Tuesday, October 24.....	102,298
Wednesday, October 25.....	90,383
Thursday, October 26.....	121,866
Friday, October 27.....	247,637
Total	25,020,276

Fun Area Will Be Re-Designed; New Head for ACC Soon

NEW YORK, Oct. 28.—Board Chairman Harvey D. Gibson's first definite move toward a revamped and revitalized amusement area in 1940 occurred this week when he acquired the full-time services of Albert Johnson, scenic designer, to re-design the entire area and its projects. Johnson begins Monday at office in the administration building and temporarily at least will work directly under Gibson, lending support to the assumption that there will be a new amusement zone administration appointed shortly.

Gibson explained that Johnson will divide his time between fair-owned projects, the midway proper and consultations with the concessioners on ways and means of re-designing their individual projects. It is expected that when a new administrative personnel steps in Johnson will become an important factor, although not the nominal head.

Johnson, a leader in theatrical designing, has also had exposition experience, having handled the Billy Rose projects at the Port World and Cleveland expos, and Aqueduct here. He also designed Rose's Jumbo, his Diamond Horseshoe and Casa Manana night clubs, and has done work for Radio City Music Hall and Max Gordon productions.

Gibson Ponders

Gibson is expected to appoint a new head to the Amusement Control Committee within the next several weeks. Just who it will be no one knows, including Mr. Gibson, apparently. He made a statement Thursday that he had four men under consideration but could not divulge their names.

Billy Rose, who has been mentioned as Possibility Number One, will definitely not take the responsibility. Rose explained today that following his marriage this week to Eleanor Holm he will leave for South America on a wedding trip and does not expect to return until about March. Head man in administration of the fun zone will be an all-winter proposition.

Besides Rose, it is understood that several others active at the fair at present have been in consultation with Gibson and have been mentioned as possible selections. They include Kenneth Morgan, erstwhile director of fountain displays; Lincoln G. Dickey, general manager of Aqueduct; Almon B. Shaffer, general manager of Old New York; Paul Messman, former member of the Amusement Control Committee, and Frank D. Shean, a member of the ACC. Understood one or two have already been dropped from consideration. Gibson has been conferring with concessioners direct and informed them that rental charges, participation percentages and other operating expenses will be eased in 1940 in line with his previously announced policy of giving operators a fair chance to recoup their losses next year.

An Insider Looks at the Fair

— Eighteenth of a Series —

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

Subject: Round-Up

We have a feeling these days that our work seems to have come to a close. We have a feeling that the lessons we have tried to point out have in some measure been heeded. We have a feeling that at last the ship has a pilot who, far from wanting to hang on to his new job, will be only too glad when the day comes that he can relinquish control and see the ship safely into port on the course he has charted. In other words, Mr. Gibson has no ax to grind save to see to the success of the fair and the back to his own work. For these are busy days for our important bankers and industrialists. America needs each and every one of them. Altho the fair is dedicated to the American way of peace, it is only a tiny corner in which the talents of a Gibson are perhaps overwhelming. Yet he is devoting his time to the fair and so we have high hopes for the future.

From some recent meetings that Mr. Gibson has held with showmen, concessioners, representatives of the press and exhibitors, it would seem that there is little need to indicate to him the problems with which he is faced, and besides, as we have noted before, Earle Andrews is back at the fair and will undoubtedly be of great assistance to Mr. Gibson in preventing some of the errors that were made. In addition, Billy Rose seems to be on the list of those regularly consulted. We also know that the concessioners at their meeting with Mr. Gibson told him in no uncertain terms that some of the executives with whom they have had to deal this year were not of the caliber needed to carry on the reorganization and rejuvenation of the area for the coming season. It would seem to us that now more than ever the fair needs a diplomat and negotiator, not a whipcracker. Now more than ever the fair needs some men with knowledge of the grip that has come to the concessioners during the past season. It needs men not only with an understanding of the human side of the concessioners' problems, but also men who can aid the concessioner in creating new shows, new ideas. It needs men to represent the fair in aiding concessioners to obtain new financing.

It must be borne in mind that a good many of the concessioners are men who in previous exhibitions have shown the ability to create successful ventures. The reasons for their failure to succeed at this particular fair have been noted too many times to need repetition. These men came to the fair with high hopes and with hard cash. The season now closing leaves them with little cash and with the hopes buried in a morass of red tape and incompetence. But like all good showmen, when the curtain goes down on this year's performance their hopes will rise again in contemplation of a new season.

Mr. Gibson has given every indication that he intends to give present concessioners every opportunity to continue in business next year. His ability to carry out those indications depends, to a large extent, on the men whom he selects to carry out his policies. We know that he is making every effort to find out what should be done for next year and while we know only too well that in this business it's a difficult thing to find out immediately what to do, we also know that it would be comparatively easy to find out what not to do. Concessioners at the fair, the working press at the fair, and very probably some executives who should be able to aid Mr. Gibson who were wrong this year. It will not be enough to sound out those who had a hand in making a mess of the show. They will be far too interested in justifying a course of action than in admitting mistakes for which they are responsible. As we said somewhere in one of the earlier articles, a perpetuation of personnel can only result in a vicious circle of a comedy or errors.

It is important to recognize that in dealing with the press, with exhibitors and with concessioners who are dealing with a group of men successful in their own line of endeavor and fully capable of understanding problems that they have to face. It must be remembered that these men are not the inferiors of the men whom the fair chooses to negotiate with them. They are not subordinates who can be easily ordered around and told what to do and what not to do. Particularly since they know that many times the orders being issued to them are ridiculous. It should be noted that the men to whom orders are issued must be intelligent and that if you expect to have orders carried out faithfully, conscientiously and intelligently that the men to whom those orders are issued must have respect for the knowledge, experience and intelligence of the man issuing them. Where these fundamentals are lacking, any system of management or control is bound to suffer. This is even more true when the man to whom orders are issued has not enlisted for the "duration" where it is up to these men to "reason why," and where these men are themselves in the habit of issuing orders.

It is extremely important that whoever acts for the fair must acquire somewhere a personal sense of the money involved in the transaction in which he is interested. It must be brought home to him that the money being invested in any project, be it by the fair or by a private individual, is money of which for a certain period of time he can be considered a guardian or trustee. He must carry with him at all times a sense of responsibility toward this money. He must try to present its value. He must try to see to its wise investment. He must try to see to its careful husbandry, and he must carry with him this sense of responsibility into every negotiation of which he is a part. He must think of his position with the fair as a guide, mentor and preceptor for all those with whom he comes in contact. And this sense of responsibility he must bear with him always; for in this business a minor mistake can only too easily become a major casualty.

One of the lessons that might well be learned from the past season is the old maxim that the weakest link in any chain can cause the destruction of the whole chain. Therefore, fair executives must guard against allowing any weakness to creep into any policy, contract or decision made by the fair.

More specifically, it is important in connection with concessioners, both new and old, that the men who will create and manage these enterprises be looked at carefully before their plans are accepted. For with concessioners, as with fair officials, it is the men who make the plans, not the plans that make the men. In other words, if this simple truth had been followed during the past season we might have had one village that can think of run successfully by a combination of the best brains, engineer or contractor. And so on, one might continue to quote endless examples of projects that fell down because of the choice of management. And let it not be said that the fair didn't have a great deal to do in the choice of that management.

Additional World's Fair News

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Streamlining R-B in Earnest for '40, Says North; Weldy Designer

ATLANTA, Oct. 28.—Air-conditioning and other initial moves to modernize Ringling-Barnum show met with such public approval in 1939 that President John Ringling North has announced plans to streamline the Big Show in earnest for next year's tour.

Work along this line will begin with the redesigning of the interior of the big top, which will be royal blue with red side wall, he said.

Max Weldy, of Paris, designer for the Polka Bergeres and some editions of George White's Scandals, will design the costumes for the performers and plan the opening spec, which will feature a Marco Polo theme.

"Weldy has already sketched the design and costume for next year, and they are the most spectacular ever offered by the circus," North said. "The air-conditioning and other improvements this year were successful beyond our expectations. Next year's show will carry them on more extensively next year and with a completely new show."

Plans have been made to improve air-conditioning to remove smoke, to shorten the length of the tent again, keeping the lighting policy but making the rings bigger and bringing them closer to the audience, to widen the big top and to raise the grand stand to give a better view of all rings.

A feature animal act of the 1940 show will be 25 penguins, brought by Admiral Richard E. Byrd from the Antarctic and purchased by North in a deal on October 20.

North and his brother, Henry Ringling North, announced the recent purchase of 80 Kentucky thoroughbred and saddlebred horses. Fifty more are to be purchased between now and December.

John North will leave December 15 for Europe to pick European circus acts, out of work because of the war, for the 1940 show. He has options on 25 outstanding acts, he said.

ATLANTA, Oct. 28.—Ringling-Barnum circus, on the Highland avenue showgrounds, here October 20 and 21 drew big crowds. Late arrival on opening day delayed the matinee until 4 p.m., but house was near capacity, with straw night crowd. Saturday matinee was fair and closing night big.

Ernest Brown handled the press and did a wonderful job with *The Georgian*, *Constitution* and *Journal*, Allen Lester, who just closed as contracting press agent on Advertising Car No. 1, visited here.

Walter MacClain, boss bull man, had 46 elephants in the herd, including several of the Hagenbeck-Wallace herd picked up at Baldwin Park, Calif., and on route to winter quarters at Sarasota, Fla. Leo Clayton and Slim Madison are chief assistants.

Charles Sparks, ex-circus owner; George Thompson and Walter D. Nealand, of the Marks Shows, were visitors at this stand.

BIRMINGHAM, Oct. 28.—More than 11,000 turned out for the evening performance.

Downie Considering Ft. Worth Quarters

PORT WORTH, Tex., Oct. 28.—This city, thru the Chamber of Commerce and local business men, is making a strong bid for selection of winter quarters for Downie Bros' Circus, according to Leo Moore, one of the circus owners. Buildings adjoining the Will Rogers Memorial Coliseum in Arlington Heights are being offered by local groups for the quarters. Moore inspected this site when he was here in September looking for locations, and he again conferred with Chamber officials when the Downie Circus played Fort Worth October 26.

Quarters, however, will not be selected for several weeks yet, Moore said, as the circus may go to Florida for a month's engagements after the Texas tour, closing the last of November if the Florida bid is made. Some winter quarters alternatives also have been booked for the Downie show.

Business thru North Texas was okay, according to Moore, altho the matinee at Fort Worth was hurt by record hot weather last October. Moore had the Chamber of Commerce group as his guests at the cookhouse.

formance of Ringling-Barnum Circus here October 18. The matinee house was about two-thirds filled. Show arrived without a single reported mishap from Montgomery and departed for Atlanta the same day.

JACKSONVILLE, Fla., Oct. 28.—Pleasant weather greeted arrival of the Ringling-Barnum circus here Sunday (23) and continued thru the showing the next days which saw a 90 per cent house for matinee and a 100 per cent turnout for the night show. Fred and Ella Bradna, who have many friends here, were greeted with rounds of applause as they circled the hippodrome. They spent most of the morning Monday visiting with friends. The Bradnas will be with Santos & Artigas Circus in the National Theater, Havana, for several weeks commencing in November. The C. S. Primrose troupe will accompany them.

Billy Denaro, clown, has an orange grove near Tampa and expects to spend his winter there, as will Paul Wenzel, who has a houseboat at Tampa. Paul Jung will also winter around the Sarasota sector. Paul Jerome, who handles *The Billboard* on the show, will go back to his home in Oklahoma City.

Bluch Landolf is booked with Frank Wirth to play *Gurine* and other indoor dates in the North. Albert Powell; G. Orton, animal trainer; Jack Foley, equestrian director, and Joe Gibson, knife thrower, expect to winter in Tampa and Sarasota. Charles Bell will go to Paul's home; Beto and Piri, dance team, and Frank Lowe, clown, to New York. Bobby Nelson Family to Chatham, N. Y.

"Fish" Sullivan Killed by Train

BOSTON, Oct. 28.—Timothy Sullivan, for many years press agent for amusement enterprises, and at his death associated with the Boston Garden publicity department, was instantly killed October 19 when he fell into a pit of the elevated railroad and was killed by a train.

In the past five years falling eyesight had caused much trouble to Sullivan, whose nickname of "Fish" was known to every showman who ever played New England and was gained thru his connection in early life with the Boston Fish Pier. This optical trouble is believed to have caused him to misjudge the distance at which he stood from the platform to step in front of the approaching train.

Boston newspapers devoted literally columns to the eulogies of the press agent. Bill Cunningham, Austen Lake and Dave Egan, columnists, and Jack Coffey, sports editor of notes, gave over their entire columns to stories of the deceased and his generosity and charity.

Probably no man who ever associated with amusements locally was better known. He was a rabid circus fan and an enthusiastic follower of tented shows as well as indoor sports and exhibitions. One of his children is expected to succeed him as press agent on Garden ventures.

Cole To Play Endicott

ENDICOTT, N. Y., Oct. 28.—James M. Cole's Indoor Circus will give four benefit performances, two matinees and two evening shows, here in the Union Endicott High School November 3-4 under auspices of the Endicott Rotary Club. Proceeds will go to Endicott schools, Parent-Teachers' Association and the Milk Fund.

The circus will come to Endicott from Rochester, N. Y., where it has enjoyed an eight-week stay in five Rochester schools. Show is operated by James M. Cole.

Every Employer and Employee Should Know When Eviction Is Lawful

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.



C. S. PRIMROSE, who has been re-engaged as general agent of Lewis Bros' Circus for his 1940 tour. This will make his sixth season in that capacity. Forrest A. Brown will be manager of Advance Car No. 1 of the same show for his second season.

Gainesville Circus Re-Elects Officers; Opening Date Set

GAINESVILLE, Tex., Oct. 28.—All officers and directors of the Gainesville Community Circus were re-elected for the 1940 season at the annual membership meeting here Monday night. They are Roy A. Stamps, president; Joe M. Leonard, vice-president; G. D. Bell, secretary-treasurer; A. Morton Smith, W. Alex Murrell, B. A. Dillard, C. P. Stringer, Fortia M. Sims, Russell Teague, Roy P. Wilson, F. X. Schad and T. H. Chaffin, directors.

Dates for the 1940 opening were set for April 24-26 under canvas on Cooke County Fair grounds here.

Stamps, Smith, Mr. and Mrs. Murrell and Mabel Cunningham were guests on Russell Bros' Circus lot at Denton, Tex., last week, and were shown every courtesy by Mr. and Mrs. C. W. Webb, Joe Webb, Walter Jenner and others. The show had a fairly good night house at Denton. On October 24 Smith, Stamps and Murrell caught the Bud Anderson Circus at Tahomping, Okla., and were royally entertained by Anderson, Bert Rickman and others. The Anderson show is having consistently satisfactory business, officials reported.

Barnett Attache Slashed

ROCKINGHAM, N. C., Oct. 28.—"Irish" Turpie, of York, S. C., ticket seller with Barnett Bros' Circus, was seriously injured last Sunday night at the showgrounds here when he was cut by Leroy Cole, Richmond County boy, following a dispute. Hospital attaches at Hamlet, N. C., where Turpie was taken, said his injuries would not prove fatal.

County officers arrested Cole and are holding him pending the outcome of Turpie's injuries. They said some local boys had been in an argument with an elephant boy at the circus after being asked to keep their dogs away from the animals and that Turpie was mistaken by one of the locals for the elephant boy and cut.

Wallendas Back in U. S.

CINCINNATI, Oct. 28.—The Wallendas, high wire artists, are again in this country, having returned from Europe. In a telegram to *The Billboard*, this date, they said: "Arrived back in USA today. Best regards."

How Mills' Circus Was Handled When War Was Declared

LONDON, Oct. 18.—In a letter sent to amusement trade papers, Cyril Mills relates the trials which the Bertram Mills Circus had to face when England declared war against Germany. He says: "August 31.—At 4:30 p.m. the first house audience was entering the tent at St. Leonard's when we were informed by telephone that all the railway trucks used for transporting the circus would have to be surrendered at 8 a.m. the following day (15½ hours later) for government use. We decided therefore to give the usual two performances that day and to surrender the rolling stock at our winter quarters at Ascot.

"The second performance finished at 10:35 p.m. and by that time the three trial and winter crews had been marshaled in and around St. Leonard's station. The whole circus was dismantled, loaded and again loaded on rail, and the three trains left St. Leonard's at midnight, 1:30 a.m. and 2:30 a.m. The trains arrived at Ascot between 5 and 7 a.m. and had been unloaded and released by the prescribed time and were, we believe, being used for the conveyance of armaments later the same day.

"It is only fair to say that this was only accomplished by a gigantic effort on the part of the working staff of the circus, coupled with the fact that the Southern Railway did everything necessary to make the journey possible.

"September 1.—By the time the circus reached Ascot it grandstand had booked, during the night, at Slough, and it was intended that the circus should subsequently visit Uxbridge, Watford and other big centers around London—moving from place to place by road and keeping the journeys short, since the show was really equipped for rail travel only. It had been planned to open at Slough on Saturday, September 2, and through Friday until late in the evening the last of the season. The 60 loads of equipment were moved from Ascot to Slough.

"September 2.—We were three-quarters ready when we learned that an ultimatum, expiring on Sunday morning, had been given to the German Government. We believed we knew what the result would be and immediately decided to close the circus for the remainder of the summer season, since it would obviously be impossible to carry on a tenting circus under 'blackout' conditions.

"September 3.—The circus had been moved back to Ascot when we learned that war had been declared.

Quarters Requisitioned

"September 4.—The great majority of the circus winter quarters were requisitioned by the government, and it became obvious that we should have to find alternative quarters for the circus and animals, the whole of our Olympia equipment and the 60 wagons loaded with the equipment of a tenting circus. We therefore spent the seven following days moving animals and equipment to the estate in Sunningdale, the site of the late Bertram Mills, now owned by Mrs. Bertram Mills.

"For the moment therefore the whole circus is stored there, and altho it has, of course, been necessary for us to dismantle the great majority of our staff, the place is now a hive of activity. One of the big riding schools has been converted into a 'Circus' and all preparations are being made with the greatest possible speed for what is to be an entirely new experience for the staff of our circus.

"On October 16 Bertram Mills' Circus opens as a stage circus at the Empire Theatre, New Cross, for one week, going subsequently to all the principal theaters in Great Britain controlled by the General Theatre Corp."

Goebel Buys H-W Property

LOS ANGELES, Oct. 28.—Ralph Glasson, who is disposing of the Hagenbeck-Wallace Circus equipment and animals, has sold Louis Goebel, of Goebel's Lion Farm, Thousand Oaks, Calif., an elephant, a ticket wagon and other equipment.

The cats and camels of the show have been sent from Baldwin Park winter quarters to the Goebel Farm. "There are still a lot of one or perhaps two circuses going out from this city next year."

With the Circus Saints AND Sinners' Club How To Improve Local Publicity for the Circus

By THE RINGMASTER

By FRED P. PITZER

(National Secretary)

(Continued from last issue)

By P. M. SILLOWAY

President WILLIAM H. JIDD, W. M. BUCKINGHAM, Secretary, 21 West St., New Britain, Conn.

(Compiled by WALTER BOHENADEL, Editor The White Horse, 1000 Franking Company, Hoboken, Ill.)

ROCHELLE, Ill., Oct. 28.—Once again we have the privilege of acting as national secretary of the Circus Saints and Sinners' Club. Since our incumbency the club has grown both in number of tents and membership. Our building fund has increased by several thousands of dollars; the Dexter Fellows Tent, New York, has become nationally known; the Southern tents have added many impressive and historic names to their memberships rosters; the Bradford Tent has become so big that now it has its own monthly club organ. So in taking on this national office, again I will have a feeling of increased happiness; the youthful C.S.S.A. of nearly 12 years ago has grown to manhood and, as a consequence, views with greater understanding and with more seriousness the club's objective. If *The Billboard*, with its usual liberality, again gives us the right to carry on within its pages, we will attempt to relieve the boredom of our space—which will be primarily devoted to membership news—by inserting here and there paragraphs under supervision of F. Darius Benham. Work has already been started on the great stone. It is being done in Vermont. The ceremony will take place in New Britain, Conn., the latter part of November.

Gov. Harold G. Hoffman, president of the Dexter Fellows Tent, is already making preparations for the 1940 C.S.S.A. convention of the national body, which is to be held in New York City. The committee, to be in charge of the arrangements, are being selected. We learn, too, that this tent is to increase the size of its paper from four to eight pages.

We have received a postcard from John O. Goode, the financial wizard of the City Hall in Richmond, Va., and wide-awake member of the W. W. Workman Tent, of that city. Card is dated at San Francisco and reads: "They have a great show out here but not near as large as New York." You're tellin' us, John!

Ringling Building Sold

SARASOTA, Fla., Oct. 28.—Sunset apartment building, located near the entrance to Golden Gate Point, leading to the Ringling Islands, has been sold to William S. Walker, of Pittsburgh, by Ringling Isles, Inc., for \$20,000, according to James A. Halsey, manager of the John Ringling estate office. Building originally housed the Sarasota Yacht Club and was bought by John Ringling.

Peru Pick-Ups

PERU, Ind., Oct. 28.—Assisting Louis (Beakie) Benadone, former circus chief, at Farmer Biakely's Indiana Circus Club are Glen Girard, Frank Qualis and Mrs. Dora Wren, wife of the Hagenbeck-Wallace assistant trainer.

William (Waxy) Lord, of old American Circus Corp. unit, is employed in a downtown leather store.

Charles (Big) G. Luther of the late Jerry Magvaya, stopped here en route to Hot Springs, Ark., and home, San Antonio, Tex., accompanied by Allen Milne, former official of Sells-Floto and Hagenbeck-Wallace circuses.

Paul (Buck) Hestus fan, is here after a 10-month stay in Duluth, Minn., and on Lake Superior shores. This was the first time in years Isehaber has missed a month's vacation traveling with mixed shows.

Members of M. and Mrs. Roky Fiver's family are working out of the city as concessioners at fairs and parks. They are leaving for Texas and the West Coast, starting in new trucks.

Mr. and Mrs. Owensboro, No. 56, past season with Cole Bros., is stored here on a private sidetrack.

Only circus activities noted: Three cars loaded with feed, grain and straw were shipped to Ringling-Barnum at Sarasota, Fla.

Mr. and Mrs. Jess Adkins passed thru Peru en route to St. Petersburg, Fla.

Charles Brant, former official of Sells-Floto, John Robinson and Hagenbeck-Wallace circuses, is here from the East on a private activity.

Winthrop Feltus, Mansfield, O., renewed acquaintances in Peru and Rochester the past week.

Robert Weaver, winner of the Chaloner Art Foundation award, after two years of studying and traveling in Europe, is back, due to company W. S. of Sarasota. Weaver's art, featuring the Hannaford troupe, riding act, received national-wide publicity and is being featured by many circus clubs abroad.

Myrtle fire destroyed barns on farm of Jack M. Akron, Ind., with loss running into many thousands of dollars. Morris many years has been identified as national buyer and seller

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Yankee Patterson Opens Fall Season to Capacity

SAN GABRIEL, Calif., Oct. 28.—Jimmie Miller's Yankee Patterson Circus opened its fall season here October 21 under sponsorship of the San Gabriel Parent-Teachers' Association to a three-quarter matinee house and a capacity night crowd.

Show's nine-piece band was augmented for this date by the 60-piece San Gabriel Police Boy's Band.

Program, opening with a tournament, included Ruby Woods, loop-the-loop wire act; Raoul Velarde, riding dogs and monkeys; Fred Poster and Tex Brownie, acrobatic act; Paul Brachman's Aces, dog act; Conchita Escalante, trapeze; Eleanor Velarde, message number; Fred Poster and Ruby Woods, clown number (Poster also does a balancing act); Carl Land; George Perkins and Wilson Conley, contortion act; and Mark and Carlo.

Show has a new light plant mounted on a trailer. Admission is 25 cents, with grand-stand chairs for 25 cents. Ben Wilson is side-show manager; Bob Thornton, equestrian director; Ova Thornton, treasurer.

Visitors included Stan Rogers, of MGM studios; Mr. and Mrs. Jack Joyce; Mr. and Mrs. William Lennet, and Mr. and Mrs. Ernest Clarke and daughter, Ernestine.

of baggage and ring stock.

Contracts for playing and night performance of Keyes United Indoor Circus at Marion (Ind.) Memorial Coliseum November 24 were signed Thursday by officials of Marion's Forty and Eight organization of the American Legion. Vernie Circle and F. W. Dury, general chairman, are in charge of promotion and publicity. Program, which has not been fully announced by Clarence and Lyman Keyes, managers, will include Joe Lewis, clown, cop, working comedian; Harry Lee Peck, Troupe; Lloyd's military equities; Bernice, high wire dancing; Latell Sisters, gymnasts; Aerial Lakes, and Miss Malloy, one-arm swing.

Working Ahead of the Show

A FEW years ago when the people were apparently more circus-minded arrangements were often made for favorite clowns or well-known performers or circus executives to meet with a local club or civic organization to give short talks at luncheons on circus day. This is fine for boosting the circus in general, but it comes too late to count much in publicity for that particular show. I suggest that it would be a more helpful arrangement to have capable representatives of the circus make contacts ahead of the show and such talks or interviews reported briefly in the daily papers as a part of the build-up preliminary to show day.

Another suggestion: Why not have a clown working downtown a day ahead of the show? Or better still, a pair of clowns, say a children's favorite and a midwest joy. Such an arrangement would bring more box office returns than the clowning being altogether limited to the walk-arounds on the hippodrome track. The clown working downtown ahead of the show might distribute circus leaflets, coupon tickets, programs, showcards, signs and cards with location of showgrounds.

Local Advertising

There might be a saving of lithographs, date lines and window cards if the material were more suitably placed. If a tie-up were made with local companies and businesses using trucks extensively, to carry placards giving name and date, much of the advertising in vacant stores on back streets might be diverted in this way to better advantage.

In the good old days the street cars helped to carry the news that the circus was coming with placards on front and back. There seems to be not much of this today. While the street cars have been generally displaced by city buses it seems there should be a tie-up with the city transportation lines for this method of local publicity. And especially should the city buses going toward the showgrounds be commanded into carrying due notice as soon as the date

is formally announced.

The location of the showgrounds should be given generous space in the newspaper display and by all other available means. Usually the location of the showgrounds is crowded into very small letters at the bottom of the display notice, but I suggest that the location be in large type in the grandstands and grandstands can read it without spectacles and so that every youngster and circus fan can tell all the others where the show will spread its big top. You can't imagine the number of people in the larger cities who don't know where the showgrounds are and can't tell the inquirer how to get there.

The Herald

Another item of local publicity of utmost importance is the descriptive herald or circular for house-to-house distribution. Newspapers and radio publicity are short of reaching all the homes in the community. The coverage of the average daily newspaper is a limited field, especially in these times of extensive relief. Inasmuch as the aim of local publicity is to inform the people everywhere who generate the best medium I know for really telling the public is the eight or 10-page illustrated herald handed out to homes, garages and automobiles in the residence districts of the city.

Just as we have in mind a folder magazine used in a very limited way by the Barnes-Sells-Floto show two years ago, not the program magazine sold in the big top, but a 16-page illustrated folder size 10 by 14 inches, with large pictures of circus scenes, performance acts, group pictures, with circus stories interspersed. Such a herald should be welcome in every home where there are school children, and even the adults would be glad to know that when the youngsters are out at play, as it is made up in style similar to the illustrated sections of the Sunday issues of big newspapers. A herald of this kind is a mighty efficient factor in local publicity who generates the best

Some of the circuses are going back to the herald method of advertising, sending the folders thru the mail to rural boxholders. When there is a tie-up with local merchants it affords a splendid opportunity to circulate the heralds. If an arrangement were made with out-lying filling stations in the larger cities so that heralds might be placed with cars stopping, the surrounding region will be filled with every-day results. I suggest that efficient working of automobiles with the circus herald might largely take the place of the deceitful window advertising now so much in vogue.

Show-Day Publicity

The circus which does not parade or make a downtown demonstration should by all means have a calliope, which should get up steam as soon as possible after arriving or unloading and head straight downtown chanting forth its tuneless strains where permitted. On the motorized show, all the better if the calliope comes booting into town. Yes, certainly a steam calliope. Then the loud-voiced herald of the circus should ply its way back and forth over the route used by pedestrians and cars, with the pipes spilling their melodious remains and the untill the circus is well on its way for business. The calliope is not merely useful for the tail-end of the parade, but a most efficient instrument for attracting the populace to the exhibition lot. Then immediately after supper or supper the calliope should be kept piping for at least a half hour before its daily stunt is over.

(Continued next week)

Los Angeles

LOS ANGELES, Oct. 28.—Lee Powell and Buck Moulton arrived in town from a tour of General Theater Bros' Circus. Both will make the movies.

The L. Melius circus, called King Midas Circus, has quarters on Fishburn avenue, East Los Angeles. Joe Metcalfe handles the elephants and Jimmie Goulder the ring stock.

Doc Cunningham with his circus unit arrived home after touring the North Coast. Last date he played was the Puyallup (Wash.) Fair. He reported a very profitable tour and has opened the unit as a special attraction at the Robinson department store in downtown Los Angeles.

Mills' Circus Indoors

LONDON, Oct. 28.—Bertram Mills' Circus, adapted to stage showing, began a tour of General Theater and Moss vaude houses at New Cross Empire October 16. Priscilla Kaye, British trainer, resumed work with the lions in place of Nicolai. The program also includes Koringa, the female fakir; Gena Lipkowsky, showing Mills' Liberty horses, and Cilla's Football Dogs.

Bernard Mills is recovering from his illness and is slated to return to his home soon.

EDDIE WOECKENER Bandleader

Formerly with Hagenbeck-Wallace Circus 11 years, John Robinson Circus 3 years, Al-G. Barnes-Sells-Floto Circus 12 years.

Organizing bands from your city or towns or professional musicians from the road. Eight weeks now booked with winter circuses. Have uniforms of real circus flash for 15 men. Carry on in winter months in snow.

Managers of Winter or Summer Circuses, write or wire

EDDIE WOECKENER

Permanent Address: P. O. BOX 250, PERU, INDIANA.

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

**Columbia Called
"Best All-Round"**

COLUMBIA, S. C., Oct. 28.—With excellent weather, South Carolina State fair here on October 16-21 had 125,000 admissions and more than 100,000 free admissions on the special days, reported Secretary Paul V. Moore. The gate was as good as the record-breaker gate in 1928. Opening night free gate brought in big crowds on the midway. Big day, October 19, had the Clemson-Carolina football game, paid admissions being only slightly under the 60,000 of last year. "It was the best all-around fair we have ever had," declared Secretary Moore. "There were no weak spots."

World of Mirrh Shows, again on the midway, had a larger gross than last year, said Secretary Moore and General Manager Max Linderman, of the shows. It was announced by Secretary Moore that the shows had been contracted for the 1940 fair.

One feature was the exceptional turnout for the grand-stand shows presented by James P. Victor and featuring Vic (See COLUMBIA CALLED on page 37)

**Three Exhibitions
Go Back Into Class
B Canadian Circuit**

SASKATOON, Sask., Oct. 28.—Three Saskatchewan fairs, Yorkton, Prince Albert and Moose Jaw, which broke away from Western Canada Fairs Association last year and with Lethbridge (Alta.) Exhibition formed Canadian Midway State Association in hope of securing longer fairs and better attractions, were readmitted to the Class B circuit at a meeting of Western Canada Fairs Association here last week. The Yorkton fair, which it was reported, Lethbridge Fair has been canceled, at least for duration of the war.

Dates for the 1940 fairs of the circuit were set. It was decided that members of the executive board should plan or co-operative rain insurance. It was also decided to maintain the standard (See THREE EXHIBITIONS on page 37)

**Big Progress Made
With Brazos Valley**

WACO, Tex., Oct. 28.—The fifth annual Brazos Valley Fair here, October 14-22, was declared a success by its reorganization, an aftermath of the Texas Cotton Palace. Officials said attendance was about 175,000, it being estimated because of the free gate. This is about a 25 per cent increase over 1938. Fair is held on the old Cotton Palace grounds and exhibits and live stock are housed in the buildings used by that event. During the coming year directors plan many improvements as well as erection of additional buildings.

Officials are given much credit for the success of the annual event, as all work in connection with the fair is done in the 12 weeks preceding and nine days of the fair. Joe Doran, secretary-manager, took over the office last year. Harrison B. Walte is president and R. B. Buchanan vice-president.

Mighty Shreveport Midway again furnished attractions and scored about a (See BIG PROGRESS on page 37)

**Charlotte, N. C., Draws
62,000 on Inaugural Day**

CHARLOTTE, N. C., Oct. 28.—Five-day Southern States Fair got off to a suspicious start here on October 24, with 52,000 attending. School children of Charlotte and Mecklenburg County were admitted free and jammed the 6,000-seat grand stand for sulky races (See CHARLOTTE, N. C., on page 37)

WEST MONROE, La.—Perfect weather also catches Valley Fair here on October 2-8 showing an attendance increase of 10,000 over the 1938 figure, about 20,000 passing thru turnstiles. Saturday was the biggest day, with about 8,000 paid admissions, said E. S. Eby, executive chairman, and 6,000 attended on Wednesday. West Monroe Rodeo Association gave six performances and drew capacity crowds.

DALLAS COUNTRY FEST



A REVERSAL IN RESULTS was reported by State Senator Clyde E. Byrd, El Dorado, Ark., (left) for second annual Arkansas Live-Stock Show, North Little Rock, Ark., October 16-22, of which he is manager. Show went well into the black after having lost money last year. State appropriation for premiums has been made for the 1940 annual. Substantial aid was given this year by advance sale of 38,000 tickets conducted by Nat D. Rodgers (right), who also successfully handled advance sale for Houston Fat Stock Show.

**Advance Sale Great
Aid to Ark. Annual**

NORTH LITTLE ROCK, Ark., Oct. 28.—The second annual Arkansas Live-Stock Show here on October 16-22 drew a gate of 67,000, with 30,000 seeing a rodeo and 10,000 the revue, *Going Places*, presented by Barnes-Carruthers. Total attendance last year was 55,000.

Show Manager Clyde E. Byrd said the show ended well in the black, it lost \$18,500 last year. Advance ticket sale of 38,000, conducted by Nat D. Rodgers, was held largely responsible for financial success of the show. Rodgers also successfully handled the advance sale for Houston Fat Stock Show.

Gold Medal Shows on the midway reported good business on the week. Weather was good. Last year's show got off to a bad start in cold and rain. Largest attendance was on Friday. Future Farmers of America and School Day, when 4,000 youths paraded. There were three parades during the week. Governor Bailey and Col. T. H. Barton, show president, were honored on special days.

T. E. Robertson was rodeo director. Show had 2,000 entrants in live stock and 1,000 in poultry. Prize money for

**Eastern Idaho Successful;
Grand Stand Has Good Draw**

BLACKFOOT, Ida., Oct. 28.—Eastern Idaho State Fair here was successful from every standpoint, reports Verne Newcombe, who assisted Manager Eric Sundquist, handled advance ticket sale and conducted an Indian baby show. Fair's new \$25,000 exhibit building was completed in time for the opening and the new grand stand was well filled at each show. Fred Kressman in booking a Barnes-Carruthers show, emceed by Newcombe.

Special attraction at the fair, September 19-23, was a spud-pucking contest, which drew an estimated 17,000. Principals in the event, which garnered much newspaper and radio publicity, were Governor Lewis O. Barrow of Maine, and Idaho's Governor Bottoltsen, the former winning.

exhibits was \$12,500, appropriated by the State. Similar amount is appropriated for next year. Manager Byrd, who is a State senator, having led the move for passage of the bill.

More than a score of spectators were injured, none seriously, when one section of rodeo stands fell.

**Shreveport Opener Gets Off to
Apparent Records for Midway,
Grand Stand and Outside Gates**

SHREVEPORT, La., Oct. 28.—Opener of the 34th annual State Fair of Louisiana, October 21-30, had an all-time attendance record. Gate for the first three days showed an increase of about 25 per cent over 1938. On Children's Day, Monday, 85,000 kids attended, as compared to 28,000 last year. All space was occupied in agricultural exhibit buildings and it was necessary to house overflow live stock in special barns and tents.

Secretary-Manager William R. (Bill) Hirsch said carnival receipts on the first three days ran about 15 per cent ahead of last year's. Henries Bros.' Shows, on the midway for the first time, evidently made a hit with Louisianians. Keenan, Henryhill & McQuillan, who operate the Roller Coaster and miniature trains, permanent rides on the grounds, chalked up a 30 per cent increase on the first three days, as compared to last year.

M. H. Barnes, Barnes-Carruthers Fair Booking Agency, said grand-stand receipts on the first two nights ran 41 per cent ahead of last year's, and that to accommodate the crowds it was necessary to give two shows on opening night Saturday, while for the Sunday night performance several thousand bleacher seats were erected on the track. Max Goodman, who has all concessions on the

independent midway, said receipts showed an increase of over 20 per cent on the first three days, and Phil Little, with his big eat-and-drink emporium, reported a decided increase.

In charge of the fair, in addition to Manager Hirsch, were R. T. Carr, president; Bernard Weiss, vice-president; M. T. Walker, second vice-president; Joe Monsour, assistant manager, and Gladys MacDuffie, assistant to Hirsch. An innovation was Band Day on opening day, when 45 bands paraded thru downtown Shreveport, more than 3,000 musicians participating. A novel ticket stunt on Band Day swelled attendance. There were no harness or running races. Instead afternoon grand-stand attractions are auto races under direction of John A. Sloan, on the two Sundays; Thrill Days, with Jimmie Lynch and his Death Dodgers on Tuesday and Wednesday; motorcycle races under auspices of American Motorcycle Association on Monday, and on other afternoons there were basketball tournaments.

Grand-stand show, pronounced by fair officials and public as finest ever presented at the fair, featured State Fair Revue by Barnes-Carruthers. Principals included Jack Klein, Lester Cole, emcees; (See SHREVEPORT OPENER on page 49)

**Goes 1,036,708;
Is Highest Gate**

Midway biz declared better than at any previous annual—all space is sold

DALLAS, Oct. 28.—State Fair of Texas here on October 7-22 had an all-time record attendance of 1,036,708 for the 16 days, 110,890 above that of the Golden Jubilee fair last year. Largest attendance of any previous fair was 1,028,317 in 1927. Million attendance gates were also registered in 1916, 1920 and in 1928 when admissions totaled 1,001,624. Weather was moderate and fair except on the first Monday when rain and cold cut attendance to 7,803, one of the smallest gates ever registered here.

Attendance by Days:

Saturday, October 7	96,595
Sunday, October 8	44,280
Monday, October 9	7,803
Tuesday, October 10	14,715
Wednesday, October 11	15,761
Thursday, October 12	58,049
Friday, October 13	193,082
Saturday, October 14	102,615
Sunday, October 15	184,727
Monday, October 16	70,689
Tuesday, October 17	32,133
Wednesday, October 18	21,219
Thursday, October 19	22,557
Friday, October 20	80,298
Saturday, October 21	64,850
Sunday, October 22	74,077

Fair officials were jubilant over the record and were recipients of congratulations (See DALLAS COUNT on page 39)

**Mobile Draws
50% Over 1938;
Midway Up 15%**

MOBILE, Ala., Oct. 28.—Greater Mobile Gulf Coast Fair on October 16-22 was the most successful held here since 1929, said Fournier J. Gale, president of the fair association. More than 150,000 passed thru the free gates, a 50 per cent increase over last year. Gross of shows and rides showed an increase of 15 per cent over last year. The week started slowly but by Thursday each day was surpassing the previous one.

On Monday attendance was 12,000; Tuesday, 15,000; Wednesday, 15,000; Thursday, 23,000; Friday, 25,000; Saturday, 30,000; Sunday, 30,000.

Good attendance was distributed by fair officials to ideal weather, public appeal of the Royal American Shows' attractions and agriculture and 4-H Club exhibits, which surpassed any at a Mobile fair in recent years. There was a 25 per cent increase in premiums, and exhibitors and visitors came from nearly all South Alabama counties as (See MOBILE DRAWS on page 37)

**IAFE Chi Dates To Stand,
Is Johns' Reply to Hamid**

CINCINNATI, Oct. 28.—Copy of a letter from President Sid W. Johns, International Association of Fairs and Expositions, Saskatoon, Sask., to President George A. Hamid, American Recreational Equipment Association, New York, explains why dates for the IAFE annual meeting in Chicago on December 5 and 6 cannot be changed so as not to conflict with the December 4-8 dates of the New York convention and trade show of the National Association of Amusement Parks, Pools and Beaches. President Hamid had suggested arrangements to avoid a clash in dates so that more fair and carnival men could see the AREA exhibits in New York.

After explaining that Toronto, originally selected by the IAFE, had been given up because of war conditions and that executive committees of the IAFE and Showmen's League were unanimous for Chicago during the International (See IAFE CHI on page 37)

Report Shows Iowa Profit About \$35,000

DES MOINES, Oct. 28.—Preliminary report on the 1939 Iowa State Fair here shows estimated profit of \$35,000 at one of the most successful in history. Attendance of 400,477 was second largest in 10 years and \$1,000 greater than average for the past decade, counting 1929.

Selden THE STRATOSPHERE MAN
World's Highest Aerial Act

A great "thrill" feature in any program. The only high aerial act of its kind in sensational routines. Highest and unquestionable drawing power.

Act was an outstanding success at State Fair. This is season's 1st show—average now for 1940 engagements in U. S. is a handle one or two late dates this year. Write or wire. Permanent Address: Care of The Billboard, Cincinnati, O.

50th ANNIVERSARY

THE GUS SUN BOOKING AGENCY

Sun's Record Theatre Bldg., SPRINGFIELD, O.

FAIRS! RODEOS COMPLETE REVUES SCENERY LIGHTS CIRCUSES

Seasonal ACTS

BUY NOW! SAVE

SUN BOOKS Everything UNDER THE SUN

WANT Individual AUTOMOBILE AND MOTORCYCLE STUNT MEN

Experienced in Motor Thrill Shows. Can give you 15 weeks' work at 1940 Fairs with America's Outstanding Thrill Organization (One-Day Stand).

STATE all details regarding your experience, age, etc.; also send photo and first list.

Name Lowest Salary.

GLOWS—CAN ALSO USE 2 GOOD PRODUCING KLOWN.

No Drinkers, Trouble Makers or Gross Baiters. Reply, Write

AL C. JOHNSON, Mgr.
Cassilton Hotel, NEW CASTLE, PENNA.

WINDOW CARDS

Special! Thanksgiving Dance Displays, 2 and 3 colors, \$4.95 per 100. Retail Stating Displays, 3 and 4 colors, \$4.50 per 100. These prices for in-stock. Time only. Send Your Copy Today.

BOWER SHOW PRINTING CO., FOWLER, IND.

WANT ACTS FOR 1940 FAIRS

Send Photos, Descriptive Matter and Full Details.

BERT HAMMOND
1011 Chestnut Street, PHILADELPHIA, PA.

ATTENTION, ACTS!

Can use a few more High-Class Acts for our 1940 Fairs. Send full details, photos, etc.

WILLIAMS & LEE
466 Holly Ave., ST. PAUL, MINN.

THE DEERLESS POTTERS

The Seven Wonders of the World

The Fastest—The Most Thrilling and Sensational Aerial Act of All Time

Are Available for the Coming Season, 1940.

Address HARRY POTTER, Mgr., Box 203, Orlando, Florida

Diamond Jubilee year, and the State Centennial Celebration of 1938.

Officials said comparison with last year was inappropriate, since the 1938 fair was combined with the centennial and included expenditure of about \$20,000 in extra features, which added greatly to the draw.

Large crowds were credited to perfect weather, enlarged farm, 4-H Club and live-stock show and an expanded entertainment program which eclipsed in scope and variety anything previously planned. National Live-Stock Show was an outstanding feature, attracting more exhibits than had ever before been assembled on grounds. Poultry show set another record with more than 6,000 birds on display in a new building. Records were set by the 4-H Club show for live-stock entries and in other departments and agricultural and horticultural shows were among best in Des Moines history.

Ark. Show in Black; New Features Planned for '40

DE QUEEN, Ark., Oct. 28.—Second annual Dairy and Live-Stock Show here on October 11-13 operated within its \$1,500 budget, and a balance of more than \$135 remained when bills were paid, according to report of the secretary to De Queen Commercial Club, sponsor of the show.

Show this year drew greater attendance, more exhibits and awarded more prizes than in 1938, according to Manager Ralph B. Kite. A 600 live-stock barn was built, and Commercial Club directors are discussing more housing facilities for 1940. Plans are being made for a rodeo and construction of a larger grand stand and arena for next year.

Live-stock show was financed by monthly contributions made by business men. The policy will be continued in order to raise money for 1940. In addition the county appropriated \$500 to aid the show.

J. J. Colley Shows, with 7 rides, 7 shows and 25 concessions, were on the midway and had fair business except on closing night when weather was cold.

Neb. Official Gate 95,875

LINCOLN, Neb., Oct. 28.—Official attendance at the 1939 Nebraska State Fair, released after a finance session here, was given as 95,875. Total receipts were \$109,274.33, \$53,554.34 from gates and \$55,719.99 from part-tickets. Attractions cost \$12,974.40. Grand-stand receipts, \$15,040.68, must be turned over in full to holders of debentures. On January 1, 1939, the fair had \$7,500 carry-over from 1938, which was dipped into to meet the 1939 payout, which was about \$111,900. President J. P. Shubert said entries increased 2,000 over 1938, biggest being in farm products, which necessitated paying of \$2,000 more in premiums.

Annual Status and Midway Are Planned for Fla. Fair

MARIANNA, Fla., Oct. 28.—Carnival attractions and free acts are planned for five-day Jackson County Fair here under auspices of the fair association, American Legion Post and service clubs, officials report. Fair will be on new grounds having concrete roads, stock pens, cattle barns and a modern 50 by 300-foot exhibit building.

Officials hope to make the fair an annual. Previously it had been held every second year due to necessity of elaborate preparations, but was omitted in 1938 because of the influenza recession. Satsuma Festival, which drew 50,000 in 1934, was combined with the fair in 1936, when a pay gate was established and 22,000 passed thru turnstiles.

Fair Meetings

Canadian Association of Exhibitions, November 29 and 30, Ottawa, Ont. W. D. Jackson, secretary, London, Ont.

International Motor Contest Association, December 4, Hotel Sherman, Chicago. A. R. Corey, secretary, Des Moines, Ia.

National Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

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

Minnesota Federation of County Fairs, January 9-13, Lowry Hotel, St. Paul. O. Jacob, secretary, Ancker.

Ohio Fair Managers' Association, January 10 and 11, Deahler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

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

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

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

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

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

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

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

125,000 Are Attracted To Circleville, O., Annual

CIRCLEVILLE, O., Oct. 28.—Circleville's 36th annual pumpkin show on October 18-21 was the most successful ever held, with estimated attendance of 125,000, said Mack Parrett Jr., secretary of the sponsoring Circleville County Agricultural Society. Ideal weather prevailed.

Highlights of this year's event were junior fair and 4-H Club exhibits, draft-horse pulling contests and largest pumpkin exhibit ever seen here. Five parades were held, with 14 bands in line. There were numerous exhibits.

Midway shows included Hi-De-Ho, athletic arena, Mabel Mersk's Mills, Mrs. Robinson's Loper Girl, Sammy the Ape, Irene, fat girl; James Mulholland's freaks and C. V. Barnes' barnyard show. There were more than 20 concessions, including Johnny Knight, of F. E. Gooding Amusement Co. He assisted Secretary Parrett in laying out the midway. Ernie (Babe) Smith entertained. F. E. and A. W. Gooding Amusement Co. collaborated on rides, furnishing a Merry-Go-Round, Ferris Wheel, Kiddie Ride, Helium, Helium, Helium and silver Strack. H. E. Betz furnished a cook-house and handled The Billboard. Free acts were Wigand Trio, balancing; Victoria and Frank, high perch; Victoria Duo, revolving pedestal, and Capt. Billy Selts' Lions.

Three Chartered in Texas

AUSTIN, Tex., Oct. 28.—Three fair associations filed charters on October 17 at the Capitol. They are Panola County Fair Association, Carthage, with M. A. Bowen, E. C. Clinebaugh and J. T. Wright as incorporators; Rio Grande Valley Live-Stock and Agricultural Exposition, Mercedes, with Edson B. Smith, Adolph Zasteria and E. A. Brown as incorporators; and Palo Pinto County Live-Stock Exposition, Mineral Wells, with Sam Chapman, Clyde Bradford and W. E. Brannon as incorporators. All groups specified that annual fairs will be held.

SASKATOON, Sask.—Proposed \$2,000 project to include extension of racing stables on the exhibition grounds, has been turned down by the provincial government.

Gates and Exhibits in La. Up With Increased Budgets

NEW ORLEANS, Oct. 28.—Good weather, improving business and increased budgets are credited with further breaking of attendance marks at most Louisiana fairs this month. During the past two weeks eight parish associations reported all-time peak gates, while officials at the State Fair of Louisiana, Shreveport, described the first two days as "two of the biggest and most successful in history of the 34-year-old fair."

The 13th annual proved no flims for Tri-Parish fair, which closed a four-day run on October 22 in Eunice with a gate of more than 105,000. A new daily high was set on Friday, FFA Day, with 36,000. Entries in all departments increased.

Ouachita Valley Fair, Monroe, three-day annual closing last Sunday, drew 20,000 paid attendance against 20,000 in 1938. Rodeo proved a draw, said Secretary E. S. Eby. Louisiana Delta Fair, Tallulah, set a new attendance mark at its previous gate records were broken at the 11th annual Red River Parish Fair, Coushatta, and by Natchitoches Parish Fair, Natchitoches. Both had new records for exhibits.

Tex. Annual Sets Records

CENTER, Tex., Oct. 28.—Shelby County Fair here on October 17-21 broke all records in its 13 years' history from the standpoint of attendance, midway receipts and exhibit and live-stock entries. According to President F. E. Parker, Deo Lang Famous Shows had a 35 per cent increase over 1938 receipts. Midway had 10 rides, 10 shows and about 30 concessions. On Saturday night, when an automobile was given away, more than 14,000 attended. Officials were W. C. Windham and L. C. Smith, vice-presidents, and Guy Cowser, secretary-treasurer.

Grand-Stand Shows

NORM WEISER reports he has completed a successful season in the Midwest with Fearless Posenough and his Hollywood Stuntmen and is at his home in Philadelphia prior to departing for the Grand stand when he expects to appear with Flash Williams and his Thrill Drivers.

CHARLEY WAGNER, of Wagner Sports Enterprises, booker of Flash Williams and his Thrill Drivers, reports the show completed a month's booking in the East and did well in most spots. It was the attraction's initial appearance in that section. Show played three repeat dates in Trenton, N. J., and did capacity business in Philadelphia, Lancaster and Pottsville, Pa.; Staten Island, N. Y.; Preppert, L. I.; Mount Holly and Pitman, N. J.

HOLLYWOOD Thrill Girls and Twelz Sisters, booked thru Gus Sun Agency, closed a 27-week season on October 14, reports W. C. (Billy) Senior, Sun general representative. Other recent Sun bookings were Athleta at Piqua (O.) Fall Festival; Marions, Madison (Ind.) Tobacco Festival; Sky High Girl and Three Milos, Goldsboro, N. C.; Freddie Reckless and Sky High Girl, Greenville, S. C.; Barton Arabs, Danville, Va.; Marions, Martins Grove, Ind.; grand-stand acts at Georgia State Fair, Atlanta.

ROCKY WOLFE reports Fran Morrisette joined his motorcycle act with Fearless Posenough Thrill Shows on October 1.

MAGIC FLYERS, George and Ann, roller skaters, report they closed a successful fair season for Williams & Lee Attractions and for the past month have played Chicago night club and theater dates. They are now appearing in the South with the stage unit, Spices of 1940.

Fair Grounds

FREDERICTON, N. B.—With completion of stalls accommodating 70 head of cattle, Fredericton Exhibition concluded at the State Fair, and reconsecration program which began 12 years ago.

BOSTON.—State of Massachusetts will receive about \$375,000 less from parades than in 1938. The state and city fair funds thus receive less benefit. Shrinkage is said to be due to (See FAIR GROUNDS on page 39)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

WINTER Garden Rollerway, Boston: Lynchburg Rollerway, Marlboro, Mass., and Globe Vaux Rollerway, Dorchester, Mass., held Halloween parties on October 31, when souvenirs were distributed.

DISPITE competition from a football game, a sellout crowd attended opening of Reynolds-Donegan Roller Rink, Hensseler, Ind., on October 20 and attendance was large on the following two nights, said Manager Earle Reynolds. Rink is equipped with Richardson skates and holds two sessions on Friday, Saturday and Sunday nights. Matinees are held over week-ends.

LEXINGTON RINK, Pittsburgh, sponsored mixed waits and children's costume contests and a Halloween party. Manager Hyatt D. Ruhman recently began rehearsals for Lexington's fourth annual Hi-Hat Revue for presentation in Pittsburgh and neighboring cities.

J. GOTTILIEB, rink operator of Glen Lynn, Pa., has opened another rink in Monticore, Pa. Rink is in Falcon's Hall, which has been renovated and remodeled, new maple floor having been laid.

ROYAL Roller Club was organized in Frank Russo's rink, Peru, Ind., on October 13, with John Poyser, former vaude skater, elected president; Nyona L. Carbone, vice-president; Morris Hoover, secretary; Eugene Smith, treasurer. Mrs. Helen Day was named entertainment committee chairman. Special events will be under direction of Poyser, Harold Etsep and Basil Olney. Rink is

under management of Marvin Day and success has been marked since opening. capacity crowds attending frequently. Recently 60 members of the Peru club were guests of the Plymouth (Ind.) Rink. Plans are under way to add 150 feet of floor space.

NEW \$20,000 Lincoln Roller Rink was scheduled to open in downtown Lincoln Park on October 26, under management of Carstairs and Seat, who have been identified with the rink business for 30 years, reports Peter J. Shea, Detroit. Rink is 85 by 160 feet and without posts and has new equipment, including a heating system. Invitations were sent to city officials and skating clubs in the vicinity to attend the opening.

IDEAL Roller Rink was opened on October 21 in Maplewood, Mo., a suburb of St. Louis. Carl F. Trippie, who operated the roller rink in Westlake Amusement Park, St. Louis County, thruout the summer, is owner and manager of the new rink, which has novel decorations and one of the smoothest floors in the rink field. A Penny sportland and ping pong tables adjoining are popular with skaters.

ROCK SPRINGS PARK Roller Rink, Chester, W. Va., has been remodeled and was reopened on October 24. William Lodge is Hammond organist. Rink operates four nights weekly and Saturday and Sunday afternoons. Special matinee prices are offered school students.

AFTER completing a successful fair season Magic Flyers, George and Ann, report they played Chicago night club and theater dates for a month. While in Chicago they visited New State Roller Rink, under management of Al Clareth, in Hammond, Ind., and report it has a good floor and splendid decorations. They are now with the stage unit, Spices of 1940, in the South.

his rinks, renovating and modernizing them until they became show places. The result of all this? For years roller skating might be incurred, "would be" and "Freeman" influence.

He may not have won any racing cups or participated in any spectacular exhibitions of skating skill, yet Fred is a man to know. One's impression upon meeting the man is that you are in the company of a prominent barrister, and Mr. Freeman's deportment and speech definitely place him in that category. However, the main trait of the man is that within a very short time one feels he would like to form a very close association with him, both in a business and social way.

Hard Worker for RSROA

Fred, along with Vic Brown and Earl Van Horn, form, in my opinion, the "Three Musketeers" of the skating fraternity. No event, no matter how far away from his business nor how much smaller might be incurred, would I find Fred among the missing. He is at a point now where he thoroughly enjoys life. Fred's greatest asset is the lovely Mrs. Freeman, whose personality goes a long way in making one wish that there were more of her in the world of skating business. He has been a member of the board of control of the RSROA since its inception and has been one of the hardest workers in its field. Yes, here is a man every rink operator in the country should make it his business to know.

CAP SEFFERINO.

COLUMBIA CALLED

(Continued from page 35)
tor's Music Box Revue, which played to more than 15,000 paid admissions, about three times the paid attendance of the grand-stand show in 1938. The 1940 grand-stand program will be arranged along the same lines. Secretary Moore said, with emphasis on vaude acts, On the Victor bill were Three Reeve Sisters, Victor's Band, Three Aces, Georgeetto Brothers, Kirk's Circus and Henry Sikos, Fireworks display, "Bombing Shanghai," was particularly pleasing. Grand-stand sellouts were the rule.

For the second consecutive year, harness racing was offered in the afternoon. Attendance and entries were larger than in 1938. All exhibit space was taken in buildings and temporary structures and more prizes were awarded this year for agricultural displays.

At the annual fair association meeting, D. D. Witcover, Darlington, was re-elected president, and A. F. Lever, Columbia, as vice-president. Mr. Witcover is serving his 16th year as president. Election of secretary and treasurer was postponed until the executive committee's December meeting. W. A. Seegers, Columbia, is treasurer. Thousands of Future Farmers and 4-H Club boys and girls were admitted free on Tuesday and Wednesday, and the biggest free day was Friday, when all South Carolina schools had holiday and many sent pupils in school buses.

IAFE CHI

(Continued from page 35)
Live Stock Show, for which special rail rates will be in effect, President Johns concludes:

"Dates having been announced, hotel (Sherman) engaged and arrangements completed with the Showmen's League, I am satisfied that another change would do us more harm than good. I therefore regret to advise that there is nothing I can do about it."

BIG PROGRESS

(Continued from page 35)
20 per cent gross increase over last year's receipts. One several nights the midway was jammed with people.

In the Coliseum Anson Weeks and his orchestra were featured, with the Cotton Club Revue also being on hand for patrons. For some reason the "night club" idea did not take hold here, and pat-

ronage in the Coliseum nightly was disappointing. Music Corp. of America booked Weeks' Orchestra and the revue, Eddie Green, Fort Worth, handling the show. The Principles in the Association of Cotton Club Revue were Original Dorothy Byton Girls; Natalie and Howard, adagio dancers, and Patsy Marr, novelty dancer.

THREE EXHIBITIONS

(Continued from page 35)

of attractions set at the 1939 fair and a committee was appointed to select acts for 1940.

The association pledged support, as an organization of agricultural societies, to federal and provincial governments. In a resolution directed to ministers of agriculture in Canada, it asked that provision be made in government estimates for grants sufficient to facilitate such a program. More than 25 delegates were welcomed by Sid W. Johns, secretary-manager of Saskatoon Exhibition, president of the International Association of Fairs and Expositions, and secretary of Western Canada Association of Exhibitions. John Trimble, Portage la Prairie, Man., was chairman.

MOBILE DRAWS

(Continued from page 35)

well as South Mississippi and Northwest Florida.

E. T. Rosengrant, fair secretary, in charge of Agricultural Hall, estimated that about 80,000 visited the building. 4-H Club and State Department of Agriculture exhibits, under direction of County Agent Charles Brockway, ran close to the top of the list in attendance. Game concessioners following a recent anti-gambling campaign conducted by one of the local newspapers, used only merchandise prizes. But business was poor all week and few did more than make a few dollars.

Aldrich's Beautiful Hawaii Show missed equaling Swingland for tops by 45 cents. Lotie Mayer's Disappearing Water Ballet ran Beautiful Hawaii a close second and topped the midway in attendance for number of shows presented; length of the show presenting giving as many presentations as other shows. Marjorie Kemp's Thrill Arena drew heavily and Larry Banthin's Monkey Town; the Midgate Show, featuring Paul Del Rio, and World's Fair Freaks had excellent play. Because of limited space on grounds Royal American Shows were forced to leave six shows and rides on the train. George Anderson, Tampa, Fla., a show employee, who suffered a heart attack, was given emergency treatment by the show's first-aid crew and taken to City Hospital, where he received treatment and was later released.

Top independent concessioner was Fred Warther, Dover, O., with an exhibit of hand-carved trains and other carvings. Merchants' Building, despite an industrial boom in Mobile and a payroll several million dollars greater than last year, an area did not come up to par. When the fair opened there were a dozen unsold booth spaces in the building. These were filled during the week by concessioners at considerably reduced prices.

CHARLOTTE, N. C.

(Continued from page 35)

and acts. Max Linderman, general manager of World of Mirth Shows, reported capacity business for rides and shows in Charlotte for shows on the midway.

Revue of Tomorrow was presented nightly in front of the grand stand. Additional features were Fanchon and Fancho, Donatella Brothers, Ferrari Trio, Flying Comets, Capt. Jack Hoagland's Equestrian Troupe, Arleen Duo, Mooren Troupe, Arleen Berson Troupe, Bobby Whaling and Co., Joe Basile's Madison Square Garden Band and Rudy Caffree, emcee.

Dr. J. S. Dorton is president and general manager and J. Harrell Powell is secretary-treasurer.



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Roller Profiles

FRED H. FREEMAN

Concepted and approved by William F. Seiferman, president of the RollerRome, Cincinnati.

Life of the average rink manager seems to follow a definite pattern. In his youth he is often a speed, dance or exhibition skater of championship caliber. He visits New State Roller Rink and into foreign lands in search of triumphs. As middle years approach Mr. Average Rink Manager returns to his native locality and establishes a rink. A long go on from there to distinguishing themselves in the rink field. Previous articles in this series have dealt with such men.

Fred H. Freeman, Boston, did not follow this pattern. But then he is not an average man. A jovial, generous fellow still in his youth, he is at the same time well-mannered and self-effacing. It is his acumen in business affairs, however, that distinguishes him. For Fred is, primarily, a business man. He never crossed the threshold of a skating rink before 1931, yet today he is one of England's largest and finest chain of roller rinks. He is among the best known and liked members of the Roller Skating Rink Operators' Association of the United States and was recently elected its New England representative.

Reform and Advertising

There is a good reason for this national recognition of Fred Freeman. For from the moment he opened Garden Rink Boston in 1932, he realized that for skating to gain its place in the sun rinks must shed their happy-go-lucky, "we'll get-along-some-way" air, go out for business and be ready and willing to compete with motion pictures, swimming pools and dance halls. He instituted reforms, then advertised. He abolished race-track skating, weaving, pile-ups, joined the RSROA, introduced figure skating to New England. He brought exhibition skating to his rink and featured prominent skaters, such as the Umbachs. When he showed a profit on a season he reinvested in

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No. 785

FEWER TOPICS FOR NAAPPB

Batt Gives Program Highlights; Pool Men To Have Round Table

More time at annual convention will be given for discussion of timely subjects—new devices are reported ready for display among exhibits at trade show

NEW ORLEANS, Oct. 29.—Harry J. Batt, president and general manager of Pontchartrain Beach here, chairman of the program committee for the forthcoming annual meeting of the National Association of Amusement Parks, Pools and Beaches, Inc., Cincinnati, consisting of Edward L. Schott, president Coney Island, Inc., Cincinnati; Paul H. Huedepohl, manager Jantzen Swimming Association, Portland, Ore.; A. R. Hodge, Chicago, executive secretary of the association, and A. B. McSwigan, president Kennywood Park, Pittsburgh, are putting on the finishing touches to the program. President Arnold B. Gurtler has been in constant touch with the committee and Secretary Hodge, and Paul H. Huedepohl has been consulted with reference to that part of the program dealing with pools and beaches.

To obtain better results for pool men a special pool program committee, headed by Paul H. Huedepohl, assisted by Chauncey A. Hyatt, Bert Nevins, N. S. Alexander, Leonard B. Schloss and J. O. Ziegfeld, was appointed some months ago by the late President Harry C. Baker and this committee has some elaborate plans for pool activities at the convention, most conspicuous of which will be daily round-table discussions at which paramount problems will be considered. The convalesce will officially start with Exhibitors' Day Tuesday morning, December 5, but there will be a meeting of the American Recreational Equipment Association at 7:30 p.m. on the preceding day.

Banquet Curtain Dropper

The Hotel New Yorker will be the scene of the meeting of the NAAPPB and its affiliates, New England Section of the NAAPPB, Pennsylvania Association and AREA. All State fair and carnival men of the country have been cordially invited to inspect the trade show as guests of the association. The NAAPPB will stage its annual banquet and frolic Friday night, December 8, as the curtain drops on the convalesce. Chairman Batt said the program, like last year, will contain less subjects in order to allow more time for certain subjects which should be given more consideration and discussion than is customary because of the unusual importance of the subject to the industry at this time and also make possible shorter program sessions.

Conspicuous among subjects will be *Promotions With a Punch, A Doctor Looks at Swimming, Removing the Unusual Security Tax on Name Bands, Scientifically Specified Water Sucts, Conforming Swimming Pool Construction, Maintenance and Operation to State and Municipal Laws Regulations, Snapshots of Bright Spots, Rebuilding New England Parks With Federal Money, 1939 Promotions, Summer Lessons Learned From the 1939 World's Fair, News and Views of the World's Fair, Professor Quiz*—the questions you would (See FEWER TOPICS on opposite page)

Wis. Coliseum Under Way

MILWAUKEE, Oct. 28.—A \$10,000 heating system has been installed in the Coliseum in State Fair Park here and indoor midget auto races are being held under direction of Tom Marchese. Free bus service from West Allis street car line to main gate of the park to the Coliseum is being maintained by Marchese.

MEDINA, O.—Larry Larrimore, concessioner in Chippewa Lake Park near here, has been playing fairs and celebrations since July and closed his season on October 31 at Circleville (O.) Pumpkin Show. He reported a satisfactory season.

SEATTLE.—Projected expansion of Crystal Pool building and set-up here embraces plans for financial outlay of \$150,000 and addition of two floors. Two more pools, special equipment for women and athletic features on additional floors are embodied in plans.

New Owner Will Operate Riverside In Agawam, Mass.

AGAWAM, Mass., Oct. 28.—Riverside Amusement Park here was sold on October 19 by Michael J. Daley, Longmeadow, to Stuart Amusement Co., Boston, for \$31,000, according to papers filed in the registry of deeds in Springfield. Daley took a mortgage for \$25,000, payable at the rate of \$5,000 on October 1, 1940, and \$2,500 each six months thereafter.

Negotiations for the sale have been in progress for a number of weeks. Property is expected to remain idle for the winter and to be operated as an amusement park next summer. Edward J. Carroll, treasurer of the Stuart company, said. Opening is set for May 30.

Plans to open the park last summer failed, altho an open-air movie theater and roller-skating rink were in operation. It is expected that ballroom facilities will be emphasized.

N. E. Committees Are Named by Jones

BOSTON, Oct. 28.—Legislative committees for five States have been named by President Wallace St. C. Jones, New England Section, National Association of Amusement Parks, Pools and Beaches, among the committee assignments he has made for 1939-40. James A. Donovan is chairman of the committee for Massachusetts, which also includes A. A. Casassa, George A. Hamid and Dave Stone.

Maine committee comprises Howard Dwyer and Leo Wise; New Hampshire, John P. Benson, Barney J. Williams, P. J. Holland; Rhode Island, J. T. Clare, Harold Gilmore, P. S. Haney; Connecticut, Frank S. Terrell, P. L. Norton.

Cy D. Bond is chairman of the winter committee, which includes John T. Clare, Frank S. Terrell, Leonard E. Stone, justament committee, James A. Donovan,

Three Prexies To Talk to AREA At Annual Session in New York

NEW YORK, Oct. 28.—Three presidents of affiliated organizations will appear on the program prepared by Program Chairman Fred L. Markey for the annual meeting of the American Recreational Equipment Association in the Panel Room, third floor of the Hotel New Yorker, here on December 4, starting at 7:30 p.m., said AREA Executive Secretary B. S. Uzzell. Meeting will be in conjunction with the 21st annual convention of the American Recreational Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker on December 4-8.

After the session has been called to order by President George A. Hamid, greetings and welcome will be extended by President Arnold B. Gurtler, of the NAAPPB. President Hamid will deliver his annual address and President Wallace St. C. Jones, New England Section, NAAPPB, will speak on Results Ob-



SOME OF CHAIRMEN AND WORKERS placed on 1939-40 committees of New England Section, National Association of Amusement Parks, Pools and Beaches, by President Wallace St. C. Jones, Boston. James A. Donovan and Cy D. Bond (upper, left to right) of the Dodgem Corp., and (lower, left to right) Daniel E. Bauer, owner-manager, Acushnet Park, New Bedford, Mass., and Barney J. Williams, owner-manager, Pine Island Park, Manchester, N. H.

chairman; Joseph L. Carrolo, E. R. Enggren, Insurance, Howard Duffy, chairman; George H. Lauerman, John L. Campbell, Membership, R. S. Uzzell, chairman; Leonard Traube, Mrs. F. E. Hubbs, A. F. Gardella, Sunday dances, E. R. Enggren, chairman; Fred L. Markey, Joe Stone, Nominating, B. S. Uzzell, chairman; Fred L. Markey, Frank S. Terrell, Program, C. D. Bond, chairman; Leo Wise, Leonard Traube, Elmer Mason.

Reception and entertainment committee is headed by George A. Hamid and includes I. Mark Polakewich and John Benson. Finance, I. Mark Polakewich, chairman; Daniel E. Bauer, Fred L. Markey, Music, Fred L. Markey, chairman; Daniel E. Bauer, E. R. Enggren, Dave Stone.

Showmanship Need Is Viewed on L. I.

By ALFRED FRIEDMAN

FAR ROCKAWAY, L. I., N. Y., Oct. 28.—If ever there were a crying need for real showmanship of the "colossal" brand, the weeping for men of this caliber is certainly loud around these portions, where two immense stadiums, Roosevelt Raceway, capable of holding upwards of 100,000, and the rapidly decaying Madison Square Garden Bowl, with 70,000 capacity, are virtually without attractions throughout the year, save for an occasional bit of auto racing at Roosevelt and a boxing bout now and then at the Bowl.

ROCKAWAY BEACH: The Miami trek this year will be the greatest ever from this town, which, by the way, is year after year the most heavily represented community in the country, proportionately speaking. Izzy Faber has closed down his Boardwalk concessions and is devoting himself to coin machine his. Tom (Seaside) Heeny is back in Manhattan at the Innisfail Ballroom. McNulty Family, Irish group, was easily the most popular attraction in seven past seasons when they played at the New York Hotel and commanded a salary that is evidence of the fact.

Because of density of crowds on the Boardwalk during summer, the plan for "Walk roller chairs has been discarded. Chamber of Commerce is to quicken its pace on winter publicity and likewise increase the volume.

NORRISTOWN, Pa.—Spring Mount Park in Perkiomen Valley near here is undergoing extensive improvements. Managing Director Roy Huber reports. Park features concessions, boating, bathing, dancing, fishing, roller skating, horse-back riding and vacationist bungalows.

tained From the RFC Loan Applications by New England Amusement Men.

Other speakers and topics will be NAAPPB Secretary A. R. Hodge, Our Alley; Abner E. Kline, Eyerly Aircraft Corp., How Best to Succeed Sales Made on a Percentage Basis; Commander J. H. Strong, International Parachute Co., Inc., Development of the Parachute Towner; W. F. Mangels, W. F. Mangels Co., What Will the War Mean to Amusement Device Manufacturers; H. B. Williams, J. W. Quenne Jr., Joseph T. Ryerson & Sons, Inc., What About Steel; R. S. Uzzell, president, R. S. Uzzell Corp., The Wage and Hour Law. In executive session at 10 p.m. committee reports will be given by these chairmen: Exhibit room, W. F. Mangels; membership, Maurice Frosen; exports, R. S. Uzzell; contracts, C. V. Stark; weather; finance, Wallace St. C. Jones; nominating, W. F. Mangels; treasurer's report.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swim Suit Problem

Majority of indoor swim pools, if not all, require patrons to wear bathing suits provided by the management. The prohibition of private suits is not a law. It is understood that sanitary precautions cause restrictions. For outdoor pools, private swim suits are a big rule problem to indoor operators. For one reason, bathing apparel is not an inexpensive item in the budget. Tanks can't afford to offer cheap suits to swimmers for two reasons. Patrons resent such a policy. And cheap merchandise doesn't last very long at a pool. Hence most indoor pools keep a good line of suits.

Average cost, it is understood, for men's swim trunks is two bucks and for women's apparel about a dollar more than that. And when it is figured that the life of such stock is not more than about 30 swims, it is not surprising that owners call this phase of management a big problem. It has been mentioned here before that indoor pools should try to work out something so that swimmers could bring their own suits the way as is done at outdoor academies. With all the expense and bother an in-pool plunge has in providing suits to every patron, it is probable that such a policy actually keeps his away from a pool. Many folks like to swim in their own suits and are afraid to wear a pool's swim dress.

Harry Lansner, of Park Central indoor tank, New York, is trying to work out arrangements whereby his swimmers will be permitted to bring their own suits and have them sterilized before being used. All of which won't necessitate stepping up the chlorine content. Indoor pool men should be careful in seeing that their suits are properly sterilized. More often than not a pool owner will find that his swim suit bill is very high not because of the merchandise but because of the wear and tear on suits in being cleaned.

Winter Operation

Word is that Nauticus Beach Club, Ocean Beach, L. I., adjacent to swanky Atlantic Beach, is plotting elaborate operation plans for the coming winter. Handball and other all-year activities are slated with various indoor operations, such as bridge parties, private dances and the like. As has been mentioned here before, Art French is probably the most successful all-year-round swim pool operator. Just learned last week he has moved his hand tennis facilities from one section of the beach to the tanks. With water out of the pools, hand tennis appears a very lively game on the concrete. And he reassures that it doesn't injure pool construction.

Walter Cleaver, formerly with Wall-Cliff outdoor pool, Elmont, L. I., and more recently a champion diving performer, is now manager of Gotham-Town's Park Central indoor tank. Arrangements are being made to pep up this natatorium. Leonard Spence runs a swim school at this tank. Leonard's brother, Wally, is now at Capitol pool, also indoors. Most noted of the Spence boys, Walter just closed his school at London Terrace Pool, also in New York. Spence's indoor tank, Brooklyn, N. Y., still doing big business. Walter's brother Mosley is no longer with the dragon outfit, his assistant succeeding him.

American Recreational Equipment Association

By R. S. UZZELL

An interesting and unusually instructive program has been arranged for the winter and pool men in connection with convention of the National Association of Amusement Parks, Fairs and Beaches. Their round-table discussions are an inspiration and an education for any man who manages a beach or pool. Paul H. Hester, pool manager, Portland, Ore., is scheduled to work out these plans with A. R. Hodges, Arnold B. Gurtner and Harry J. Batt. Paul is a live wire, a sales worker and has an unquenchable enthusiasm for swimming and for anything that means better pools, cleaner beaches and safer swimming. He is of

that loyal group of men who make things happen. Depend upon him always to know the very latest in bathing suits and pool accessories.

Fred L. Markey has completed his laboratory program, AREA, and speaks for itself. Fred has worked on it since August. Only those charged with a program know the thought and correspondence it entails. His fellow members are William Rabkin, L. L. Custer and Fred Parsons. Fred's program would like to wager a pair of old gray miles that Major Cy Bond procured Commander J. H. Strong to tell us about the Parachute Jump. There is a strong possibility of a surprising innovation to be added to this program. We must be sure of it before making the announcement.

Wells' Prospects Better

Otto Wells is in from Ocean View, Norfolk, Va. He has had a better season than for four years and, war or no war, his chances for 1940 are excellent. The naval base down there and the yards and fleet yards are bustling with activity and are sure to keep it up to carry out present naval plans of our government. It releases just the kind of a pay roll to make amusement park managers happy. Wells is deserving of this because of the two disastrous storms he suffered not long ago.

John Tiernan tells us Savin Rock, West Haven, Conn., is in for a good revival and he feels disposed to do things again. Most of these Eastern men are happy that the convention is in New York City this year where it is convenient for them to attend. We are sure to see a lot of new faces from parks and beaches, but the dinner of the outdoor showmen here is going to have a large attendance, many of whom will see our exhibit and frequent our convention hall. George Hamid will see to it that they get admission cards to our meetings as he expects to distribute these cards at the showmen's dinner.

At the October meeting of the AERA executive committee a treasurer will be elected to fill the vacancy made by the death of the lamented Harry C. Baker.

From Park to Airport

An amusement park, old North Beach, over on the north shore of Long Island, has become America's greatest airport. Both sea and land planes in a coat in excess of \$50,000,000. Started as an amusement park in 1882, it was to have rivaled Coney Island, backed and sponsored by the Ebreit Brewing Co. as an outlet for its products. It made a small war with the brewery. The brewery, New York that it would not invade Coney Island if left to exclusively control beer sales at North Beach. It built hotels for clients with exclusive sales of Ebreit beer. The boats were owned and operated by the brewery. There were Sundays and holidays at the beginning of the century when the attendance was a close second to Coney Island's. It was the neglect of moral tone which started the decline that was finished by the advent of the prohibition party. Fire insurance was canceled when the place remained closed and with inadequate number of watchmen the many hotels were destroyed by fire. The land sale was over \$6,000,000 for a property that cost \$102,000 together with rentals during 42 years and it paying venture. An amusement park carried the 102 acres of farm land with riparian rights from its quiet Dutch farming community to the beginning of the glorified \$1,000 report. Postponed until it was made to own the realty on which amusement parks have been built.

Jolly Preparing for 1940
BUCYRUS, O., Oct. 28.—R. A. Jolly, manager of Seocalum Park here, who pays late in the season, says that his rides, reports all devices will be erected in the park for opening of the 1940 season prior to Decoration Day. His two units closed recently in Prospect and Agosta, O., both going to the park for storage and repairing. Manager Jolly reports the season as a whole was good but the spotty in sections. Two rides will be added to the No. 1 unit next year, bringing the total to eight, exclusive of pony ride and arcade. Five 1940 bookings in Indiana have been made for the No. 1 unit. For smaller events a Ferris Wheel and Kiddie Ride will form a No. 3 unit for events in Central Ohio.

MOOSE JAW, Sask.—A brown-eyed Manchurian phend, believed to be the only one of its kind in Canada, has been presented to Moose Jaw Wild Animal Park.

FEWER TOPICS

(Continued from opposite page)

like to have answered. Among subjects for round-table discussions for pool men are Modernizing Old Existing Pools; What's New in Swimming Pool Construction, Operation, Promotion; 1939 Promotional Successes and Stunts; Problems Pertaining to Equipment, Play and Dining Apparatus. Because of the popularity and value of the "Professor Quiz" section of last year's convention under direction of J. E. Lambie Jr., Euclid Beach Park, Cleveland, this feature is to be again included on a larger scale.

Social Side Emphasized

Formal opening of the exhibition hall at 11 a. m. Tuesday, December 5, will mark opening of the convention and promises to tax exhibit facilities of the Hotel New Yorker, and bookings for space received to date include an interesting number of new devices. Emphasis is again being laid on the social side of the convention, and President Gurtler is again leading the reception and social committee, assisted by a large corps of helpers. Pent House Club, a marked institution in recent years, will be operated again on an even more elaborate basis.

Concluding feature of the convention will be the banquet and frolic in the Grand Ballroom under supervision of George E. Lambie, New York, and Mrs. Mabel Killyay, Euclid Beach Park, Cleveland. Manufacturers and dealers who have not reserved space for exhibits are urged to do so, as there are only a half dozen spaces still available. In a subsequent issue will appear the detailed program for the meeting.

FAIR GROUNDS—

(Continued from page 36)

The fact that Agawam horse track and Crescent, Sportsman's and Agawam dog tracks closed because of an elective verdict at the polls, thus giving the State some 30 less racing days than in previous years. Mansfield Fair, superintendent \$123,000 for six days and mutuels at Great Barrington Fair were \$101,000, in both instances increases over last year.

ST. JOHN, N. B.—St. John Exhibition Association has applied for a government loan of \$10,000, to be used for reconditioning and enlarging buildings.

REIDSVILLE, N. C.—Poor attendance and bad mileage business for Gold Leaf Shows marked Rockingham County Colored Fair here on October 16-21, reports Rex M. Ingham, deputy sheriff, who co-operated with officials. Oriffrins furnished free acts.

WOOSTER, O.—Wayne County Fair had profit of \$3,844 after deducting expenditures of \$29,644, said Secretary Walter J. Buss. This was better than in 1938. Buss, State superintendent of the poultry department, has been requested by directors to draw plans for a new building.

DALLAS.—Will Watson, manager of West Texas Pat Show, while visiting State Fair of Texas here on October 7-22 said that the 1939 Abilene fair was more successful than last year's due to inauguration of a pay gate. In 1938 the fair lost money, while this year's annual closed in the black. He was in Dallas leading the Hardin-Simmons University Cowboy Band, which played the fair.

EL DORADO, Ark.—Fourth annual County Fair, closing on October 22, set a new attendance mark since revival of the annual. Gate was about 42,000, Secretary-Manager J. P. (Happy) Alphuts said, against 33,000 in 1938 and 30,000 in 1937.

WHARTON, Tex.—The 12th annual Wharton-Matagorda Counties Fair here on October 17-21 was the most successful in history of the combined association, said H. C. Copenhagen, secretary-manager. Gate of 78,000 set a high while a record of 15,000 on Wednesday was broken with 25,000 on closing day. Late entries in many departments were refused because of lack of space. Premiums totaled about \$4,000. On closing day, the Stock Show there was a rodeo with four performances.

SEWARD, Neb.—Re-election of members of Seward County Agricultural Society set again on the board Carl Gertsen, president, and Andy and Andy Welch. C. A. Hardin was named a new member. Stanley Matzke, secretary for the past eight years, who stirred up sentiment for a State fair board reorganization at the last State convention,



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said he would not be a candidate for reelection. Last fair in the county paid off, with a small balance on hand.

FOND DU LAC, Wis.—Fond du Lac County Fair Association closed its year with profit of \$313.09 after exceeding receipts and disbursements of 1938 by about \$1,000, said Secretary R. H. Cameron. Gate receipts in 1939 were \$3,350.35 and grand-stand receipts \$1,886.50.

JANESVILLE, Wis.—Directors of Rock County 4-H Club Fair have voted to keep the free gate and to offer premiums totaling \$3,000 in 1940. The officers were re-elected: L. A. Markham, president; Roy Huginin, vice-president; R. T. Glasco, secretary; J. W. Wiseman, treasurer.

DALLAS COUNTY—

(Continued from page 35)

lations from all sections of the country President Harry L. Seay said: "The fair was a complete success from start to finish. It presented a well-balanced agricultural live stock, implement, poultry amusement and educational program for the entire 16-day run. Every foot of exhibit space was sold. Secretary Roy Ruppard said: "The fair is to be commemorated on its 100th anniversary in the Mexican Topics Orchestra to Dallas. Presented as a free attraction, the band's performances were highlights of the fair, as well as a splendid friendly gesture to Mexico, our sister republic. Plans for 1940 will be discussed until a directors' meeting is called. Midway attractions and concessioners reported the best gross business of any Dallas fair. With three days registering over 100,000 attendees and several days more than 70,000, one-half of the 16-day run saw all attractions playing to near capacity and all concessioners doing good business. Auditorium attendance for the Follies Beryers was near show-out every night performance and several matinees were to capacity. Admission was scaled from 40 cents general to 55 and 85 cents for reserves.

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Gross of Rubin & Cherry Exposition was reported considerably above last year's midway receipts, and every show reported good business. Attractions played South Texas State Fair, Beaumont, the shows will go into winter quarters in San Antonio, Tex., occupying the old Beckmann & Grety Show's quarters there.

SLA PREPS FOR BALL

"Whale Oil Gus"

—EDITORIAL—

From Falmouth (Mass.) Enterprise, October 20, 1939.

Perhaps the strangest home-coming of any small town boy who made good in the outside world was that of Capt. Augustus E. Folger of Nantucket. The blue blood of Nantucket flows in the Folgers. Captain Gus followed tradition when as a boy he went to sea. If he had stuck to the sea he might eventually have come home a whaling captain—and that would have caused (See "WHALE OIL GUS" on page 53)

Groups Lining Up for Duties

Surprises promised at annual president's party—impressive memorial plan

CHICAGO, Oct. 28.—President J. C. McCaffery, Chairman Sam J. Levy and the various committees appointed to handle the 27th annual banquet and ball of the Showmen's League of America in the Hotel Sherman here on December 5 have plans for the big event well under way. Several conferences were held this week for the purpose of discussing ways and means of promoting the show.

Vice-President Frank P. Duffield, chairman of the entertainment committee, has returned from the South and already is at work lining up talent for what he promises will be an outstanding entertainment program. Edward A. Hock, in charge of tickets and reservations, reports that requests for table reservations are coming in and he divides reservations in order to insure choice locations.

Al Roseman, chairman of the program committee, will return shortly from New York to start work on the program, which he has handled well in the past. The publicity committee is lining up the lead-

(See SLA PREPS on page 45)

Jones-NSA in Whoopee Night At Greensboro

GREENSBORO, N. C., Oct. 28.—Second annual National Showmen's Association's Whoopee Night and benefit performance for the club's hospital and cemetery funds in the Follies of 1939 tent on the Johnny J. Jones Exposition on October 19, during Greensboro Fair here, proved highly successful, reports Starr DeBelle. With the tent packed with visitors, friends and scores of midway trouperes who paid a total of \$340 to witness the

(See JONES-NSA on page 53)

Aldrich Ends Okeh in Fla.; To Tour Theaters Soon

PENSACOLA, Fla., Oct. 28.—Following a successful season on a Royal American Show, William F. Aldrich closed his Beautiful Hawaii Show here this week. He will, however, reopen for an indefinite run over Kemp time on November 22 at National Theater, Richmond, Va., before rejoining Royal American when it opens at the 1940 Tampa (Fla.) Fair.

Aldrich is said to have one of the most modern equipped tent shows on the road, representing an investment of \$20,000. When unit begins its winter theater tour the outdoor equipment will undergo repairs and improvements in Tampa, and a portable floor with theater chairs will be added before the opening of the Florida fairs.

Warther's Trek Successful

DOVER, O., Oct. 28.—Fred Warther, who closed a successful season with Determination, wood and ivory hand-carving exhibit, at Greater Gulf Coast Fair, Mobile, Ala., has returned to his home here for the winter, where he plans to add to his collection of hand-carved railroad locomotives which include all principal models. One of the additions will be a replica of a new steamliner. He said his most successful stands were Spencer and Waterloo, Ia., and Mobile.

Strates Re-Signs O'Brien

CHARLESTON, S. C., Oct. 28.—Dick O'Brien, special agent of James E. Strates Shows, said this week that he had been signed in that capacity for the organization again in 1940. O'Brien was working with W. C. (Bill) Fleming, recently appointed general agent.



READYING for the 27th annual banquet and ball of the Showmen's League of America in the Hotel Sherman, Chicago, on December 5, SLA Vice-President Frank P. Duffield, (left) chairman of the entertainment committee, has returned from the South and is lining up program talent. Chairman Al Roseman (right) of the program committee, promises another outstanding job from his group.



R & C-Dallas-SLA Show Pulls Many Notables

DALLAS, Oct. 28.—About 600 attended the Showmen's League of America Mid-night Benefit Show in Rio Rita Gardens on State Fair of Texas midway here on October 19. Prominent showmen came here to attend the event, with the result that the home fund will be augmented by about \$650. Sunny Bernes, emcee's chores, ably handled the Globe Poster Corp., was assisted by Sam Ward and Francis J. Bligh, of Rubin & Cherry Exposition. Continuous entertainment, interspersed with a candy pitch, was dashed out until 2:30 a.m.

(See R. & C-DALLAS on page 53)

Duffield Heads League Ticket

CHICAGO, Oct. 28.—Frank P. Duffield, first vice-president of the Showmen's League of America, has been chosen by the nominating committee to head the ticket for 1940. For first, second and third vice-presidents, respectively, Frank H. Conklin, Carl J. Sedlmayr and Harry W. Hennies were named. Fred H. Kressmann is the nominee for treasurer and Joseph L. Streibich for secretary.

Naming of the regular ticket will chief (See DUFFIELD HEADS on page 53)

Karr Launches New Combo in Nederland

NEDERLAND, Tex., Oct. 28.—After a successful season as manager of Regal United Shows, Lonnie Karr launched a new carnival here on Monday to good results, under title of Rock City Shows. J. E. Ruckman, former general agent of Regal Shows, has been signed in the same capacity for this organization. Management plans to operate through winter in Southern Louisiana and Texas. Among visitors on opening night here were Harry Badger, Crowley's United Shows, and Bob Hayes and Bob Hammond, Hammond Shows. Line-up includes Earle A. Hornaday, manager cook-house; Sowboy Mitzger, assistant manager; C. H. Lawrence, jewelry; Lee Turner, milk bottles; Beulah Karr, slat rack; Pat Patterson and Bobbie Ruckman, penny pitches; Gladys Hornaday.

(See KARR LAUNCHES on page 53)

Ellis' Shows in Okla. Barn

TALOGA, Okla., Oct. 28.—Jimmy Ellis' Oklahoma Ranch Shows pulled into quarters here at the organization's warehouse on October 16, where equipment and concessions have been stored. Bodeo and horse show stock had been taken to the ranch. Mr. and Mrs. Frank Ames, who operated the cookhouse for the past six years, sold their interests to Mr. and Mrs. Halford, Sayre, Okla., and left for Fairview, Okla., before going home to Nebraska. Manager and Mrs. Ellis plan to spend most of the winter here.

Honest Bert Barns In Ill.; Tour Okeh

ROCK ISLAND, Ill., Oct. 28.—Honest Bert's Wonder Shows, which wound up the 1939 tour successfully in Indiana, are in new quarters here, a four-acre tract in the west end of town, which Owner Bert Carhan purchased recently. Pony barn, large garage, work shop and dwellings for quarters' crew are to be erected on the site. At present, all equipment, live stock, trucks and showfolk are housed in show

(See HONEST BERT on page 45)

Gold Medal Benefit Adds to SLA Funds

LITTLE ROCK, Ark., Oct. 28.—Showmen's League of America Midnight Benefit Show, staged by the Gold Medal Show on October 17, in the Live-Stock Arena at the Arkansas Live-Stock Showgrounds here, proved a success, and as a result about \$200 will be turned over to the club's Home Fund. Oscar Bloom, manager of the show, sponsored the benefit, and was assisted by T. E. Robertson, producer of the rodeo, appearing at the Live-Stock Show. Bloom also made a talk about the ideals of the SLA and the reason for the benefit.

Rube Liebman was in charge of the show, representing the Harness-Carrith-

(See GOLD MEDAL on page 45)

Hutchens Set for Winter in New Orleans; La. Fairs Good

GREENSBORO, La., Oct. 28.—Officials of John T. Hutchens' Modern Museum, playing fairs with the Harry Burk Shows in Louisiana, said here this week that the first three dates had been satisfactory.

(See HUTCHENS SET on page 45)

Lanning Is Burned in Fall

WAYNESBORO, Ga., Oct. 28.—George W. Lanning of the Sensational Royal, free act with J. J. Page Shows, escaped sudden death here on October 20 by a narrow margin and sustained only severe burns about the hands and body. During his high act on a trapeze he lost his balance and began tumbling downward when his body struck a guy wire and spun toward another wire. He clutched the thin cable and slid to the ground.



CONFERENCES ARE ON TO PLAN for the 27th annual banquet and ball of the Showmen's League of America in the Hotel Sherman, Chicago, on December 5 during the annual meeting of the International Association of Fairs and Expositions. Progress is reported by SLA President J. C. McCaffery (left), Banquet and Ball Chairman Sam J. Levy (center) and Edward A. Hock (right), who is in charge of tickets and reservations and who reports table reservations are coming in.

Cub Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, Oct. 28.—President J. C. McCaffery, back from an extended business trip, presided at the October 26 meeting. With him at the table were First Vice-President Frank P. Duffield, secretary Joe Streifel and Past President A. Young. Routine matters were dispensed and committee reports showed co-operation in all departments. Special committees, namely those on president's party, memorial service, badges, registration and banquet and ball, are active. Applications of Elmer Byrnes, S. S. Millard, George Hellman, Milton Stepanovich, Sam Spillberg, David Mayman, Harry Shelby and Russell E. Lewis were presented and referred to the board of governors. Relief committee reported that Brother Ben Beno is on his way to the West Coast for the winter, while Harry Paul, R. F. Trevellick and Harry Coe remain in American Hospital. Brother Jack Lydic advises he is showing some improvement and may not have to come to Chicago for attention. Brothers Colonel Owens, Tom Vollmer and Tom Rankine are still confined in their homes.

President McCaffery advised that the expiration date of club's present lease is May 31, 1940, and he has it on an open time to appoint a committee to arrange for the renewal of same or to arrange for other quarters. Those appointed on the committee are Edward A. Hock, C. R. Fisher, Sam J. Levy, Ernie A. Young, Morris A. Hatt, H. A. Lehner and Rudolph Singer. They are to bring in full report of their findings to the board for action. Past President Ernie Young was here for his first full meeting and responded when called upon for remarks. Brother S. L. Cronin also attended his first meeting in a long while. Sam R. Stratton came in for his first meeting.

Brother S. T. Jessop, recently rehoned by the National Canvas Goods Manufacturers' Association, also came in for the meeting.

Notices of pledges to Showmen's Home Fund were mailed this week and President McCaffery is hoping for a good response. Dues are coming in nicely. Brother Fisher, club's treasurer, advised November 30. Brother Ned Fort is expected in for the next meeting, when (See SHOWMEN'S LEAGUE on page 43)

Michigan Showmen's Association

DETROIT, Oct. 28.—Regular meetings are held in the clubrooms each Monday night with attendance has been getting larger weekly. All are taking an added interest in the club's betterment. President Harry Stahl was in the chair at Monday's meeting. With him at the table were Ed McMillan, first vice-president; Bernard Robbins, secretary, and O. A. (Pop) Baker, treasurer. Hymie Stone, house chairman; Al Staar, custodian, and George Harris. A purse was set aside for Hymie Stone to restock the concession with plenty of food. Louis Margolis is expected soon. Leo Lipka, now with the sheriff's office, visited and made a brief talk. Lipka was the club's first president.

Waldon Sallust, Frank Wagner, Tommie Paddles and Red Keenen, of the W. G. Wander Shows, which are in quarters here, attended the meeting. Johnnie Quinna, World of Pleasure Shows, brought in Hymie and Iador Sobie, Stanford Baker, Marty Rose, Eddie Carter, Ray Meyers, Ed Horowitz and Ralph Burr. Frank Allen left for Florida, as did Harry Modell and Sammy Burd. Vic Kowicz, owner of the Motor City Shows, was a welcome visitor. Harry Stahl, president, donated a large ice box. Ed Meyers is with Reading Kearns department store. Stanford Baker is back at Sears.

NEW YORK, Oct. 28.—There is plenty of activity in club headquarters with the meeting on October 30, the first of the new season at which President George A. Hamid will preside. A complete report of the business will be given in *The Billboard*. Chairman of the banquet committee are as follows: Entertainment, Jesse Kay; publicity, Bert Nevins; program, Jack Lichter; tickets, Joseph McKee; speakers, Thomas Brady; reservations, William Bloch; reception, President Hamid and officers; arrangements, Irving Rosenthal.

With the close of a number of shows the visiting list is increasing daily. During the past week Art Lewis flew in from the South to pay a social visit and transact a little business. Other visitors include Richard Gilsdorf, J. W. (Patty) Conklin, William Glroud, Sam Wagner, Dave Eady and Harold Van Stine. Illness has Sam Taffett confined in his home. He would like to hear from friends. Amused visitors this week were Sen. Glenn C. Condon and Brig. Gen. Alva J. Niles, of Tulsa, Okla., who are here with Pawnee Bill. They took part in the ceremony of inducting General Bullard, of the U. S. Army, into the Indian tribe on October 25 in the Court of Peace at the New York World's Fair.

Following members have been added to the roster in October: Morris Epstein, R. Max Hill, Joseph Bambour, Nat Bernstein, Casper Sargent, Lee Blue, Edward L. Rockefeller, Ralph Decker, Frank Maxzone, David Mordecai, Thomas L. Grady, Sam Heyman, Justin Wagner, Harvey M. Lyons, Judd Goldman, Sidney Kahn, Francis McNamara, James Wallace, Wilno the Great, John Padukin, Harry Drees, James Davenport, Thomson Bruce and Philip L. Cook. Work on the banquet program is progressing rapidly and a direct mail and personal contact campaign is on, resulting in several new advertising donations. New book will be increased in size over last year and will be much more pretentious from an illustrative and informative standpoint. Returns on coupon award books are slightly on the upgrade, but not meeting expectations. Secretary Liddy expects to add a stimulant to the drive and has appointed a special committee to meet this week and arrange a special campaign and a series of jamborees to augment the selling.

From all indications the attendance at the second annual Benefit Banquet will approach 1,000 and it is recommended that members make their reservations early to insure the best seating arrangements. Chairman Irving Rosenthal has proved a dynamic leader and has instilled his own enthusiasm into a personally selected group of workers who are laboring day and night to make the affair a big success.

Birthday greetings to C. D. Odum, Jack A. Montague, October 27; Adams, Earl (See NATIONAL SHOWMEN'S on page 53)

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Oct. 28.—Club held its first fall and winter business session in the clubrooms in Maryland Hotel on October 26. Mrs. Grace Goss has returned from a visit to Mrs. Velare, who was seriously ill. Mrs. Nell Allen is recovering from a recent operation. Club publicity director, Mrs. Kathleen Riebs, sustained a double fracture of the left wrist and severe head and body bruises in a recent fall. Mr. and Mrs. Matt Dawson are proud grandparents now.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 28.—Club wishes to congratulate A. C. Hartmann for the sentiments expressed in his *Broadcast* column in *The Billboard* of October 21 relative to the forwarding of mail to patrons and members. At present we have on file a bunch of returned letters which went out to "permanent addresses," furnished the club by members. Many are indorsed, "Gone—Left No Address." In other instances attempts have been made to forward but flopped. The best the club can do under the circumstances is none too good, for the chance of delivery on transient mail is considerably under 100 per cent, but members should remember that their own interests demand that they keep the club informed of their route. Club is operating on a day-and-night schedule. It opens at noon and remains that way until long after the curfew has sounded.

Monday night's meeting was another preview on the homecoming, with Harry Chipman motoring from the Barnett Bros. in Georgia. Ben Beno arrived late from Chicago with a pocketful of glowing tributes for the Showmen's League Association. Among others here were Spot Kelly, Harry Wallace, Raymond Aguilar, Bill Duncan, Joe de Mouchelle. (See PACIFIC COAST on page 49)

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Oct. 28.—Membership drive during the past eight months has been successful and a large number has been added to the club's roster. American Royal Show, an annual event here, attracted large crowds last week and several club members had a profitable eight-day engagement. Among those participating were Secretary G. C. McGinnis, in charge of reserve seats, with Brothers Jack Moon, George Ross, Slim Wadsworth and E. Gordon, assistants; Brother Ellis White, in charge of eats and drinks for Mrs. Turner, concessioner, with Mrs. Ellis White and Molly Ross, of the Ladies' Auxiliary, as cashiers. In charge of concessions were Brothers Lester Hull, Paul McDonald, Jim Mase, Eddie Leggett, Honus Hawk and Jim Pennington. Doorman were Doc Brown and Sam Benjamen.

Brother "Dutch" and Mrs. Lash visited for a few days while en route to Chicago for a two-week vacation. Brother Jack Moon celebrated his fiftieth birthday anniversary October 9. Recent arrivals for the winter included Brother Buster and Mrs. Shannon and Col. Dan McGuggin, Pairy and Little Shows; Bert Welshman; Percy Jones and wife, Melvin United Shows; Frank Lehman and Brother Doc Nathan. Brother Frank Delmaine, who was severely injured several weeks ago on the J. F. Landes Show, came in from Chapman, Kan., for a week-end visit, accompanied by Gene Maasen and Tom Barnett. Brother Delmaine, due to financial reverses, is in need of assistance, and a subscription fund is being raised for him by Bill Bruno, Al C. Wilson and other friends. Brother Frank Capp, entertainment committee chairman, reports reservations for the annual banquet and ball, which will be held as usual on New Year's Eve. (See HEART OF AMERICA on page 52)

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land Shows, where she did advertising and handled the mike."

FRONT-DOOR talkers whose openings are made up of bad English and midway slang and who try to wind up with a bit of highbrow by closing their sales talks with "Buy tickets at eye-her pay box," are sure to hand someone in the tip a belly laugh.—Juice Bowl Show.

HARIO AND MARIO, impalement act, have joined Juanita Hansen-Betty John Museum playing Arkansas, reports Harry Leonard. Miss Hansen is lecturing on the evils of dope, while Betty John is presenting the "People-Who-Make-the-Kiss" attraction.

TEX PUTEGNAT letters from Pensacola, Fla.: "My attraction, Louis-Louise Logsdon, presented me with a diamond ring on my birthday anniversary on October 22. Recently concluded another successful season with Dick Best's Side Show on the Royal American Shows."

LEE (RUBI) CLARK, clown and well known in outdoor show circles, who was forced to close the season on October 14 at Lancaster, O., because of poor health, has been admitted to General Hospital, Detroit, and is anxious to read letters from friends.

AGENT and billposter on W. C. Katz Shows. Cy Perkins rambled into Morehead City, N. C., recently after closing a successful season with the organization in Shelby, N. C. Following a two-week vacation, he will go to Buffalo for the winter.

PLAYING HOSTS to their friends at dinners while Hilderbrand's United Shows were exhibiting in Las Vegas, Nev., were Hazel Fisher, Verna Seeborg, Mr. and Mrs. Claude Barle, Mr. and Mrs. E. Fickard, Mr. and Mrs. Geo Qualls, Mr. and Mrs. Johnnie Cardwell and Lucille King.

AFTER a season which he reports as fair for him, Chester Long, fatsoot, was a caller at Cincinnati offices of *The Billboard* October 22 on his way to Florida with his truck. Much of the season he was with Charles Rodgers' side show, which played at various dates with three units of F. E. Gooding Amusement Co.

RAJAH CAZUNNIE, crystal gazer of note, has quit answering the questions of midway employees, declaring that this modern age has brought out too many "lovers" for him to keep up with, especially the last-town lovers, hotel lovers, house-trailer lovers and ride-wagon lovers.

BALL GAME concessioners, Mr. and Mrs. Joe Kane, have returned to Hackensack, N. J., after closing their season recently in Petersburg, Va. Joe will spend the winter working at the Susquehanna Bar and Grill there. He advises that Mrs. Kane has almost recovered from a recent operation.



WHILE Petersburg (Va.) Fair was in progress, King Reid (left), well-known New England showman and owner-manager of the shows bearing his name, was among numerous showfolk visitors on Art Lewis Shows, which furnished the midway. Posing with him for this snapshot are the veterans E. B. Braden (center), of the Lewis executive staff, and Art Lewis, owner-general manager of the shows. Photo furnished by Jack Moore.

A NUMBER of Buckeye State Shows employes and General Manager Joe Galler visited Natchez, Miss., recently from Fayette, Miss., while shows were playing annual Jefferson County Fair. Among the visitors was Harry (Key) Check Hisco, who said he'd return as soon as shows close.

MICKEY MARTIN letters from Lawrenceville, Va., that he has not rejoined his wife, Lois Martin, and four children as was recently reported. He adds that he was electrician on Orange State and Lattip's Home State shows the past season and now has the cookhouse and two concessions on Bright Light Exposition Shows.

C. W. CRACRAFT, who has severed his connection as general agent of Strates Shows, advised that he soon will announce a connection for the 1940 season. James E. Strates, whose shows he piloted for two seasons. After arriving at his Covington, Ky., home on November 1 Cracraft will take a needed rest prior to attendance at the Chicago meetings.

LINE-UP of Southern Attractions, playing Georgia territory, reports Charles (Bounding) Johnson, free attraction, includes J. P. (Pat) Price, manager; George Allen, agent; Sallie Walker, vaudeville and burlesque show; Clonia Shipley, pitch-till-you-win; Sterling Shipley, dart; George Gilbert, electrician and concessioner; Mrs. Gilbert, palmistry; Mr. Mills, photo gallery.

MOTORING members of the Duke & Shilling Shows were highly insulted when a fair man asked them to park their cars in the race track infield because he had mistaken their vehicles as entries in the Jalopy Day parade.—Highway Hank.

SOUTHEASTERN FAIR, Atlanta, marked close of the outdoor season for Ivan Champion, pennant concessioner. With Champion during the season were Jack and Goldie Lee, operators; Verne Saez, Ray Talley and George Chapman, outside assistants. Champion personally worked Springfield, Ill.; Milwaukee, Indianapolis, Memphis, Nashville and Knoxville, Tenn., and Atlanta. He and wife are now at their home in Indianapolis.

MESSES REYNOLDS, Sharp and Bartholomew, of Rainbow Amusement Co., narrowly escaped death recently while they were negotiating for a new light plant at the Lewis Supply Co., Memphis, five minutes after they had left Sharp's car, which had been driven inside the company's building, one of the walls collapsed, demolishing the vehicle. Thru efforts of Charles T. Goss, however, Sharp had a new car by noon the following day, he reports.

WINDING UP their season in Findlay, O., after making home-coming and fairs

with several concessions, Mrs. Nannie Karst and Mrs. Bianchi Paul plan to head for Florida, where they will winter in the latter's house trailer. Both have been in concession business a number of years, Mrs. Karst having had all the games in Riverside Park, Findlay, for a number of years. Mrs. Paul is the widow of the late Fred J. Paul, owner of Paul's United Shows.

KEMPFF FAMILY'S Model City and Swiss Village opened last week in Convention Hall, Detroit, under Variety Club auspices, in a drive for funds to provide lunches for indigent school children. Show is working on a percentage arrangement, with free admission and solicitation of donations for the fund from patrons. Unit probably will move to a downtown location under same auspices following its present stand. Display is managed by Bruce and Irving Kempff.

DOCTORS in Charity Hospital, New Orleans, last week marveled when James Belle, high diver with John E. Ward Shows, carried his heavy luggage and insisted upon getting into bed without aid in the institution's emergency ward. Although he had sustained several fractured vertebrae a few hours earlier in Baton Rouge, La., when he landed in his net the wrong way after a 100-foot dive. Altho his injuries are considered serious by staff physicians, Belle said he would be presenting his dive "real soon."

BEICING for applause long before the first act starts is a common practice on some midway shows. Such requests thru a loud speaker not only cheapen a presentation but place it in an amateur class. Best way to get that much-beloved applause is to carry talent.

MRS. RICHARD JACKSON, wife of the owner of Jackson Shows of Canada, arrived in Cincinnati last week from Caledonia, Ont., and stopped in to visit *The Billboard* offices. Accompanied by her son, Richard Jr., who has almost recovered from a bullet wound sustained while cleaning his gun preparatory to embarking upon a hunting trip, Mrs. Jackson said they would spend the winter at their home in Bradenton, Fla. She reported that business on the season was good.

"**HAVE BEEN** feeling fine and will return to the road next spring with a new Tilt-a-Whirl and Whip," pens Mrs. Anna M. Jeth, wife of Floyd Heth, on the Putnam Shows from Lexington, Ky. "My husband and I own the new Tilt-a-Whirl on the shows, in addition to the Chairplane, Loop-o-Plane, Kiddie Auto Ride, Kiddie Chairplane, Joy Box and four concessions, which I purchased last spring. Charles Miller is manager of my concessions and does not own con." (See *MIDWAY CONFAB* on page 49.)

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VETERAN RIDE FOREMAN, Stanley (Jack Stutz) Stutzman (left) recently celebrated his 25th anniversary of trouping and ride building with carnivals and circuses with a hard day's work on the Dodson & Battle World's Fair Shows. He's seen here with a helper assembling the eccentric on Co-Owner F. B. (Jack) Battle's Silver Strake ride at Spartanburg (S. C.) Fair. Photo furnished by Robert Stutz.

FULL-DAY
CARNIVAL
SHOW LETTERS

Johnny J. Jones

(Railroad)
Greensboro, N. C. Week ended October 21. Greensboro Fair. Weather, cold first part of week. Business, big.

Exceedingly cold weather the first part of the week kept about half visitors close to their home fires. Latter part of the stand, however, put the midway ahead of last year's gross by 40 per cent. Midway was well laid out by Manager T. M. (Tommy) Allen. Front presented a picture-perfect on a high spot in front of the midway. Chief Electrician Dave Sarge kept all parts of the lot well lighted. Thursday night the National Showmen's Association benefit show was held and clicked. George A. Hamid and three brothers visited and mixed business with pleasure. Shows, rides and concessions all came in for good grosses, with rides taking top honors. Visitors included: Art Lewis, Howard Ingram and Bill Kerr. Art Lewis Shows; John W. Wilson, Harry Dunkel, Cetlin & Wilson Shows; Thomas S. Blum, Winston-Salem Fair; William Glick and William Hartzman, Ideal Exposition Shows; Mrs. Herman Bantly, Eddie Lewis, Bantly Shows; Ed with two acts; Joe Smith's Motordrome has been popular and is getting plenty of favorable newspaper publicity.

James E. Strates

(Railroad)
Gastonia, N. C. Week ended October 21. Gaston County Fair. Weather, good. Business, good.

With good weather date was okeh. Fair board, county and city officials and newspapers co-operated. William (Bill) Fleming, formerly general manager of the Johnny J. Jones Exposition and now with this organization, was here all week getting acquainted with the show's personnel. Joining here for the remainder of the season were Leo Carroll's Monkey Show and Glass House, F. M. Stires' "What is It Show," the Bellitti Troupe and Jim Darling with two acts. Joe Smith's Motordrome has been popular and is getting plenty of favorable newspaper publicity.

Bob Edwards joined for this date with his International Revue. Eddie Davis is playing the remaining fair dates with his cookhouse. Bill Jones has three corn games here, and Al Campbell has four ball games in operation. Mel Dodson, Ed Bruer and Carl Nelson, all of Dodson & Ballie's World's Fair Shows, visited. Sky Putnam started clicked. Because of the work done during this season by Jimmy Otis, master mechanic, and his crew, equipment is in better physical condition than when it left quarters last spring. DICK O'BRIEN.

Wallace Bros.

(Baggage cars and trucks)
Jackson, Miss. Week ended October 21. Negro State Fair. Weather, warm and clear. Business, satisfactory.

Long move from Drew, Miss., was made without incident and shows were ready to operate Monday noon. Date marked shows fourth consecutive time here, and business was somewhat of a record for last year, it was the second best of the Mississippi circuit. Mr. and Mrs. Gus Lits joined from Donaldsonville, La., with six concessions while Mr. and Mrs. Frank Spits came from the McClellan Shows with their lunch stand. City buses ran direct to the grounds daily for the first time in several years. Visitors included Mr. and Mrs. Oville LaRosa, of the Peoples Falcon; George A. Abbott, Mobile, Ala.; Robert Fox, Blue Ridge Shows; Jack Devore, former general agent, C. D. Scott Shows, and Nelson Seigrist, Kosciuszko (Miss.) Fair. Adam (Pop) Erbe and Bob Layton, were on the stand here, while Owner E. E. Farlow's condition was greatly improved. WALTER B. FOX.

Battle's All-American

(Baggage cars and trucks)
Martinsville, Va. Week ended October 21. Henry County Fair. Weather, good. Business, satisfactory.

Although business here was fair it did not come up to expectations, because of a 40-cent admission charge, which kept

many customers away. Date was the last of the 1939 tour. Local newspaper co-operated, as did peace officers. Mrs. Brewer will winter at the Imperial Hotel, Reynoldsville. Mr. and Mrs. Al Wallace left for their home in Ocala, Fla., while Benny and Mrs. Smith went to Rocky Mount, N. C. Others gave the following destinations: Sol Specht and colored revue, Apex, N. C.; Renee and Kay and troupe, Bolt Shows; Bam Storey, Phil O'Neil, Phil Ruberman and Martin Irvin, to the South; Bill Jones, Greenville, S. C.; Mr. Kay, of the Hawaiian Show, took over the Posting Show here. At the writer's request Owner Bantly accepted his resignation as general agent for 1940. However, the writer will continue with the shows as press agent and special events director. Mr. and Mrs. Bantly were presented with a beautiful silver service tray on their 24th wedding anniversary, and Bud Brewer, manager of Paris Nights, was tendered an engraved tie set by the girls on his show. Mother Brewer was the recipient of a bar pin. Buddy Biles left for shows' quarters and Eddie Owens and wife are heading south. Leo (Lasky) Smith left for Reynoldsville for the winter, while the writer headed south to handle several fairs.

Zebulon, N. C. Week ended October 14. Five-County Fair. Weather, good. Business, fair.

Wade Privett, Dabney Gill and their associates co-operated, but the markets were closed and shows' results were only fair. HARRY E. WILSON.



HERE'S THE HOLLYWOOD MOTORDROME, owned and operated by H. J. de Bock, Cleveland showman, and members of the staff as they appeared before concluding a successful season with Jopland Shows. Left to right, are De Bock; Helen de Bock, tickets; Frank (Mile-a-Minute) Murphy and Charles (Cyclone) De Bock, who also had his illusion and girl shows on the Jopland midway, returned to his home for a few weeks before heading for Miami, Fla., for the winter. Photo furnished by H. E. Mesheim, manager and talker for the De Bock interests for the past three years.

World of Mirth

(Railroad)
Columbia, S. C. Week ended October 21. South Carolina State Fair. Weather, good. Business, good.

Shows chalked a good week here and good weather prevailed. Newly acquired water wagon poured thousands of gallons of water in the midway and successfully looked the greater part of the dust caused by the unusually warm weather. Annual Carolina and Clemson football game attracted 21,000; all of whom had to enter the fairground. Plenty of others attended to provide swell afternoon patronage. Most noticeable pickup in business was the unofficial Monday night opening which turned out more people than any previous event here. A long strike, involving over 3,000 workers, culminated the early start of the week. General Manager Max Linderman signed for a 1940 appearance before the end of the engagement. Bill Brown had some bad luck when his Hey-Dey engine gave out with a little trouble and ride didn't operate for a couple of hours. Russell Judy's Colored Show and Karl Walker's Gay New Yorkers did well. L. Harvey (Doc) Cann, general agent, entertained numerous visitors, including Dave Endy, Endy Bros.' Shows, and Mel (See WORLD OF MIRTH on page 44)

Mighty Monarch

Cheraw, S. C. Week ended October 21. American Legion Post Community Fair. Weather, fine. Business, excellent.

All rides, shows and concessions had a big

week and the writer and D. J. Roland handed the date and had the exhibit tents well filled with banners and local exhibits. Side Show and Minstrel Show vied for top honors among shows, with Caterpillar and Tilt-a-Whirl running neck and neck among rides. Four Ladder, free act, and the Shooting Mannequins proved popular. With only three more weeks to go, all are awaiting the closing whistle. The writer will start on winter promotions until the holidays and then go home to the West Coast for a visit. W. TERRY MARTIN.

Kaus Expo

(Baggage cars)
Goldboro, N. C. Week ended October 21. Asuspies, Wayne County Fair. Weather, good. Business, fair.

With the exception of cold nights on Monday and Tuesday good weather prevailed and it was reflected in attendance. Light crowds came out Monday and Tuesday, while good ones prevailed Wednesday and Thursday. Attendance was practically all at night excepting Saturday Children's Day. This company, like others in the tobacco belt, has felt the effects of the weeks of the tobacco markets were closed. Consequently money was tight and spending not as reflected in numerous favorable comments. Shows furnished the free acts (booked thru the Gus Sun agency), including the Sky High Girl and Three Milos. Concessioners joining here in-

sults. Shows had a short move in from Monroe and were on the lot by 9 a.m. Sunday and ready for operation by dark. A big crowd was out to see shows set up, and Old Doctor Bauldoff's cookhouse did a picnic business. Shows did not open until Monday night and as it was cold little business was done. Good crowds were on hand the remainder of the week. Harry, Naomi and Junior Westbrook and Lee Sullivan motored to Marietta for a day's visit with Friends. Concessioners joining here were Lester and Jeanne McGee, James R. Dowdy, Slim Rice, Joe and Peggy Childress, Joe Rose, Whitey Sweeney, Crip Johnson and Toby Renfro, Whitey Thompson, premium goods man from Knoxville, visited, as did O. E. Bradley. Tracy Owens, apple king, reported a huge season. Owner Heth and Cliff Gregg were guests at the Rotary luncheon on Thursday. Both made brief talks. Joe Sparks was each of his men who have been with him the whole season a new suit, hat and shoes as a bonus for their loyalty. Harold Edwards closed the midway through the engagement. H. B. SHIVE.

J. J. Page

Waynesboro, Ga. Week ended October 21. Asuspies, American Legion Post. Location, Harrington Park. Weather, fair and warm. Business, good.

Monday night was lost because of a belated railroad move. However, Tuesday night everything was up and ready and crowds came out and spent well and all chalked good business for the remainder of the week. Saturday several thousands milled around the grounds in the afternoon and another good week was registered. Balph Lewis, Legion Post commander, co-operated, as did his organization. About 35,000 bales of cotton was made in this county and patrons seemed to have plenty of spending money. R. C. McCaslin and family, accompanied by many members of the American Legion Post of Alken, S. C., visited. R. E. SAVAGE.

Zimdars

(MotORIZED)
Camden, Ark. Week ended October 21. Asuspies, Camden Park Department. Weather, ideal. Business, good.

Trucks made good time over bad roads and shows opened Monday night to a good crowd. Weather was cool the first part of the week but warmed up for the rest part, helping attendance and business. Mr. and Mrs. Albert McGee visited their home in Donaldson, Ark. A stork shower was tendered Mrs. Clyde Coward in the side show by women members. Shorty Brown rejoined with his concession.

Monticello, Ark. Week ended October 14. Asuspies, American Legion Post. Weather, cold latter part of week. Business, slow.

Because of bad roads and trouble with trucks show didn't open until Tuesday night. Weather was warm the first part of the week but turned cold the latter part, considerably hurting business. Mrs. Pearl Harris and Bettie Belle Muse returned from California, where they visited relatively. Lester Kern left to attend school in Texarkana, Ark.

BUDDY MUNN.

Hilderbrand's

(MotORIZED)
Las Vegas, Nev. October 17-21. Asuspies, PVF Post. Location, Ideal. Business, good.

Combined units of the No. 1 and 2 shows were joined here, the latter coming in from Beaver, Utah.

Good weather prevailed here and good business resulted. Date marked first time a show of this kind played here in about two years and the locals and county residents gave shows a big play through the week. Stand culminated in a bang-up Saturday. A big event to showfolks was the return of shows proprietary to the final trek into California. After playing San Bernardino, major part of the shows will go into quarters. A small unit will continue through the winter, playing southern spots. Owner O. H. Hilderbrand visited, host to friends on a sightseeing tour to Boulder Dam Tuesday. Among his guests were Mr. and Mrs. George Morgan, Lucille King, Walton De Pel-

Crystal Expo

(MotORIZED)
Lancaster, S. C. Week ended October 21. Lancaster County Fair. Weather, cool first three days. Business, very good.

Date was better than predicted and all obtained a swell share of cash customers. Getting off to a slow start Monday, because of extremely cold weather, business picked up gradually until Thursday and the big day, Friday, saw a capacity crowd, as did Saturday. Quay Hood, fair secretary, co-operated. H. NELLA.

L. J. Heth

(MotORIZED)
Corington, Ga. Week ended October 21. Asuspies, Newton County Fair Association. Location, fairgrounds. Weather, cool. Business, good.

An old-established fair, but under new management this year, date gave good re-

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COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—TWENTY MILLS VEST POCKET Belts, used one day, \$30.00 each. 1/2 deposit with \$10.00 balance. **C. D. J. P. ENGLISH VENDING CO.**, S. W. Cochen St., Pensacola, Fla.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at low bargains. Send for list. **ASCO**, 383 Hawthorne Ave., Newark, N. J.

A BARGAIN—SNACKS, 51.00; VENDEX, \$2.50; Eveready, 4 compartments, \$3.50; 5c Machines, \$3.50. **BOSTON EXCHANGE**, 1328 Washington St., Boston, Mass.

A REAL BUY ON USED MACHINES—A-1 CON-dition. Wurlitzer 412, \$37.50; Wurlitzer 616, \$69.50; Wurlitzer 24, \$139.50; Rock-Ola R-6, \$16, \$49.50. 1/2 deposit. **SEIDEN DISTRIBUTING CO.**, 1100 Broadway, Albany, N. Y.

A-1 BARGAINS IN WURLITZER PHONO-graphs—All models; Walling Scales, Peanut Machines, Automatic Payouts, Novelty Games and Consoles. Write us just exactly what machines you need. All our machines guaranteed. Lowest prices. **ROYAL DISTRIBUTORS, INC.**, 409 N. Broad St., Elizabeth, N. J.

A-1 CONDITION—ALL FREE PLAYS, MAJORS: \$45.00; Chubbins, \$39.50; Bubblers, \$34.50; Chief, \$39.50; Fish Winger, \$44.50; Chick, \$15.00; Mills Dials, \$12.50. **SEIDEN DISTRIBUTING CO.**, 1100 Broadway, Albany, N. Y.

A-1 CONDITION—CLEAN, MINIATURE Scales, Jennings Told, Mills Modern, Rock-Ola Lobby, \$25.00; O. H. Miami, Fla. Send 1/2 deposit with order. **BILL TROY, INC.**, Miami, Fla.

ADVANCE PEANUT, \$3.00; COLUMBUS, \$3.00; Bingo, \$7.50; Crisis Cross, \$7.50; Master No. 7, \$15.00; Rip's, \$3.00. 1/2 deposit. **EAST-ERN**, 350 Mulberry, Newark, N. J.

AIRWAYS, BALLY RESERVES, FLEETS, SKI HI, Bobs, Jungles, Dux, Carnival, Marvel, Cargo, Bambinos, Vogue, Electros and Gaytimes, \$6.00; Fiats, Handicap and Snappy, \$8.00; World's Best, \$15.00; Florida, \$14.00; Zeta, Ogd Ball and Palm Springs, \$12.50; Spinner, Midway, Double Treasure, Side Kick, Kennerly Hit, \$11.00; Rip's, \$3.00. 1/2 deposit. **WESTERN SALES CO.**, 925 E. Second St., Little Rock, Ark.

AIRPORT, P.P., \$42.50; SPOTTEM, P.P., \$32.50; Majors, \$25.00; Fifth Winter, P.P., \$32.50; Side Kick, \$15.00; Solera, \$9.00; Odd Ball, \$9.00; Fleet, \$8.50. **BRADSHAW SERVICE**, Free-lance, Pa.

B A R G A I N S—CIGAROLAS, \$39.50 EACH; Mills Flashes, \$29.50; Deuces Wild, \$6.50; Cherry Bell Vender, used 30 days, \$99.50; Wurlitzer P-12, \$32.50; 412, with grille, \$49.50; 716, with grille, \$99.50; Tom Mix Rifle, \$49.50; Penny Pack, \$44.50. **C. O. MOON**, 570 Grant St., Atlanta, Ga.

CIGARETTE MACHINES—RECONDITIONED. Advance 4 Column, \$7.50; 2 Column, \$5.00; U-Need-A-Pack 8 Column, \$32.50; 6 Column, \$25.00; National 4 Column, \$10.00. **ASCO**, 383 Hawthorne Ave., Newark, N. J.

EXHIBIT CLAWS AND ROTOMATIC MER-chandisers—A-1 condition. From \$40.00 up. **FREE C-298**, cara Billboard, Cincinnati, O.

BOX PLAY—GOLDEN GATE, PICKEN AND TWEED, \$69.50 each. Plain Game. Various Sports, \$64.50 each; Ocean Park, Bangs, \$59.50 each; Cowboy, \$49.50; Up and Up, Major, Scotland, \$49.50 each; Plain Game Review, Fleet, Ogd Ball, \$9.50 each; Regatta, Request, \$13.50 each; Palm Springs, \$12.50; Stop and Go, \$15.00. Send order with one-third deposit. **LEITCH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

JENNINGS GRANDSTANDS, 5c TOKEN, \$12.50 (1 state tax paid, \$5.00 extra); Zephyr, Penny Pack, Cent-A-Pack, Deluxe, \$7.00; Puritan Bell, \$6.50; Tavern, Tri-Tal Top, Beer, \$4.50. 1/2 deposit. **H. N. ROBERTSON**, 204 W. 8th, Taylor, Tex.

ONE REEL STOP, ONE DOUBLE DECK, ONE M. O. T. Y. Jackpot, lot, \$50.00. **EDWARD ASHTON**, 619 Montgomery, Philadelphia, Pa.

PENNY ARCADE, COMPLETE WITH FRONT and Top, \$300.00. **JACK WINTERS**, 3100 12th St., Detroit, Mich.

THE XMAS SPECIAL ISSUE OF THE BILL-board WILL BE DATED DECEMBER 11. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 22. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY!

SEVEN 5c JENNINGS SLOTS—GOOD CONDI-tion, a bargain, \$25.00 only. 1/2 cash, balance C. O. D. **RIP'S**, Turlock, Calif.

TEN MODEL 24 WURLITZERS, \$119.50; FOUR Counter Model 51, \$62.50; ten Model 312 and 412 Wurlitzers, \$49.50 each; four 12 Rhythm Kings, \$39.50 each; three 16 Rhythm Kings, \$39.50 each. All above machines A-1 order. 1/2 deposit to ship. **FRANK NOVATY COMPANY**, Box 927, Montgomery, Ala.

TO TRADE—2 PACE RAKES OR DEWEYS for 10 c Sparks. **SOUTHWEST COIN MACHINE CO.**, 110 S. Jennings, Ft. Worth, Tex.

TOM MIX RIFLE RIFLES, \$49.50; GOOD AS new. **STEVENS RIFLE CO.**, 1310 E. 13th, Pennsylvania, Indianapolis, Ind.

USE MACHINES, LIKE NEW—IN MILLS AND Jennings, Cabinets, Stands, Photographs; in fact, all operator equipment. What do you need, and at what price? **LAWRENCE DUCHOW**, Hillbert, Wis.

WANT TO BUY—FREE GAME MARBLE Tables. Send kind, price first letter. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

WANT—A. B. T. MODEL F TARGETS; NICKEL C. T. & Blue Prints in exchange for Photographs. Write for quotations. **COLEMAN NOVELTY**, Rockford, Ill.

WANTED FOR CASH—ALL TYPES OF USED Vending Machines: Blue Fronted Scales, condition and quantity. **ASCO**, 383 Hawthorne Ave., Newark, N. J.

WANTED—1-2-3 FREE PLAY AT \$75.00. For Sale, \$10.00 each, Regatta, Review, Lightning, Thunderbolt. **PASTIME AMUSEMENT**, 100 Bolton, Dayton, O.

WANTED—100 COTTLEB THREE-WAY Grip Machines for cash. **BOX 104**, care Billboard, 1564 Broadway, New York.

WANTED—VENDERS, NORRIS MASTERS NO. 77, Jennings Jr., and Walling Scales; Counter Games, etc. State condition, etc. **SILENT SELLING CO.**, Marion, Ind.

WANTED—LARGE QUANTITY OF 10 AND 12-Record Photographs for export. Advise price, serials and condition. **UNITED AMUSEMENT CO.**, 310 S. Alamo, San Antonio, Tex.

WANTED—GOOD ELECTRIC SHOCKER PEN-Machine, Mills type; also Gottlieb Gripper, Reasonable. **J. MELOTZ**, 607 W. Fourth Ave., Denver, Colo.

WIRE - WRITE—15 O. D. JENNINGS CIGA-rolas, some used only four weeks, price only \$125.00, serial 158,026. **PORTAGE AMUSEMENT COMPANY**, Box 88, Brady Lake, O.

5c BELL CUP, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Coin. **AMERICAN CHEWING**, Mill Pleasant, Newark, N. J.

45-PIECE PENNY ARCADE—REFINISHED, repaired, ready to operate. **A. M. JOHNSON**, 57 St. Marys Rd., Buffalo, N. Y.

60 MILLS BELLS—BROWN FRONTS, 5c, ten and twenty-five cent, like new, \$47.50; Blue Fronts, Blue Fronts, Single Jack, \$30.00; Double Jack, \$22.00; Cherry Bell, 10c; \$35.00; Blue Front, fifty-cent, \$50.00; 10c Extraordinary, \$27.00; Q.T.'s, \$23.00; Columbia, 10c, \$23.00; War Engines, Single Jack, \$23.00. 1/2 deposit. **E. W. MERCHANT**, Central Delivery, Columbus, O.

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC.**, 679 Orleans, Chicago, Ill.

500 1c SNACKS THREE COMPARTMENT VEN-dors, like new, equipped with latest ad-juster for merchandise compartments. **BUREL & CO., INC.**, 679 Orleans, Chicago, Ill.

COSTUMES, UNIFORMS, WARDROBE

INDIAN BELICS, BEADWORK, CURIOS, Weapons, Old Glass, Catalogue \$5. Arrow-head, genuine Fasting Indian, Vase Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbrook, Kan.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, 81-117 Sunnyside, Chicago, Ill.

THAXLY FORMULAS FOR PERFECT PROD-ucts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS, ALL ELECTRIC, new, offered in postage free, complete equipment. Get our prices first. **NORTHSIDE CO.**, 1001 N. E. St., Indiana, Ia.

NEW PORTABLE RINK FLOOR—50 BY 120; 300 Pairs Chicago Skates; 2 P-A. Systems; 60 waltz outfits; Cash Register; other Rink Items. **KEITH'S NEON SHOP**, 237 E. Elsdor, Decatur, Ill.

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. **50¢ State St.** Chicago. **NOV 5, 1939**

SKATING RINK—PORTABLE FLOOR, 47x120 feet, Chicago Skates, 157 pairs; bargain, \$550.00. Operated 6 months. **DAN KERR NODLE**, Burlington, N. C.

FOR SALE—SECOND-HAND SHOW PROPERTY

MANGELS TWELVE-CAR WHIP—TOGETHER with Eight-Car Kiddle Auto Ride. Both good condition. \$1,300 cash. **BOX 102**, care Billboard, 1564 Broadway, New York.

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24-SEAT CHAIRFLANE—EXCELLENT CONDITION. With Fences. Ticket Booth. \$350.00; or **FLETCHER**, 527 9th St., W. Cedar Rapids, Ia.

12-CAR STATIONARY WHIP COMPLETE— **GEO. MORAN**, Kensington Walk, near Boardwalk, Coney Island, N. Y. Esplanade 2-5686. On premises all times.

20x30 - 20x40 GREEN TENTS— PANEL Fronts. Portable Fronts—Circus Blues, Tangle Calliaphona. **SAM SPENCER**, Brookville, Pa.

HELP WANTED

ACTS—ALL KINDS FOR STAGE UNITS. For Specialty Dancers, Singers, Musicians, Western, Hillbilly, Novelties; Organized Four-Piece Band Combinations with specialties. Fifty weeks' work. Rush details. **BOX C-315**, Billboard, Cincinnati.

EXPERIENCED CHORUS GIRLS—STEADY work guaranteed. Good salary. Write **BETTY BRYDIN**, 302 Fox Theatre Bldg., Detroit, Mich. no1x

MAN WANTED—OPERATE COUNTER GAMES South Carolina or Georgia on commission. **WEST COAST AMUSEMENT CO.**, Tampa, Fla.

MECHANIC—EXPERT IN PENNY ARCADE Machines. Winter or all year around work. Also Pin Game Mechanic. **MIKE MUNVES**, 593 Tenth Ave., New York City. no1x

WANT ENTERTAINERS—MINNESOTA'S finest private club. Singers or doubles. Must be good entertainers. What have you? **CHEZ PAREE**, Luverne, Minn.

WANTED—FEMALE IMPERSONATORS AND Chorus Girls. Address **RED DRAGON**, 3542 Olive St., St. Louis, Mo.

WANTED—LINE GIRLS WITH SPECIALTIES. Top salary, long engagement. Also Novelties, other Acts. Write **MISS CLARK**, 161 Seneca St., Buffalo, N. Y. x

WANTED—ALL GIRL BAND. TOP SALARY. Must cut floor shows. Piano, sax, drums, accordion. Will consider **ROBT. KRULL**, 73 Kiss, Buffalo, N. Y.

YOUNG GIRL PIANO PLAYER THAT SINGS— State lowest salary, all particulars. Send photo first letter. **BOX C-315**, Billboard, Cincinnati, O.

LOCATIONS WANTED

WANT TO RENT BUILDING WITH MAPLE hardwood floor suitable for skating rink. **F. J. O'NEIL**, Williamsburg, Pa.

MAGIC APPARATUS

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 96-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. no4

DICE CARDS, INKS, STRIPPERS AND BOOKS of the latest exposes. Literature free. **VINE HILL & CO.**, Dept. B, Swanton, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 7c. **MAX HOLDEN**, 220 W. 42d St., New York City. no1x

PINKY—STRICTLY PROFESSIONAL PUPPETS, Marionettes. **PINKY**, 1261 North Wells St., Chicago. Illustrated folder free.

VENTRILOQUIST, PUNCH FIGURES CARVED to Order—Acts (1 play theatres, clubs, etc. no charges). **SPENCER**, 3240 Columbus Ave., Minneapolis, Minn.

MISCELLANEOUS

CHILDREN BOARDED—INFANT OR CHILD given experienced care, advantages, private home. Phone write **HENRIETTA LEVIE**, 15 Pinecrest Drive, Hastings-on-Hudson, N. Y.

SPECIAL RATES FOR THEATRICAL FOLKS— Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean.

5000 SETS 12 MOVIE STAR PHOTOS. BIOGRAPHIC, 8x10 Linen Finish, 216 Subjects, cellophane wrapped, excellent for premiums. Will sacrifice. **G. W. PARKER**, Tuckerton, N. J.

Show Family Album



HERE is the medicine wagon of the late Prof. E. Leon, of Leon's Family, snapped in 1895, when med shows were at the height of their popularity and an important branch of the theatrical profession. From left to right in the rear of the wagon are Prof. Leon; his wife, Alice; his daughter, Daisy, and his nephew, Gus Clark, who was comedian on the show. The individual on the right is a colored nurse. Prof. Leon died in 1912 and Mrs. Leon followed him two years later. The Leon name is still carried on by Daisy.

The Billboard invites its readers to submit photos taken from 16 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A COMPLETE ASSORTMENT OF ATTRACTIONS—New Prints, priced from \$5.00 to \$350.00; 35MM. Talks only. **BUSSA FILM EXCHANGE**, Friendship, O. no4

ASTONISHING BARGAINS—16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold, \$5.00, \$7.50 real. No. 521-E STATE THEATRE, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment, Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stage optics, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. no1x

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FOR SALE—35MM. POLISH FEATURES, Fashion Play, Polish talk. Will buy Religious 16MM. **LEVER**, 154 Clover Ave., Yonkers, N. Y.

SENSATIONAL PICTURES—WESTERN, ACTION, Roadshows, Short Subjects, 35MM only. Offered for first time to roadshow men. **STANDARD FILM SERVICE**, Box 782, Charleston, W. Va.

8 16MM. FILMS—RENT, SALE, EXCHANGE. Silent, Sound. Complete rental library. Fine catalogue (with sample art film, 10c). **GARDEN EXCHANGE**, 317 W. 50th, New York. x

16MM SOUND AND SILENT FILM, CEMARAS. Projectors. New list bargains. Write us your needs. **ZENITH**, 208 W. 44th, New York.

35MM. SOUND ON FILM—WESTERN, ACTION, War, Gensters and Medical. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. no4

35MM. PORTABLE PROFESSIONAL TALKIE Curfies Chicago—Send for 100-page catalog. World's largest house. **S. O. S. CINEMA SUPPLY CORP.**, New York. x

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—WURLITZER BAND ORGAN, Style 150, Twin Roll, in A-1 condition. Always used for skating rink inducers. Write **J. J. CICERO**, Box 407, Indiana, Pa.

PERSONALS

A REAL 1940 PRESS CARD, 25c—(SIGNED and registered in your name). Reporter's Badge, 25c. "PRESS," 1481 Washington, Boston, Mass.

ANYONE KNOWING THE PRESENT WHERE- about of Charles Rock, please communicate with **TUCKER-LOWENTHAL, INC.**, 5 S. Wabash Ave., Chicago, Ill.

PHOTO SUPPLIES AND DEVELOPING

BUILD YOUR OWN PHOTO MACHINE— Camera, \$10.00; Center Panel with Camera, Lens and Light Cabinet, all wired and connected, \$65.00. Plans for building cabinet free with either order. Enlarger making 3x5 and 5x7 enlargements, \$10.00; new Hi-Speed Enlarger, \$20.00; complete Photo Machine now only \$100.00. **OLSON SALES CO.**, 313 9th, Des Moines, Ia. x

DIRECT POSITIVE CAMERA—2 1/2 x 3 1/2 Photos, factory made, full length or head and shoulders, \$35.00; with lens, \$65.00. **COOK**, Randolph, Kan.

FREE—1940 DIRECT-POSITIVE CATALOG, sent off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER, INC.**, Dept. 6C-33, Rochester, N. Y. no25x

ROLLS DEVELOPED—TWO PRINTS EACH and two Fine Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS STUDIO**, Unionville, Mo. no1x

SAVE MONEY—DEEP CUT PRICES ON 4 FOR 10c Photo Supplies. Eastman Direct Positive Paper, 1 1/2 Inchx2 1/2 Ft., \$4.75 per roll. All sizes carried in stock. Glass Frames, Folders, Chemicals and all supplies at deep cut prices. Write for catalog. **HANLEY PHOTO COMPANY**, 205 E. 12th, Kansas City, Mo. no4

SALESMEN WANTED

CHRISTMAS 21-PIECE DOLLAR BOX ASSORT- ments as low as 25c! Holiday Goods, Calendars, Wreaths, Wreaths, etc. Big quantities. Catalog free! **ELFKO**, 440 N. Wacker, Chicago. no25x

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Book Matches, Advertising Gummed Tape, Restaurant Necessities, Sales-books, Office Supplies, Advertising Specialties, Calendars, Christmas Cards, 40% commission. Free deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. FK, Chicago. x

SCENERY AND BANNERS

FOR MUSEUMS, STORE SHOWS—ATTRACTIVE Pictorial Displays on Masonite, 30x48, 48x72, \$12.50. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago. no11

TENTS—SECOND-HAND

TENT—65'x100', IN USE FOR RINGO. GOOD condition. Sacrifice, \$250.00. **STEWART'S RADIO, INC.**, 136 N. Pennsylvania, Indianapolis, Ind. no11

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit; balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

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WINDOW CARDS THAT SATISFY—100 14x22" White, \$2.50; 2 Colors Ink, \$2.95; Bumpers, 60c; 6x20", \$1.50; 100, \$2.00. **SOLLIDAYS**, Herald, Ind.

6x9 HEADS—85c PER THOUSAND, IN FIVE thousand lots, 16 count. Special designs. Quick service. **AMUSEMENT**, 643 Washington, Atlanta, Ga.

250 2-COLOR LETTERHEADS, \$1.40; 250 EN- velopes, \$1.00; 100 Cards, 50c. Posters, Headers, Placards, rock bottom. **EXHIBITOR'S PRESS**, 708 E. Matthews, Jonesboro, Ark.

WANTED TO BUY

CASH FOR 4-FOR-DIME CAMERA—STATE maker, condition of outfit, kind of lens. **J. NORMAN CARROLL**, Hampton, Va.

PAY CASH—PENNY ARCADE OR CONCESSION in Park. Write **BOX 103**, care Billboard, 1564 Broadway, New York.

WANTED—SIX CLEAR GLASS JUICE BOWLS, 15 inch high, 16 inch across. **GEORGE CAPTON**, Taber, Alberta, Canada. x

WANTED—GRANDSTANDS, WILL PAY CASH. State lowest price, condition and quantity. **C. G. NOVILY CO.**, 8005 Woodland Ave., Cleveland, O.

At Liberty Advertisements

Be a **WORD** (First Line Large Black Type), 2c a **WORD** (First Line and Name Black Type), 1c a **WORD** (Small Type) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

AT LIBERTY ACROBATS

UNDERSTANDER—Torte Board, A Baguette and other pastries. Have also done Hotel breakfasts. Complete details on request. **EDWIN THOMPSON**, General Delivery, Hendersonville, N. C. no11

AT LIBERTY AGENTS AND MANAGERS

AGENT OR PRESS AGENT—THRILL SHOWS, attention or any reputable promotion. Have highest references. Wire or write **CHICK FRANKLIN**, General Delivery, Los Angeles, Calif.

AT LIBERTY—ADVANCE AGENT WITH CAR. **TOMMY TOMPKINS**, General Delivery, Greenville, Pa.

ACCOUNTANT-SECRETARY—Age 32, ten years' experience, advanced business, interested in anything profitable. **F. G. BROWN**, No. 600 Washington St., Boston, Mass. no25x

Additional Ads Under This Classification Will Be Found on the Next Page.

ADVANCE AGENT wants to contract at once... Western, Hibilly, Hawaiian, Radio, All girls...

AGENT, BOOKER, Contractor, Publicity Director... Musical comedy, musical, comedy, vaudeville, circus...

AT LIBERTY—Agent for Schools and Halls... Know all the best years musical comedy, vaudeville, circus...

AT LIBERTY BANDS AND ORCHESTRAS

TEN-PIECE ALL-GIRL DANCE BAND—UNION... These attractive vocalists, plenty of personality, good equipment and library...

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE PUBLISHED ON DECEMBER 22... CLASSIFIED FORMS CLOSE IN CINCINNATI...

AFTER NOV. 15—Fast Six-Piece Dixieland Band... Versatile, entertaining line-up with every essential...

FIVE-PIECE DANCE BAND—Non-union, wants... Rock show recording band; modern library...

NOV. 18—4-Man Comedian. Many styles... Tops in vaudeville. Every man a salesman...

RECOGNIZED TEN-PIECE BAND—Available... November 15. Organized three years and have...

AT LIBERTY BILLPOSTERS... AT LIBERTY—BILLER, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY FOR INDOOR CIRCUS—BEST OF... AT LIBERTY—BILLY, AGENT, BANNER...

AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY—BILLY, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY—BILLY, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY—BILLY, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY—BILLY, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

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AT LIBERTY CIRCUS AND CARNIVAL... AT LIBERTY—BILLY, AGENT, BANNER... Man, Sober. Have sound truck, collapse...

AT LIBERTY MAGICIANS... AT LIBERTY—Would like to join unit playing... Shows. Have illusions, tricks, stage drops...

AT LIBERTY MAGICIANS... AT LIBERTY—Would like to join unit playing... Shows. Have illusions, tricks, stage drops...

AT LIBERTY MAGICIANS... AT LIBERTY—Would like to join unit playing... Shows. Have illusions, tricks, stage drops...

AT LIBERTY EDUCATED YOUNG MAN

With Auto, desires Theatrical or Business... Connections for Florida this winter. Worked...

MIDGETS FOR CHRISTMAS WORK IN STORES... Etc. BOX 106, care Billboard, 1564 Broadway...

PUNCH AND JUDY—(Midgety first class). First... and last in entertainment for special advertising...

WORLD'S MOST UNIQUE Christmas Strength... Exercises—Actual Body Building Class...

AT LIBERTY M. P. OPERATORS... CAMERAMAN—With Hollywood production... experience, wants assignment to make motion pictures...

AT LIBERTY MUSICIANS... GIRL TRUMPET—Experienced in cafe, fair and... dance work. Union, young, good reader...

AT LIBERTY MUSICIANS... FAST TRUMPET—DIXIE... land style, good reader and fine tone. Write...

AT LIBERTY MUSICIANS... GUITARIST—A-1, READ... Improviser, Take-Off, etc. Union, young, sober...

AT LIBERTY MUSICIANS... TROMBONE—TEN YEARS'... experience. (D) Range, tone, Dixieland fun...

AT LIBERTY MUSICIANS... AT LIBERTY—MODERN RHYTHM GUITAR... double on Violin; also Sing. Read or fake...

AT LIBERTY MUSICIANS... BASS MAN AT LIBERTY—GO ANYWHERE... immediately. BUD SMITH, Moore Park, Mich.

AT LIBERTY MUSICIANS... CELLIST—DOUBLE GUITAR. LOTS OF... experience. Make cellie fit in swing. Guitar...

AT LIBERTY MUSICIANS... CORNET—GOOD TONE, RIDE, WORK IN... session. Vocals. Young, reliable. BOX C-167...

TRUMPET—EXPERIENCED, READ AND FAKE... Available immediately, any location. Must be...

VIOLIN DOUBLING STRING BASS. EXPERIENCED... South preferred. BOX C-154, Billboard...

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A-1 SWING DRUMMER—Age 21, single, good... habits, dependable, neat appearance, union...

ALTO SAX, CLARINET—Age 28, Have 1937... Chevrolet coupe and arrangements for large or...

AT LIBERTY—Tenor Sax and Clarinet, Drummer... Worked steadily for the last 8 years. Read, fake...

AT LIBERTY—Six-string Guitarist, doubling... Trumpet. Some arranging. Twelve years' name...

CLARINETIST—Desires location in Florida or the... Midwest. Am a member of American Legion...

DRUMMER—Available immediately. Want... work in cafe, fair, party, or show house. Solid...

DRUMMER—Soloist, solo show. Library, Yacht... club, etc. On any type of work. State full...

GIRL TRUMPET—Experienced in cafe, fair and... dance work. Union, young, good reader. Perfect...

LADY VIOLINIST—Doubles Sax and Mandolin... Violin in English, French, Spanish, Italian. Just...

PROFESSIONAL DRUMMER—15 years' experience... in all types of work. No notice. If far need...

TENOR SAX, ALTO, CLARINET—Contract... double on RKO. Name band, stage. Big time, 60...

TROMBONE—Experienced. Good tone and range... Can arrange work. Address, personality, references...

TROMBONE—Contract playing with RKO. Name... band. On any type of work. State full particulars...

TRUMPET—Tone, Ride, Go anywhere, best of... voice for group singing. Five years' experience...

DASHINGTON'S CIRCUS—Ten Dogs, Cats, Monkeys... Two distinct acts. Also natural wonderland...

ANDERSON AND MERIE GUTHRIE—Four separate... acts for price of one. Double Light W. Road...

THE CLAYTONS—Four different Free Attractions... Double Light W. Road. Double Light W. Road...

AT LIBERTY PIANO PLAYERS

DANCE PIANIST—EXPERIENCED ALL LINE... Reliable, rhythm, take-off. Prefer location...

DIXIELAND PIANO—DOUBLE VIOLS, ARRANGE... read, go well. Married. Prefer location...

PIANIST—NAME BAND EXPERIENCE, READ... rhythm, go, cut shows and arrange. Prefer...

PIANIST—NAME BAND EXPERIENCE, READ... rhythm, go, cut shows and arrange. Prefer...

PIANO MAN—READ, FAKE, SOLID RHYTHM... Experienced, dependable, union. Prefer night...

PIANO PLAYER—A-1 DANCE MUSICIAN... Experienced and reliable. Sight read. Cut...

EXPERIENCED PIANIST—All types of work... Band, fair, party, or show house. Solid...

NON-UNION PIANIST—Excellent reader and... rhythm, improve, some lam. Excellent bar...

PIANIST—Want location, hotel, restaurant, etc... Experienced both respect and dance. State full...

AT LIBERTY VAUDEVILLE ARTISTS... THE DALTONS ROPE SPINNING BLIND... fold 10 minutes. No notice. State full...

AT LIBERTY VAUDEVILLE ARTISTS... PRODUCING VAUDEVILLE, TALK... Unit. Car trailer. Write Dave, Krafts...

AT LIBERTY VAUDEVILLE ARTISTS... THE XMAS SPECIAL ISSUE OF THE BILLBOARD... CLASSIFIED FORMS CLOSE IN CINCINNATI...

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Toronto Circus Bow Gets 40% Increase

TORONTO, Oct. 28.—Opening day attendance at Bob Morton Circus, presented by Ramess Temple Shrine in Maple Leaf Gardens here, October 23-26, showed a 40 per cent increase over the corresponding period last year, matinee playing as to capacity.

Tuesday attendance was also excellent. Show was staged for the benefit of crippled children's welfare.

N. E. Show Draws 160,000

BOSTON, Oct. 28.—Not in several years has Boston so responded to an amusement venture as it did to recent eight-day New England Food Festival which drew record attendance of 160,000 in Boston Garden. Frank Dubinsky, who staged the show, brought Jane Withers here as headline attraction and a big publicity break came when a labor commissioner decided to attempt to stop her appearance because of child labor laws. Newspapers printed columns of front-page stuff. The attorney-general obliged by withholding his opinion until the show closed. New England grocers sponsored the show.

Shorts

AERIAL ROMAS, Roy G. Valentine, manager, have been booked for Humid-Morton circuses in Baltimore, Philadelphia and Boston.

AMERICAN Legion National Encampment, Inc., sponsor of a 10-day circus to

SHREVEPORT OPENER—

(Continued from page 35)

Dick Mayo Co., the Debutantes, Twelve Aristocrats, Goro Neilson Dance Ensemble Smith, Rodgers and Betsy; Ben Beards, the Looney, Royal Troupe, Justin Trio, Jack Baker, Don McNeil, Brannock Troupe, Larimer and Red and Red Carter, Thearle-Duffield Fireworks Co. presented gorgeous displays nightly after the grand-stand show. Frank P. and Jack Duffield were on hand all week.

Offices of Manager Hirsch and of Hennes Bros. Shows were mecca for a host of showmen. Elephant Room of "Bill" Hirsch, one of the most unique in the United States and which was opened for the first time during the fair, was the cause of much favorable comment. Harry Hennes, owner and general manager of Hennes Bros. Shows, was also host to many visitors, who were glad to note that he appeared to be in the pink of condition.

Among those noted during the first few days were Carl J. Sedmayr, Royal American Shows; Mr. and Mrs. Noble C. and Corp., Ben Little, Mr. and Mrs. J. O. (Buster) Shannon, Fairy & Little Shows; Mabel Stroh, secretary-manager, Free Mississippi State Fair, Jackson, Mr. and Mrs. William R. Snapp, Greater Shows; Sunny Bernet, Gabe Burns, H. Schreiber, B. H. Cherry, O. Henry Tent and Avening Co.; Roy Marr, All-American Shows; Cliff Liles, Tommy Cook, Park Amusement Co.; Frank Hamaaski, Oliver Amusement Co.; Charles Lloyd Hutchinson, Fairy & Little Shows; Rubin A. Cherry, Texas Exposition; Max and Joe Goodman and Grant Chandler, Goodman Wonder Shows; Mr. and Mrs. J. Crawford Francis, Greater Exposition Shows; Mr. and Mrs. R. L. Lohmar, Rubin & Cherry Exposition; Mr. and Mrs. Denny Patch, Texas State Fair, Dallas; Mr. and Mrs. Jack Downs, Snapp Greater Shows; J. C. Gordon, Gooden Radio Co.; Ida E. Cohen, Amusement; promoter; Mike Gellman, Gellman Bros.; Ilyse Schreiber, B. H. Cherry Sales, Inc.; O. P. Higgins, Arkansas Live-Stock Show; Irving Ray, Goodman Wonder Shows; Catherine Oliver, Sly Dog; Fred Meyer, L. S. (Larry) Hogan, Homer Gilliland, Ed. Phillips, Maidee Jamieson, Mrs. H. C. Over, B. H. Cherry Jimmie Aaron, Rube Liebman and

be held in Boston Garden, has printed 12,000,000 tickets for an advance sale. Floyd Bell, formerly of Ringling-Barium circus, and Frank Jenkins are handling press. With the exception of reporting newspaper men, no passes will be issued.

ACTS at the recent Madison (Ind.) Tobacco Festival were Badke Sisters and the Marions.

ACTS booked for the recent Ottawa (Kan.) Halloween were McFarland and Brown, dance team; Midland Minstrels, of KMBC; Bonnie King, vocalist, and Dare-Devil Dault.

BLUES CHASERS, of WIBW, were signed to appear at the recent Newellhall Festival in Valley Falls, Kan. In the group were Shepherd of the Hills, Ole Davis, Hual (Homer) Eolan and Pappy Chiselfinger. George Nescher was promoter.

RIDES, shows and free acts will be featured at a six-day patriotic celebration in York, S. C., under auspices of the American Legion Post, reports Harry Young. There will be parades and streets will be decorated.

INDOOR circuses will be played by the Whitecote Troupe, which closed its fair season on October 21 in Bladenboro, N. C., and returned to quarters in Kokomo, Ind., where Marion Whitecote will go to school, reports Thomas F. Whitecote.

ACTS will be booked and a small admission charge made for seven-day Little Rock (Ark.) National Home and Foods Exposition in Robinson Memorial Auditorium, said William T. Glemons, auditorium director. Ray Lewis will direct the show.

Frank Jostling, of The Billboard, St. Louis.

SHOWMEN'S LEAGUE—

(Continued from page 41)

club will have a full report from the membership committee. Chairman Sam J. Levy urges early reservations for the banquet and ball to be held in the Grand Ballroom of Hotel Sherman on December 2.

Annual Memorial Service is set for Ed Tabarin on December 3 and the president's party in the league rooms on December 2. Arrange to get in early to be here for the full works. Elmer Hanscock and wife, of the Grand Old Shows, visited en route to the New York World's Fair and eastern points.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on October 10, with the following officers presiding: Iosh M. Brumleve, president; Mrs. Ida Chase, first vice-president; Mrs. Edith Streiblich, second vice-president; Mrs. Maude Geiler, third vice-president; Treasurer Phoebe Caraky and Secretary Elsie Miller. Invocation was rendered by Clara Barker, chaplain. Refreshments reported Alice Hill, Mrs. Henry Belden, Mrs. Charles Driver, Nell Allen and also Kathleen Riebe on the sick list. After adjournment coffee was served and President L. M. Brumleve donated a cake for the occasion.

Application of Anna Jane Pearson was seen in by Mrs. Grace Ross. Following have been added to the membership: Susie Waldron, Colleen Miles, Nora Short, Betty Hartwick, Frieda Rosen, Roby Francis, Elizabeth Yearout, Anna Young, Sally Rand, Maud Benjamin, Anna Ray Moss, Mrs. Carmen Seymour, Carmen Bishop and Martha McKay. They will receive their cards soon. Club would like to have all books in on diamond wrist watch by October 31 so the award may be disposed of.

Open houses will be held beginning December 2. Nominating committee presented the following ticket for 1940: Mrs. Ida M. Chase, president; Mrs. Edith Streiblich, first vice-president; Mrs. Maury Francis, second vice-president; Mrs. Rose Hennes, third vice-president; Mrs. Phoebe Caraky, treasurer; and Hattie Clinton, secretary. Club held a social

on October 26, with Hostess Beattie Simon selecting beautiful prizes. Next regular bi-weekly meeting will be held on November 2.

PACIFIC COAST—

(Continued from page 41)

Past President Harry Pink and Bill and Frank Messing, club's recent bridegroom, George Silver, sent in a forwarding card in mail, but forgot to sign it. All officers were on the rostrum and attendance totaled 89.

Highlight of the meeting came in a communication from the C. F. Zeigler United Shows telling of their club benefit in Tucson on October 12. Net proceeds totaled \$166.80, with great credit due members of the Ladies' Auxiliary, Rosemary Loomis having produced the show. Mrs. Rita Brazier put over a \$64.50 banner advertising curtain, while Mrs. Clara Zeigler and Mrs. Clara La Jung were on the ticket committee, which scored 100 per cent. Four new members, Edward G. Murray, Joseph M. Ramirez and Lewis Greene, proposed by Al (Moxie) Miller and Frank Redmond, and John W. Bialy, proposed by Bert J. Fisher and Barney J. Tully, were accepted, as were the reinstatements of Fred (Whitley) Clare and Gene Hudson.

Brother Everett (George) Coe has been appointed chairman of the annual Banquet and Charity Ball committee and has set January 16 at the Biltmore Hotel as the date. Preliminary arrangements are being made and names of members of the committee will be announced. Coe's appointment is proving popular with members.

Brother Walton DePellaton reports he lost his Gold Life Membership Card at the beach along with a Billboard route book. Some unknown person has been sending "letters" to various club members, the majority of which contain nothing but three blank sheets of hotel stationery. These have been coming from St. Louis, Kansas City and Oklahoma City for the past month with urgent requests that they be forwarded immediately. While they have resulted in no serious inconvenience, it would seem that such activity could be better directed toward some more worthy object than trying to increase the postal receipts in the towns en route. After Brother John Alexander Pollitt was thanked, the attendance figure, House Committee served a light lunch.

Charlie Haley's Home-Coming Committee is working on the program and would be glad to hear from any of the out-of-town members who are planning to be present on November 15. Judging from the advance ticket sale the attendance will exceed any function ever given by club. Response for annual dues has been gratifying and it is possible that the list of delinquents when November 1 rolls around will be as small as any in recent years.

MIDWAY CONFAB—

(Continued from page 43)

essions on the shows as was previously reported.

NOT to be caty, but can't you always tell a first-of-May ball game queen who has just leaved out? Thinking it creates a world of sex appeal, she keeps a lighted cigaret in her kisser and has her nose rolled down to her ankles while working.—Muggin' Machine Maxie.

DURING their stand in Mobile, Ala., Mr. and Mrs. E. C. Velare, of Royal American Shows, were hosts to one of the first persons with whom Mrs. Velare first met: She was Mora Martyne Bagley, first vice-president of the Ladies' Auxiliary, Pacific Coast Showmen's Association. Accompanied by her husband, Mrs. Bagley visited the shows while en route to the Coast from the New York World's Fair and they spent three days as guests of the Velares. Formerly a member of the Martyne Sisters, dancers, Mrs. Bag-

ley and the Velares trouped on Con T. Kennedy Shows in 1913.

NOTES FROM TEXAS KIDD SHOWS by H. B. Rowe: Stand at Clifton (Tex.) Fair was one of the most successful of the season. Among visitors were Ed Fuller, T. B. McFarland Shows, and Homer Clark, Waco, Tex. Custer and W. B. (Bill) Foster. Canvas for reproduction of Frontier Days attraction will arrive soon. President T. C. Parks and Secretary H. C. Avis of the fair association, co-operated. Elmer Weber added a sunny ride. Shows are scheduled to play several Central Texas celebrations before heading south. Claude Hackler visited Crowley's United Shows in Emms, Tex. Mrs. Texas Kidd's father visited her here a few days.

ONE of our better sticks, minus the necessary pass, was trying to crash the gate at a fair. Asked to show proof that he was a trouper and working on the inside, he cracked, "You wouldn't expect to find the seat of my pants padded at this time of year, but you can see that my shoes are half-soled."—Smackover Slim.

ROY B. JONES letters that the Arthur E. Dodson American Legion Post Concert Band on the Dodson & Ballie World's Fair Shows has been clicking with its downtown band concerts and has been in demand for local parades. In the line-up are Johnny Dodd and Ollie Hollaway, cornet; Jesse McCormack, piano drum; Kenneth Beavans, snare drum; C. E. Jackson and Russell Butler, clarinets; H. A. McKensie, cornet; Rob McCormack, alto sax; Roy Landstrum and G. L. Burkett, trombones; Stanley Stangfield, sax; Clarence Flaughter, bass horn; and Charles Clarke, director. Ruby Dodson is the soloist with the combo and Clarke is also The Billboard agent on the shows.

J. R. GOLDSTEIN pens from Brooksville, Ky.: "Dixie Warren Shows, operated by C. E. Warren, former owner of the Showmen's Supply Co., has been on the road since opening of the first fairs in Ohio. On its first tour since 1938, this organization has played London, Plain City, Bellefontaine, Sidney, Mt. Glead and Marysville fairs. Owner Warren recently purchased a new car and additional canvas. Harry Davis joined at Sidney as ticket agent. Jess James Tucker and Willard E. Turner closed here. Shows contemplate a tour of Louisiana and Mississippi, heading into the Southwest for the first time in their history. Management plans to add a Wild West and combined circus soon. Recent visitors included Chief Grayhound and the Kinsey Comedy Players."

TRUE STORY. A police dog, property of a side-show talker, saved the life of a little girl at a big fair. The child had fallen into a deep fountain and the canine had leaped in and brought her out to safety. A big crowd of eye witnesses had so loudly applauded the feat that the local press went overboard with the human-interest story. The talker realized the strength of the publicity, put the dog in the show and was turning immense tips. Suddenly in the middle of an opening came what sounded like a near-riot when the manager, waving his cane, roared out to the bally shouting, "I am the feature of this show and not a damn dog."

INTERNATIONALLY FAMOUS

FLYING BEHEES

"Greatest Flying Act in the World Today"

Featured at London — Vienna — Paris — Berlin — Copenhagen

Now Booking Indoor Dates

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SPORT AND INDOOR SHOW OPERATORS

Do you want the new MO-SKEET-O Trap Shooting Gallery at your show? If so, write

J. GILBERT NOON

Care of Trapshooting Gallery, New York World's Fair, New York.

A Representative for Routledge Mfg. Co.

Makers of MO-SKEET-O Trapshooting Equipment.

Wholesale Bingo Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

BIG BINGO SEASON LOOMS

Auto Novelty Sales Are Up Ops' Plans Are Elaborate As New Blood Hypos Biz

NEW YORK, Oct. 28.—Automobile novelties are in demand and manufacturers are turning more attention to the field. City shops handling the items report that more than 1,000 items may be bought to decorate a car or make driving safer.

Items vary from fox tails for radiator caps to red, amber and green glass studs for license plates. Also popular are red and green clearance lights for running boards, ornamental fender guides, rear and front reflectors, fog lamps, right and left turn flash signals, back-up lights with or without audible grunter, spotlights, trouble lights, flares for road illumination when tires blow, horns, sirens, mirrors, clock mirrors and gear shift knobs with receptacle for photographs or fraternal insignias.

The motorist is also buying enamel figures with which to decorate his car. The Seven Dwarfs and Snow White are favorites. Skeletons, monkeys, nudes and other quirky items to hang by string in the back window are toppers, as is Satan on the radiator cap thumbing his nose at passing pedestrians.

Whip aerials, brake-extension gadgets, motion roll trays and clock hangers, license card holders, steering column memo pads, compasses, trunk racks, comb-file-mirror vanities, headlight "panties," and sun shades are some other items foremost in the mind of those buying auto novelties.

Inasmuch as some motorists do not go for novelties, manufacturers have a few more useful numbers on the market. Among them are radios, heaters, defrosters, speed limit indicators and miniature electric fans.

The motorist is a good buyer and the boys are cashing in by offering the latest items to come on the market.

London Pitchmen Push Items Needed During Blackouts

LONDON, Oct. 28.—London pitchmen are co-operating with His Majesty's forces in an effort to reduce casualties during blackouts. Items painted with luminous paint are doing a great job to protect the Londoners. The pitchmen's advertisements in *The World's Post*, English amusement publication, reveal.

The boys are offering complete lines of luminous badges, arm bands, rosettes, signs, belts, umbrellas, neckties, plates for automobiles and handbags to be used during blackouts. Luminous paint is also being pushed by workers, as are gas-detecting discs which turn from yellow to red in the presence of poisonous gas.

Items listed as requisites and handled by pitchmen are celluloid ration card cases, identity discs and labels and first-aid outfits.

Housewives are being offered A. R. P. lamp shades made from strong black-faced cardboard. Shades have the expense of window blinds or heavy curtains, it is said.

Also on sale throughout London are comic war postcards, including Four Pigs political puzzle.

Gas mask cases are offered in leather, Reelins, linen, canvas, shoe material, velvet, suede and khaki.

Popularity of game reported spreading thruout Middle West and Deep South where churches plan parties to raise funds—worth-while merchandise leads for prizes

NEW YORK, Oct. 28.—With about seven months of indoor bingo ahead, operators are launching elaborate plans for the season. Contrary to observations of some pessimists, more new blood appears to be entering the bingo field this year than ever before. Popularity of bingo appears to be spreading rapidly over the nation, especially thruout the Middle West and Deep South, where more and more organizations and churches are planning to raise funds thru the game. Aware of the fact that bingo receipts have built schools and community recreational centers and supported relief agencies and hospitals, the groups are enthusiastic over the plans to use bingo to support worthwhile charities and retire church and organization indebtedness. While there are thousands of top players among members of these groups, few have the necessary knowledge to operate bingo games successfully.

The *Billboard* has received numerous requests recently for advice as to how games should be conducted. The letters also request addresses of firms handling bingo supplies and names and addresses of available veteran counselors to operate games.

From Canada comes a letter which reads: "I am interested in starting an indoor bingo this winter. How about some advice for a beginner? I plan to use newspaper advertising and work up some attractive promotional ideas."

From Ohio comes this letter: "I expect to be in the bingo business again this winter. Will you please send me information on the names and addresses of supply houses."

A Wisconsin reader writes: "Tell me what you can about bingo. My society plans to operate a series of games this winter to raise funds to carry the group

(See BINGO SEASON on page 52)

Clocks Score With Operators

NEW YORK, Oct. 28.—Clocks, always a consistent sales-getter and an item outstanding with bingo and saleboard operators and concessioners, have followed the trend, and new designs are reported more than ever in demand as prize awards. Recent introduction of new models has given the business a healthy shot in the arm.

Not since the advent of the rotary number some time ago has the clock struck the public's fancy as much as have the new models. Saleboard ops are particularly enthusiastic over streamlined models now available. The new models have stimulated the biz and upped ticks the nation over. The response clocks are receiving at this time is an indication that no matter how many timepieces there are in the house the player feels there is always room for one more and he is willing to play for it because it is out of the ordinary.

Appearance on the market of the clocks has eased to a large extent the acute shortage of new items. The popularity they are enjoying is proof that the boys are ever alert to pick up something new and hot. Firms introducing the new models are satisfied that the boys can't miss on them. Increased orders is positive proof that clocks still hold a top position in public demand.

Outstanding at this time are the Mariner and Seahorse electric clocks. Both are pendulum numbers operating on AC. Approximate specifications are: Chrono plated, guaranteed movement, nine and one-half inches high, nine by two and one-half inch base; weight, four pounds. Items are equipped with cord and plugs.

Realizing that the boys will want to stock the numbers for Christmas trade, new low prices are now offered. Firms report that orders are pouring in from ops who are anxious to have a supply on hand early enough to get full benefit of the holiday spending.

Armistice Day To Boost Sale Of Peace Items

NEW YORK, Oct. 28.—Neutrality pins and metal plates loom as items to claim the greatest attention and sales around Armistice Day this year, observers say. With Congress engaged in debate over the lifting of the arms embargo, some and novelty workers report growing demand for peace numbers. Since organizations are publicly urging America to stay out of the war the boys are tying in with this move and selling items to Americans who want it clearly understood they are for peace.

Firms distributing neutrality items report the numbers have caught on and shipments are increasing. A popular item expected to have a top demand around November 11 is a pin finished in gold color and enameled in red, white and blue. It has "Keep U. S. Out of War" across the face. Flag pins are also claiming sales and the boys are using them to up ticks.

Because it is suitable to display on the front door, in the window or attached to the automobile license plate, the "Neutrality for America—First, Last, Always" metal plate is making a place for itself at the top of the list of items that are selling fast. The plate comes in red, white and blue and is reported a ready seller.

Patriotic Americans are anxious to buy items that indicate they are peace-loving citizens and alert boys are getting orders in early in order to have a sufficient supply on hand for Armistice Day.

Mines Up Bingo Take

WILKES-BARRE, Pa., Oct. 28.—Bingo operators in this vicinity are looking forward to a banner season as anthracite mines are now working full time. There is an average of four games nightly in the city, and churches, fire and police departments and American Legion posts are using the game to increase their treasuries.

completions and slow turnover when such cards do sell out. Because of this operators have tried in recent years to work up a deal using the smallest card possible. Therefore we would suggest that P. K. kill the idea of using a 120-hole card.

Coming down to a smaller card would necessitate jacking up the cost range of (See DEALS on page 52)

A COLUMN FOR OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG

P. K. of Chicago, writes: "Would it be OK if I placed a 120-hole card offering a fur coat that costs me \$9 as the major award, with a couple of small awards such as a pen and pencil set and a lady's wrist watch that costs me \$2.50? The wrist watch is to be given to the person taking the last chance on the card. Would it be best to have a skip card, 1 to 25 cents, or should I use 1 to 29 cents as the purchase rate?"

"Also, if I put on a placement man would it be wise to wait until his cards are sold out and the take collected before paying him his commission?"

Offering a fur coat on a card these days is a good bet for a turnover. However, whether the deal will pan out with a card of 120 holes is something else again. The trend has been most definitely away from cards of more than 100 chances, with many cards in use having 75 holes or less. To go over the 100 mark is to tempt a large percentage of in-

By JOHN CARY

TO THOSE who think bingo is at the peak of its popularity, it might be well to say, with apologies to Al Jolson, "You ain't seen nothin' yet."

OPERATORS are realizing more and more that one of the paramount requirements in holding bingo games is comfort of players. There are many ways to fill this requirement, but the counselor has much leeway here. Of course the idea of hiring a well-known and well-ventilated hall comes first, but there are many little things which may be (See BINGO BUSINESS on page 52)

125 Kinds of Sets Built By Portable Radio Makers

Portable radios, says Collier's in its "Keeping Up With the World" column, are so popular that 35 manufacturers now make 125 kinds of sets, ranging in price from \$8 to \$80 and varying in weight from four to 35 pounds.

MAGNETIC TRICKY PUPS



Cash-in While They're Hot!

Two Scotty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

No. B1N30 Per Gross Sets \$15.00
Per Dozen Sets 1.35

Same as Above, But

ELEPHANT and DONKEY

No. B1N41 Per Gross Sets \$15.00
Per Dozen Sets 1.35

MEN OF WAR

Two Soldiers Fighting. Act Same as Dogs.
No. B1N46—Per Gross Sets \$15.00
Per Dozen Sets 1.35

WE GUARANTEE OUR PRICES TO BE THE LOWEST. QUALITY CONSIDERED

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

Extra Value! \$2.25 EACH



5 for \$10.50 5 for \$10.50

No. BB 0583—Ladies' Bracelet Watch. As advertised. Stated 12 1/2". Chrome Case in assorted engraved designs with beautiful jewels to match. Guaranteed jeweled movements. Each in attractive gift case. An amazing Big Value and whitened premium tone. Save money! NOW by ordering five watches for \$10.50.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "B" Chicago

REPEAT ORDERS ASSURED BY OUR

FUR COATS FREE CATALOG

Our latest and greatest catalog is now ready with smartest fall models in Coats, Sweaters, Capes, Jackets (80 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 3 days. Same day delivery. 25% Dep. Bal. G. O. D. LOWEST PRICES.

H.M.J. FUR CO.
150 W. 28 ST.
N.Y.C.

START YOUR OWN BUSINESS!

FREE! Catalog and Sample While Stocks Last Today

SILK LINED TIES, 15.00 Doz. 1.50 Doz. Custom Made TIES, 18.00 Doz. 1.80 Doz. NEW FALL LINE featuring Hand and Machine-made Ties, 3-piece, Muffler and Kerchief Sets.

Multiple Tie and Jewelry Sets; N.W. Stocking Ties. The Fall and Holiday trade is waiting for you. GET STARTED NOW!

EMPIRE CRAVATS

22 West 21st St., Dept. H-23, New York, N. Y.

JACKASS CIGARETTE DISPENSER

Sales Board Operator! Bingo Operator! Tavern! Newsstand and Novelty Men! THE STUFF'S HERE! Cash in while it's HOT. Sample, 50; Sample Dozen, \$4.00 Prepaid.

KELLY SEARS, Siler City, N. C.

"POP" BAKER BINGO BLOWERS

The only practical device ever made for large group games. Electric Motor Operated. Games of Every Description. Bingo Circular Free. 207 W. Warren, Detroit, Mich.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Magic-Lite

Because it requires no work, flint or striking, Magic-Lite cigarette lighter is making a hit with smokers. Magic-Lite Sales Co. reports. The fluid creates chemical action resulting in a flameless light. Item comes neatly packed in individual box with bottle of fluid and is offered at quantity prices that provide a liberal profit margin, the firm states.

Photo Candy Box

Capitol Sales Co. reports that its photo frame candy box is making money for the boys. Box is 22 inches long and 18 inches wide and contains five pounds of assorted chocolates. The number is said to be ideal for bingo and salesboard operators, offering them an excellent chance to make money. The box, with gold bevel edges, has eye-appeal. New low prices are especially attractive, the firm reports.

Traveler's Comb

The Junior Traveler is one of the most popular items of its kind on the market. S. Gordon reports. Consisting of pocket comb, styptic pencil and five safety razor blades, it is making money for novelty workers and streetmen. Prices at this time are low and the boys are offered an opportunity to make some money, the firm reports.

Pa. Ops Advertise Games

WILKES-BARRE, Pa., Oct. 28.—Bingo is drawing increased attendance because of newspaper advertising campaigns being conducted by operators. Dailies and weeklies circulating in the territory carry an average of 135-column inches of space per week.

Plastic Charms

Unbreakable plastic charms are scoring high with novelty workers. Gite Molding Corp. reports. Charms come in assorted subjects in bright colors. Low prices are offered and requests for samples and lists are invited, the firm reports.

Ties

With schools and colleges again in session and students patronizing haberdasheries, tie loom as one of the best money-making items on the market. They are offered in a variety of colors that are (See POPULAR ITEMS on page 55)

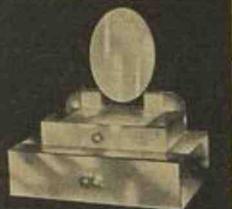
DON'T

DO YOUR CHRISTMAS SHOPPING

until you get our Big New Holiday Super-Bargain Circular! 65 Sensational Values in Silverware, Radios, Appliances and Novelties at startling low prices. Get on our mailing list! You'll save money! Write to . . .

Evans Novelty Co.
800 Washington Blvd.,
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by the take desired and the number of free holes desired. Given the take required, a card manufacturer can easily figure out the number of chances necessary to produce it.

Using an item such as the fur coat on a card of 100 holes or less, it really isn't necessary to offer a water-cooling \$2.50 to the person taking the last chance. The opportunity the purchaser has of obtaining a coat for an investment of at the most 49 cents and possibly as little as 1 cent and the assurance the seller of the card has of getting a coat for himself when the card is completed is incentive enough to finish off the card in quick time. Some operators will offer an inexpensive item as an extra bonus to the seller if the card is completed within a given date, but that's all.

Operators as a rule pay commissions to placement men after the card sells out and a collection made. When a placement man has proved himself operators will often let him have a nominal advance against commissions.

NATIONAL SHOWMEN'S—

(Continued from page 41)
 Reynolds, October 29, Albany, N.Y., October 29; Sam Berk, Elliott J. McKnight, Morris Finkelshtein, November 1; Harry Howard, Eddie Vera, November 3.

Ladies' Auxiliary

There is much activity around the clubrooms, with many important subjects under consideration, and Midge Cohen has planned several socials. Library work is being well stocked and will begin functioning soon. Beginning December 1 Secretary Anita Goldie will mail birthday cards to all members. Bess Hamid is expected back from the South this week. President Dorothy Packman made donation to the Bess Hamid Sunshine Fund. Secretary Goldie urges all to pay their dues as soon as possible.

KARR LAUNCHES

(Continued from page 40)
 Tom Lynn, bottles; Gene Arnold, spinners; J. W. Estes, Mechanical Show; Davie Poole, Hawaiian Show; David Barfield, Chairplane; John Meattie, Kiddie Ride; Fred Jobe, Keeno, and Blackie Randolph, electrician.

R & C-DALLAS

(Continued from page 40)
 Following show, dancing prevailed until about 1 a.m.

Americans who donating their services were Strassburger Novelty Band, which furnished the show and dance music; the Mexican Police Band under direction of Mike Contreras; Ginger Ray, dancer; Pat O'Brien, blues singer from Bert Swor's show; Pete and the Cuban Hawaiian Troupe; Cleo Hoffman's Swing Revue, featuring the Swing Band; Jerry Webb, Maxine and Janice, dancers; Dolly Kramer, midget blues singer, and Lorraine Weand, dancer.

Show was in charge of Robert L. Lehman, general manager Rubin & Cherry Exposition; Denny Pugh, concessioner; Roy Rupard, secretary-manager; and E. Paul Jones, publicity director State of Texas. Fair executives headed by Rupard and Jones, and show personnel worked hard to make the show a success. Among those present were J. C. McCaffery, Carl J. Sedlmayr, Mrs. M. R. Rubin, Gruberg, Amusement Co. of America; Jack Danwell, Royal American Shows; Cal Powers; Tangner and Leo Towers, Diesel Power Co.; Bernie Mendelson, O. Henry Tent and Awning Co.; Harry Kaplan, American Tent and Printing Co.; Ned Alford, Media Lounge, Princeton Co., Inc.; J. Goodier and Leland Dyarst, Universal Laboratories; Mrs. Peazy Hoffman, Rubin & Cherry Exposition; Mike H. Barnes, Barnes-Carruthers Fair Booking Office; Frank Fireworks Co.; Mr. and Mrs. Jack Kenyon, S. L. (Buster) Cronin, W. J. Ahman, Mr. and Mrs. G. E. Browning,

Mrs. Mildred Ray, Mrs. Harry W. Hennies, Mrs. Sis Dyer, Sam Gordon, Lou Leonard, Walter Elliott, Jake D. Newman, Jack Luscher, Mr. and Mrs. Johnnie Lavin, and Frank Joering, of The Billboard.

JONES-NSA

(Continued from page 40)
 Three-hour performance, show got under way at 12:30 a.m. Calliope, operated by Al Mathews, aided in hurrying patrons to the top after the show had closed at midnight.

Altho working on short notice, General Agent J. C. (Tommy) Thomas, benefit committee chairman, showed remarkable results thru co-operation of Owner E. Lawrence Phillips, George A. Hamid and personnel. Hamid's grandstand acts opened and appeared on the first half of the performance and were well received.

Geas Nadreau handled the emcee chores in capable style and among those called to the stage and mike for bows and introductions were E. Lawrence Phillips, Tommy Thomas and President George A. Hamid, of the NSA, with the latter delivering an interesting talk on the benefits to be derived from the association as well as making a drive for new members to good results. Auction sale of boxes prepared by some members of the organization by Nadreau and Hamid brought satisfactory results.

Second half of the show was handled by members from every section of the midway. All co-operated and acts included band chorists and novelty turns from the Polices of 1939 and band and performers from Plantation Revue and Bud Owen and his dog. Finale featured an old-time minstrel show, which was well received.

HEART OF AMERICA

(Continued from page 41)
 are coming in steadily. Reservations may be sent to Brother Capp or to Secretary McGinnis. Brother John B. Tumino, former manager of Fairyland Park, is operating a dance palace here. Secretary McGinnis says that due to a copy run in very well and asks all to get their paid-up cards. Brother N. B. Creswell, who is organizing an Ankara Grotto here, is meeting with ladies. Ladies' Auxiliary held its first meeting on October 30, with a large number in attendance.

Ladies' Auxiliary

In the absence of President Virginia Kline and First Vice-President Ruth Ann Levin, Second Vice-President Pearl Vaught presided. Meeting was called to order and opened with the allegiance to the flag and the singing of America, accompanied by Jess Nathan at the piano. Fourteen members attended. Minutes of the last meeting were read and approved and treasurer's report showed that club's financial condition was good. In the absence of Secretary Elizabeth Leonard, Loretta Ryan was appointed secretary pro tem. An open letter, received by Ruth Ann Levin, from President Virginia Kline, was read by Jessie Nathan. The letter's greetings and best wishes for a successful winter, expressed her faith in the organization and members and promised an early attendance.

A new member, Mrs. May Wilson, presented by Hattie Hawk and Ruth Martone, was taken into the club. Ruth Martone, entertainment committee chairman, presented a floral bouquet from the HASC and Staats Floral Co. to the members. She also announced that for after the meeting the entertainment committee arranged an evening of fun in celebration of the birthday anniversaries of Bird Brainerd, Helen Smith, Ruth Martone and Myrtle Duncan. Penny box was passed by Sally Stevens. Cora Riley thanked the club for flowers sent her mother, as did Leta Hart for flowers sent to Mrs. Hart. Night's award went to Sally Stevens.

DUFFIELD HEADS

(Continued from page 40)
 business of the meeting of the board of governors Thursday night, when the nominating committee presented its recommendations, which were unanimously approved by the board.

Nominated for the board of governors are Percy W. Abbott, M. H. Barnes, Fred Beckmann, Jack Benjamin, Oscar Bloom, Samuel Bloom, H. F. (Pitzie) Brown, William Garasky, E. Courtemanche, Lincoln G. Dickey, Mel C. Decker, Edmond Deacon, Walter F. Driver, Lew Dufour, Max Goodman, Rubin Gruberg, Nat S. Green, Morris A. Haft, John O'Shea, Lewis B. Herring Jr., Albert J. Horan, Edward A. Hughes, Harry A. Illinois, George W. Johnson, L. L. Hall, L. Clifton



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DOZ. \$12.00 F. O. B. PHILADELPHIA

WIRE OR AIR MAIL YOUR ORDER TODAY. 25% WITH ORDER, BAL. C. O. D.

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 Chain, \$2.25. Pocket Watches with Waltham case, 2.50 with Bal. C. O. D. Sample, 50c Extra.

M. FRIEDMAN - 74 FORTSYTH ST. N.Y.C.

Kelley, Johnny J. Kline, A. L. Roseman, H. A. Lehrter, Art Lewis, Louis Leonard, Rubie Lieberman, Morris Lipaky, Albert R. Cohn, Donald S. MacLeod, James Campbell, Bernard A. Mendelson, C. D. Odum, E. Lawrence Phillips, John P. Reid, Joe Rogers, Harry Ross, L. E. Roth, Harry Russell, Frank D. Sheen, Fred W. Sims, Rudolph Singer, Sam Solomon, Lee A. Sullivan, Louis Torti. Election will be held on December 4.

"WHALE OIL GUS"

(Continued from page 40)
 no comment because most folks became captives.

Gus couldn't wait to climb to the top. He quit whaling and bestowed his own title upon himself. Moreover, he made it stick. When he returned in triumph to his native Nantucket he brought with him a confectionist and a feminine snake charmer. He drove his party thru the old town while the snake charmer twined a boa constrictor around her neck. The sensation of the day came when the wagon jolted over a Nantucket cobble stone and the snake fell to the street in the midst of the gaping crowd.

That was typical of Captain Gus' triumphs. He had a gift of speech and native wit. At sea he had acquired a repertoire of stories. With those assets he turned to the show business. He called himself "Whale Oil Gus" and became a lecturer at the famous Austin & Stone museum in Boston. Gus died the other day in Los Angeles at the venerable age of 87. A wreath from Ringling Brothers-Barnum & Bailey was conspicuous upon his grave. For more than 60 years "Whale Oil Gus" had appeared with carnivals, circuses and museums; always in the role of a salty Nantucketer and always ready to tell creditably-challenging stories of the sea.

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NOW ONLY \$14.75
 \$1.35 PER DOZEN PER GROSS PAIR
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 Do Not Compare Our Stock With the Smaller and Inferior Stock Now Out.
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The Best Values in FUR COATS & JACKETS

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 Minkskins, Minkskin, From Muskrat, Coon, Sable, Seal, Redline, Squirrelskin, Rabbit, Sheep, Coyote, Fox, etc. Up to \$8.00
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 Largest Quantity of Watches at Lowest Wholesale Prices in the Country. MEN'S WRIST AND POCKET WATCHES.
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SPECIAL VALUES ELGIN or WALTHAM
 O Size—7 Jew. Engraved Case. White Enamel. \$1.00
 12 1/2 Size—Individually \$3.00
 16 Size—with attractive case—\$4.50
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 50c Extra for Samples. All Watches Guaranteed.
 Send for Free Catalog. 25% Dep. Bal. C. O. D.

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QUALITY OAK RUBBER BALLONS VARIETY VALUE
THANKSGIVING
 The Oak line offers the artist for practically every holiday. For money with these lively balloons.
 Sold by Leading Jobbers
The OAK RUBBER CO. RAVENNA, O.

PUSH-A-MATIC

It's New • Transparent • Novel

Plungers • Combs • Sets
JOHN F. SULLIVAN New York City
 488 Broadway**FREE CATALOG!**Showing newest fashions, highly polished in Locks, Grotes, Engraving Jewelry, Cameo and White-Stone Rings. Send \$2.00 for complete sample.
JACK ROSEMAN CO.
 307 Fifth Avenue, New York City**UNDERWOOD**PENS • PENCILS • COMBOS
 BUY DIRECT FROM MFRS.
PLUNGERS—SPECIAL \$14.50 Gross
GRODIN PEN CO., 693 Broadway, New York City**ELGIN & WALTHAM**REBUILT WATCHES
 \$175
 7 Jewel, 18 Size, 36 S.
 H. Engraved Glass, etc.
 Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
 115 N. Broadway, St. Louis, Mo.**INK-VUE**Trade Mark Reg. U. S. Patent Office.
 The Newest and Best Long-Life Line of PENS—SETS—COMBINATIONS
 New Push-Filler (Illustrated) and Lever-Filler Type Backed by ARGO'S Reputation for Quality.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, New York, N. Y.

ORIGINAL SLIP-NOT-TIES
 New FALL Line, \$2.50 Doz. REELED BELLETS, Repeaters. Send for Sample Dozen and be convinced.
 Free Catalog
GILT-EDGE MFG. CO.
 Original, Patented, 13 N. 13th St., Phila., Pa.

COMIC XMAS CARDS
 OVER 20 CARDS AND FOLDERS
 All in 4 to 6 Colors
 COST 2c; SELL FOR 10c.
 Send 15c for Sample Cards and Folder.
WEIDEMAN'S
 718 JAY ST., SACRAMENTO, CALIF.

Your Wife can only get so mad so long as you don't get a little longer?
SELL SIGNS
 To Stores, Taverns, Gas Stations, Street 25c Sparkling GEM Signs, Cost 5c. (in 100 lots). Big assortment. Free Illustrations. Also Business Machines. Send \$5.00 NOW and turn it into \$20.00 with a day's good selling of the Standard signs we will send you. Complete instructions in the U. S. A.
GEM, 4327 B-14 Harrison St., Chicago, Ill.

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GENERAL PRODUCTS LABORATORIES,
 Reliable Manufacturing Pharmacists,
 137 E. Spring St., Columbus, Ohio.**For PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

JIM GAY . . . from Higginsville, Mo., that he typewriter from the recent American Royal Show, Kansas City, Mo., and that on Oklahoma Day, October 18, there was a crowd of 20,000. He says there were many pitch lads there, among them George Brecht with penny souvenirs.

KNIGHTS OF THE ROAD . . . who worked the South Texas Exposition, Houston, included Mr. and Mrs. Charles Gay, wood carving novelties; Mr. and Mrs. Sears, handwriting; Jensen Bros., run menders.

WASN'T IT Walter Dodge who once said "The scale of success is balanced by what a man does, not what he dreams?"

J. P. SULLIVAN'S . . . had wild life exhibit is holding down a spot in Indianapolis in the theatrical district and is drawing plenty of people, according to Sullivan. Ken Tinsley closed his bird exhibit and has joined Sullivan as general manager. P. E. England and Al Yerden are giving a good accounting in the sheet department, and Ed Greer reported last week after a successful season on fair lots.

EARL PLACE . . . and Bill Coffee visited Jack Sullivan's wild life exhibit in Indianapolis last week.

WALKER & COZY'S . . . Hay-La-F Show, a two-people med opra, is playing halls in Indiana. John A. Walker pencils from Central, Ind.: "Two oldtimers drove in last week looking for a spot. They were Doc Foy and his blackface banjo man, fellows. We had a nice time together. We went to Corydon, Ind., October 21 to make a pitch, but found a galaxy of pitchmen there, so we did not spring."

WHO'S GOIN' or has already started for the South? Let's hear you migratory birds.

A TIP TO PEN MEN . . . comes from Jack Burley from Delaware, O.: "We have been holding three to 10 sales every week thru Ohio and find the vacuum pens at 49 cents are going bigger than ever. We left Michigan four weeks ago. After January 1 we will be in Tampa, Fla. Columbus, O., is the hottest spot in the U. S. A., and Detroit is absolutely n. g."

BERNIE ISOM . . . with photos; H. Long, novelties, and R. B. Smith, peelers and safety razors, made the recent American Royal Show at Kansas City, Mo.

LOUIS E. (ROBA) COLLINS . . . is back home again in Piedmont, Mo. According to reports, no pitchmen have been in that town since early spring.

There is quite a boom there now due to dam work on a near-by river, Collins says. Gene Kite, Bobby Wheeler and Buster Bay are asked to pipe in.

CHARLES BLANKENSHIP . . . is reported working fairs in Idaho and Montana with sheet and ink sticks to okch results.

JACK (BOTTLES) STOVER . . . in Southern Maryland collecting folding money for the winter b. r. Says he will see the boys in North Carolina soon.

JIMMIE DYKES . . . with a pipe from breaks a long silence with a pipe from Helena, Mont., wherein he scribes that Bruce Conlon and Slim Gorman are working paper out that way. Dykes will head for the West Coast around November 1. He tells that business has been good.

STANLEY NALDRITT . . . closed his chain store spot in Houston, Tex. and opened at the South Texas Exposition at the Coliseum there. After closing at the Coliseum he went to the South Texas Fair, Beaumont.

YOU FELLOWS who haven't time to write during the summer: Now's the time to start the winter right by sending in more pipes.

RICTON . . . the "Barium of the sticks," and his wife, Mattie, are located 10 miles south of Atlanta where they are operating the Daffodil night club. Ricton reports they are doing great.

IKE AND MIKE . . . have opened a pitch store in New York, which Sol Addis says is a hot spot. Addis reports that pitchmen are welcome in the Big Town.

"NORFOLK, VA." . . . is closed; though there is as scarce as a hen's tooth, and a reader from the chief is required," explodes Joe Blue.

JOE CARROL . . . is reported making some big passouts in Newark, N. J.

PITCHMEN'S SAYINGS: "The trade mark is your guarantee, gentlemen!"—Harry H. Kinslow.

A NEW PITCH STORE . . . is operating in Newark, N. J., with Milton Botwin and Moe Anved as managers.

JOHN CAREY . . . Connors, is selling assisted in Newark, N. J., to good returns.

I. W. HIGHTOWER . . . scribes from Tiffin, O.: "I have worked a few spots in Ohio and find things very good. It is the only place I have been

"Pitchmen's Rights as Citizens"

Seventh Installment To Appear in the Next Issue of The Billboard

What is the lawful and real nature of Pitchmen's taxation? Do "foot-loose" itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate? Who has the priority right on the street, the Pitchman or the automobile?

These and many other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl, who is well known in demonstrating pitch circles thruout the nation.

The seventh article of the series, entitled "Pitchmen's Rights as Citizens," will appear in the November 11 issue of The Billboard. Others will be published periodically.

Read the series and be able to intelligently discuss your inalienable rights as citizens!

Just Out!
NEW CATALOG
 No. 24
NEW 1939 PINS
 Increase your sales! . . . these new 1000 Engraving Pins are "delightful". See these new styles in new catalog No. 24, just off the press. Catalog also contains best selling Whitestones and Carmo Rings; also Billboards and Photo Jewelry. Write for Catalog No. 24 today.

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 Fall-Winter line in ENGRAVING
LATEST in Wholesale
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COSMETIC JEWELRY, ENGRAVED JEWELRY, etc. Rush \$2.00 for catalogue, or write for FREE NEW CATALOG.
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FELT RUGSAssorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs, Sizes 27x54 and 35x70 (Postpaid).
AMERICAN RUG CO.
 11 LEWIS ST., NEW YORK CITY.**DE LUXE WATER-FIL PEN**(Patent Applied for)
Writes Ink for 2 Years
 All last—Water Pen which writes and stands up. No reloading for 2 years. A real sensation. Write for money. Rush \$1.00 for 3 samples.
ASSOCIATED PEN CORPORATION
 187 LAFAYETTE ST., NEW YORK CITY.**EXCEPTIONAL VALUES****COSMETICS—NOTIONS—NOVELTIES**
 Fine Face Powder, 3 Oz. Box, 50c Retail. All Shades, 50c Doz.
 Perfume Set (Four 12-Oz. Bottles) Different Odors, in Beautiful Gift Case. Made to Sell for \$2.50 Set, \$3.00 Doz. Set.
 25c. With Order, Balance C. O. D.
COMPLETE MONEY-MAKING LINE FOR HUTCHERS. LOWEST PRICES!
 Drop In To See Us Or Write
MFG. OUTLET SALES CO.
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Start in business for yourself. Stamp names and numbers on Social Security cards with any business 200% profit.
 For as little as \$6.00 we will give you a stamping outfit, consisting of a complete set of die-cutting alphabet and numbers and gauge and 24 copies and 50 checks all for only 100 copies for \$2.50 and 100 checks for \$1.00. A small deposit is received on C. O. D. order.
HELLER SALES CO.
 Dept. BW, 1133 Broadway, New York City

Comic Xmas Greeting Cards
 The kind had to get. Sell the hot cakes at 10c. 20c each. Many designs in two colors with envelopes. 100, \$2.50; 500, \$10.00; 1,000, \$15.00; 20 Samples, \$1.00.
COMIC SHOP
 2483-E Kensington Ave., PHILADELPHIA, PA.

IT'S EASY AS ABC
PAINT YOUR OWN SIGNS
 Use letter patterns—avoid messy work and wasted time. No experience needed. Do your own work. Write for free sample and see how easy it is to paint your own signs.
JOHN F. RAHN, B-1130 Central Ave., Chicago, Ill.

ADVERTISE IN THE BILLBOARD
 —YOU'LL BE SATISFIED WITH RESULTS.

Zacchini Set Up Quarters In Tampa; Prepare for '40

TAMPA, Fla., Oct. 28.—Equipment of Zacchini Bros. Circus Show, which closed the 1939 season recently in Charleston, W. Va., has been stored in quarters at 2601 Fountain boulevard here, where a crew of 15 is painting and repairing to have it ready for the start of Florida fair which is under way about January 1, reports Bob White.

Present plans call for the show to be enlarged over 1939 and the advance staff, headed by Hugo Zacchini, is making ready for the Florida tour after which starts on an extensive booking trip. Several orders of new canvas have been placed with Fulton Bag and Cotton Mills and owners plan to carry eight shows of their own in 1940. Chief Electrician Marco Zacchini has started construction on eight new light towers to replace those used this year. Transportation Superintendent Emanuel Zacchini is getting rolling equipment in shape and organization will move on 30 semi-trailers, which have a capacity for the delivery of nine tractors and trailers.

Secretary Vernon Kohn is handling office duties, while Leo Zacchini is still making several fair dates in the Carolinas with one of the rides. Bob White is assisting General Manager Hugo Zacchini and will have two shows on the organization.

Los Angeles

LOS ANGELES, Oct. 28.—Many show-ers are returning to town. Ben Beno came in after a 12-year absence and he reports he would be a permanent Coast defender. O. H. Hilderbrand, of Hilderbrand's United Shows, came in and reported business has been up to par. Walton dePellaton, who was with Hilderbrand's No. 2 unit, is here for the winter.

Al Onken was sighted around town. Pat Armstrong, Ben Beno, B. Tully and Charley Haley hold daily meetings of the Hays Club. Arthur Hockwalk left for Phoenix, Ariz., to open the road tour of the Richards & Pringles Georgia Minstrel. Leo Haggerty and Ernie Downie will handle the seats and equipment for the Great Western Annual Stock Show here. Paul Hill again will present the radio and film entertainment features.

Bob and Skip Fordyce had the stunt show at the Fullerton (Calif.) Air Show. Ben Dobbert has recovered from a recent illness. Harry Fink came in from San Fernando, Calif., for a short visit. Bob Hest is working on his show. Bob Snow and Frank W. Babcock have a promotion at Belvidere Gardens. Carl Steffens opened at the Crenshaw and Adams Fiesta. Nina Rogers came in for the winter after a profitable tour with the Monty Young Show.

Philadelphia

PHILADELPHIA, Oct. 28.—Business at the museums here continues good. Eighth Street Museum this week has Tex Mahoney and company; Takayama, Japanese magician and juggler; Floyd DeLong, strong and stuntman; and headless woman; Mysteria Illusions in the main hall. Dancing girls are in the annex. South Street Museum has in the main hall Margie White's Colored Revue; Mr. and Mrs. Fish, midjet musicians; Carl Steffens, a working show; Dorastina, human enigma. Dancing girls are in the annex. Harry Updegraf and Bob Ems are on the front.

ROUTES

(Continued from page 20)
Mara (Park Central) NYC, n.
Mara, Linda (Berkeley) NYC, n.
Marcus-Barger's Night at the Moulin Rouge (Crown) San Francisco, n.
Marica, B. "Comedie Francaise" (State-Lake) Chi, t.
Margo & Roma (New Pulton Royal Brook-lyn) NYC, n.
Mara & Florida (Waldorf-Astoria) NYC, n.
Marlow, Albin (Berkeley) NYC, n.
Mara & Michael (Rainbow) Grill NYC, n.
Mara (606 Club) Chi, n.
Mara, Corita (Jimmy Kelly's) NYC, n.
Mara, Ray (Bill) (Club) Chi, t.
Martin, Tommy (NYC) NYC, t.
Martin & Lee (Waldorf-Astoria) NYC, n.
Martin & Williams (Ray) NYC, n.
Martin, Raymon & Lee (Royal Box) NYC, n.
Martin, Freddy (NYC) NYC, n.
Martin & Margy (Taco Casino) NYC, n.
Martinez, Helen (Queen's Terrace) Woodside, n.
Marville, Lisa (606 Club) Chi, n.
Marville & Cordoba (Earle) Washington, n.
Mason, Irene (Cinderella Club) NYC, n.
Maui, Marguerite (Casino Comager) NYC, n.

May, Bobby (Chicago) Chi, t.
Medrano & Donna (La Martinique) NYC, n.
Me, Theresa (Bismark) Chi, h.
Michon, Michel (Bismark Kretschma) NYC, n.
Miles, Jackie (Club Maxim) Bronx, N. Y., n.
Miller, Tom (Earle Carroll Hollywood) NYC, n.
Miller, Leon (State-Lake) Chi, t.
Miller, Glenn & Hand (Stanley Pittsburgh) NYC, n.
Miller, Kenneth (Chevy Chase) NYC, n.
Miralles, Boledad (El Chico) NYC, n.
Miranda, Carmen (Waldorf-Astoria) NYC, n.
Miranda, Maria (Bismark Kretschma) NYC, n.
Morse, Jean (Harry's New Yorker) Chi, n.
Modernaires, Four (New Yorker) NYC, n.
Morgan, Fred (Waldorf-Astoria) NYC, n.
Moffett, Adelaide (Versailles) NYC, n.
Molloy, Paul (Club Kona) El Cerrito, Calif., n.
Moresco, Maria (Chevy Chase) NYC, n.
Moore, Lilla (Earle Carroll's) Hollywood, n.
Moore, Jeanne (Nappo Gardens) Chi, n.
Moore, Diana (Troc) NYC, n.
Moreno, Consuelo (Cuban Casino) NYC, n.
Morgan, Grace (Whirling Top) NYC, n.
Morgan, Helen (Mayfair) NYC, n.
Morgan, Johnny (Troc) NYC, n.
Morton, Paul (Pierre) NYC, n.
Mossie (Club Kona) El Cerrito, Calif., n.
Murray, Jackson, Octet (Old Heidelberg) NYC, n.
Murray, Steve (Barrel of Fun) NYC, n.
Murray, Mariel (Willowmere Inn) Union City, N. J., n.
Murray, Elizabeth (Diamond Horseshoe) NYC, n.
Murray, Timmie (National) Detroit, t.

N

Naitto Troupe (State) NYC, t.
Naughton & Margo (Grand Terrace) Chi, n.
Neller, Bob (Palmer House) Chi, n.
Nelson, Fred (Wendell Day) Chicago, n.
Nevins, Thelma (Barrel of Fun) NYC, n.
Nissen, Gertrude (Mayfair) NYC, n.
Nissen, George (Parkview) Gouverneur, N. Y., n.
Niska (Earle Carroll) Hollywood, t.
Nixie-Wild (Casino Comique) NYC, n.
Noble, Phyllis (Club Kona) Chi, n.
Nolan, Charles (Club Kona) El Cerrito, Calif., n.
Noland, Nancy (Elysee) NYC, h.
Norman, Camille (Grand) Chi, n.
North, Tom (Grand Terrace) Chi, n.
NTO Revue (Colosmo's) Chi, n.
Nunn, Claire (Netherland Plaza) Cincinnati, h.

O

O'Dell, Anita (Off-Base) Club Chi, n.
O'Dell, Neil (Warwick) NYC, h.
Ondra, Andrea (Jefferson) St. Louis, h.
Orelia, Frances & Co. (Hollywood) NYC, n.
Orin, M. & Band (Loriot Indianapolis) t.
Oxford Boys, The (Earle) Washington, D. O., t.

P

Padden, Lily (St. Regis) NYC, h.
Page, Grant (Grand Terrace) Chi, n.
Page, Dione (Gay) Chi, n.
Page, Ed & Co. (Minnesota) Minneapolis, t.
Palmer, Melvin (Cafe Saville) NYC, n.
Palmer, Bill (Loriot) NYC, n.
Park & Clifford (Oriental) Chi, t.
Parke, Harry (Belmont) NYC, n.
Parsons, Frank (Ogo Washington) Jackson-ville, Fla., h.
Parsons, K. (International Casino) NYC, n.
Parsons, Tom (Diamond Horseshoe) NYC, n.
Perry, Frank (Sherman) Chi, h.
Perry Twins (Tower) Kansas City, Mo., t.
Piercks, Jane (Pia) NYC, n.
Pinks, Bobby (Grace Hayes Lodge) Holly-wood, n.
Pobedina, Jennie (Russian Art) NYC, n.
Podkova, Natalia (Russian Kretschma) NYC, n.
Pops & Lurie (Swingland) Chi, n.
Powers, Ed (Earle) NYC, n.
Powell, Dick (Paramount) NYC, t.
Powell, Ted & Band (Paramount) NYC, t.
Pringle, Ed (Earle) NYC, n.
Pryor, Red Rock (Ye Olde Cellar) Chi, n.

Q

Quantmeyer, Bill (Gay Nineties) NYC, n.
Quinn, Katherine (Cinderella Club) NYC, n.
Raffino Sisters & Guy (Mayflower) Akron, h.
Rand, Don (Howdy Club) NYS, n.
Randall, Betty (Rainbow Room) NYC, n.
Randy, Anne (Rainbow Room) NYC, n.
Rane, Victoria (Old Roumanian) NYC, n.
Ray, Marcia (606 Club) Chi, n.
Ray, Martha, Co. (Shubert) Cincinnati, t.
Raymonds, Bill (Klub Nemo) Union City, N. J., n.
Reed, Dolly (Greenwich Village Casino) NYC, n.
Reed & Curly (Grand Terrace) Chi, n.
Reed, Fred (Earle) NYC, n.
Renaud, Bill (Swing Club) NYC, n.
Renne, Adele (Pepper Pot) NYC, n.
Reynolds, Ed (Earle) NYC, n.
Reynolds, Ray (Thompson's 14 Club) Chi, n.
Reynolds, Jane (Colosmo's) Chi, n.
Reoda, Twenty (Capital) Washing-ton, D. C., t.
Rhythm, Hamblers, The (Casino) Toronto, n.
Rhodes, J. (Willowmere Inn) Union City, N. J., n.
Rios, Rosta (Weed-Lake) Chi, t.
Rios, Rosta (Havana-Madrid) NYC, n.
Rios, Kivira (La Martinique) NYC, n.
Rios, Rosta (Earle) NYC, n.
Roberts & White (Sherman) Chi, h.
Robbins, Jerry (Earle) NYC, n.
Robinson, Fred (Mayflower) NYC, n.
Robinson & Martin (Colonial) Dayton, O., t.
Roche, Chickie (Howdy Club) NYC, n.
Roche, Fred (Weed-Lake) Chi, t. (Broadway) NYC, n.
Rodriguez, Teddy, Troupe (Casino Comique) NYC, n.

Rogers, Martin (606 Club) Chi, n.
Rosa, Juanita (Casino Comique) NYC, n.
Rosen, Harry (Earle) NYC, n.
Rooney, Pat (Roxie) NYC, n.
Rose, Harry (Royale Fralich) Chi, n.
Rosen, Fred (Earle) NYC, n.
Roster, Rose (Pepper Pot) NYC, n.
Rostel, Paul (Commodore) Detroit, h.
Roth, Charles (Earle) NYC, n.
Roth, Paul (Pastor's) NYC, n.
Roth, Charles & Tip Top Girls (Ohio Villa) NYC, n.
Ruh, Maclavia (Havana-Madrid) NYC, n.
Russell, Bob (Walton) Philadelphia, n.

S

Sario & Tito (Diamond Horseshoe) NYC, n.
Sato & Satchel (Barrel of Fun) NYC, n.
Saw, Ed (Earle) NYC, n.
Sava, Marusia (Casino Russe) NYC, n.
Savage, Helen (Town & Country Club) Mil-waukee, n.
Scheff, Fritz (Diamond Horseshoe) NYC, n.
Segovia, Rosta (La Coma) NYC, n.
Selva, The (Hollywood) NYC, n.
Selva, Val (Tower) Kansas City, Mo., t.
Shannon, Terry (Jimmy Kelly's) NYC, n.
Shaw, Raymond (New Yorker) NYC, n.
Sharratt, Sally (Old Heidelberg) Chi, n.
Shaw, Esther (Lexington) NYC, n.
Shaw, Gene (Pal) Cleveland, t.
Sherwin, Julie (Blackhawk) Chi, n.
Shields, Jimmie (Roxie) NYC, n.
Shore, Willie (H-H) Chi, n.
Shuba, Ethel (Belmont Plaza) NYC, n.
Siddons, Richard (Pierre) NYC, n.
Singing Moods, Three (Harry's New Yorker) Chi, n.
Smart, Richard (Fefe's Monte Carlo) NYC, n.
Smith, Gloria (Paradise) NYC, n.
Smith, Louis (International Casino) NYC, n.
Smith, Lorraine (Rose Bowl) Union City, N. J., n.
Smoothies, The (Strand) NYC, t.
Smyke, Charles (Pierre) NYC, n.
Spurr, Horton (Beverly Hills) Newport, Ky., n.

Spizzaczu, Georges (Casino Russe) NYC, n.
Steinberg, Dolly (606 Club) Chi, n.
Stevens, Marsha (Wilson) Harborside, Pa., h.
Stevens, Bernice (St. Regis) NYC, n.
Stewart, Jerry (Netherland Plaza/Cincinnati) h.
Stewart, Helen (Black Cat) NYC, n.
Stewart, Ed (Earle) NYC, n.
Stone, Joan (Club Minnet) Chi, n.
Strickland, Charles (Gay '80s) NYC, n.
Stuart, Leo (Earle) NYC, n.
Stuart & Les (Loriot) St. Paul, h.
Sullivan, Maxine (Panosee Door) NYC, n.
Sullivan, Lee (Earle) NYC, n.
Summer, Helen (Ivanhoe Gardens) Chi, n.
Sutherland, Ann (354 Club) San Francisco, n.
Suzanna & Christine (Chevy Chase) Osa-sha, Neb., n.
Sweet, Bud (Lookout House) Covington, La., n.
Sweet, Bud (International Casino) NYC, n.

T

Taft, Ted & Mary (Show Box) Seattle, n.
Talla (Blackhawk) Chi, n.
Tanner, Cleo (Pierre) NYC, n.
Tanner Sisters (Billmore) NYC, n.
Tanya (Jimmy Kelly's) NYC, n.
Tapp, Cassia (Havana-Madrid) NYC, n.
Tappa, George (International Casino) NYC, n.
Tara & Masters (International Settlement) San Francisco, n.
Taylor, Leo (Club Maxim) Bronx, N. Y., n.
Taylor, Peggy, Trio (Shubert) Cincinnati, t.
Thompson, Dorothy & Gene (Broad-Mid-dle) Chi, n.
Thompson, Carl (Kaufman's) Buffalo, n.
Tidwell, Trio (Coo Grog) NYC, n.
Tubin, Al (Grand Terrace) Chi, n.
Tudor, Mrs. (Colosmo's) NYC, n.
Travers, Helen (Swing Club) NYC, n.
Travers Sisters (Kaufman's) Buffalo, n.
Trevor, Walker & State (Colosmo's) Chi, n.

U

Uncle Willie & Patsy (Pappy's 66 Club) Dal-las, n.
Udonoff, Mischa (Russian Kretschma) NYC, n.

V

Valdes & Peggy (Blue Meadow) Lakewood, Ky., n.
Valencia, Ann (606 Club) Chi, n.
Valley, Lou (Wildcat) NYC, n.
Valley & Lynne (Stueben's Vienna Room) Boston, n.
Valley, Bill (H-H) Chi, n.
Van Sickle, Margaret (Palmer House) Chi, h.
Vance, Valeria (Jimmy Kelly's) NYC, n.
Vander, Charles (Crown) NYC, n.
Vande, Angela (Chateau Moderne) NYC, n.

W

Wardman, Jack (Paradise) NYC, n.
Ward, Betty (Earle) NYC, n.
Walters, Gene (Jimmy Kelly's) NYC, n.
Walters, Jean (Queen Mary) NYC, n.

OUTSTANDING COMEDY HIT
WALTER WALTER WAHL
BILLY ROSE'S AQUACADE

Wayne, Millie (Kaufman's) Buffalo, n.
Weich, Roberta (Berstoloff's) NYC, n.
Webb, Al (Hollywood) NYC, n.
Wences (Paramount) NYC, Nov. 3-17, t.
Wences, Renar (Shubert) Cincinnati, t.
Wentz, Ruth (Village) NYC, n.
Whelan, Gertrude (H-H) Bayonne, N. J., n.
White, Jack (11) NYC, n.
White, Jerry (Village Brewery) NYC, n.
White, Danny (Chez Ami) Buffalo, n.
White, Eddie (Crown) NYC, n.
Whitman, Joe (Rue (Ann Millicone) Chi, n.
Wick, Osgay (Gay Nineties) NYC, n.
Wideman, Lou (Grand Terrace) Chi, n.
Willard, Harold (Gay '90's) NYC, n.
Williams, Debra (St. George) Brooklyn, h.
Williams, Rubber Leg (Black Cat) NYC, n.
Williams, Jack (Shubert) Cincinnati, t.
Williams, Rose (Bill's Gay '90's) NYC, n.
Wilson, Tom (Earle) NYC, n.
Wilson, Tommy (Sherman) Chi, h.
Wood, Johnny (Earle Carroll's) Hollywood, n.
Wood, John (Commodore) Boston.
Wood, Joan (606 Club) Chi, n.
Woods, Al (Open Door) NYC, n.
Woods, Orth (Earle) NYC, n.
Worthy, Mildred (Diamond Horseshoe) NYC, n.

Y

Yor & Louisa (Earle Carroll's) Hollywood, n.
Yost, Mrs. Furg (Diamond Horseshoe) NYC.
Yon, Helen, (Coo Grog) NYC, n.

Z

Zalus, Hazel (Silver Cloud) Chi, n.
Zandra (Maynard) Seattle, n.
Zell, Betty (Harry-Bo-Road) Dayton, O., n.
Zilt, Bernice (Club 18) NYC, n.

GRAND-STAND AND FREE ATTRACTIONS

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

Coventry, Aerial; Wallerboro, B. O. C. Eason Sisters, Aerial; (Pair) Boudier, Chi.; (Pair) Thomavassil, NYC.
Morseon Young (Pair) Kingston, N. C.
Ortona, Aerial; (Shrine Circus) Baltimore.
Ricardo, Great; (Pair) Troy, Ala.
Valentino, Flying; Cleveland, Miss.

DRAMATIC AND MUSICAL

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

Ab Lincoln in Illinois; (Boston Opera House) Boston.
Barrmore, Ethel; (Victory) Dayton, O. Nov. 1; (English) Indianapolis 2-4; (Cats) De-troit.
Barrmore, John; (Belwyn) Chi.
Chatterton, Ruth; (Harriet) Chi.
Colbourne & Jones; (Royal Alexandra) To-ronto.
Cornell, Katharine; (Hanna) Cleveland 20-Nov. 4; (Davidson) Milwaukee 6-8; (City And) Ind. Paul 10-11; (Loycom) Minne-sota 12-15.
Desert Song; (Billmore) Los Angeles.
Evans, Marjorie; (Earle) Detroit 28-Nov. 4; (Grand O.) Detroit 6-14.
Horton, Edward Everett; (Nixon) Pittsburg, Mo.
Mikado, The; (Horse Business) Ind.
I Married an Angel; (American) St. Louis 30-Nov. 4; (Davidson) Milwaukee 6-8; (City And) Ind. Paul 10-11; (Loycom) Minne-sota 13-15.
Key Largo; (Hartman) Columbia, O. Nov. 2; (Hanna) Cleveland 6-11; (Boston) Oct. 12.
Kiss the Boys Goodbye; (Wilbur) Boston.
Lila; (Lo Mo); (National) Washington, D. C.
Life With Father; (Maryland) Baltimore.
Lila; (Lorraine) (Paramount) Salt Lake City 4.
Mama's Daughters; (Grand Chi, Minn.) (Hartman) Columbia, O., 3-4.
Nice Girl; (Shubert) Boston.
Oakward Bound; (Plymouth) Boston.
Paces & Looze; (Howard) Boston 3-6-11.
Tobacco Road; (Loycom) Minneapolis.
Tower of Light; (Ford's) Baltimore.
Very Warm for November; (Loycom) Phila.
White Steed; (Krieger) Chi.

BURLESQUE

(Hirst Circuit Shows)

Black & White Revue; (Empire) Newark, N. J., 29-Nov. 3; (Howard) Boston 6-11.
Bridal Bouquet; (Howard) Boston 6-11.
N. J., 29-Nov. 2; (Gayety) Baltimore 6-11.
China Dolls; (Casino) Pittsburgh 29-Nov. 3.
Shubert's 29-Nov. 3.
Daughters of Eve; (Mayfair) Dayton, O., 28-Nov. 4; (Casino) Pittsburgh 5-10.
Pace & Looze; (Howard) Boston 29-Nov. 4; (Empire) Newark, N. J., 8-11.
Red Breakers; (National) Detroit 27-Nov. 2.
Heart Lamp; (Gayety) Washington 29-Nov. 4.
Rockin' the Town; (Shubert) Phila 28-Nov. 3.
Victory 29-Nov. 3.
(Mayfair) Dayton, O., 4-10.
Underdog Parade; (Troc) Phila 29-Nov. 3.
Very Warm for Nov. 2-5.
Valeis Parks Big Show; (Gayety) Baltimore 29-Nov. 4; (Gayety) Washington, D. C. 6-11.

MISCELLANEOUS

Berger, Mysterious, Magician; (High School And) Oak Hills, O. Nov. 3.
Birch, Magician; Aberdeen, Wash. 31; Rap-tachmond Nov. 1; Astoria, Ore., 2; Kelo, Wash., 2; Columbia, S. C., 2; Dallas, E. 2; Salem 5; Cottage Grove 10.
Campbell, Bernard, Magician; Clemont, N. C., 11; Littleton, Colo., 2; Rich-land, Vt., 2; Lorrain, Mass., 2; Athol 5; Keene, N. H., 7; Lecompton, Mass., 2; Paines 5; Spaulding, N. H., 2; Union 2.
Chosta's Comedians; Cambria, Ill. Nov. 1-4.
Crown, London; Newport, Tenn.
Darius, J. L., 4.
Dorsey, J. L., 2.
Farrner, Ind., 20-Nov. 2-3; Danville Nov. 3-4.
Deacon, Magician; (Orland Theater) Orland, Ind.
Deacon Animal Show; Cheraw, S. C.
Egan, Magician; Kirkland Lake, Ont.
Kakani, Magician; (Earle) NYC.
Jesse, Irene; Magilla, Miss.
Ideal Comedy Co.; Bellbrook, O.
Jordans, Ben; (National) (Beacon) Van-couver, B. C.; (Post Spokane, Wash. Nov. 2; (Plymouth) Seattle, Wash. Nov. 2.
Leonard, S. M.; Lodge, S. C.
Loel & Muriel; (Beacon) Vancouver, B. C., Nov. 4.
Loon-Loon; Magician; Jackson, Miss. Nov. 1-7; Canton 8; Pickers 9.
Marilyn; Variety Show; Woodlawn, N. Y.
Marilyn; Variety Show; Lumberton, N. C.
Margala, Magician; Waukon, Ia., 31; Fran-ko Chi, 7.
Mastine, W. Mastine Nov. 1; Lancaster 2.
Mc-Hor; Magician; Polletta, Tex., 20-31.
Miggins Nov. 1-4.
Miss Al; (Comedex) Ga.
Myres Entertainers; Vienna, B. D., 29-Nov. 4.
Montague, Duke; Henshild, Ind.
Muller, J. 2; (Eggs) 3; Salina 4.
Oils, B. & Panny; Henfro, Ky.
Oleig, H. B.; (Sondheim) NYC.
Rader, C. O.; (Crown) Tex. Nov. 2-4.
Rivers, Dr. E. P.; Ocala, Fla., 29-Nov. 11.
Williams, Rusty; Lucama, N. C.

CARNIVAL

Shows are for current week when no dates are given. In some instances possibly mailing tickets are listed.

Al-American Expo. (Fair) Rogers, Ark.
S. & H. Am. (Fair) New York, N. Y.
C. & G. (Fair) Compton: (Fair) Hialeah, Fla.
Ga. (Fair) McDonough 5-11.
Miss. (Fair) Boggs 6-11.
McComb, Miss. (Fair) Boggs 6-11.
Brown Family Rides: Ludowick, Ga.
Buckeye State: (Fair) Hialeah, Fla.
Hallowell 11.
Ill. (Fair) Co. St. Stephen, S. C.
Ky. (Fair) Clinton, La.
Ohio & Wilson: (Fair) Kintonia, N. C.
Gard. L. J. Am. N. State ex. Waycross, Ga.
Newtown, Waycross 6-11.
General Am. Co. Milton, Fla.: De Pankak Springs 6-11.
Ohio: (Fair) Port Arthur, Tex.
Crystal Expo: (Fair) Waterboro, S. C. (Fair) Marion 6-11.
W. Va. (Fair) Dillon, S. C.: Jacksonville, N. C. 6-11.
Dover East Attrs: Cheraw, S. C.
Dyer: D. S. Littlefield, Tex.
Dyer's Greater: Durant, Miss.
Fitz Bros.: Calhoun Falls, S. C.
Hill City: Waynesboro, Tenn.
Hills' United: Norris City, Ill.
Hunting Mad Caddy: (Fair) Pavilion Warren-Cor. C. Lexington 5-11.
Franks Greater: (Fair) Adel, Ga.; (Fair) Albany 6-11.
Dyer's Greater: Durant, Miss.
Franklin: Buena Vista, Ga.
Pranks United: Prescott, Ark.
Golden State: Poplarville, Miss.
Custer Dotted: Goliad, Tex.
S. B. Riddellville, Ga.
Rams: Bill: Bryan, Tex.; La Grange 7-14.
Miller Adams: Roxboro, N. C. (Fair) Smithland 4-11.
Rich. L. J. (Fair) America, Ga.; (Fair) Bonanza 4-17.
Hill: (Fair) Corona, Calif.
Hise, Eric B.: Norwood, N. C.
Jones, Johnny J.: (Fair) Macon, Ga., 30-Nov. 8.

Kans. Expo: Tarboro, N. C.; Merchants' Expo & Armistice Club: New Bern 6-11.
Kans. W. C. Charleston, S. C.; Warsaw, N. C. 6-11.
Keynote Modern: (Fair) Moultrie Ga. 30-Nov. 4.
Lang's Des. Famous: (Fair) San Augustine, Tex. (Fair) Houston, Tex.
Larve, H. P.: Dundee, Miss.; Hispan 6-11.
Lawrence, Sam: Laurens, S. C.
Lynch: (Fair) Fayetteville, Ga. 30-Nov. 5; Tallahassee, Fla. 7-11.
Lewis, Art: (Fair) Roxboro, N. C. 30-Nov. 3.
Lynch: (Fair) Fayetteville, Tex. 30-Nov. 3.
Littlejohn, Thos. P.: Troy, Ala.
Midge Empire: Pauls Valley, Okla.
Meyer: (Fair) Fayetteville, N. C., season ends.
Waynesville, N. C.
Miles: (Fair) Harrell, Ark.
Mighty Monarch: Bamberg, S. C.; (Fair & Armistice Club) Brantford 6-11.
Miller Am.: Abbeville, La.; Franklin 6-11.
Miller Bros.: Landis, N. C.
Miller Shows: Wilson, N. C.
Miller: (Fair) Trinity, Tex.
Ohio Valley: Experiment, Co.
Page, J. J.: (Fair) Alton, S. C. 30-Nov. 4.
Paradise: Kosciusko, Miss.
Rambo Am. Co.: Walnut Grove, Miss.
Reed, Ralph: S. C. Atlanta, Ga.
Rocco & Ricks: Crawfordville, Ark.
Rock City: Deseville, Tex.
Rogers & Powell: (Fair) Hialeah, Fla.
Rogers: (Fair) Port Gibson 6-11.
Rubin & Cherry: Beaumont, Tex.
Santa Fe Expo: Heflinville, Tex.
Scott Bros.: Smith, Tenn. (Armistice Club.) Trenton 6-11.
Shredley Midway: Gayboston, Tex.
Shredley Midway: Paris, Tex.
Silver State Attrs.: Fowler, Calif.; Avenal 6-11.
Sly, Harry J.: Waynesboro, Tenn.
Smith Bros.: Caddo, Okla.
Smith Brothers: Hemingway, S. C.; (Fair) Kragtree 6-11.
Southern Attrs.: Sale City, Ga.
Southern State: (Fair) Cairo, Ohio.
Spokane: (Fair) Lexington, Pa. West Blocton, Ala.; (Fair) Greenville 6-11.
Tasselby Unit Shows: Chase City, Va.
Texas Kidd: Cleburne, Tex.
Texas Longhorn: Durant, Okla., season ends.
Tidwell Coleman, Tex.
Tomlin Am. (Fair) Ashburn, Ga.; (Fair) Quitman 6-11.
Valley: (Fair) (Armistice Club.) Jourdontown 6-11.
Virginia Am.: Gretna, Va.
Wallice Brok.: (Fair) Kobergberg, Miss.
West Coast Am. Co.: McFarland, Calif., Nov. 1-5.
Western State: Jennings, La.
West's World's Wonder: (Fair) Enterprise, Ala.
World of Fun: Westminster, S. C.
World of Myth: Anderson, S. C.
Y. C. Greater: Bakers, S. C.
Zindars Greater: Ashdown, Ark.

MARION COUNTY FAIR
MARION, S. C., NOV. 6TH TO 11TH
Want Legitimate Concessions all kinds.
Address all mail to

CRYSTAL EXPOSITION SHOWS
WALTERBORO, S. C., THIS WEEK.

WANTED For Following Fairs
York, S. C., week Nov. 6th, Fair and Armistice Club; Sunnyside, Va., week Nov. 6-11.
Will place shows all kinds, one or more.
Concessions all kinds. Write or wire

MILLER SHOWS
WILSON, N. C., THIS WEEK

For Ben Hill County Fair, Fitzgerald, Ga., next week. Rides: Outfitter, Rollo-Plane, Hot Stock Concessions, Aerial Fire Acts, Shows with own outfits. Join up wire. Have Cotriller for sale. No graft or gyps. All others answer.

FUNLAND SHOWS
Buena Vista, Ga., Fair this week.

CRESCENT AMUSEMENT CO.
WANTS
Bunter County Fair and Rodeo, Bushnell, Fla., Nov. 10-12.
RIDES—Will book Ferris Wheel, Dipsey Doodle, Chair-bike. Must open Bushnell, with 10 Winter line in Florida.
CONCESSIONS—Eating Stands, Show, Photos, Show Coins, Showers, come on, No X's.
IMMEDIATE SHOWS with own outfits. Free winter quarters at Port Myrtle. We have arranged truck and auto permits. Bid Smith, wife.
All Address: SHERMAN HUSTED, Bushnell, Fla.

WANT Information as to the Present Whereabouts of Mr. or Mrs. O. N. Spain
Anyone Having This Knowledge Contact Mr. A. F. Hopkins
85 OSCAR, GRAND RAPIDS, MICH.

NOTICE
All People contracted Millers' Modern Museum, 1001 Wilson, N. C., opening Nov. 6th. Can use advertising. Franks and Acts. Write or wire MORNING MILLER, Wilson, N. C.

CIRCUS AND WILD WEST
Anderson, Budd: Stillwell, Okla., Nov. 1; Sileam Springs 2; Dimesy 3; Grove 4; Fisher 5; season ends.
Hatch Show: (Armory) Hallowell 6-11.
McHugh, C. C.: Lake Charles, La. 21; Wright Nov. 1; Porked Island 2; Kaplan 3; Gury-dan 7.
Polack Bros.: Wichita, Kan. 6-11.
Russell Bros.: Taylor, Tex. 31; Smithville 11; Mayfield 11; Wharton 3; Wharton 4; Bay City 6; Victoria 7; Corpus Christi 8-9; Kingsville 10; Robertson 11.

Seltzer's Roller Derby Opens to 9,000 in Chicago
CHICAGO, Oct. 28. — Leo Seltzer's Transcontinental Roller Derby got off to a flying start Wednesday night at the Coliseum, when a crowd of nearly 9,000 packed the place and hundreds of patrons were forced to stand. Contesting are two teams, each consisting of five boys and five girls. The teams—Chicagoans and Canadians, will do an 11-game series ending November 5. The following night the Chicagoans will open a 14-game series with the New York Gardens team, ending November 19.

Four years ago Seltzer staged his first transcontinental roller derby in the Coliseum. Since that time various changes have been made in the set-up, taking the derby out of the endurance show or marathon category and placing it in the competitive sports class. The Seltzer roller derby unit which closed recently at Memphis will open in Mexico City November 1. The Pittsburgh unit, which closed last Saturday, opens today in the Coliseum on the State fairgrounds Columbus, O.

CORRAL (Continued from page 34)
ville Stanton, Lyle Cottrell, Carl Dossy; best bucker, Kid Fletcher.
Cowboys' Bronk Riding—Seventh day (three shows), Alice Greenough; Mary Parks, Claire Thompson, Helen Kirkendall, Eighth day (two shows), Margie Greenough, Tad Lucas, Mildred Mix Horner, Mary Parks, Ninth day (two shows), Mildred M. Horner, Margie Greenough, Claire Thompson, Helen Kirkendall, Tenth day (two shows), Margie Greenough, Violet Cerneret, Claire Thompson, Mildred M. Horner.
Calf Roping—Seventh day (three shows), Toots Mansfield, Gus Rude, Howard, Ed. Edna, Bettierew, Jack Shaw, Eighth day (three shows), Sonny Hancock, Dick Pruitt, Doc Chis, Bud

GET IN ON SOME FAST MONEY NOW
Our New 1c to 39c Card Deals Now Ready. Specials: 35 Package Candy Deal, 5.75. Turkey Cards, all sizes, factory prices. New Magic Jitter Pups, 1.60 Doz.; 18.00 Gross. New Hot "One Shot" Salesboard Items, Comic Christmas Cards, Souvenirs, Badges.
1c to 39c Service
PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

JACKSON COUNTY FAIR
MARIANNA, FLORIDA, WEEK OF NOVEMBER 14-18
This is a Bone Fide Fair, Chartered. Truck and Other Permits Arranged. WANT RIDES, SHOWS, CONCESSIONS, FREE ACTS, DEMONSTRATORS. GOOD ORGANIZED CARNIVAL CONSIDERED. Address: JACKSON COUNTY FAIR OFFICE, WELSH BLDG., MARIANNA, FLORIDA.

Spisberg, Hub Whitesman. Ninth day (three shows), Dee Burk, E. Pardee, James Kenney, Jack Shaw, Cecil Oswley and Harry Hays split fifth.
Cowboys' Bareback Riding—Fifth day (four shows), Carl Dossy, Frank Finley, Hoyt Hefner, Kid Fletcher, Mitch Owens and Pete Grub split fourth, Sixth day (four shows), Larry Finley and Hank Mills split first and second; Hubert Sandall; Paul Carney and Mitch Owens split fourth.
Steer Riding—Sixth day (three shows), Kid Fletcher, Cecil Jones, Mitch Owens, Frank Marion; Adolph Ebner and Tommy Smith split fifth. Seventh day (three shows), Albert Sells, Bob Murray, Kid Fletcher, Frank Marion, Mitch Owens, Eighth day (three shows), Harry Dick, Dick Grimthe, Albert Sells, John Eise, Paul Carney.

BAKERSFIELD (CALIF.) FRONTIER DAYS rodeo at Kern County Fair grounds, October 7-8, drew 17,500. Contracted performers included Sam Garrett, trick roper; Paul St. Croix, Chief of Police, Princess Sunbeam and Pinky Oat, with trained mules. Bud Bentley did the announcing. Jack Pruzia was adjudged champion cowboy and won a \$250 Keyston saddle, donated by Montgomery Ward & Co. Winners in the cowboy contest were Elance Rudnick, Barbara Selby and Alice Margard. Prizes were awarded them by Camp West Love Farms Co., Inc.
Results: Calf Roping—First day, Clay Carr, Oran Fore, Asbury Shell, Gordon Davis. Second day, Charles Lee, Lem Perkins and Wild Fuller split second and third; Oran Fore, Finales, Oran Fore, Clay Carr, Asbury Shell, Wild Fuller.

Bareback Bronk Riding—both days, Gene Hambro; Frank Mendes and Johnny Schneider split second; Frankie Schneider, Single Dolly Steer Roping—First day, Gordon Davis, Clay Carr, Oscar Warren, Buck Vincent. Second day, Asbury Shell and Willie Clay split first and second; Clay Carr, Andy Jauragul, Finales, Clay Carr, Willie Clay, Andy Jauragul, Gordon Davis.
Saddle Bronk Riding—First day, Ernest Mounce, Eddie Taylor, Frankie Schneider, Johnny Schneider. Second day, Frankie Schneider, Gene Rambo, Felix Cooper, Ernest Mounce. Finals, Frankie Schneider; Ernest Mounce, Johnny Schneider; Dave Starr, Eddie Taylor, Felix Cooper, Walt Stuart, Harry Logue, Frank Maltois and Gene Rambo split fourth. Steer Wrestling—First day, Buster Wolf, John Mendes, Clay Carr, Pete Collins. Second day, Clay Carr, Arnie Will, Breezy Cox, Oscar Warren. Finals, Buster Wolf, Clay Carr, John Mendes, Carol Henry. Wild Cow Milking—First day, Clay Carr, Henry Muller, Sam Panchoer, Willie Clay. Second day, Breezy Cox, Willie Clay, Lem Perkins, Wild Fuller.

Wild Brahma Bull Riding—Both days, Frank Mendes; Albert McEwen and Phil Selby split second and third; Frankie Schneider. Winners of events on the track: Open Stock Horse Race, Victor Philip, Ed Champness. Cowboys' Hackamore Class, Hank Castro (winner of a \$150 saddle, donated by Harry Corfee, Inc.), Guy Hughes, Lennis Norman. Boys' Stock Horse Class—Bill King, Jim Pellet, Vance Hill.
Cowboy Stair Race—First day, Jack Pruzia, Grady Cowart. Second day, Jack Pruzia, Grady Cowart. Girls' and Boys' Stock Horse Race—First day, Wayne Mosley, Bud Hand. Second day, Pete Brown, Bud Hand. Cowboys' Hackamore Race—First day, Jack Pruzia, D. L. Rhodes. Second day, D. L. Rhodes, Orval Glenn. Uniformed Mounted Groups Novelty Race—Camp West and Love, Kern County Rangers.

FREE PAMPHLET
Write today for your free copy telling you how to get into the roadside business. It contains thorough directions on the different phases of operation and also a buyers' directory. Write now!
The Roadshowman
25 Opera Place, Cincinnati, Ohio

NOTICE —1940—
Chevrolet Trucks — Immediate Delivery
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO., East St. Louis, Ill.

NOTICE
Shooting Gallery Owners and Operators
The Vertical Shaft Portable Duck Pond is produced by patent number 2,125,353, held by me. Any infringements on or any parts thereof will be prosecuted to the full extent of the law and immediate action will be taken.
BERNARD O. MATTSON

SCOTT BROS.' SHOWS
Want for 1940
Shows and Rides not conflicting, 10-cent Concessions.
Free winter quarters to people joining for 1940. Fairgrounds, Jackson, Tenn.
C. D. SCOTT.

PENN STATE SHOW
WANTS
For Ocean County Colored Fair, Dublin, Ga., Nov. 6-11. Shows, twenty per cent; Legitimate Concessions, \$10. This week, Wicville, Ga.; then Dublin.

WANT CATCHER
For Flying Kite to open with Wirth's Indoor Chess and All summer's work. Write or wire
CHAS. SIEGRIST
General Delivery, SAVANNAH, GA.

WANT FOR ALL WINTER
Colored Revue, Franks, Novelty Acts, Oriental Dancing Girls
SOUTH STREET MUSEUM
1419 South St., Philadelphia, Pa.

Diving Girls Wanted
Immediately for Cafe in Chicago. All winter's work. Active by air mail ability and salary wanted.
Dot (Brown) Robinson
Majestic Hotel, 20 W. Quincy St., Chicago, Ill.
Wild Horse Race—First day, Freeman Welch, Oran Fore, Lee Moreno. Second day, Oran Fore, Don Poora, Frank Mendes.

Out in the Open



Leonard Traube

NAAPPB—Section 3

OUR column colleague, the well-informed R. S. Uzzell, ride manufacturer and operator who talks and writes with expertise and authority, notes that there is no rift between the National Association of Amusement Parks, Pools and Beaches and the International Association of Fairs and Expositions. "In Chicago last year," he writes, "when the IAFE decided to go to Toronto for its 1939 meeting a canvass of our exhibitors was made while they were still in Chicago to get their preference on a choice of one of three places, Chicago, Toronto and New York City. The vote was 96 per cent in favor of New York because very few wanted to try Toronto again after the 1934 experience. A small minority favored Chicago again, while the Eastern metropolis obtained almost a unanimous vote."

We do not say Mr. Uzzell is not well informed, expert and authoritative in this case, but his 96 per cent figure, while not perhaps an arbitrary designation, is unfinished and inconclusive. It fails to complete the thought behind the canvass, which was, incidentally, informal and could not under the circumstances be anything but unofficial. However, that is not important.

Our personal recollection of the canvass—if that's what it was—in that the Eastern metropolis obtained "almost a unanimous vote" because most of those whose opinions on convention location were being sought contributed their views under the not unreasonable impression that the powwow would be held during the World's Fair operating peri-

od, meaning late in October.

The importance of that impression cannot be ignored or minimized just because the NAAPPB will meet in New York next month, or about five weeks after the fair shuts down. Valid apologies by the national association and its affiliated bodies are not notable for their realism in a business which is and must be shot thru with large doses of the same.

It is necessary to add that we speak from a deeply aroused and uncommonly stirred sense of loyalty to the general objectives of the amusement park business, including the manufacturers and caterers thereof, who form an inevitable and formidable link with operators. This link is almost identical with that between these caterers and manufacturers and the carnival industry, which constitutes much of the purchasing power in the ride and supply realm of amusements.

It is because of these interwoven and interdependent skeins of mutual purpose that the NAAPPB should always select a convention city which would house the carnival buyers at the same time. This must mean that the city, whether it be Tallahassee or Timbuctoo, would also house the association of fairs. The carnivals go where the fair men go, since the fair men represent purchasing power in relation to midway selection.

Left out of this discussion is *The Billboard's* report of last year's under-one-roof conclaves in Chicago. Those interested in the "canvass" will find material relating to a discussion of the 1939 location. The issue is December 10 and the page is 40.

This corner prefers not to bring this publication's news columns into the picture as authority because (1) it tends to recruit a witness who is not disinterested and objective and (2) because your correspondent was one of those assigned to cover the park convention, and he therefore eliminates himself as competent witness.

If this subject were not important and a matter of momentous concern to all, you would not find the most alert man in show business pressing for a change in IAFE convention dates which would

not conflict with the park men's parley. It so happens we think it should be the other way around—that the NAAPPB should have long since changed the main about not meeting with the IAFE and the carnivals. But the fact that we think Mr. Hamid is on the other side of the fence does not make him wrong. It means that he is thinking seriously of getting that together, even this year as this late date. That is a healthy and constructive point of view, regardless of technique and approach. And his approach may, after all, be as right as rain for all we know.

The prosecution needs a rest.

Hartmann's Broadcast

MANY circus people in Indiana still seem to be in the dark as regards unemployment compensation, and for their benefit we have been asked to re-publish a piece which we wrote on this subject and carried in our issue of March 4, 1939.

"Unemployment compensation in Indiana," we said at that time, "has some showmen puzzled. In the Hoosier State employers only are required to pay the unemployment insurance tax. The story, as told to us, concerns two Indiana residents who were on tour with circuses of that State last year. One of these men was with a show that opened in April. After he was discharged the early part of August he filed an application for unemployment compensation with the State and received the maximum of \$15 a week for 15 weeks.

"The other man, who was with a circus that opened a week earlier, was discharged about three weeks earlier than the former. His salary was twice that of the other man and, as the tax (27 per cent) is based on salaries, that meant double the tax to be paid to the State. Yet, instead of receiving the maximum of \$15 a week for 15 weeks, the same as the other fellow, the higher salaried man was allowed only \$60, or four weeks' compensation. Tunny attention, isn't it?" comments the reader supplying the story.

"On the surface the situation is funny if true, but several other angles are to be considered in accounting for the difference in benefits received by the two men. Unemployment compensation is not paid on the basis of tax paid by an employer on a man's salary, but a certain period of employment is required. It is probable that the man who received the maximum benefits worked the necessary number of days before he was discharged. That part of the federal law as concerns benefits—and State unemployment laws have been patterned after it—reads:

"The individual shall be entitled to such benefits unless he or she has been employed by an employer (or employers) subject to this act in at least 20 calendar weeks within one year immediately preceding the date of the application for benefits."

"In other words, if the man receiving the maximum benefits was not with the show on the road for the minimum 20 weeks, it is possible he was employed at the quarters before it opened, or that he worked for some other employer so as to make up the 20 weeks. It is possible, too, that the man receiving \$60 was paid only partial benefits thru not having worked either with the show or elsewhere for the minimum 20 calendar weeks within one year immediately preceding the date of his application. It should also be remembered that insurance benefits can be cut off when a person receiving them is offered and refused to accept a job thru the State unemployment office—a job which he is capable of filling and at a reasonable wage."

A few weeks after publishing the above piece we received a letter from Clarence A. Jackson, director of the State of Indiana Unemployment Compensation Division, Department of Treasury, Indianapolis, complimenting us upon what we wrote and a letter was published in our issue of April 8, and read as follows:

"Thanks for your letter and the tear sheet with item about unemployment compensation. Of course, we can give no explanation of the matter without knowing who the two individuals were."

"If all magazines and newspapers followed your policy in this particular story the country would be a lot better off because people would be better informed as to their rights."

"May we congratulate you on taking

Notes From the Crossroads

By NAT GREEN

IT WAS the good fortune of the Crossroads scribe a few days ago to come into possession of some interesting material pertaining to the start of the Showmen's League of America in 1912. The office of the late U. J. (Sport) Herrmann was being dismantled and Miss O'Day, Herrmann's secretary for many years, phoned that she had an old picture we probably would like to have. Footlooting it to the office, we obtained not only the picture—a photo of the Barnum & Bailey Circus at Bordeaux, France, in 1925—but also a copy of the minutes of the first meeting of the Showmen's League, stories of the first meeting and first banquet from the old *New York Clipper* and a photo of the entrance to the banquet hall.

"Sport" was in conference with the Barnum & Bailey Circus and at the time the league was organized owner of the Cort Theater, was chairman of the organization meeting and was elected third vice-president of the league. Principal object of the organization was stated to be "sociability, benevolence and protection," objects which have been rigidly adhered to. A story in *The Clipper* a month after the league was organized stated: "Already the treasury has grown, money that it has had ever shown by any other organization, similar in character, that has ever been formed in the history of the American continent." Be it said in tribute to past and present officers, the league has never lagged. It has had its less than year as might be expected. But it has steadily progressed in membership and resources until today it is a tower of strength in the show world.

We are grateful to the "Sport" Herrmann for the data on the early history of the Showmen's League.

Arnold B. Gurtler, president of the NAAPPB, in Chicago conferring with Secretary A. R. Dodge on the coming convention, which Gurtler predicts will be one of the best in years. F. A. Cronin, former A. G. Barnes Circus manager, in from L. A. on his way to Hartford City, Ind., for a visit with his brother. . . . We are in receipt of an attractive invitation from Clyde Beatty's Jungle Farm and Zoo at Fort Lauderdale, Fla. The zoo will be opened to the public early in December. Beatty apparently intends to make his home at Fort Lauderdale, as he is understood to have sold his home at Rochester, Ind. Mr. and Mrs. Billy Williams, of Williams & Lee, St. Paul, in Chi looking over acts for the coming season. Billy reports 1939 was the best fair season they have ever had. . . . F. A. (Babe) Boudinot was first of the Binglingers to return to Chicago, where he will meet the winter. Mickey Coughlin wrote from the El Comodoro at Miami that he was headed for Hot Springs; W. C. St. Clair was on his way to Chi, and Paul Rice was on his way for the same city. The gathering of the clan is under way at the Majestic in Hot Springs. Bob Hickey has been enjoying the spa for a week or more and among arrivals he mentions Frank Mayer, of the Ringling Bros.; John Branned, of Fred and Beckmann, of Beckmann & Gerety Show; Mr. and Mrs. Frank Rooney, former Barnes trouper; George (Red) Redder, and Max and Joe Goodman, of Goodman Wonder Shows.

Corp. R. H. (Bob) Ingleston writes from Austin, Tex.: "I think every carnival in the U. S. A. has moved in on Texas. There seems to be some kind of a tented outfit at every crossroad." Bob is showing his A. E. P. pictures, American First Prize, in the win of the Star State Show. . . . Don Cook, former head outfit on the Barnes show, was in charge of users at the ice show in Detroit. . . . Harry Chipman, who closed recently as p. a. with Barnett Bros' Circus, is back on the West Coast and taking the advance of the stage show, *Alegra Woman*, featuring Grace Hayward. . . . *MONSTER* ad in *The Chicago Tribune*: "INTRIGUED—Hillre Frankenstein monster for your Halloween party." We know several owners that are anxious to get rid of their Frankenstein!

the trouble to explain accurately the possibilities under the present unemployment law as you did in the story sent to us."

INTERNATIONAL CONGRESS OF ODDITIES

AMERICA'S OLDEST AND MOST FAVORABLY ESTABLISHED MUSEUM

25TH ANNUAL TOUR

5TH WEEK OF 1939-'40 SEASON

We wish to thank the 374 people who replied to our report in *The Billboard* and to 22 of the 41 who stated salary were here—this other 22 have to account for a 1939 ad on page 22. You can put a valuation on your services. ALWAYS GLAD to hear from reliable folks who want a long season's work in pleasant surroundings. CAR PLACES NOW a real Hawaiian Troupe, Glass Blower with Pick-Out, strong Magician who pitches, Man or Lady who knows how to handle Large Prizes and can break Chimpstones. All Reply to 116 Merchants Bldg., Decatur, Ill., new, Week of 1939-'40 SEASON. — FIRST TO OPEN, LAST TO CLOSE THE MUSEUM SEASON —

WANT FOR JOHNSTOWN COUNTY FAIR

Bethlehem, N. C., Nov. 6th to 11th; Great Open Fair, 12th to 15th; Lillington, N. C., Firemen's Celebration, 20th to 22nd; Concessions, Free Attrs., Concessions of all kinds, Shows and Rides, Twenty-Nightly. Out all winter. All address:

HELLER'S ACME SHOWS

THIS WEEK, ROXBORO, N. C.

WANTED FOR PALACE OF ODDITIES

Open week of November 13. Can place outstanding Freaks, Fat People, Midgits, Giants, Mrs. Heath, got in touch with me. Can use following people: Princess Pat, Prince Danny and wife, Slim Curtis (he is sure sell), Larry Johnson, Good Hall and Hall, Iron Tongue, Fie Eater, H. H. Hall, can use you. Out all winter, good rooms and meals. Salary low, as we pay off. All reply to BOB ZELL or FRED SMITH, Landis, N. C.

DIXIE MODEL SHOWS

Armistice Week, Nov. 6 to 11, Jacksonville, N. C., want Shows with own outfits at very liberal rates. Rides—can use Kiddie Autos, Rollo-Plane, Octopus, etc. Concessions—can use all kinds Merchandise Concessions, also a limited amount of Wheels. Mrs. Pope, come on; can use you. All address: This week, Dillon, S. C.

W. C. KAUS SHOWS, INC.

WANT FOR BIG ARMISTICE CELEBRATION, WARSAW, N. C. Good Prices at the Markets.

Legitimate Concessions of all kinds, Diggers, Novelties, reasonable rates. All Concessions open except Bingo, Grab or Cookhouse. Complete Illusion Shows or any Walk-Thru Show. Address communications to W. C. KAUS, Mgr., Charleston, S. C.

Terre Haute Date Good For Stevens' Oddities

TERRE HAUTE, Ind., Oct. 28.—J. J. Stevens' International Congress of Oddities closed a successful week's stand here tonight with crowds way beyond management's expectations, reports Jack Stevens, local authorities, compiler of the show's official program. The presentation was handled, Irene Farrell was featured as an extra attraction all week to good results.

Joining here were Determination Eddie; Jolly Lee, fat girl; Slim Willow, diabetic artist, and George Ruth. On Wednesday the personnel was taken in procession to the grave of the late Clarence A. Wortham, where they placed a floral tribute. Visitors here and in Danville, Ill., included Pat Wallace, Russell Bros., George Meyer and party; R. J. Cousins, Fidler's United Shows; Charles T. Goss and Frank Fellows, Standard Chevrolet and Springfield Wagon Works, respectively.

Unit took delivery of a shipment of glasses from Meems Ward, Inc. Jean Janette will handle them.

Circus, Carnival Day-Date Same Late in Okla. Town

RUSH SPRINGS, Okla., Oct. 28.—The Al G. Kelly & Miller Bros.' Circus played on the same lot here October 19, with Dalley Bros.' Shows (carnival) and both did good business. Carnival was kept closed until each circus performance was over. Carnival came in on October 16.

Obert Miller, of the circus, and Dick Proctor, of the carnival, had a fine time renewing acquaintances, both having been on circuses together several years ago. Obert Miller, who has charge of banners with the circus, did a fine job, even the she followed the carnival banner man.

The circus has added two trucks, several ponies and different animals this season. Mr. and Mrs. Ted La Velda recently purchased a new Ford, La Velda is manager of the circus side show and does several acts in the big show. The circus will close early in November with the same personnel with which it opened, excepting Mr. and Mrs. E. E. (Doc) Moon, who left two weeks ago to play indoor dates, winding up a 30-week season thru Missouri, Kansas, Nebraska, Colorado and Oklahoma.

15 Years Ago

(From The Billboard Dated November 1, 1924)

Plans for annual Showmen's League of America banquet and ball in Chicago were being made under direction of Chairman Sam J. Levy, ... Miller Bros.' Shows closed with B. K. Hanaford, of Savannah (Ga.) Fair Association, to have the shows winter on the playgrounds there. ... B. F. (Benny) Meyers was stricken suddenly ill while playing Fayetteville, N. C., with Greater Sheesley Shows and was rushed to Westbrook Sanitarium, Richmond, Va. ... Claude B. Ellis, publicity director of Greater Sheesley Shows, spent a day in Cincinnati while en route from the shows in Fayetteville, N. C., to Milwaukee, for a few weeks of political publicity campaign were before joining the Sheesley Indoor Circus for the winter.

Mr. Greater Shows closed the season successfully in Abilene, Kan., and went into quarters in Chapman, Kan. ... Partnership between E. C. May and W. G. Wadsworth in Waco & May Shows was dissolved. ... Fair in Griffin, Ga., proved a red one for Central States Shows. ... Great White Way Shows made a home-run move to Nitro, W. Va., after closing their year in Charleston, W. Va. ... Chief Lons Bird added a big snake attraction to his line-up on Macy Exposition Shows.

Harry B. Husing was staging Sheldahl pony contests for school children and exhibiting feature films in movie houses in New York. ... Billy Curran was appointed manager of the show on Con T. Kennedy Shows, replacing Pat Murphy, who left in Wichita Falls, Tex. ... Jack H. Nation and wife closed a successful year with Backstone's Zippo Show in Lancaster, Pa. ... Meiter, Ga., proved a narrative for Wakenstein's T. Wolfe Shows were playing South Carolina State Fair, Columbia, for the second consecu-

tive year. ... Sam (The Texas Kid) Harris, said to be one of the tallest humans in the world, died in his home in Farmerville, Tex., of pneumonia. He was with Cotton Belt Shows.

Route of the Sells-Floto Circus was extended two weeks, to November 30. Rumor that Sells-Floto would be combined with Hagenbeck-Wallace Circus in 1925 was denied. ... C. W. Finney, for years general contracting agent of Sells-Floto Circus, was signed by C. J. C. Miller, president of Miller Bros., 101 Ranch, as general agent and traffic manager of 101 Ranch for 1925. Finney had just launched a 50-people musical revue, *Flashes of the Great White Way*, when the deal was made. ... R. M. Harvey and Paul Harrell were re-engaged for 1925 by Sells-Floto Circus, former as general agent and latter as car manager. ... J. H. Adkins, assistant manager of the Century-Patterson Circus, severed his connection with that show and joined Hagenbeck-Wallace Circus at Coleman, Tex., October 27 as assistant manager.

The Atkinson Circus was experiencing good weather and excellent business in coast towns of California, and Prince Elmer announced that the show would remain out all winter. ... James Shropshire, who had charge of Century Bros.-Patterson Circus Seabow, became manager of the big show with Golimar Bros.' Circus at Hughes, Ark.

FINAL CURTAIN

(Continued from page 29)
Services in Canton, with burial in Westland Cemetery there.

McMACKEN—Joe, cowboy, of Trail City, S. D., October 21 in diagnosis of a jurist sustained while competing in the Chicago Stadium rodeo events.

MITCHELL—Connie, 53, a vaudeville artist for 35 years, in San Francisco October 23. He also toured Australia. Until recently he was treasurer and business manager of the American Federation of Actors in San Francisco. His real name was Conrad Michel. Survived by a sister, Mrs. Harry Herold, and a brother, William N. Michel. Cremation in San Francisco, with services conducted by the American Federation of Actors.

D. C. (MAC) McDANIEL

In Memory of My Beloved Husband, Died in Spartanburg, S. C., October 29, 1935.

BERTHA (GYP) McDANIEL

MITCHELL—Mrs. Martha M., 55, known on the stage as Martha Edward and wife of Frederick M. Mitchell, director of *The First Nighter* radio program, in Denver October 30 after a long illness.

REILLY—John Martin, 67, widely known circus, carnival and theatrical agent known professionally as Jack Reilly, died in Chicago October 19. Reilly was a former agent for Lincoln J. Carter, Jones & Crane, Gaskill & McVittie and Rowland & Clifford, Chicago road show producers. He had also been with the Charles Sparks, Howe's Great London and Al G. Barnes circuses and various carnivals. Deceased was a member of Apollo Lodge of Masons, Chicago. Survived by his widow, Edith. Services and burial in Chicago with Masonic rites.

RUMSEY—Mark, 70, veteran magician, October 25 in Mt. Carmel Hospital, Royal Oak, Mich., a Detroit suburb, where he lived for 20 years. He at one time played in chauntiqua. His widow and two children survive. Services in Royal Oak.

SPILLER—Leslie J., 39, theatrical producer, who distinguished himself with *One Sunday Afternoon* in 1933, at Mt. Sinai Hospital, New York, October 27 after a brief illness. Spiller came to this country 19 years ago from England to enter the tea business, but soon became a producer of John Cort and Harry the Acrobat. He was later, associated with Louis Werba and A. A. Erlanger. He produced *One Sunday Afternoon* in conjunction with Leo Bulgakov. Survived by his widow, Margaret.

SULLIVAN—Timothy (Fish), veteran press agent who managed enterprises in connection with the Boston Garden publicity department at the time of his death, killed instantly October 19 by an elevated train in Boston. Survived by his widow and three children. Further details appear in the Circuit Department.

WITTMAN—James A., 38, member of the Milwaukee Musicians' Association, October 23 at his home in that city. Survived by his mother and two children.

Sam Harrison

Sam Harrison, 75, legit company manager, died at his home in New York October 22 of a heart ailment. Harrison was frequently called "the silk stocking manager" for the many successes he managed on Broadway.

From 1907 to 1930 he worked for Florenz Ziegfeld and Klaw & Erlanger at the New Amsterdam Theater, New York. He was best known for his management of the *Follies*, in which he has also invested his own funds. He did not go with the companies on the road, preferring to handle Broadway runs. Others for which he was known are *Roselle*, *Whoopee* and *Sally*. His association with Ziegfeld had been so long and close that he was made assistant to William Anthony Maguire in preparation of script for the picture *The Great Ziegfeld*. He was also named by Ziegfeld trustee to protect interests of Patricia Ziegfeld. After Ziegfeld's death, he looked after business matters for the widow, Billie Burke. He had started in the theater about 1895, opening the Empire Theater, New York, with Charles Frohman's production *The Girl I Left Behind Me*.

Harrison leaves his wife, Mrs. Stella Oster Harrison.

Marriages

ANDERSON-MARTIN—Carl R. Anderson, in charge of public relations for the Pan-American Airways, Los Angeles, and Faye Martin, Broadway actress and singer, in Hollywood October 24.

BELL-WELSH—Harold E. Bell, assistant manager of the Capitol Theater, Scranton, Pa., and Margaret Frances Welsh, nonpro, October 18.

BERTRANDS-LOPEZ—Dick Bertrand, member of the NBC San Francisco press department, and Evelyn Lopez, nonpro, in San Jose, Calif., October 22.

BORER-SWIFT—Donn Borer, manager of the Delavan Theater, Delavan, Wis., and Elizabeth Swift October 23 in Dubuque, Ia.

CAREY-MURRAY—Thomas Carey, member of the Comford theatrical organization, Binghamton, N. Y., and Fay Murray recently.

EWING-PORSYTHIE—Edward J. Ewing, son of Percy Ewing, one-time correspondent for *The Billboard*, and Mabel Louise Forsythie recently in First Methodist Church, St. Louis.

FRIEDMAN-MACK—Leopold Friedman, chief of Loew's Theaters' legal department, and Ruth Mack, nonpro, October 28 in New York.

GOODMAN-LINGO—Maxwell Goodman, nonpro of Fort Worth, Tex., and Wilby Lingo, dancer, in that city September 30.

HOWARD-LEEDS—Robert S. Howard, nonpro, and Andrea Leeds, film actress, in St. John's Chapel, Del Monte, Calif., October 25.

KENYON-BUZZELLI—Lloyd M. Kenyon, manager of the Parkway Theater, Greenwood, Wis., and Geraldine Buzzelli, October 17 in Milwaukee.

McDEVITT-VAN ARDEN—James F. McDevitt, Pittsburgh newspaper man, and Virginia Van Arden, erstwhile repertory actress and former secretary of Fidler's United Shows, October 17.

MOORE-BOWMAN—Thomas Moore, custard man on Royal American Shows, and Alice Bowman, of Loew's Mayer's Disappearing Water Ball, on the same shows, in Marion, Ark., September 3.

PENNINGTON-WRIGHT—David Pennington, Merry-Go-Round foreman on Hilderbrand's United Shows, and Lora Jean Wright, of the Temple of Mystery on the same shows, recently in Las Vegas, Nev.

RILEY-O'BRIEN—Jack Riley and Mable O'Brien, former endurance show performers, in Waterbury, Conn., October 26.

ROSEN-DUBMAN—Milton A. Rosen, nonpro, and Libeth Abartant Dubman, radio actress, October 23 in Brooklyn.

SUMMERS-GRAY—William Summers and Doreen Gray, members of the Grand's United Shows, recently in Las Vegas, Nev.

Births

A daughter, Sheila Ann, to Mr. and Mrs. T. M. (Tommy) Allen in St. Leo

WANT ORGANIZED MINSTREL

To join at once. I furnish complete new outfit. Must join at once; no time to waste.

JOHN B. DAVIS

Mgr. SOUTHERN SHOWS
Cairo, Ga., This Week

WANTED

For Marianna, Fla., Fair, Shows with own outfits. Rides that don't conflict. Legitimate Concessions.

ENDY BROS.' SHOWS

Calhoun Falls, S. C.

WANT BROWNIE SMITH SHOWS

Concessions of all kinds. Shows with their own outfit. Good opening for small Court Square. Ride Help for Wheel and M. G. R. Hamiltonway S. C., this week! Birmingham, C. Fair Nov. 5-11; Sumter, S. C., Nov. 12-18.

JOHN R. WARD SHOWS

Want Comedians, fast-stepping Chorus Girls, Musicians for Minstrel Show or Organized Show. Salary. Out all winter. Act for Side Show. BOX 148, Baton Rouge, La.

BEAUFORT COUNTY FAIR

WEEK NOV. 5, BEAUFORT, S. C.

Place Legitimate Concessions

MIGHTY MONARCH SHOWS

Baltimore, S. C., This Week

BLUE RIDGE SHOWS

Want Shows, Rides, Concessions not conflicting for largest Armistice Celebration in South. Biloxi, Miss., next week. Out until Christmas. Address JOE KARR, this week McCorn, Miss.

Hospital, Danville, Va., October 8. Father is manager of the Johnny J. Jones Exposition.

A 5½-pound daughter, Madeline, to Mr. and Mrs. Jack Murray in Detroit October 23. Father is an associate in Fox 23. Father is advertising department, that city.

A son to Mr. and Mrs. H. M. Baker September 25. Mother is the former Dorothy Phelps, daughter of L. A. Phelps, of the Bill Hames Shows.

A son to Mr. and Mrs. Carl Scott in Mercy Hospital, Canton, O., October 19. Father is assistant manager of Loew's Theater there.

An eight-pound son to Mr. and Mrs. Harold Morrison in Detroit October 18. Father is affiliated with Columbia Pictures Exchange there.

A 6½-pound daughter, Joyce Lydia, to Mr. and Mrs. William Hurrey in Woodard Herring Hospital, Wilson, N. C., October 21. Parents are members of the Rusty Williams Tent Show.

A 7½-pound daughter, Joan Frances, to Mr. and Mrs. Frank Jarman in Watts Hospital, Durham, N. C., October 24. Father is manager of Station WDNB, Durham.

A 10-pound daughter, Betty Joe, recently to Mr. and Mrs. Joe C. Sweeney in Clarksville, Tenn. Father was formerly cook with the Royal American Shows.

An 8½-pound son to Mr. and Mrs. Bert Miller in St. Joseph, Mo., October 7. Mother is the former Margie Knowles, known in endurance show circles.

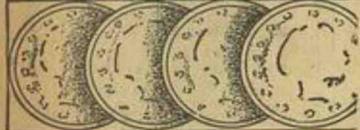
An 8½-pound boy, Howard, to Mr. and Mrs. A. Wesler in Park Madison Hospital, Brooklyn, October 4. Mother is the former Adeline Wagner, whose father, Sam Wagner, is operator of the World Circus Side Show, Coney Island, N. Y.

A 5½-pound son to Mr. and Mrs. Luther Adler October 22 in Woman's Hospital, Bronx, New York. Mother is Sylvia Sidney, screen actress. Father is also a screen actor.

Divorces

Gale Page, film actress, from Frederick M. Tridinger, Chicago investment banker, in Los Angeles recently.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

STRICTLY LEGAL

The week of October 23, 1939, brought forth many an editorial and newspaper comment that 10 years ago, on October 24, the great stock market crash happened. Many commentators now frankly refer to that era as a national gambling spree in which a majority of the people took part. Others still use the more conservative word, speculation.

Altho unregulated thru the years, the stock and grain exchanges have by common consent been accepted as strictly legitimate, no matter how much gambling may be centered in them. With the coming of the Roosevelt era the exchanges have been placed under strict regulations, which gives them definitely the stamp of legitimacy.

Any person who undertakes to be well informed on the part that gambling plays in our national life should consider the many angles that enter into gambling (speculation) on the exchanges.

First, there is the point of respectability. The history of the exchanges shows that gambling can be made respectable—that it can be made a business. In contrasting such types of gambling as the exchanges, however, with the more common types of petty gambling engaged in by the masses of the people, there is the clash of wealth and power against the foibles of the masses.

Gambling on the exchanges has been made respectable because of the wealth and position of those manipulating trends behind the scenes. Many critics of the exchanges contend that on many occasions the exchanges have had more power than the national government itself.

Another point of respectability in big gambling that the followers of petty gambling overlook is that people of wealth and power contribute to charities, churches and civic causes. They buy respectability thru contributions. Followers of petty gambling in most cases overlook this point and even permit themselves to be drawn into open conflict and antagonism with the churches and civic groups.

Important in maintaining the respectability of gambling on the exchanges is a constant stream of propaganda setting forth the good that the exchanges do for business. Political reform moves have made severe attacks at times on the exchanges and the evils of such gambling, but the aggressive propaganda of the exchanges always wins. The agencies which foster petty gambling are never well enough united to maintain any semblance of even defensive propaganda.

More important in recent times, however, are the experiments in regulating gambling on the exchanges by law. Only a few years ago such papers as The New York Times were writing of the stock exchanges as the "largest unregulated financial centers in the world." For years these exchanges had operated without any real regulation at all.

With the reform wave that swept the country during the Roosevelt era, many strict regulations are being tried on the exchanges. These regulations are still an experiment, but it seems now that no political party would dare recommend their repeal. In other words, it seems that big gambling can be regulated and made strictly legal. The federal government is undertaking to regulate "insiders" so that they

cannot "rig the market." The federal government is undertaking to regulate the gambling odds from day to day in such rules as prescribing that grain cannot go up or down more than 5 cents in one day.

It would seem that if big gambling can thus be regulated on so many vital points, the same principles of regulation might be extended to petty gambling to make its various popular forms strictly legal.

The common evils charged to petty gambling are all inherent in more deadly degree in gambling on the exchanges. Even the national welfare can be seriously damaged by gambling on the exchanges. The personnel of those who engage in petty gambling enterprises can be regulated by law just as the federal government undertakes to control the "insiders" in the gambling on the exchanges. Many other regulations can be applied as to citizenship, residence, etc.

One of the most interesting ideas in the regulation of gambling is that of trying to regulate the gambling odds. The federal regulation which prescribes that grain may go up or down within the limits of a few cents each day is one of the most interesting experiments ever tried in the regulation of big-scale gambling.

The idea carried out in the petty gambling field would keep the awards at a small amount. England and France have already recognized this principle to some extent in the petty gambling field. By consent, some forms of petty gambling in England may use cigarets as awards. France has in some cases recognized by law the awarding of merchandise prizes in petty gambling.

The outstanding difficulties in extending government regulation to the various forms of petty gambling relate to the press and to politicians. Newspapers have much at stake in the issue. Newspapers profit from the news of the stock markets and racing and sports news. The more widespread gambling becomes in these fields, the greater is the profit to the newspapers in disseminating news. But there seems to be no way in which newspapers can profit from other forms of petty gambling except in creating sensational news against them. In fact, many newspapers seem to take the attitude that any money spent on many forms of petty gambling is lost to such forms as racing, etc.

At present there would seem to be no definite way by which the press can profit by many of the most popular forms of petty gambling. So there is the prospect of the crusading opposition of newspapers to all such forms of gambling.

Still more serious is the plight of the officeholder under our American system of popular elections. A candidate for any office is obliged to spend far more to get elected than the office will pay. Consequently, thru the years there has been the practice of keeping petty gambling illegal so that what is commonly known as "protection" may be arranged in order to recuperate election and campaign funds. Thus the big majority of officeholders are forced to try to keep many forms of petty gambling illegal for reasons which everybody knows exists but which are not considered respectable.

If the big gambling centers can be made strictly legal, maybe we can find some way yet to legalize petty gambling.

KEENEY DOES IT AGAIN! BIG BOX

A NEW KIND OF FREE GAME THAT INTRODUCES FOR THE FIRST TIME
"4 WAY" BUMPERS
3 WAYS TO SCORE
3 SECTION CLOCK

J. H. KEENEY & CO. NOT INC.

"The House That Jack Built" CHICAGO, ILL.
 2001 CALUMET AVE.

1100 SOLD IN 24 HOURS

CHICAGO, ILL.—The Keeneey factory was swamped with orders for 1,100 games within 24 hours after its first announcement. Provisions have been made to fill sample orders at once for those operators who have not already ordered. Quantity orders are being filled in rotation as rapidly as is humanly possible. You will be glad you waited a few days for the year's outstanding sensation!

Baker Novelty In New Quarters

CHICAGO, Oct. 23.—The Baker Novelty Co. has announced a new expansion program and its consequent removal to a new and modern daylight factory containing over 30,000 square feet of space at 2625 W. Washington boulevard, Chicago.

"Here Baker's Pacers, Twinkle and Pick-a-Pack will be produced using the very latest advanced methods of manufacture," say company officials. "The finest obtainable machinery and production facilities as well as revolutionary new-type equipment and assembly lines will insure precision and increased production."

"A new note in modern efficiency pervades even in the modern daylight offices and shipping department, so that from start to finish the Baker machines can now be built under the company's rigid standards of quality, with speed and precision impossible before."

"We wish to thank our customers whose orders have made our expansion possible," said H. L. Baker, president. "It has always been our policy to build games that really click on locations and the marvelous response from the trade proves how well we have succeeded."

"Now in our model new factory, with the finest in equipment and methods that modern ingenuity can devise, we pledge ourselves to continue to build games that make money for the operator and to render the speediest service in the business."

Stratford Has New Legal Game

CHICAGO, Oct. 23.—Bob Copeland, an executive of Stratford Games, announces that beginning next week they will be in production on one of the newest and most sensational legal coin machine games in the industry.

"It is new in action and principle and has a new type construction which is

lighter in weight than the old standard-type wood cabinet. There is no plunger action or pins connected with the game," he declared.

"At the preview showing in New York orders were taken on the spot; others, hearing of the game, sent in advance orders without seeing it."

"From every indication this new game which will be announced in next week's issue of *The Billboard* is truly one of the outstanding hits in years. The principle of the game is based on the amusement that millions of people are interested in. The game is actually one of skill."

"Production is stepped up for a starter to take care of at least 100 games or more a day. As the orders start coming in this production can be increased," he concluded.



ARTIST'S CONCEPTION OF IEO J. KELLY, vice-president of the Exhibit Supply Co., at his desk. "There may be some argument about how well the artist portrayed my likeness, but there's no question about those orders for Rebound; we're swamped," declares Kelly.

Lite-o-Card Money-Back Offer

CHICAGO, Oct. 23.—"Because of the phenomenal success that operators in all parts of the country report with Lite-o-Card, Gottlieb's 1940 version of Lot-o-Fun, the company steps out this week with a sweeping money-back guarantee offer," according to Dave Gottlieb, president.

"Lite-o-Card may now be obtained on an unconditional seven-day trial," explained Gottlieb, "backed by our guarantee of full refund of purchase price. This means that any operator may operate this game in his own location for a full week, and get the real proof of its earnings, before even deciding whether he wants to keep it or not."

"We can make this sensational offer because we know what Lite-o-Card is doing on locations the country over, substantiated by operators' reports of its almost unbelievable money-making. We don't ask you to take our word for it. If you're from Missouri when it comes to buying games here's your chance to let us 'show you.'"

New League Backs Pari-Mutuel Plan

ALBANY, N. Y., Oct. 23.—The New York Pari-Mutuel League for State Revenues, Inc., formed to support a constitutional amendment which would legalize mechanized betting at horse race tracks, has filed incorporation papers with the Secretary of State.

The chief purpose of the league, one of the directors said, was to "familiarize the people with the merits and advantages of the proposed pari-mutuel amendment."

The amendment, approved by two Legislatures, will be voted upon at the November 7 election.

The director said that the league would seek "fair" enabling legislation for the amendment if it were approved; elimination of professional bookmaking; imposition of a fair State tax on wagering and strict State regulation of gambling at

6 YEARS

Can you think of anything in this industry to compare with PHOTO-MATIC'S 6 years of steady, sure, legal, big-time earnings? No one ever tired of taking his own picture—that's the simple secret of PHOTOMATIC'S incomparable success. Better think it over and

INVESTIGATE
 International Microscope Reel Co., Inc.
 44-DT 11th st., Long Island City, N. Y.

GET KIRK'S GUESSER-SCALE
 (PENNY BACK IF YOU ARE RIGHT)
 with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY MAKER EVER BUILT

C. R. KIRK & CO.
 2625 W. WASHINGTON BOULEVARD
 CHICAGO, ILLINOIS

ALL MECHANICAL OPERATION

BARGAINS FROM DAVE MARION
 Kansas Distributors Evans Ten Strike

Keeneey Bowlers (Crated) \$19.50
10 W-Jack Slings, Resealed 5.00
5-14 Dancy Vanders, Base or Cig. 5.00
10 8 So. O. T.'s \$24.50 1 E. Alkstein, 1-p. 19.50
2 So. Mills Cherry Balls 44.50
Pax Shuffleboard, F. S. \$129.50; With Trade.	
Address the Board, Fruit Cymbals \$24.50
2 Mills 1-2-3, F. P., Late Model 97.50
Clie-Roll, Latest XXVO Model; With Trade.	
No shipments without 1/3 Deposit.	

Write for Complete Bargain List.
MARION COMPANY. Wichita, Kansas

race tracks "to moderate it and encourage temperance."

Monarch DOUBLE VALUE SPECIALS!

Free Play Novelty Games

Bally Double Feature	\$27.50	Genco Circus	\$29.50
Bally Specimen	37.50	Genco Triple Play	17.50
Exhibit Chief	41.50	Daval Box Score	34.50
Exhibit Chief	42.50	Daval Gem	22.50
Exhibit Zip	47.50	Kenney Conkey	59.50
Exhibit Avalon	39.50	Kenney Up and Up	44.50
Exhibit Skyrocket	39.50	Kenney Hit Number	24.50
Exhibit Beauty	19.50		
Genco Ring	29.50		

Regular Model Novelty Games

Daval Midway	\$17.50	Starco Books	\$29.50
Daval Trip	17.50	Genco Bands	\$29.50
Starco Chubbie	24.50	Genco Remo	44.50

Genco Strip and Go \$19.50
Bally First Lesson \$4.50
Chicago Coin Major \$1.50

I-3 depot with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTIES

Chickasaws		Triple Enrich	\$145.00
Majors		Brown Paces Race	89.50
Chevrons	\$32.50	Black Paces Race	89.50
Double Feature		Padlock Game	69.50
Skyrocket		Juan. Liberty Bell	22.50
Gun Club		103 Baltimore	74.50
Bottoms		Square Balls	74.50

CONSOLÉS

Milton Bellis	\$69.50	Handicapper	39.00
Billie Beer	52.50	Klondike	35.00
Dr. O.T. (Live Raw)	44.00	Hi-Balls	39.50
Dr. O.T.	35.00	Geney Times (8)	39.50
Mill Dial	35.00	Winning Ticket	34.50
Mill F.O.K. (revised)	10.00		
Waiting Game	30.00		
Waiting to Go (revised)	12.50		
Waiting to Go	15.00		

SLOTS

4 Rock-Ola Imperial 16 S	74.50
4 Rock-Ola Imperial 16 S	74.50
4 Rock-Ola Imperial 16 S	74.50
4 Rock-Ola Imperial 16 S	74.50

WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

NEW OFFICE LEON TAKSEN

116 MONROE AVE., ROCHESTER, N. Y.

COMPLETE LINE OF NEW AND USED GAMES

LEON TAKSEN

2134 Amsterdam Ave., NEW YORK CITY
Tel. WAdsworth 7-0767. Cable Address "LATAKE"

DEAL WITH CARL — ALWAYS A SQUARE DEAL

WESTERN BASEBALLS		Mercury	\$10.00
1939 Latest Style		Thistle-downs	\$74.50
Like-Up Back Boards		Klondike	45.00
FREE PLAY \$95.00		Haystack	71.50
Europa, late style	\$60.00	Fairgrounds	27.50
Multi-Frame Race	17.50	Freelander	25.00
Quality 5 Balls	22.50	Photo Finish	8.00
NOVELTY TABLES		PHOTOGRAPHS	
Bally Rowers	\$ 9.00	8 Rock-Ola Windsor 20	\$139.00
Parnament	19.00	8 Rock-Ola Windsor 20	150.00

3410-16 MAIN STREET, KANSAS CITY, MO.

Wage, Hours Law Heeded by Twin City Distributors

ST. PAUL, Oct. 28.—Twin City distributors in St. Paul and Minneapolis have informed all their customers of their new daily working schedules—changed to meet the provisions of the new Wages and Hours Law.

Tom Crosby, president of the Minnesota Amusement Games Assn., Inc., declared, "I feel that the jobbers deserve credit for setting up a precedent regarding this matter. It is a constructive step towards making working conditions better throughout the State and it is fitting that members of the coin machine industry should be of the first to recognize the rights of labor and humanity in recognizing the good of the law."

Distributors and jobbers co-operated in contacting every operator. A card was mailed to entire mailing lists which read: "Important Notice! Owing to provisions in the new National Wage and Hour Law, we will maintain the following schedule of hours effective immediately: 9 a. m. to 5:30 p. m. daily and 9 a. m. to 1:30 p. m. on Saturday." The card was signed by the Ams. Nov. Co., Hy-G Games Co. and Silent Sales Co., in Minneapolis; and by Amusement Games, Inc. LaBeau Novelty Co. and the Mayflower Novelty Co., in St. Paul.

Betting Ban Hurts Britain

LONDON, Oct. 28.—Britain's suspension of football betting pools was linked today with the announcement of a 10 per cent drop in postal revenues for September as compared with a year ago.

The post office handled bet payments, which were required to be made by postal order. Post office receipts from the pools traffic last season were £3,367,411.

Pools were banned at the outbreak of the war because of the burden on the postal staff. Pool promoters have been seeking approval for a substitute arrangement.

Independent Retail Stores' Sales Gain

WASHINGTON, Oct. 28.—An 8½ per cent gain in the dollar volume of sales by 21,888 independent retail stores in 28 States during September, as compared with last August, was reported by the Commerce Department.

September sales were \$230,251,136; in August, sales were \$212,550,829; and in September last year, \$211,909,844.

Greatest gains were reported by a group of stores in Florida and South Carolina with increases of 15 and 14½ per cent, respectively, over September, 1938, and 6 and 9 per cent over August, 1939.

N. J. Pinball Goat Peters Out; Assn. Hits News 'Libel'

CAMDEN, N. J., Oct. 28.—What promised to be a major pinball scandal petered out to a mere whisper when an official investigation of facts brought sufficient evidence to prove that a shooting here which was first attributed to a possible war for locations was found to be the result of a personal quarrel.

Last Tuesday a man entered the quarters of a pinball operator and wounded one of the men there. At first the newspapers believed this to be the result of a fight over locations, and headlines in a local paper and stories in several Philadelphia newspapers ballyhooed the fact that big-time gamblers had introduced gang methods to further their interests in an attempt to control all locations in the town.

However, an investigation proved that the assailants were provoked into the attack by a quarrel in a roadhouse near Camden a few evenings before the shooting occurred. It was stated that a fight between the wounded party and the man wielding the gun was started after both had been drinking heavily. Their fight had nothing to do with the pinball industry but centered around a personal grudge. The assailants were captured and are now awaiting trial.

Ted Marks, secretary-treasurer of the South Jersey Amusement Association, denounced the newspapers for treating this incident in a light that made a serious attempt to discredit the entire industry. "The newspapers here," he said, "have libeled our calling when they haphazardly jumped to a conclusion which was not warranted by the facts surrounding this shooting. In doing so they have cast reflections upon the type of operator who is now in the business."

"With a few exceptions, the operators who have been attracted here by the opening of the territory to pinball games after the devices were declared legal by the Supreme Court of New Jersey are family men who do not desire to get rich quick but to make an honest living. There is no room in the entire State for operators who will employ assault and illegal weapons to introduce cutthroat competition. The operators here are an honest group who desire only to pursue a legal calling in a legal manner. We in the South Jersey Amusement Association are trying to keep the industry on that level."

"Those figuring in the shooting are



F. A. ROOK, Toledo, owner and manager of the Automatic Musical Co., has been an operator of automatic entertainment devices for 28 years. He reports current business fair. He began with automatic player pianos in 1911 and knows the coin machine field inside-out and backward.

WANTED! Used RAYOLITES

State Price and Serial Numbers

GERBER & GLASS

914 Diversey Blvd.,
Chicago

not members of our organization. As far as is known, the party who made the assault is in no way connected with the industry, and the insinuations leveled at us by the newspapers were in no way justified. They have made a serious attempt to marshal public opinion against us by the unwarranted headlines that they used in the stories describing the event.

"However, in the last analysis, the final judge as to whether pinball games are performing a definite public service in providing an inexpensive form of amusement is the public itself. Its response as evidenced by the thousands playing the machines proves definitely that our games provide an entirely legal form of relaxation, and as long as that form of amusement is desired by the public, neither scare headlines nor unwarranted attacks upon the industry will affect us in any way."

Coin Devices Help Support Club Groups

WILKES-BARRE, Pa., Oct. 28.—Testimony was given recently before the State Liquor Control Board that declared most of the clubs, fraternal, social and union, in Pennsylvania are supported or helped to exist by coin-operated machines for profit on their premises.

"Veterans' organizations, it was declared, utilize the machines to make up the deficits in their treasuries after they have conducted campaigns and the like—often for the good of the community."

One declaration which was set down in black and white in a Pennsylvania newspaper reported, "I can safely say that every club in the county and, in fact, almost every club in Pennsylvania is running the machines and could not exist unless it did. You can go into any of our country clubs and social clubs any you will find these machines."

Seized Machines Returned to Owners

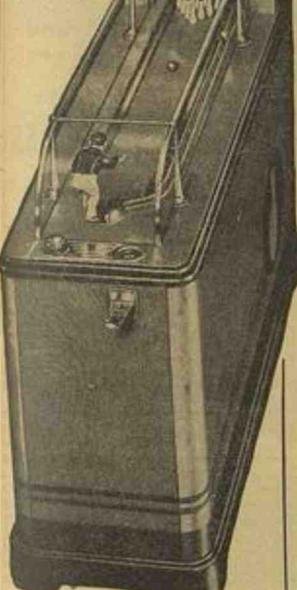
ST. LOUIS, Oct. 28.—Police officials were ordered to return 90 machines seized last week because it was established at a hearing that they were not gambling devices. Owners of the machines attacked the validity of the seizure and successfully claimed the machines were not illegal. Immediate return of the machines was made.

Owners also questioned the search warrants issued for the seizures. They declared that they doubted the authority of the warrant issuing officer and declared that had not been signed personally but had a facsimile signature attached. They also objected because warrants had not been directed to individual police officers to execute.

Attention! M. W. Operators

"TEN STRIKE"

(Can Make Instant Deliveries)



Greatest skill game ever manufactured. Strictly Legal. Real Bowling.

UNITED AMUSEMENT CO.
 2410-16 Main St., KANSAS CITY, MO.
 Exclusive Mid-West Distributors

Stoner's Adelberg Ends 8,000-Mile Trip

AUBORA, Ill., Oct. 28.—After completing an itinerary that greatly resembled a Union Pacific time table, C. R. Adelberg, sales manager of the Stoner Corp., and Mrs. Adelberg have returned to their home in Aurora.

"Covering close to 8,000 miles in less than 45 days is a lot of traveling," said Adelberg, "particularly when you're making business calls all along the way."

"Our trip included stops in the major cities of Omaha, Denver, Salt Lake City, Boise, Seattle, Portland, Frisco, Phoenix, El Paso, Fort Worth, Dallas, Shreveport, New Orleans, Memphis and St. Louis, as well as many calls in smaller cities along the way."

"The purpose of the trip was really twofold. First, the company wanted to get first-hand information as to the business outlook in these territories, and also learn what suggestions these fellows had for new equipment. Second, we wanted to better acquaint operators throughout this section with the tremendous operating possibilities of our new merchandise tender, Univendor. I believe I was highly successful in both. The enthusiasm displayed over the business outlook for the next few months was highly encouraging."

"Many suggestions made in the way of ideas for new equipment were 'tops,' and I'm confident they will aid us greatly in building more profitable games. The reaction to Univendor was most gratifying. A number of individuals I talked to had never considered the operation of this type of equipment until I pointed out the earnings being realized by people now operating Univendor in other sections of the country. The results were the booking of a number of sizeable orders."



"OH, DEAR ME!" exclaims Zasu Pitts. "How exciting to take a Photomatic picture"—amazed at the mere 40 seconds it takes from snop to finished, framed Photomatic portrait. Photomatic is manufactured by the International Mutoscope Reel Co., New York.

Game-Lite Newest Game Play Builder

CHICAGO, Oct. 28.—"As live merchants are profiting in the lighting up of their establishments and thus attracting the attention of paying customers, so can pinball operators light up their games and consequently enjoy greater patronage," declares Tommy Grant, of Advertising Posters, Inc., here.

Grant referred to a new device which can be attached to any game, he said. "Game-Lite" is a canopy-type reflector requiring only a 30-watt bulb. It is attached to the top of the backboard and is constructed to give uniform illumination of the playing field and back-glass symbols. It tends to neutralize the reflections from other lights. The face of Game-Lite carries the attractive advertising message: Relax, Play Ball Games for Amusement, in neon-effect copy."

Tommy Grant is well known in the games industry and has been in touch with the manufacturing industry since its beginning. He is sometimes called "Screeno" Grant, since his firm has had much to do in designing game decorations.

The device is offered to the trade, he said, as a big step forward in ways to merchandise amusement games to the public. Its attention-getting value has been amply demonstrated and will be apparent to any operator as soon as he knows of the device. Its design and size are such as to fit on any table games.

Atlas Inaugurates Phonograph Service

CHICAGO, Oct. 28.—Atlas Novelty Co. officials are on the move again—and this time it's Eddie Ginsburg who is taking a vacation. He left recently for a two-week visit at Hot Springs, Ark.

Morris Ginsburg remained in Chicago to carry on the Atlas business. "Irving Orvitz and I," he says, "will carry on during Eddie's absence and will continue to give all Atlas customers the customary efficient service."

"The company at this time is in-

augurating a new service for our phonograph customers in Iowa and Illinois. A service man has been trained and is now traveling thru those States. He is prepared to service phonographs of the type and make we distribute, and is instructing operators in solving their service problems. The Atlas Novelty Co. feels that this pioneering effort will be well repaid in the satisfaction customers will derive from the benefits of this service."

Morris Ginsburg also noted that his sister, Eve Ginsburg, had left for a visit with friends in Pittsburgh.

Genco Offers New Game, Punch

(New Game)

CHICAGO, Oct. 28.—"Tremendous acclaim greeted the introduction of Punch, Genco's follow-up on the recent hit, Mr. Chips," declare Genco, Inc. officials.

"Test location reports on Punch were the strongest advance evidence that the game was destined for greatness. So tremendous were these reports on the earning power of Punch that we immediately ordered additional shipments of parts in anticipation of a great rush of orders," they declared.

"Punch features a brilliant and thrilling new rotation scoring principle that keeps players on edge throughout the game. By lighting the five top bumpers in rotation the scoring of each bumper so it is increased from 100 per bump to 1,000 per bump for the rest of the game, thus giving the player something inviting to keep shooting at. The player can win in either one or both of two ways in the same game by high score, or by lighting the five top bumpers, after which each additional bump gives him an extra free game. Special extra common scoring features include three skill lanes, which, when a ball passes, light up an individual section of bumpers and change their scoring from 100 to 1,000 for the duration of the game. In addition, there are two pulse-raising flashing bumpers which score 1,000 when lit."

Dave Gensburg, Genco official, declared, "Impossible as it may seem, Punch bids fair to make even more money for operators than our last hit, Mr. Chips."

Machines Paying For Fire Truck

HONESDALE, Pa., Oct. 28.—Proceeds from a Tom Mix Radio Rifle Gun and an automatic phonograph are helping to pay for a new fire truck for Texas No. 4 Hose Co., Honesdale, Pa.

The income from the radio rifle, at 10 shots for a nickel, exceeded \$20 the first week. Manager Fredrick Castick reports. The music box returns weren't far behind. Both are set up in the fire company's rooms.

Assn. Promotes Ethical Operation

PHILADELPHIA, Oct. 28.—Conferences between the jobbers of this area and the officers and board of directors of the Philadelphia Amusement Machine Association were resumed last Tuesday at the Majestic Hotel. The purpose of the negotiations is the getting of non-members of the association to subscribe to the fair trade practices and to reduce unethical competition.

The original negotiations between the association and distributors started last season but were disrupted by arrival of warm weather, which reduces

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

International Assn. of Fairs and Expositions, Hotel Sherman, Chicago, December 3-6, 1939.

Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award.
 Built for 1c-5c-10c-25c Play
 Made Only By

WATLING MFG. CO.

 4640-4660 W. FULTON ST.
 CHICAGO, ILL.

 Est. 1889—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE," Chicago.

NEW JERSEY DISTRIBUTORS FOR

EVANS'

TEN STRIKE

Phone, Write or Call...

ROYAL

 DISTRIBUTORS, INC.
 409 N. Broad Street,
 ELIZABETH, N. J.


MERIT CUTS PRICES ON

Taps, Contacts, Majors, Rings, Chubbies, Big Wheels, etc.	\$27.50
Falcons, Ducky Champs, Big Eyes	17.50
Redhead, Bullheads, etc.	32.50
Peace Race, Black, etc.	30.00
Rayo Tracks \$25.00 Illum. Wurlitzers by Jennings \$14.50 (Exp. Nov. \$20.00)	
Peek-a-boos, Golden Wheels, etc.	\$10.00

MERIT MUSIC SERVICE,
 622 N. Euston Street, Baltimore, Md.

LARGE CLEAN MUTOSCOPES \$50.00 Each

OR WILL TRADE FOR LATE MODEL SLOTS.

DIXIE SALES

1108 CAMP, NEW ORLEANS, LA.

pinball activities to their annual minimum. However, an early start has been obtained this year, and organization officials, as well as jobbers, are hopeful that a pact will be reached which will embody a code of ethics to be adhered to by all operators.

The negotiations were started at the behest of the Philadelphia Amusement Association, which foresaw the lowering of standards thruout the industry unless outright competitive methods were curbed. By the result of these talks it is hoped that the customary high plane of the operators belonging to the organization will be maintained and that independents will accept and subscribe to the policy of the ethical operator.

"SILVER KING"

Step into the big money with "Silver King." Place in taverns, stores, filling stations, etc. in 15¢ rooms, etc. Then collect profits. Vends ready, gum, pencils. Start small, full or part time. "Silver King" is a best looking, easiest to operate, machine most operators like. Price faces today.



\$5.50
E.A.
for 10
or More

ONE SAMPLE SILVER KING... \$6.50

SPECIAL—One Silver King, 10 lbs. Candy, 3 Gross Charms... \$8.45

1/3 Discount With Order, Balance C. O. D.
Send for Circular and Easy Terms.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory

ONLY **\$2.40** AND UP
Over 60,000 Sold

\$ PROFITS GALORE \$

From the No. 48 Perfection Penny

TARGET PRACTICE AND BALL GUM VENDOR



No. 48 is crammed full of "PLAY-GETTING" FEATURES, includes NEW LIFE, NEW TARGETS, NEW APPEAL! It's a positive full-time performer.

- Total in All States.
 - A Ball Gum Vender With Pin Table Earning Power.
 - Capacity 1800, 4 Ball Gum.
 - A Ball Gum Vender With a Novelty Penny Catcher.
 - Equipped on 7 Days' Free Trial.
- Write Today for Special Introductory Price and Deal.

SPECIAL

Vends Everything. Two-Tone Porcelain Finish. Trimmer in Chrome. 6 D & 6 S Steamdrum Globe. 8-L. Capacity. Smooth, Easy, Lever-Type Action. Automatic Return. Write for complete details and low price on SPECIAL TOPPER, CHALLENGER, STAND, Coin-Counters, Wall Brackets, etc.

\$6.95 Ea.
10 DAYS' FREE TRIAL

TORR 2047A-50.68 PHILA., PA.

IT'S COLUMBUS VENDORS

For Choice Locations With the popular line of "Columbus" Merchandise Vendors it is easy to GET and HOLD the best locations. Attractive porcelain and lacqued enamel finishes make "Columbus" machines a welcome addition by the location owner.

Model 'A', \$5.00 ea.

As Illustrated in Lots of 6 Sample, \$30.00 Each 1/3 Discount With Order, Balance C. O. D. Send for Complete Catalog of Other New and Used Machines. RAKE 58, 224 St., Phila., Pa.

\$2.00 ALLOWANCE ON YOUR OLD VENDERS

regardless of make or condition towards purchase of NEWEST and FINEST PENNY BULK VENDOR on the market. For limited time only. Write today for complete details. UNIVERSAL VENDING CO., Chicago 3331 Ardmore Ave.



Merchandise Machines Premium Commission Idea For Bulk Venders Given

Plan said to result in increased collections — better location interest

DES MOINES, Oct. 28.—For years and years operators of bulk vending equipment have handed a few pennies commission to location owners after servicing their machines. Over a period of time this may add up to a considerable sum, but receiving it in such small amounts, the location owner naturally holds little interest in his peanut machine earnings.

After years of experimenting in widely separated territories a revolutionizing plan for paying commissions to locations has been developed by a firm in Iowa. Altho a radical departure from the customary method, its success merits the immediate attention of every bulk vending machine operator.

Operation Is Simple

The whole plan is very simple and requires practically no effort and very little expense by the operator. Instead of giving the location its share of the peanut machine earnings in cash, you give it the value in peanut dividend coupons. These coupons can then be used to secure nationally advertised merchandise, or cashed in, as the location may desire.

The Iowa firm furnishes a very attractive catalog listing over 750 nationally advertised items of merchandise—things people always want—such as watches, clocks, radios, sporting equipment, silverware, toys, leather goods, etc. You purchase these catalogs at a very nominal cost and distribute them to all the locations desiring to operate under this plan. Then you invest in a sufficient number of dividend coupons to be used instead of the cash you would ordinarily pay out in giving the regular commission.

After the catalogs are distributed to the locations all you have to do is give

out the dividend merits as they are earned in commissions. When a location owner has accumulated enough merits to obtain the article he has selected from the catalog, he merely sends his coupons direct to the headquarters in Iowa, and it immediately ships the item prepaid.

Pay Location in Coupons

A dividend coupon has a face value of two merchandise merits and is given for every 1-cent commission which you ordinarily pay the location. For example, if a location has 12 cents commission coming, instead of 12 cents in cash it would receive 24 merchandise merits. These merits would cost you 12 cents, less an operator's discount, which enables you to make a profit on your commissions. Should the location decide after a few months that it did not find anything suitable in the catalog, it can send the coupons to Iowa and the firm will redeem them on a cash basis.

This Peanut Dividend Plan can be used to great advantage by either large operating companies or the operator with only a few machines, and at the present time is being operated very effectively by merchandise operators in Pittsburgh, Cincinnati, Toledo, Akron, Youngstown, O.; Louisville, Ky.; Indianapolis and Evansville, Ind.; Kansas City, St. Joseph, St. Louis, Mo.; Tulsa and Oklahoma City, Okla.; Omaha, Neb.; Peoria and Decatur, Ill., and Minneapolis, Minn.

Creates Location Interest

Every operator now working under this set-up claims it is the best thing that ever happened to the bulk vending field. The plan gives the owner of the location a greater interest in the peanut machines, he sees to it that the machine is given more consideration, better care, and is kept clean. Slugs, breakage, rough use are eliminated to a great extent.

After the proprietor receives his first article from the dividend merits he becomes more enthused than ever and starts building for his next selection. Even his wife and children become in-



OPERATORS! Order This Coin Counter

Penny-Nickel combination, dished coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like meter. Flared, overize mouthpiece for tube-wrapping. Only \$7.00 each (cash paid); cash with order, no C. O. D. Write for complete details and low price on SPECIAL, TOPPER, CHALLENGER, STAND, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

PICK-A-PACK

Recommended — Distributed — Financed and Rated ★ ★ ★ ★ ★ by

TORR 2047A-50.68 PHILA., PA.

1,000 Stewart & McGuire

1c-5c COMBINATION NUT MACHINES ALL BRAND NEW IN ORIGINAL CARTONS!

\$8.00 Quantity Buyers! Write for Prices! Each 1/3 With Order, Balance C. O. D., F. O. B. New York

SUNFLOWER VENDING MACHINE CORP.
858 W. 183rd St., NEW YORK

vends them all Univendor 5 • 10 and 15c combinations 6 and 8 columns

STONER CORP. • AURORA, ILLINOIS

terested in the peanut machine's success, as they, too, find many items in the peanut dividend catalog which they would like to receive.—From the "Northwesterner," The Northwestern Corp.

Test Orange Juice Venders

MIAMI, Fla., Oct. 28.—The Florida Citrus Exchange reports that six juice vending machines, first to be made for commercial tests, will be ready by December 1. They will be set up in Chicago and New York.

The machines, invented by Tracy Acosta, New Smyrna grower, and perfected by the exchange as an aid to growers, is being watched with interest by citrus men here and in California. A model was put on exhibition in Florida last fall. It delivers a cup of chilled juice fresh from an orange for a nickel in a slot.

A rush of war orders caused some delay in work on the machines, which are being made by the Exello Manufacturing Co., of Detroit, but W. C. Van Olfert, executive vice-president of an exchange subsidiary formed to put out the machine, visited the plant and said work was going ahead rapidly.

Predictions have been made that in a few years half of Florida's oranges will be marketed thru the machines. California has asked for use of them in Far Western territory.



THE BALLY BEVERAGE VENDER is shown here in operation in the West Coast ticket office of United Airlines. At the beverage vender, passengers, pilots, stewardesses and office personnel refresh themselves with a cool drink.

WATCH
FOR THE NEW
PORTABLE AUTOMATIC
5¢
BEVERAGE DISPENSER
by

SODAMAT
The only drink machine of
12 YEARS PROVEN OPERATION
in NEW YORK CITY, ATLANTIC CITY,
CONEY ISLAND, ASBURY PARK -
and other LOCALITIES.

ON DISPLAY REAL SOON

Distributors and Operators
ADDRESS INQUIRIES TO

SODAMAT
33 WEST 50th ST., NEW YORK CITY

a bunch of tickets and go over to the garden and see for yourself. Pincus is really doing some good work.

Larry Serlin, of Jaina Sales, is very active around town. If he gets business in proportion to his activities, the boys wonder how he'll take care of it all.

Sam Jacobs, of Aljac, is making plans for his winter week-end trips. Jacobs likes to rough it and expects to spend all the time he can out in the open spaces.

Ralph Hopkins, of Palmer Cigarette Service, has returned from Chicago.

What's Bill Peek doing now? We wonder how he's coming along with his golf.

Charles Ashley is proving himself an expert on football. With the pigskin season well under way the boys are rushing over to Tobacco Service to get the lowdown on who's who.

Vassar Cigarette Service has a new spokesman—John Madden.

CMA members are reported mulling a plan to speed up demand for cigars sold in vending machines. The plan is to have each folder of matches given with a package of cigars with an alphabetical letter on it. When the purchaser has enough letters to spell out the firm's name he can swap the combination for a free carton of his favorite brand of cigars. This has been tried successfully in the West and some of the ops in the East are said to be seriously considering it.

Reports on collections made by the city of New York for September on the 1c city sales tax show that receipts were less than half as compared with those of the corresponding period of 1938. The city report reveals that \$308,027 was received during the month, \$338,193 in September a year ago. Allowance is made for the jobbers who purchased more than their normal supply of stamps late in August to take advantage of the 10 per cent discount which was reduced to 7½ per cent effective September 1.

Cigarette operators said that sales losses noted during the first month in which the State two cents per pack tax on had been recovered to a large extent with business now about normal. Recent price changes have aided the operator in securing more business, as has the depletion of customers' supplies stocked before the tax went into effect.

Right To Vend Newspapers in Machines Cited

DETROIT, Oct. 28.—The right to sell newspapers or periodicals thru vending machines upon the streets was upheld in a court ruling here this week. Case was considered all the more striking in that the right of sellers of alleged radical newspapers was under scrutiny in the case. Accused were two defendants for selling newspapers in alleged violation of an ordinance requiring licensing of the machines.

The court held, however, that if the machines became so numerous as to become nuisances they could be proscribed against on that ground. The defendants were originally found guilty but were granted reopening of the case upon the contention that the decision infringed freedom of the press.

The court said, "It do not think that the city of Detroit, under its power to regulate highway and sidewalks, has any right to rent streets or walks for private business."

Alderman Urges Chicago Cig Tax

CHICAGO, Oct. 28.—A Chicago cigarette tax which would supplement State funds at the city of Detroit, under its power to regulate highway and sidewalks, has any right to rent streets or walks for private business.

He advocated recently by Chicago alderman who declared that Chicago should offer the cigarette tax as an act of good faith in securing recalcitrant down-State votes needed in a special session of the Illinois legislature to pass relief measures. He charged that the present Illinois three-cent sales tax which was intended for relief has not been used for the purpose.

IT'S NEW—IT'S DIFFERENT
PEP UP YOUR TERRITORY WITH
SIGNS OF THE ZODIAC
A NEW
BULK VENDOR SALES STIMULATOR
WRITE FOR PRICE LIST



PAN CONFECTIONS-CHICAGO

343 W. 43RD ST.

CHICAGO, ILLINOIS

IMMEDIATE DELIVERY! MIDGET BASEBALL
10 COUNTER SKILL GAME

25 BARGAINS IN RECOMMENDED VENDORS

25 B Bargains in Recommended Vendors	\$18.50 ea.
5 or more, \$16.00 each; 20s Model, \$2.00 extra.	
10 Columbus to Peanut Machines	3.00 ea.
25 Columbus to Peanut Machines	7.50 ea.
10 Bingo to Bad Guy Counter Game	7.50 ea.
50 Dudsons Selective Six Candy Bar Machines	10.50 ea.
100 Adams G. Cigarette to Gum Vendors	5.00 ea.

343 W. 43RD ST. CHICAGO, ILLINOIS

D. ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.

\$17.50 ea. **\$18.50 ea.**

St. Louis Cig Tax Under Fire

ST. LOUIS, Oct. 28.—Arguments on the validity of a St. Louis ordinance levying a city tax of 2 cents on every package of cigars sold within St. Louis were submitted to the Missouri Supreme Court en banc in Jefferson City recently by counsel for the city and tobacco interests opposed to the levy. The court took the case under advisement and will deliver its decision later.

The case was appealed from a ruling by a circuit judge in St. Louis last June who upheld a city demurrer to a petition for an injunction to prevent enforcement.

The cigarette tax violated the constitutional provisions prohibiting local or special laws, counsel opposing the tax declared. Counsel said the city wanted to raise an additional \$800,000 in revenue a year and "preferred to take the easiest way, I might say the cowardly way," of placing the tax on the cigarette dealers instead of spreading it over all lines of business. He said the city thereby saved itself from meeting opposition of all lines of business.

The ordinance was declared invalid by counsel opposing the impost on the ground that it was in conflict with the State sales tax law, which prohibits municipalities from levying any sales tax directly or indirectly. He asserted the cigarette tax was in fact a sales tax, and not an occupation tax, as contended by the city. The tax ordinance was defended by the city counselor, who declared it to be a license tax on the privilege of doing business and not a sales tax.

FTC Cites Three More Tobacco Firms

WASHINGTON, Oct. 28.—Three more tobacco firms have been charged with violations of the Robinson-Patman act by the Federal Trade Commission. The firms are the American Tobacco Co., Liggett & Myers Tobacco Co. and Stepano Brothers.

They are charged with discriminating in price between different purchasers of products of like grade and quality by charging free goods in shipment to certain preferred customers. They also discriminated in credit allowances, it was charged.

Further charges were that they furnished counter and window displays, such services not being available to other competing outlets. It was also charged that they had established seller-customer relations between themselves and distributors, including free goods in certain orders while jobbers in the same locality were paying standard prices for the tobacco products.

Vermont

MONTPELIER, Vt., Oct. 28.—Vermont State tax returns show a total revenue of \$28,217.50 from State licensed pinball machines since June 1, 1939, when permits were first granted.

The largest source of income was \$14,737.50 from 1,001 machine licenses; 76 operators' permits brought \$6,640 and 1,357 location licenses \$3,840.

Income from this source is reportedly double the amount which State officials had estimated in advancing the cause of amusement machine licensing. Operators report that this figure will show an increase for the next period and there are numerous location areas which have not as yet been touched.

Burlington, Montpelier, Barre and Rutland are the machine location centers at present, with several of the extreme Northern and Southern counties having only one or two machines on location. Rutland Novelty Co., of Rutland, Vt., and Brassaw Novelty Co., of Montpelier, pioneers in the field, are the largest operators, with Berman's Novelty Co. and James Clary, of Burlington, close seconds.

The Rutland Novelty Co., pinball machine operator, has opened an office in Burlington to care for the large number of machines in that territory. A. L. Ginsburg is manager.

Arthur Gearheart is now in business as a pinball machine operator in Burlington. Has about 20 machines on location at present and reports business as excellent.

London

LONDON, Oct. 6.—There is very little activity to report on the British coin machine "front." Sportland night business continues to average low due to continuance of stringent blackout rules. Most night managers are seeking revised lease terms from their landlords; on this largely depends their future. Most of the main dealers are keeping their heads above water, but some of the smaller jobbers are finding it mighty tough to keep going.

A machine for which there is some demand is the Penny Commercial, an adaptation for British Id play. These have for some years now been regularly produced in this country by a manufacturer named Clements.

One American manufacturer of table games has caused some amusement by sending to dealers literature advising of production of new machines. This is looked upon as super optimism, for there is very faint hope of the import ban being lifted.

Cigarette Merchandisers' Associations

Members of the New York CMA have set of put away the idea of vacations and really settled down to work. While some of them were cheated out of their mid-summer rests by increased business and other things, they've forgotten about this by now. Most of the stories heard about CMA operators have a direct bearing on work—they've rolled up their sleeves and really gone after it.

Nek DeMarla and Bernie Rosenblatt, from Peekskill and Tarrytown, respectively, are making plans for the winter. These boys really go after business for their firms. No matter how deep the snow gets, they'll keep going—even if it has to be on snowshoes or skis.

Ray Harrison, of Automatic Cigarette Sales, is busy opening his new midtown offices. Lots of luck, Harrison.

Paul Olmas, of Capitol Cigarette Service, is all smiles again. He had a little trouble with the slug situation but that is about cleared up now. Some of his location men were recipients of rewards given by the CMA for their work and co-operation in breaking up this practice.

Jack Bloom, of Cigarette Service, is one of the business men in New York lately. He is moving into new quarters next door. A highlight on this situation is that the CMA boys are looking forward to the opening—when Bloom will serve champagne???

Willie Wiener, of F. & S. Cigarette Service, is backing Cornell to the hilt. . . . matter the dope behind a team, when they come up against Cornell it's all off, Wiener says. The story behind all of this is that Wiener's son is a Cornell. It is a scholarship and is rolling up honors for himself at Ithaca.

The boys who know cures for hay fever are urged to send them to Nat Franklin at the Franklin Cigarette Service. He's suffering from this malady but the boys are hoping the cool weather will make it vanish—at least for a year.

Harold Pincus is taking an active interest in the "Night of Stars" show to be staged soon at Madison Square Garden. While the proceeds of this show will go to a worthy cause, Pincus is really lending it his support. However, his interest is so high some of the boys are beginning to think he's one of the stars. The best way to find out is to buy yourself

MUSIC MERCHANDISING

Phono Domes Offered by G & G

CHICAGO, Oct. 28.—"Domes are bigger and better than ever," declare Paul Gerber and Max Glass, heads of the firm of Gerber & Glass, in discussing their latest offering.

"Our newest phonograph improvement is the talk of the music business. When we first introduced our now famous changeover grilles we thought we had something. And we did, as evidenced by the way music operators everywhere gobbled them up. Now with our phonograph domes we again think we have something, for the same reason.

"Proof that we are right in our judgment is the fact that we have had to put on extra production forces in order to turn these domes out as fast as the demand for them. Music operators realize that for a very minimum cost they can transform the old-looking phonographs that have been relegated to the storerooms into fresh new-looking phonographs that have months of profitable operation left in them."

Phono Microphone Adapter by French

CHICAGO, Oct. 28.—French Bros. Mfg. Co., Chicago, are now marketing a new unit for use on any make, any type of phonograph, they announce. The device is a Universal Mike Adapter for coin operated phonographs in which patrons can sing or speak with or without a background of recorded music. The patron must insert 5 cents in order to get the use of the microphone.

"It is a combined three-tube electronic mixer and preamplifier with a crystal microphone," reported Wm. B. French. "There is no need for batteries, mounting or wiring. Simply plug in on any phonograph."

"On actual tests here in Chicago this unit has shown that it will increase the collections from 60 to 300 per cent. It has that certain something that appeals to the phonograph patron—to the profit of the phonograph operator."

Beer Barrel Haunts Politician

SCRANTON, Pa., Oct. 28.—Playing of the Beer Barrel Polka kept the Scranton school board on the run at its meeting recently. A local newspaper printed a cartoon Sunday showing the board's president turning a beer barrel organ out of which were coming dollar bills. This was to represent the \$3,841 he spent in the primaries according to his account filed in court. With the barrel was printed, "Roll out the barrel, we'll have a barrel of fun."

A sound truck drove up to the building where the board was meeting Monday and the Beer Barrel Polka was played over and over again. Finally the members departed to another room in the rear of the building only to have the truck drive under the window and continue its rendition of the song.

Since the board president is a Democrat the rumor is going round that this song will be the theme song of the coming Democratic campaign.

Music Publishers Contact Operators

NEW YORK, Oct. 28.—Jack Robbins, of the Robbins music publishing house, is taking pains these days to push all the songwriting orchestra leaders he has under contract.

Every time one of these orchestra leaders takes to the road Robbins and his subsidiary, Feist and Miller music companies, notify all music machine operators in the surrounding territory of the orchestra's coming so that operators can cash in on the interest the personal appearance of the orchestra will provoke by using its disks in their machines for the period the band appears in their territory.

It Takes Talent

(A guest editorial by I. F. Webb, vice-president in charge of phonograph division, Reck-Ola Mfg. Corp., Chicago.)

Outsiders to the coin machine industry often make the mistake of minimizing the ability and talent necessary to operate a route of coin machines successfully. They stop at their first impression that operating is simply a matter of picking up the money once a week.

How false! Might as well pass final judgment on a new acquaintance at the first handshake.

Let us pause for a moment and study the true make-up of an average successful operator of phonographs, games, service or merchandise machines.

His ability invariably follows a pattern of many qualities . . . talents which one rarely finds all wrapped up in one individual in any other line of business.

First of all, our average successful operator possesses the talents of a good general manager. His ability in this direction can well be likened to the management of a large group of chain stores, each with its individual problems . . . entailing the building of an organization, handling of employees, customer relations, advertising, trucking, service and other details too numerous to mention.

In many other ways he has the ability of a financier. And in any man's language, a financier is one who knows how to handle money. To pay his indebtedness promptly and maintain high credit standing, to pay his employees well, to provide for expansion and replacement and finally to have a fair net profit for himself—no small task in any line of business.

High in importance in this analysis of abilities is the quality of salesmanship . . . the combined talents of a polished European ambassador and a topnotch American road salesman.

Our good friend, the average successful operator, deals with every nationality, color and creed. He must understand them, be a diplomat, be a salesman, make money for them and make money for himself—all to expand and maintain his position.

A good music operator possesses a sixth sense of knowing exactly what music will please the public, hold the location and make the most income. An easy job if it were a matter of simply placing hit tunes on each phonograph. But remember again, you have the tastes of all nationalities to consider as well as the tastes of both men and women—high brow and low brow.

Many a bank president or head of large corporation might blush at the need for so many talents in his job. For the average modern business is highly departmentalized, with specialized men for each phase of the business. In contrast, the average phonograph route, while it may be showing good profits, cannot possibly support a number of talented executives. Hence, the combination of abilities must be found in the head man . . . our average successful operator.

Because so little is known of these things by the average outsider, operators often do not receive the respect they are entitled to in their communities. In some cases unfair legislation is attempted and even executed due to this lack of respect and lack of knowledge.

It's our next move. Here is what we can do. Let us take every reasonable advantage of the opportunity to show outsiders that our average successful operator is an accomplished business man. Let us prove without question that an established route of music machines is the same as any other sound business—with all the usual costs of doing business—with depreciation—with overhead—and most important of all, with a fair and normal profit.

Perhaps our most serious drawback is the fact that from outward appearances many a successful operating company does not look like a sound, businesslike organization. All of us know that outward appearances are important in every phase of human endeavor. The man or woman with the best personality and the best appearance stands the best chance for success in social life. The business which presents the best "face" to outsiders has taken the first step toward success.

It therefore behooves our average successful operator to improve the outward appearance of his business so that it is in harmony with the extraordinary talents and business ability required to make it successful.

This can be accomplished for example by maintaining clean, attractive, businesslike headquarters. Too often a successful operator has his office in the poorest section of town. Too often he permits his headquarters to appear slovenly and carelessly managed. It's an easy error to commit when one considers that the general public does not patronize headquarters. But it pays big dividends to have headquarters which command the respect of the entire community.

Uniformed route men and service men are a tremendous help in building up this necessary reputation and respect for your business. Too often the men who contact the location owners and appear in locations before the public present a negative picture of the operating business. Uniforms and caps are inexpensive. Accompanied by the name of the company, they pay for themselves as silent but effective advertisers.

One of the most convincing evidences of a well managed, businesslike organization is a good bookkeeping and accounting system. An operator with well-kept daily records of his business goes a long way toward achieving respect for himself and his company. Employees of the

(Continued on opposite page)

U. S. Record Corp. Names Chi Distrib

CHICAGO, Oct. 28.—United States Record Corp. has named the Illinois Musical Supply Co. to distribute records for it in the Chicago territory, according to an announcement made by the Chicago firm. Illinois Musical Supply is located a stone's throw from the Loop.

Hugh Tulane, sales manager, is in charge of the sales of Royale and Variety records, trade names of U. S. Record Co. disks. It is reported that facilities and stocks of records are on hand to take care of the needs of all operators of automatic phonographs.

Detroit

DETROIT, Oct. 28.—The Great Lakes Vending Co. has been formed here by Harry Ernest and Abe Ernest. Both partners are well known in the coin machine field in which they were active several years ago, discontinuing the activity to devote their attention to the novelty and other lines of business.

They have returned to the operating field with routes of cigar vendors, and are planning to expand into the music and other vending lines shortly.

Detroit Coin Machine Exchange is enjoying a good business despite the recurring strikes occurring in this town, according to Al Shifrin, proprietor. "The greatest difficulty is to get enough machines to sell," he states.

H. J. Scott, who has been an operator of pin games in the Detroit territory for about 25 years, is expanding his business and recently added several music machines to his routes. He plans to devote his entire time to the business.

Harold Pine, who became an operator in the Detroit amusement field about six months ago, establishing routes of pin games, is now specializing on the sale and operation of Watling scales.

O. D. Griffin, well-known Detroit operator of pin games, made a flying trip to Chicago.

Reuben Simon, proprietor of Certified Products, Inc., is expected home shortly from a business trip to New York City and Eastern points.

Spread of activity in the music field thru up-State Michigan was indicated recently by the first phonograph purchase reported for Jean P. Grubesh, whose headquarters are at Plymouth, Mich.

Operations of thieves who appear to have been specializing recently in coin machines resulted in a burglary at the O. D. Griffin Co. store recently. Three novelty tables were taken.

Manfred M. Linick, who has been operating machines in this territory since the beginning of the century, is dropping all arcade activities and disposing of his interests at Edgewater Park Arcade in Detroit in order to concentrate exclusively in the scale field. He has taken over a post as direct factory representative for C. R. Kirk & Co., Chicago, scale and pin machine manufacturer, and is operating scale routes as well.

Incidentally, Linick is "clearing decks" in personal affairs as well, with two of his children to be married early in November. His son, Herbert R. Linick, is to be married at Cleveland on November 1. His daughter, Melitta Linick, is to be married November 5 in New York City to Sidney Marks. Linick will not be back in Detroit after attending both weddings until about November 10.

O. D. Griffin, well-known Detroit machine figure, who formerly operated a store on Woodward avenue, is increasing activity in the jobbing field and is taking over distribution for the entire Keweenaw line.

Griffin has established a new store on Pingree avenue, in Northwestern Detroit, in what is known as the city's best uptown coin machine center.

George Corbets, of Lenox avenue, was among the East Siders buying music machines this week.



I. F. WEBB

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators.

When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Tolar, Tex.

To the Editor:

"I read *The Billboard* with much interest and have for a number of years and like your Record Buying Guide very much, although we use hillbilly numbers mostly on our machines. Our trade is mostly cowboys and ranchmen at night and they like tunes like *It Makes No Difference Now*, by Cliff Bruner, and most any record by Shelton Brooks, or Jimmie Davis, etc. I'll keep on *Louis' You* was a big hit, also *Beer Barrel Polka*, San Antonio Rose, by Cliff Bruner, is going best right now.

Most of our business is at night (all night long) but we have to keep a few popular tunes on for tourists and "country" truck drivers who drop in all through the day and night.

We have the latest model phonograph and keep supplied with best of service and records by the only "Cowgirl Op" (that I know of) in the U. S. A., Jimmie Jones, of Jones Novelty Co., of Stephenville, Tex.

South of the Border, as played by Sammy Kaye or Shep Fields, is leading the parade on every one of her 52 phonographs, according to Jimmie Jones.

JOE AND BABE THORPE
Tolar, Tex.

Detroit

To the Editor:

When my copy of *The Billboard* arrives the first thing I look for is the Record column and it interests me to see how my selection of the best nickels gets across with those of operators in other sections.

I have found in an 18th Century *Dancing Room* a well-liked number in several of my locations. Dick Jurgens has given us a fine record in *It's a Hundred to One*, and Bing Crosby a popular number in *South of the Border*.

There seems to be a rush just now on *When Winter Comes*, by Sammy Kaye, and the long popular *Beer Barrel Polka*, which apparently had started to slide down the popularity scale, is again taking its place among request numbers.

It's Funny to Every One But Me seems to be climbing up. A decided interest is shown in *The Little Man Who Wasn't There*, by Larry Clinton and Glenn

Miller, and I believe it is a record with great possibilities.

With best wishes for the continued success of your Record Columns in their helpfulness to operators, I am,
EDDIE GERSHBERG,
City Music Co.

Moosic, Pa.

To the Editor:

As far as some of the folks in this anthracite region are concerned there's only one orchestra for them. That one is Glenn Miller, who seems to have taken this area by storm. Miller is running way ahead of the others and his recordings by Guy Lombardo and Ambrose getting the play.

Of course Bing Crosby's records are always among the leaders, with his *What's New* being the latest among the hits. Two songs which are sure to be among the top ranking disks hereabouts in the very near future are *My Prayer* and *Switzerland*.

In passing I might add that one record which is getting a good play is Mark Weber's modern hit on the *Blue Danube*.

Naturally, we always listen to the Hit Parade, for often the songs which are played on that program are the ones taking in those nickels at the locations.

FRANK GROVER,

Sterling Service.

IT TAKES TALENT

(Continued from opposite page)
federal government, as well as State government, come in close contact with your books. If the books are not efficiently kept, the laxity reflects not only on yourself but detracts from the outsider's impression of the coin machine industry.

Playing a more prominent role in community affairs cannot help increasing the respect for an operator's business—cannot help adding to the good will. It takes extra time, but every hour spent in community or civic affairs unquestionably helps to broaden the acceptance of your organization as an essential part of the community—same as an automobile dealer or druggist who serves the public.

Thus the outsider to the phonograph industry must be educated to the fact that the average successful operator is a man of versatile talents and real business ability. Steps to spread this education by all possible means should be taken by all of us.

10 MINUTES TO INSTALL!

NEW 1940
DOMES

ONLY 2 SCREWS FOR INSTALLATION
Only at **G & G** \$8.95

Now Available for Wurlitzer 412-716-616-616A—Illuminated 3 Sides—Finest Workmanship—Money-Back Guarantee!



1940 Changeover GRILLE

For Wurlitzer 616-616A-716 and Rock-Ola Imperial 20.

\$13.66 COMPLETE

Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.

412—Made With 3-Column Plastic and Door Panel, Only \$9.45

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LET "AMERICA'S LARGEST PHONO REMODELING FACTORY" REMODEL YOUR 616-616A-412-416-ETC.

YES! This illustration is a 616! BUT—it's a 616 our factory experts have completely remodeled LOOKS AND PLAYS LIKE A NEW, MORE BEAUTIFUL, ATTRACTIVE, BIGGER MONEY-MAKING PHONO! The superb craftsmanship of ACME experienced phono rebuilders will MAKE AN EN-

TIRELY NEW MACHINE of your old phono! WE'LL RECALL TODAY FOR OUR 10-POINT PLAN! Save Money! Save Time! Save Labor! Earn Big—your Profits! Let ACME remodel your old Phono now! Get Complete Details and Confidential Price List of Parts!

SPECIAL!

Completely Remodeled 616 (as illustrated) Only \$49.50
Completely Remodeled 412 Only \$62.50
1/3 Wish Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.

COMPLETELY REMODELED 616 AT OUR FACTORY BROOKLYN, N. Y.

\$25.00

REMODELED 412

\$17.50

ACME SALES COMPANY
779 CONEY ISLAND AVE. NEW YORK CITY SHOWROOMS AND DEPOT—625 TENTH AVE.



BIGGER PROFITS FOR PHONOGRAPH OPERATORS

The new "Universal" Mike Adaptor, Patents can, now sing or speak with, or without record music background. Patrons must insert 5c to use.

Plugs in any phonograph. No Batteries. No Wiring. No Mounting. Combined three-tube Electronic Mixer and Pre-amplifier, Crystal Microphone.

Operator's Price \$29.50

Write—Wire. Specify Name and Model of Phono. When Ordering 1/3 Cash, Balance C. O. D.

FRENCH BROS. MFG. CO.

CHICAGO, ILL.



2445 No. Drake Ave.,



THIS SPIRITED SCENE, enacted at Wurlitzer's Cincinnati Open House Party, shows Wurlitzer District Manager Harry Payne (left) asking Mrs. Sam Chester for a dance as Wurlitzer Model 500 plays a popular favorite. Operator Sam Chester, second from right, and General Sales Manager "Mike" Hammergren look on with interest. The Cincinnati Open House Party was held at the Hotel Gibson. One of the highlights of this year's Wurlitzer gatherings, it was aided by operators and distributors with the hope that the Wurlitzer Open House Tour would be made an annual custom.

WURLITZERS
MILLS • ROCK-OLAS
FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
BABE KAUFMAN MUSIC (CIRCLE 250 W. 54th St., N. Y. C. CORP. 6-1642)

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

LINCOLN LOGIC

Larry Clinton's Latest Novelty
I WANNA HAT WITH CHERRIES

Victor Record 28003 Bluebird Record B-10944
by Larry Clinton by Glenn Miller
Columbia Record 33224 Vocalion Record 5037
by Jack Teagarden by Patricia Norman
Vocalion Record 5047
by Al Donahue

LINCOLN MUSIC CORP.
1619 Broadway, New York City

TEXAS OPERATORS
WANTED

A large quantity of 10-Record and 12-Record
Photographs, Rock-Ola, Wurlitzer, Deeburg, for
immediate reports. Phone or wire your best price.
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210 S. Alamo, SAN ANTONIO, TEXAS

A-1 EQUIPMENT AT NEW LOW PRICES

	Each		Each
Cashmere Orchestras, 10-Record	\$19.95	Rockola 12-Record Rhythm King	\$29.50
Seeburg 1935 Selectaphones	17.50	Wille Do-It MI	29.50
Mills Diving Kings	22.50	Wurlitzer 412 or 400	39.50
Rockola Revolver 330 Model, 12-Record	25.00	Wurlitzer 710	89.50
Seeburg Model A, Green	19.50	Wurlitzer 916-A	94.50
Seeburg Model A, Walnut	25.00	Wurlitzer 24-Record	164.50
Seeburg Model A, with Illuminated Grill and Moving Backdrop	35.00	Rockola 20-Record Imperial	79.50

All Ready for Localities. Immediate Shipments. Send Deposit With Order.
SOUTHERN AUTOMATIC MUSIC COMPANY
212 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 542 S. 24 St., LOUISVILLE, KY.
SEEBURG DISTRIBUTORS

CARL TRIPPE Price Plus Guaranteed Satisfaction

PHONOGRAPHS

A-1 RECONDITIONED.
LOSING OUT AT LOWEST PRICES EVER

Mills Dance-master Deluxe	\$ 15.00	Wurlitzer 400 with Grille	\$62.50
Rockola No. 2	32.50	Wurlitzer P-12	32.50
Rockola Rhythm King (12 Rec.)	35.00	Wurlitzer 312	42.50
Seeburg Symphonola, Model F	35.00	Wurlitzer P-10	25.00
Seeburg Symphonola, Model	35.00	Wurlitzer 412	54.50
Reo (20 Records)	110.00	Wurlitzer 412 (with Grille and Side Panels)	69.50
Seeburg Melody King, Model K (15 Records)	69.50	Cabinets to fit 412 or 616 (New)	49.50
Seeburg Symphonola, Model	42.50	Installation for Cabinets	10.00
Seeburg Model B-X	35.00	REGULAR STANDS FOR ROCKOLA COUNTER MODELS	16.50
REGULAR STANDS FOR ROCKOLA COUNTER MODELS	16.50	LIGHT-UP STANDS FOR ROCKOLA COUNTER MODELS	24.50

Terms: 1/3 Deposit With Orders, Balance C. O. D.

IDEAL NOVELTY CO.

1518 MARKET ST., ST. LOUIS MO.

\$250,000 TO SHARE!

ROBBINS 1939 RECORD DIVIDEND PAYOFF
FREE TO AUTOMATIC MUSIC OPERATORS

Over 350,000 Deep Purple records were sold, about 100,000 drew an average profit of \$2.50 each, or \$250,000 for music machine operators. Now... the same writers have a new hit, *Lilacs In The Rain*, but instead of holding it until 1940, we are releasing it as our 1939 record dividend to music machine operators!

LILACS IN THE RAIN

Recorded by

HAL KEMP—Victor (26385)	CHARLIE BARNET—Bluebird (10439)
HORACE HEIDT—Columbia (35225)	BOB CROSBY—Decca (2763)
DICK JURGENS—Vocalion (5074)	BARRY WOOD—Vocalion (5091)

TONY MARTIN—Decca 2791

Get Your Share Bonus... ORDER NOW!

ROBBINS MUSIC CORPORATION • 799 Seventh Ave., New York

Des Moines

DES MOINES, Oct. 28.—S. H. Taran, of Mayflower Novelty Co., St. Paul, was a recent visitor in Des Moines, spending a couple of days with Dave Fidler, of the Iowa Amusement Co. Taran brought along Evans' Ten Strike, the first to arrive, and watched installation in the city's leading hotel, a choice spot.

Paul Nelson, of the Nelson Music Co., announced he had increased his staff, taking on Don Lucas as an assistant in the phonograph department.

Columbia Signs Lunceford

NEW YORK, Oct. 21.—Jimmie Lunceford, stellar star on the Vocalion label, has just signed to record for Columbia Recording Co. for another year. Lunceford will record a guaranteed minimum of 24 sides for Vocalion during 1940.

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.

Address Unknown. It should be no surprise to anyone to see this Ink Spots' follow-up to *If I Didn't Care* shoot up into the higher brackets this week. It's been heading for the top for a number of weeks now and it would have been much more surprising to see it miss. Unlike last week's entrant into this sanctified department, *South of the Border*, it's not the song itself that matters so much here. Actually, copies of it are not selling too well and its radio plug listing is nothing sensational. This is a clear case of a particular disk copying all the glory. The Ink Spots have done all right by operators with this and *Didn't Care*.

South of the Border. Shep Fields, Guy Lombardo.
Day In—Day Out, Bob Crosby, Kay Kyser, Art Shaw.
Over the Rainbow, Glenn Miller, Bob Crosby, Judy Garland.

An Apple for the Teacher, Bing Crosby.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

What's New? Getting nearer the top in unanimous popular appeal is this ballad with its natural, sensible lyric. It's very strong around the New York territory now and its success is spreading to machines in very other sections of the country. Bing Crosby, Hal Kemp and Benny Goodman supply three contrasting styles on as many recordings, with all of them equally popular.

Scatterbrain. One of the most humorous novelty songs to come along in some time, the speed with which this is rising is ample proof that the public will respond every time to a lulling, rhythmic melody and a catchy, intelligent lyric. In only a few weeks of release the song this week finds itself in fourth place in The Billboard's list of 15 best sellers, an indication that it's definitely an item ops will be needing. Frankie Masters (co-author of the tune) and Freddy Martin have the inside track in the machines at the moment, with Guy Lombardo's disk starting to creep up.

In the Mood. Still making nice strides in the direction of complete popularity is this Glenn Miller classic of relaxed swing. On the strength of the number's appeal to phono addicts a lyric has been put to it and it is shortly to be released in regular sheet music form. In the meantime, however, it's making lots of hay for ops in its original Miller lyrics-less guise.

It's a Hundred to One. This item, out of Chicago via Dick Jurgens' co-authorship and his recording, slowed up a little bit in its attack on the rest of the nation, but it's still an entry to keep a sharp eye on. It's not too likely that the song will mean very much as a sheet-music seller or as a radio plug tune, but it's of a pattern that fits well on the machines. Dick Todd's vocal recording augments Jurgens' in the onslaught on public favor.

Oh, Johnny. Digging 'way down, Orrin Tucker came up with this real old-timer recorded it and now seems to have a potential hit disk on his hands. This title is scattered profusely thru the reports received this week, so profusely that this department doesn't hesitate to venture the opinion that operators may have to consider this a "must" soon.

The Little Man Who Wasn't There. Still not setting the world afire with the speed with which it's climbing to the top, this novelty nevertheless has enough of what it takes to make a profitable phono item. The Glenn Miller and Larry Clinton recordings have both been doing real man service in attempting to push this up higher, and while they haven't succeeded all the way they still have done pretty nicely in most locations.

Lilacs in the Rain. Already starting to fulfill the predictions made for it by this corner last week, this new ballad by the writers of *Deep Purple* is beginning to catch on in a big way. As one report puts it, it's a "first place threat." Bob Crosby and Charlie Barnet are thus far mentioned in the reports.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

My Prayer. We can't urge you strongly enough not to be caught napping on this one. It's not possible to see what can keep it from achieving hitdom in all departments of phono popularity, sheet-music sales and radio plugs.

Shadows. It is still only one-half as big as its ancestor, *Sunrise Serenade*—written by the same writer and recorded by the same band that started the former hit, Glen Gray—you know what to expect. Gray's disk at the moment shows good indications of repeating.

March of the Toys. The interest in the forthcoming Paramount picture, *The Gay Days of Victor Herbert*, will likely revive quite a few of the beautiful songs of the beloved composer. This Tommy Dorsey disk is one of the best of the new recordings of his melodies. The nickel-droppers really should hop on this one they hear it. Dorsey also has another one, *Indiana Summer*, that might mean a lot to the machine fans who are also Victor Herbert lovers.

Chiribirin. What may possibly be the biggest phono success of all time is this inspired linking of Bing Crosby and the Andrews Sisters in this famous song. Crosby and the trio got together when Bing was in New York recently and recorded this in a great swing arrangement, and backed it up with a new one called *Yodelin' Jive*. There is no telling what may be the result for ops!
(Double-meaning records are purposely omitted from this column.)

DECCA

Hot Tips for Operators

THESE DECCA HITS ARE REAL MONEY MAKERS!!!

- 2798 SOUTH OF THE BORDER FT. VC.
O. L. MILL WHEEL FT. VC.
Guy Lombardo & His Royal Canadians
2792 MY PRAYER FT. VC.
SOUTH OF THE BORDER FT. VC.
Ambrosia and His Orchestra
2840 AN APPLE FOR THE TEACHER
Bing Crosby and Connie Boswell
STILL THE BLUEBIRD SINGS
Bing Crosby
2871 WHAT'S NEW?
GIRL OF MY DREAMS
Bing Crosby
2479 THE GIRL BEHIND THE VENETIAN
BLIND FT. VC.
DOES YOUR HEART BEAT FOR
ME? FT. VC.
Russ Morgan and His Orchestra
2797 ADDRESS UNKNOWN
YOU BRING ME DOWN
Ink Spots
2796 THE JUMP, JIVE
CROCK'S LOVE SONG
Andrew Sisters
2844 EL RANCHO GRANDE
Bing Crosby Assisted by The Fourmore
2794 BLUE ORCHIDS
THE WORLD IS WAITING FOR
THE SUNRISE Int. FT.
Bing Crosby and His Orchestra
2793 DAY IN—DAY OUT FT. VC.
CHERRY
Rob Crosby and His Orchestra
2795 MELODY OF GUS EDWARDS SONGS
HITS
School Days—Subsequent See
Jimmy Valentine—If I was a Millionaire
IN MY MERRY OLDSMOBILE FT. VC.
Bing Crosby, Assisted by Music Makers
2787 SCATTER-BRAIN Int. FT.
AT LEAST YOU COULD SAY HELLO
FT. VC.
Guy Lombardo & His Royal Canadians
2791 M. L. LAST GOODBYE FT. VC.
IN AN 18TH CENTURY DRAWING
ROOM
Guy Lombardo & His Royal Canadians

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUÉBEC

EVERYTHING
YOU WANT
IN AN AUTOMATIC
PHONO NEEDLE

SAMPLE 35c.

See Your
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ELDER CO.
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Royal Polish

GIVES YOUR PHONOGRAPHS
A ROYAL SPARKLING SHINE

RUSH YOUR ORDER TODAY for this scientifically prepared super-polish especially created for Phonographs, Bars and Pianos! Gives a high-gloss, lustrous finish in a city. Used by leading operators who serve the best routes as well as by their workshouses. "Royal Polish" is an absolute necessity TODAY! PRESERVES the beauty and life of your phonograph. TRY A SAMPLE OIL CAN AND BE CONVINCED!

Only
\$2.00
Full Gal.

Distributors, Write for Proposition
ROYAL DISTRIBUTORS, INC.
409 North Broad Street,
ELIZABETH, N. J.

Discuss Phono Affairs At Terre Haute Meeting

Alfred Byrd elected to
directors' board of In-
diana Association

TERRE HAUTE, Ind., Oct. 28.—G.S. Darling, secretary of the Automatic Phonograph Manufacturers' Association, spoke before the district meeting of the Indiana State Operators' Association October 15 at the Terre Haute House here. His subject was "Associations—Their Opportunities and Limitations." Under limitations, he warned the operators about restraint of trade and the necessity for by-laws not to conflict with the law. He wanted the operator to be ethical in his dealings and not to cast reflections on the business. He pointed out how operators and operators' association can avoid pitfalls and benefit their individual business and their association by always keeping in mind that the public interest must be considered.

Charles W. Hughes, president of the Indiana Operators' Association, read a letter from the Rock-Ola Manufacturing Co. wherein Jack Nelson, vice-president, quoted David C. Rockols on their stand concerning the sale or rental of Rock-Ola phonographs to locations: "As president of your organization, I wish you would kindly advise members of our stand with reference to the sale of phonographs to locations. We are absolutely opposed to it either directly, indirectly, thru operators or distributors or by subterfuge. Mr. Rockols having been an operator himself not so many years ago has always been against the sale of machines of any kind direct to locations." Mr. Hughes is looking forward to the pledge of other manufacturers along this line and will read their letters to the association when such are received.

Elect Director

After the meeting the following Terre Haute members—Jack Nelson, representing Automatic Music Co.; Charles Baker, representing Jake Baker, Rock-Ola Sales; J. C. Hollywood, H. J. Hayhurst, Gillo Radino, R. E. Walters, representing Indiana Distributing Co., Mills distributor, and George Gilbreath, Linton, Ind.—elected Alfred Byrd to be a member of the board of directors of Indiana State Operators' Association. Mr. Byrd is an outstanding operator and probably has the biggest operation in the Terre Haute district.

At 6 o'clock Ray Walters, Jim

Baker and son, Mills distributors, entertained about 60 operators, their wives and friends at the offices of the Indiana Distributing Co. with music by the Mills "Tarcus of Music" and refreshments were served. Jim Baker said, "I didn't dream about so many operators coming to Terre Haute and I didn't know you could have so much fun at these meetings. The get-together after the meetings for a social hour makes friends of the operators."

T. M. Hawk, director from Fort Wayne, drove 225 miles to Terre Haute to present some unethical advertising which was published in the Toledo, O., district which concerned the Fort Wayne operators who operated in Ohio.

Dallas

DALLAS, Oct. 28.—Operating activities in the Dallas sector have picked up during the past two weeks, due chiefly to the 16-day run of the Texas State Fair, October 7 to 22. The big State fair brings a million visitors to the city each year and that many visitors seeking pleasure means an increased business to all of the downtown locations as well as the drive in spots. Phonographs and vending machines are leading the parade.

A number of radio rifles are doing a good business on locations handled by the Electro-Ball Co. Putnik's Cafe in South Dallas is an especially good location, registering a nice play every day in the week.

W. H. Milam, of Milam & Brown, musical operators of Corsicana, Tex., was in the city recently. Milam was purchasing phonographs and other merchandise for his extensive music operations in East Texas.

Kenneth Mair, service manager in Texas for Wurlitzer phonographs, was called to Buffalo, N. Y., by wire recently when his three-week-old son passed away in that city. Sympathy comes from all corners.

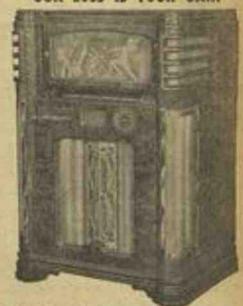
Business is good in the West Texas section, according to Louis Solomon, of Abilene, Tex., who was a visitor to Coin Machine Row.

REVIEW OF RECORDS

(Continued from page 12)

A Deanna Durbin Souvenir Album (No. 2), unfortunately, is easier on the eye than it is on the ear. Her six sides take in the songs she featured in her flickers, but it's either bad balance that accentuates the shrillness of her soprano range and gives the metallic ring to her

PHONO OPERATORS OUR LOSS IS YOUR GAIN



We need more space for our light-up ensemble business, and our lack of space is your opportunity to pick up rebuilt and modernized phonographs at ridiculously low prices. They are priced to move at once. Operators who know values will grab this opportunity to add new locations to their operations at less than our costs.

A few of the many phonos to be sacrificed are listed below: Rock-Ola Regular, 12 records; Rhythm King, 12 records; Rhythm Master, 16 records; and Rock-Ola Imperial 20, Milky, De-Re-Mi and Milky Zephyr, Seaburg Model H and Seaburg Deluxe, Wurlitzer 416, 616 and 412, Two Seaburg Duck Shoots, in good condition.

These phonographs are completely rebuilt mechanically and are modernized with STARK light-up ensembles, making them equal in play-appeal to machines costing two to three times as much.

Hundreds of operators are making greater profits with STARK light-up ensembles than ever before. Quality considered, STARK ensembles cannot be duplicated at the price.

The Regular Stark Guarantee Applies. Write for Current Lists.

Stark Novelty & Mfg. Co.

1510 West Tuscarawas Street,
CANTON, OHIO

notes or that her chirping just makes a better impression on celluloid than it does on wax.

For the singing sides of general audience appeal, the velvety tones of Frances Langford ring true for *Am I Blue* and *Between the Devil and the Deep Blue Sea*, a Decca dandy; Kay Kyser's *Glimmer* is a Vocalion honey in her song styling for the *Sweet and Slow Lullaby* made with the warm rhythmic quality of *I Gotta Right To Sing the Blues*; and in spite of the Bing Crosby texture to his pipes, Dick Todd gives the treatment to a Bluebird brace of Hoagy Carmichael ballads, *One Morning in May* and *Lazy River*.

Show Stuff

THE prolific pens of Rodgers and Hart, this time scoring George Abbott's musical production of *Too Many Girls*, always make for acceptable plaster ferns. The three first scratchings have much to be desired of both words and music, the tunes, as all show tunes, must be given time to sink in and get under the skin. First pairing from the production is *I Didn't Know What Time It Was*, a smooth ballad of the writers' *Where or When* variety, and *Love Never Went to College*, more rhythmic in feeling with the usual subtlety to the lines.

Benny Goodman cut the pair for Columbia and Hal Kemp did as much for Victor. And while the Goodman emphasis is on the rhythmic qualities of the songs, Louise Tobin's singing is listless, and one must lean to Kemp's couplet for a better all-round interpretation. Kemp's rhythmic patterns are ever rich and suave, and with the lyrical help of Bob Allen for the ballad and smooth harmonizing of the Smoothies for the rhythmic opus, it all spells sure-fire that makes for best-sellers. Oro.



"SURE, I LIKE MUSIC, TOO!", says Benny Leonard, ex-lightweight champion, as he slips a coin into the coin chute. Left to right are Charlie Schlicht, Western district manager; Hayden Mills, secretary of Mills Novelties; Benny Leonard, and Sam Turan, president of Mayflower Novelty Co., St. Paul.

Your Biggest Nickel Magnet

ARTIE SHAW The Band of the Year!
MOONRAY (8-10334) EASY TO SAY (8-10345)
TRAFFIC JAM (8-10385) ONE FOOT IN THE GROOVE (8-10202)

Order Today

R.C.A. BLUEBIRD RECORDS

Immediate Delivery
From Our Floor on
Evans' Bowling
Sensation
TEN STRIKE
100% LEGAL

"Make console profits in
closed territory."

Exclusive Distributors
West Virginia and South-
eastern Ohio

Write, wire or phone

R & S SALES CO.

9 Butler Street
Marietta, Ohio



Takes in 1600 Re @ 5c... \$80.00
Pays Out... 43.49

Total (Average) Profit... \$36.51
Semi-Thick Board... Complete
With Exalt.

SUPERIOR
LEADING
THE FIELD IN IDEAS!

SUPERIOR's greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic... an instant hit with sports fans the country over!

All the action is contained in one board. There are no mechanical parts to wear out... guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS
JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEORIA STREET,
CHICAGO, ILLINOIS



SAVE \$ \$ \$ ON SILVER'S VALUES

NOVELTY		FREE PLAY	
Bally View	\$13.50	Arrowhead	\$42.50
Buffy's Eye	12.50	Chevron	29.50
Chico Baseball	12.50	Suzuka	49.50
Almay	10.50	Fifth Inning	37.50
St. Morris	18.50	Majors	37.50
Exposition	18.50	Big Time	29.50
Flora	14.50	Alps	34.50
Gay Time	14.50		
Nap	14.50		
Dot Ball	10.50		
Peppy	14.50		
Poohy	14.50		
Paranoid	18.50		
Bally Reserve	10.00		
St. Morris	8.50		
Nicochet	10.50		
Stocks	14.50		
Swing	14.50		

S. SILVER NOVELTY CO.

425 VINE STREET, EVANSVILLE, IND.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

**N. Y. Distribs
Form Assn.**

Prepare for progressive
year in move to stabilize
business methods

NEW YORK, Oct. 28.—Amusement Machine Jobbers' Association, Inc., 140 W. 42d street, is preparing for one of the most progressive years in the history of this city, according to the new association manager, Ben Becker.

Becker was formerly with the International Microscope Reel Co., Inc., and then with the George Ponsler Co., heading the Brooklyn office for the past three years.

Becker reports, "We believe that the combination of all the leading jobbing and distributing firms in this city in this one organization means that the business will be on better ground than it has ever been before. It also means a general stabilization of many of the problems which heretofore could not be cured."

"We list all the leading firms among our members. With the complete cooperation of all leaders here, many better and more logical sales practices will be brought to the trade. Every member is interested in keeping this organization as strong as possible in order to insure the success of its ideals."

"Personally, I will work with every member on any problem which may arise so that the industry will be assured of sales outlets. We are working in every possible fashion to co-operate with the operators and to insure their standing in this business. We feel that the operators are with us in this move for their, too, have come to realize that a sound and established organization will bring about better conditions for them."

The membership of the Amusement Machine Jobbers' Association, Inc., is composed of the following firms: Acme Sales Co.; Budins, Inc.; Mike Munves & Co.; S & F Sales Co.; B W Novelty Co.; Fitzgibbons Distributors, Inc.; Marc Munves, Inc.; Savoy Vending Co., Inc.; Leon Takson & Co.; Becker & Sachs; F & S Novelty Co.; George Ponsler Co.; Seaboard Sales, Inc.; Leon Takson, Inc.; Brooklyn Amusement Machine Co.; I. L. Mitchell & Co.; Rex Novelty Co.; Supreme Vending Co., and Richmond Distributing Co.

**Gilmore Warns
On Exhibit Space**

CHICAGO, Oct. 29.—Jim Gilmore, secretary-manager of Coin Machine Industries, Inc. (CMI), declares that The Billboard will do prospective exhibitors at the January show a "real favor" by carrying the following warning. Said Gilmore, "Prospective exhibitors should act quickly and they will have no regrets. Exhibit booths are being sold at an average of six daily and up to date there has been no let-up in demand."

"This will be the only coin machine show, and there are many prospective exhibitors who have not yet signed for space. Heretofore there has always been exhibit space available up to the opening of the show. Naturally, because there will be only one show—and because exhibitors at both 1939 shows who will desire space will overflow available exhibit space, I am honest in my conviction that this show will be sold out completely many weeks in advance."

"Don't go to sleep on the job and wake up only to be disappointed because there is no more exhibit space available. The usual rule will apply for this show—no exhibits will be permitted in Hotel Sherman rooms other than those of exhibitors in the

A. B. T.
CHALLENGER
\$24.50

LEGAL EVERYWHERE!
Hottest and Biggest
Money-Maker in history!
10 Slots for 1c!



FREE PLAYS
High Lite... \$37.50
Up & Up... 35.00
Magline... 15.00
Bidding Game... 35.00

5 Exhibit AVALON, Free Play... \$39.50
15 Exhibit AVALON, Plain... 49.50
25 Corner DAVY JONES, Free Play—Write for Price

NOVELTIES
Speedy... \$17.50
Majors... 18.00
Chubbie... 18.00
Bang... 30.00
Sch. Inning... 25.00
Pyramid... 20.00
Fire Alarm... 15.00

1/3 With Order, Balance C. O. D.

Write for Free Catalog!
MIKE MUNVES CORP.
593 10th Ave., NEW YORK
Cable: MUNMACHINE

OPERATORS!

GET ON OUR

MAILING LIST!

Receive Weekly List of
Special Buys!

NEW AND USED
Machines—Write Now!

**MILWAUKEE
COIN MACHINE CO.**

1485 W. Ford St. L. Ave.,
MILWAUKEE, WIS.

A-1 SPECIALS

SIDE KICKS, F. P., \$27.50

CHIEFS, F. P., 29.00

Box Score, f.p.	\$20.00	Circus, f.p.	\$27.00
Triple Play, f.p.	16.00	Fairgrounds	17.50
Rag Time, f.p.	15.00	Prookman	14.50
Gun Club, f.p.	32.00	Daily Treasure	18.00
Ky. Clubs	22.50	Billy Royal	15.00
Dark Horse	27.50	Paranoid	3.00
Darry Days	(flat top)	Chubby, f.p.	22.00
(flat top)	15.00	Supper	8.00
35 Track Times	84.50	Side Kick	18.00
Seaworld	5.00	World's Fair	8.00

1/3 Deposit, Balance C. O. D.

LAKE CITY NOVELTY CO.

3008 Payne Ave., CLEVELAND, OHIO

show. Don't delay—do it now."

Those desiring space should contact Jim Gilmore at the Hotel Sherman in Chicago. Address letters to Coin Machine Industries, Inc.



MAC COHEN, member of the George Ponsler organization, recently opened a Ponsler branch office in Syracuse, N. Y. He was president of the former New York Dipper Operators, Jobbers and Distributors' Association, as well as head of the merchandise supply and manufacturers' divisions.

FREE PLAYS

Asson . . . \$49.50	Midway . . . \$22.50
Bant . . . \$4.50	Speedy . . . \$9.50
Cherry . . . \$2.50	Strip & Go . . . \$4.50
Cherry . . . \$3.50	Spoton . . . \$5.00
Chubby . . . \$3.00	Up & Back . . . \$3.00
Cherry . . . \$3.00	Up & Back . . . \$3.00
Free Race . . . \$2.50	Zip . . . \$4.00
High Life . . . \$2.00	Kick . . . \$10.00

NOVELTIES

Ball . . . \$45.50	St. Moritz . . . \$ 2.50
Ball . . . \$2.00	Spinners . . . \$ 5.50
Ball . . . \$2.50	Top & Go . . . \$2.50
Ball . . . \$2.50	Up & Back . . . \$3.50
Bally Royal . . . \$2.50	Flint . . . \$ 8.50

1/3 WITH ORDER, BALANCE C. O. D.

GEORGE PONSER CO.

11-15 East Rarignon St., NEWARK, N. J.

of the longest lived games we've ever sold."

NEW OFFICES . . .
Sam Sachs, Acme Sales Co., who is plenty busy these days remodeling phones, says that all the work of remodeling will be done at their new plant on Coney Island avenue. "We have also opened showrooms and a depot on Cony Island Row, but all our work will still be done in Brooklyn," he says.

MEN AND MACHINES . . .
George Saks, of Superior Products, was in town at the Astor Hotel. Dave Stern, of Royal Distributors, who distributes Saks salesmen here, spent much time with him. . . Lester Klein likes to play the games as well as talk about them. He can stand up to one for hours while discussing general conditions with fellow ops. . . Abe Green is reported to have cooked up a mixture of Bob Taylor and Tyrone Power in that snappy tug of his last Saturday night. . . Pennsylvania Railroad men are beginning to regard I. H. (Izz) Rothstein, of Banner Specialty, as their star commutator. He always jumping back and forth between Philly and his new building in Pittsburgh. He reports Banner is having one of its best years. . . Joe Fishman and Marvin Liebowitz are working from morning to night telling ops all about their Rock-Ola Luxury Lightups. . . That automatic library in the 34th street BMT subway station seems to be getting plenty of action.

BIG OPENING . . .
The week was another George Ponsor Co. office in Syracuse. "The four offices we now have serving operators Mills Throne of Music in New York, Northern New Jersey and the counties we cover in Pennsylvania and Connecticut are doing a business," says George Ponsor. "John Geel Jr. is handling our Albany office. Mac Cobine is in charge of the Syracuse branch. Irv Morris heads up the Newark headquarters and here in New York Jack Mitnick, Sam Mendelson and myself are always on hand."

ROYAL POLISH . . .
Is the name of the new product being marketed by Dave Stern, of Royal Distributors. Elizabeth "This polish has been especially prepared to use on phonographs, bars, etc.," Dave reports. "It's just what ops are looking for—one that gives a high gloss in a few seconds. In fact, any service man can give his phones a brilliant finish with just a fast once over. We are arranging a national distrib set-up on this polish."

ONCE AGAIN . . .
The offices of Hymie Budin (Budin's, Inc.) are among the busiest in town. The ops are happy, too, because they are back at their phonic games, too. "We like to visit Hymie," one op said, "because we like the hospitality of his place. What's more, he always has something for us."

COINSHOTS . . .
Second ad of International Mutoscope, now appearing in *The New York Post*, attracted quite a bit of comment from ops. . . Incidentally, Irv is setting the reputation as the star letter writer among New York columnists.

THE ANNOUNCEMENT . . .
by Sodamat of its entry into the portable drink vending field has stirred up quite a bit of interest. "We have received replies to our ads in *The Billboard* from many interested distributors and operators." Julius Levy reports. "In fact, we've been too tied up to answer replies of them. But inquiries will be taken care of as soon, however. Sodamat with its 12 years of experience in the beverage

MOSELEY'S SPECIALS

5-BALL FREE PLAY NOVELTY	COUNTER GAMES	50c Blue Fr. G.A. Ball \$35.00
4 Daryl Bow Scores \$25.00	6 Ducks Wild . . . \$ 2.50	1 5c Blue Fr. no GA. 35.00
1 Bally Chevron . . . \$2.50	6 John St. Grandstand 10.00	1 5c Regular no GA. 27.50
2 Contacts . . . \$2.50	2 Panchetta . . . \$ 3.50	1 5c Cherry Ball 27.50
20 Bally Boston . . . \$4.50	5 Tickete, F.S., new 19.50	1 5c Regular Van. GA. 22.50
1 Genoa Risk . . . \$2.50	2 Daryl Corset, 1c. . . 12.50	1 5c Reg. Van. GA. 22.50
1 Bally Fifth Innings . . . 3.50	10 A. T. Challenger . . . 20.50	1 5c Front Van. Tain 12.50
5 Major . . . \$7.50	10 A. T. Challenger . . . 20.50	1 5c Front Van. Single 12.50
1 Lot-O-Fun . . . \$5.00	1 Tally . . . \$2.50	1 5c Front Van. Single 12.50
1 Bally Fifth Innings . . . 3.50	1 Penny Smoke . . . \$ 2.50	1 5c Front Van. Single 12.50
1 Bally Korals . . . \$7.50	2 A. T. Challenger . . . 20.50	1 5c Front Van. Single 12.50
1 Bally Paramount . . . 10.00	F.S., lock on tilt cup . . . \$ 4.50	1 5c Front Van. Single 12.50

5-BALL REGULAR NOVELTY	CONSOLES	PHONOGRAPH
2 Western Baseball . . . \$55.00	25 Acorn Spinner . . . \$ 2.50	8 Jennings Ciga. Rts. 2500 to 2368. Sample . . . \$77.50 Lot of 5 . . . \$1.50
1 Genoa Zip, original . . . 10.50	1 Kewey Triple . . . \$ 4.50	
1 Genoa Zip, new . . . 10.50	1 Bally Ball Field . . . 105.00	
2 Exhibit Review . . . 7.10	1 Entry . . . 105.00	
1 Register . . . 10.50	1 Regular, F.S. . . . 115.00	
1 Genoa Zip, new . . . 10.50	1 Penn Heel Jn. F.S. 115.00	
1 Request . . . 10.50	2 Mills Square Ball . . . 75.00	
1 Genoa Reorder . . . 15.50	1 Lucky Star . . . 75.00	
3 Palm Springs . . . 9.50	2 1939 Dombis . . . 145.00	
1 Chicago Major . . . 20.00	1 1938 Dombis . . . 145.00	
1 Genoa Reorder . . . 15.50	1 Cash Pay . . . 110.00	
AUTOMATIC PAYOUT	SLOT MACHINES	
1 Genoa Zip, new . . . \$39.50	Good Clean Machines—Perfect Condition.	
1 Western Quindia, 7 Slot . . . \$22.50	MILLS	
1 Bally Ground . . . 22.50	3 25c Blue Fr. GA. . . \$42.50	
1 Bally Homestretch . . . 65.00	1 1938 Bang Tally . . . 110.00	
1 Bally Victory, new 25.00	PAGES RACES	
PAGES RACES	1 Pace Race, Co. Light Cab. . . \$110.00	
1 Pace Race, Co. Light Cab. . . \$110.00	1 1938 to 1939 . . . \$39.50	

The above machines are slightly used and offered subject to prior sale. These prices are effective November 1, 1939. All orders must be accompanied by 1/3 deposit in the form of P. O. Express. Telegraph money order. Write and ask us to put you on our mailing list. Also get our list of slot machine bargains. Write us for your price on any new machine coin operated that is released by the manufacturer.

WATCH FOR ANNOUNCEMENT OF THE OPENING DATE OF OUR NEW BRANCH OFFICE IN CHARLOTTE, NORTH CAROLINA.

MOSELEY VENDING MACHINE EX. Inc.,

Day Phone 3-4511 Cable Address: Mosevex

00 BROAD ST. Richmond, Va. Night Phone 6-5232

EASTERN FLASHES

NEW YORK, Oct. 28.—Convention talk has already begun. Judging by the interest the annual coin machine conclave is provoking at this early date, New York columnists will be migrating en masse to Chi in January.

AROUND THE TOWN . . .
Lots of activity in the big town this past week. . . Babe Kaufman flew to Chicago for a week of confering with manufacturers. . . Bob Connors, Wurliitzer's ad man, seen in the Terrace Room of the Hotel New Yorker enjoying the music. . . Many of the boys are talking about Florida already. Looks like the sands of Miami Beach are going to echo with cocktail this winter. . . Mike Munves, busy explaining to all the ops in his place why new games are so important, stated, "Every outstanding op in the country realizes that new games put new life into any operation and keep receipts at top levels." . . . Oli Faria is heading toward the "proud papa" ranks. . . Hymie Rosenberg is rapidly being classed among the town's leading Beau Brummels. "That's what married life does to a guy," he says.

PUNCH . . .
"After a sensational 11-week run with Mr. Chips," says Bert Iane from his Seaboard Sales headquarters, "we're getting ready to go to town on the punchiest of all Genco money-makers. That game is Genco's new Punch and it's packed full of thrilling wallop."

AT THE BALLY BUILDING . . .
Jack Devlin, Bill McDonald, Gene Callahan and the other boys report they were on the double quick all week trying to supply the demand for Bally's newest novelty game, Scoop. "It's one of the best games of the year," said Fitzgibbon. "The ops have come to depend on Bally games and Scoop will prove one

vending field has been able to build a machine that's definitely designed to meet the operator's needs."

IT'S GOT EVERYTHING . . .
That's the way Jack Semel and Al Simon describe their new Chicago Coin game, Nippy. "It's a nippy money-maker all right," they say, "and we expect to do a bang-up job with it."

TOLL CHARGES . . .
are mounting daily at Brooklyn Amusement Machine Co. the way Charley Aronson and Bill Alberg are keeping the long-distance phone wires burning between here and the Evans offices in Chicago. Both men have taken so many advance orders for Ten Strike that they can't wait for deliveries. In fact, they're both thinking about hopping off for Chicago to work on the production lines themselves.

FROM PHILLY . . .
Joe Ash reports that the sales of new games for the Active Amusement Machines Corp. are moving at a faster clip than any time previous. "We feel that this is going to start off one of the booms in the coin machine business. Consequently we're planning to enlarge our service organization so that we can step up our service to Philly ops."

NEW JERSEY JOYTINGS . . .
Irv Orenstein, of Hercules, reports he hasn't been able to rest a minute since the new games have been piling in. He

says he's looking forward to one of the biggest winter sales seasons he's ever had. . . Dick Steinberg, of Stirling Distributors, just had his front windows painted. . . Sidney Mittelman's first ad for Park Vending Co. was the cause for comment among Jersey columnists. . . Palsdale Novelty Co., of Grantwood, N. J. is reported to be scouring the used equipment market for machines.

FROM BALTIMORE . . .
Roy McGinnis sends word that his firm has one of the greatest collections of slot, payouts and console bargains in its history. "Ops who want some real equipment at a price should look us up," he says.

AT 9 A.M. . . .
when Irv Mitchell opens his office every day he finds a half dozen ops waiting for him. Which tells us they come early to miss the rush. "A few hours later they get killed in the rush," claims Irv.

GET QUICK ACTION!

KEENEY'S BIG SIX EXHIBIT'S REBOUND GENCO'S PUNCH

A REVOLUTIONARY PLAY IDEA—BRAND NEW FEATURES

Order Today and Get Immediate Deliveries.

D. & S. NOVELTY CO.

1005 Broadway, ROCKFORD, ILL.

15 Free Play Spoffem . . . \$27.50
15 Free Play Fifth Innings . . . 27.50

CAPITAL AMUSEMENT CO.

230 W. Hargett St., RALEIGH, N. C.

How'd you like to get in first on something GOOD? Run the details about Mutoscope's 3 new slot machines in full page ad in *The Billboard*, November 11th issue. Send for advance information TODAY! INTERNATIONAL TOSCOPE CO., 44-01 11th St., Long Island City, N. Y.

AL STERN, of Monarch Coin Machine Co., Chicago, looks over Exhibit Supply Co.'s newest release, Rebound, and says, "Exhibit's Rebound is absolutely top with us and with our customers."

FOUR CAN PLAY 4 Bells, newest machine produced by the Mills Novelty Co. Try it out in the showroom, are, left to right, Bert Mills, Harold Perkins; Jim Baker, of Terra Haute, and Art Cooley, Mills Eastern division manager.

RELAX, PLAY
BALL GAMES FOR AMUSEMENT

GREATER PROFITS

With

GAME-LITE

OPERATORS everywhere are lighting up their dim locations with GAME-LITE for Greater Play and Greater Profit!

GAME-LITE counteracts reflections, displaying a carnival of inviting color at all times. It attracts and holds the player and sells amusement!

Made of durable metal with baked enamel finish. Installed in two minutes. Message in mirrored neon-effect letters.

PRICE **\$4.95** DELIVERED

See your distributor or write

BETTER LIGHT . . . BETTER PLAY*

ADVERTISING POSTERS COMPANY
440 W. HURON STREET, CHICAGO, ILL.

ATTENTION—IND., ILL., KY. OPERATORS

You Are Invited To Attend Our
GRAND OPENING

Sunday, November 5th, of Our New Location
112-114 N. W. First Street, EVANSVILLE, IND.

— FREE REFRESHMENTS FOR ALL —

20,000 Sq. Ft. of Floor Space To Serve All Operators' Requirements
Largest and Most Complete Service in Indiana

See All Newest Equipment on Display

• SEEBURG PHONOGRAPHS • NOVELTY GAMES

• RAY-O-LITE GUNS • PAY-TABLES

• LEGAL EQUIPMENT • SLOT MACHINES

• PREMIUMS AND NOVELTIES • SALESBOARDS

Complete Repair Service on Phonograph Amplifiers and All Other Types of Equipment.

L. BERMAN & CO.

112-114 N. W. First St., EVANSVILLE, IND.

STILL THE BEST

Place To Buy Your
COINBOLES

1938 Track Times	\$87.50
1938 Kentucky Clubs	\$5.00
Red Cab. Track Times	35.00
Red Head Track Times	45.00
Job. Derby Days	29.00
Turfmen	25.00
Street the Moon	25.00
Billy Beardsley	18.00
Billy Beardsley	30.00
Ray's Tracks (Listed)	35.00
Black Passes Races	50.00
Risemasters	20.00
Jockey Clubs (7 Cents)	30.00

WANTED: USED PENNY GINGERS AND SPARKS. CABLE: GIBBER CLEVELAND, HALF DEPOSIT WITH ORDER.

CLEVELAND COIN MACHINE EXCHANGE 2021 Prospect Avenue, CLEVELAND, O.

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS . . . AT FACTORY PRICES

SEND FOR YOUR FREE COPY OF CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy real profits—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!

If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG No. 51

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Realism Feature Of Royal Flush

CHICAGO, Oct. 28.—"Poker according to Hoyle—plus automatic payout—is the reason," says Ray Moloney, president of Bally Mfg. Co., "why Royal Flush is meeting with such outstanding success in all sections of the country."

"Bally designers and engineers," Moloney continued, "spared no effort to re-create in Royal Flush the old familiar kick of poker. Realism was the keynote. The cards on the five reels, for example, are exact miniature duplicates of standard playing cards. Even the face cards are reproduced in full colors. And to give the cards a final realistic touch we have produced a high-gloss finish by coating the cards by the new laminated cellophane process. The best illustration of Royal Flush realism is the fact that U. S. Government playing card tax stamps must be affixed to each machine.

"The shuffle obtained by the spinning action of the reels is more complete than would be possible by hand. A new Bally development in the form of a cam-actuated variator insures a positive shuffle every spin. The greatest realism, however, is in the way Royal Flush deals the hand to the player. The reels click to a stop in rotation—left to right, dealing one card, two, three, four, five, while the player tingles with the same suspense any poker player feels while a hand is being dealt. Then as the fifth and final reel stops, the all-electric mechanism responds to the slice with mystifying accuracy, immediately releasing the proper payout on three of a kind or better. Incidentally, various models permit the payouts to be in cash, checks or tickets."

Robbins Offering Penny Skill Games

CHICAGO, Oct. 28.—It is reported that since the discontinuation of jobbing of pinball games D. Robbins & Co. has been specializing in the manufacturing and sales of 1-cent skill games of the counter type. Its current game, Midget Baseball, is now in production and it is reported that this machine is proving to be an exceptional money-maker. In addition to Midget Baseball, it is also offering operators Bingo, Criss Cross, A. B. T. Challenger, Penny Basket Ball and the All Skill Target. Several other excellent games are in its experimental department and will be announced in the near future, it declared.

Nippy Biggest Ever, Says Chi Coin

CHICAGO, Oct. 28.—"It's been on the market two weeks, but the sales record looks as if it had been in production for two months," stated Chicago Coin Machine Mfg. Co. executives Sam Wolber and Sam Gensburg in discussing their latest coin machine offering, Nippy.

"Nippy is really going to town in a big way and looks like it will set a record of some kind or other for being the fastest selling coin game ever produced. One of the biggest reasons for this tremendous popularity of Nippy is that it incorporates an unusually great amount of appeal for both players and for operators."

"The great player appeal of Nippy is the fact that it offers players two ways to win. They may win by getting a high score thru skillful shooting and they may win by hitting the three red Nippy bumpers. This two-way combination is proving a boon to operation on locations in every section of the country."

"But it isn't only this two-way win feature that is attracting the nickels of patrons. Nippy is new from top to bottom. It has new lite-up, new action, new coloring, new playboard layout, new backrack design. All these features go to make up the most tantalizing and appealing machine built."

NATIONAL'S BARGAINS!

NOVELTY GAMES—FREE PLAY

Lot-o-Funs	\$55.00	D. Br. Scores	\$35.00
Lot-o-Smokes	65.00	Esth. Chief	35.00
Alperts	49.50	Stop & Gas	32.50
Bally's Contacts	49.50	Bookies	32.50
Cherries	45.00	Gen. Circuses	30.00
Big Contacts	39.50	D. Que. Clubs	29.50
Bal. Spotters	30.50	Rag. Times	22.50
Majors	38.50	S. Hill Num.	22.00
Chubbies	38.50	Multi-Fruit	22.00
Bally's Minn.	35.00	Parameters	18.00
Genco Rims	35.00		

NOVELTY GAMES—REGULAR

S. Dht. Feet	\$25.00	Turf Queens	\$12.00
Majors	25.00	Always	10.00
Big Contacts	25.00	Cargos	10.00
S. Morizias	20.00	Palm Springs	10.00
Stop & Gas	20.00	Esth. Reviews	10.00
Side Kicks	20.00	Swings	10.00
Super Zetar	16.00	Snappers	10.00
Odé Balls	15.00	Flashes	10.00
Supenas	14.00	Requests	10.00
Stone Rites	12.50	Scornies	7.50

1-BALL AUTOMATICS

Gratlands	\$89.00	At-6-in-Bern	
Thirtiedowns	85.00	TAL	\$22.50
Neathornes	85.00	Fairgrounds	22.50
Sport Paces	55.00	Swings	18.00
Bally Stables	25.00	Derby Days	15.00
B. Fluteds	23.00	Col. Footballs	15.00

SLOT MACHINES

Melon Bell, 8c	\$44.50
Mills Blue Fronts, 5, 10, 25c Play	38.00
Bal. Box, New 400,000	18.00
Jennings Chief, 80c	44.50
Mills War Eagles, 25c	18.00

PHONOGRAPHS

Seeburg Gems	\$149.00
Wurlitzer 616-A's	39.00
Rock-Ola Imp. 20's	35.00
Rock-Ola Ambus. 16's	39.00
Rock-Ola Regular 12's	39.00

MISCELLANEOUS

Rock-Ola World's Series	\$42.50
Rock-Ola Tom Mix Rifles	45.00
Kesner Track Times, '37	45.00
Kesner Skill Times, '37	45.00
Rotary Merchandisers	35.00
Exhibit Races	35.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago

NATIONAL COIN MACHINE EXCHANGE

1407 Diversey Blvd., CHICAGO



COAST AMUSEMENT CO., PORTLAND, ORE., reports that *Luxury Light* business is rushing. Above the boys are taking a breather before finishing loading of stock. Left to right: D. M. Wertz, Rock-Ola district manager; Johnny Welch, Northwest operator; Lester Beckman, co-owner of Coast Amusement and Rock-Ola distributor; Bob Allen, co-owner, is at extreme right, with Bud Albertson to the left of him. Others are unidentifiable.

Much Ado About Gambling Is Nothing, Says Philly Newspaper

PHILADELPHIA, Oct. 28.—"Gambling is a Human Instinct, Not a Crime" declares a headline on an editorial column of The Philadelphia Daily News. The paper expresses a view that while "gambling is allowed to flourish big-time gambling for the entertainment value" is prohibited. The text of the editorial follows:

"We have repeatedly said that gambling is NOT A CRIME, but a human instinct as natural as breathing. And we are usually not the first to leap to the defense of public utilities, for the simple reason that we do not always feel that the public utilities are right.

"But in the present to-do by the State Public Utilities Commission over the fact that telephones have been found in places that have been raided for horse-race betting is so hypocritical that we feel it should be revealed in its true light.

"The public utilities commissioners will find scads and scads of telephones in the stock exchange and stock-brokers' offices all over the city.

"Those instruments are used for GAMBLING PURPOSES just as much as the instruments that were found in the horse bookie establishments.

"The telephone company knows that. The public utility commissioners know it.

"And everyone else knows it. The horses and numbers are the poor man's stock exchange, and those who play them are no more criminals than the biggies who dabble in stocks. The natural urge is the same—the human instinct to take a chance to win some money, a bottle of scotch, a basket of groceries or something else of value.

"What we have never been able to cure out, or have convincingly explained to us, is why it is considered gambling when it is a horse race, a bingo game, a lottery, and not gambling when it is the stock market or a ticket of chance sold by a police organization, a fire company, a church or some other organization.

"And why is betting on the races a criminal offense in the eyes of the law of this city and State, and perfectly legal procedure in Delaware, Maryland and New Jersey?

"Our State officials, judges, police officials and city officials go to Delaware and Maryland in droves and bet their heads off, yet maintain that gambling is a crime when away from the tracks and in their official capacities.

"Yet, because of hypocrisy, politics and inertia, we continue to have laws that prohibit gambling in this State—

concerning horses, numbers and the like—while approving gambling when it concerns the stock market and tickets of chance; and a lot of people look with misgivings upon any attempt to repeal that cockeyed sort of prohibition.

"The same spirit moves these people as moved the dregs during the period of federal prohibition. It was satisfactory to the dregs for the country to be ridden by gangsters, kidnappings, hijack and dry agent murders, and for the people to go right on drinking, just so long as there was a law against liquor printed in a big book in Washington.

"It's a strange psychology, especially when you consider that by legalizing gambling and taxing it fairly we could replace some of our disagreeable taxes with pleasant and entirely voluntary ones, and at the same time stop harassing concerns like the telephone company.

"Instead of trying to enforce an un-enforceable law and bedeviling business in general, let's put the question up to the people and let them vote on it as they did recently in New Jersey.

Two New N. Y. Firms Chartered

ALBANY, N. Y., Oct. 28.—Palton Vending Machine Co., Inc., New York, has been issued a charter of incorporation by the secretary of state. The company has a capitalization of 100 shares of stock. The shareholders are Samuel Rabinowitz, Emil Sartori and Charles Moed, 66 Court street, Brooklyn.

The Farewell Music Co., Inc., of the Bronx, New York, has been authorized by the secretary of state to deal in musical machines, records, etc. It has a capital consisting of 200 shares of stock of no stated par valuation. The promoters and stockholders include Jonas Rothstein, Milton Lerner and Harry Levine, 280 Broadway, New York City.

Calcutt Ad Builds Industry Good-Will

FAYETTEVILLE, N. C., Oct. 28.—Joe Calcutt, of the Vending Machine Co., recently did his bit to build good will for the coin machine industry by taking a full-page advertisement in The Fayetteville Observer on the occasion of Fayetteville's Sesquicentennial Celebration.

Joe Calcutt has long been an advocate of newspaper advertising and has always made it a point to co-operate with communities with which he is connected, according to reports. One member of the firm declared, "This gesture, using a

THE VENDING MACHINE COMPANY

GUARANTEES THE QUALITY OF EVERY MACHINE LISTED HERE REGARDLESS OF THE PRICE!! ACT QUICK! PHONE, WIRE OR MAIL YOUR ORDER NOW!
(All Used Machines Offered Subject to Prior Sale)

FREE PLAY GAMES		1-BALL AUTOMATICS	
12 Dkt. Feat. \$52.50	2 Hot Score 4 High-Lite \$45.00	1 Bally Prokross	\$27.50
11 Ballyman	2 Stop & Go	2 Bally Fairgrounds	\$4.50
2 Chevrolet	3 Bink	6 Bally Klondike	\$7.50
1 Longchamp	1 Natural	1 Jennings DeLuxe Sportman	17.50
4 Contact	2 Robbles	3 Mills Railroad	10.00
1 Up & Up \$135.00	1 Fair		
3 Eureka	12 Gams \$25.00		
1 Sports	2 Trio		
4 Headliner	2 Nix		
1 Cowboy	Each or Five \$150.00		
NOVELTY GAMES		PHONOGRAPHS	
1 Fleet \$9.00	1 Daz \$14.00	14 Mills De Re Mlx, 12 Records	\$ 49.50
2 Verve Spl.	1 Naps	3 Mills DeLuxe Danie Masters, 12 Recs.	\$9.50
1 Request	1 Jilted-Bug	1 Gabel Junior, 1936 Model, 12 Recs.	\$9.50
	1 Ball	9 Model "K" Seeburgs, 15 Records	\$4.50
	Each	8 Model 24 Wurliizers, 24 Records	\$57.50
9 Trophy	1 Supreme		
2 Dkt. Feat. \$19.00	3 Majors		
2 Trio	1 Stop & Go		
1 Chley	11 Stop & Go		
1 St. Morris	1 Chubbie		
	Each		

GUARANTEED SLOTS	
37 Mills Vest Pocket Bell, Conservative Reels, Single	\$ 37.50
Three for	100.00
14 Mills Go Blue Front Mystery Bells	\$9.50
3 Mills Go Extracordinary Mystery Golden Bells	49.00
3 Mills Go Grey Front Regular Golden Bells	99.50
3 Mills Go Escalator Silent FOK Venders	22.50
6 Mills Go Reserve Jackpot Bells	17.50
4 Mills Go Count Twin Jackpot Bells	22.50
1 Jennings 5c Chief Mystery Bell	37.50
2 Jennings 25c Chief Mystery Bells	37.50
5 Welling 5c Red-Top Jackpot FOK's	27.50
4 Welling 5c Twin Jackpot Front Venders	17.50
1 Welling 5c Single Jackpot Bell	12.50
1 Welling 2-for-5c Twin Jackpot FOK	17.50
3 Mills 10c War Eagle Bell	35.00
1 Mills 5c War Eagle Bell	35.00
1 Mills 25c War Eagle Bell	35.00

NOTE: If you are in need of machines or games other than those offered here, write for our complete bargain sheet.

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER. SHIPMENT C. O. D. FOR BALANCE.
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.
Cable Address: COINSLOTS

QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

60 Hole—F.C.5500—Takes \$11.45
Pays 1 10-Lb. Turkey—Price 74c/Dz.
75 Hole—F.C.5063—Takes \$14.55
Pays 1 10-Lb. Turkey—Price 83c/Dz.
80 Hole—F.C.5062—Takes \$16.45
Pays 1 10-Lb. Turkey—Price 85c/Dz.

Lots of Color and a Real Flash.
CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U.S.A.

EXPLANATION SALE—NO REASONABLE OFFER REFUSED

ALL EQUIPMENT IN A-1 CONDITION

NOVELTY	FREE PLAY	CONSOLES	MISCELLANEOUS
Suspense	Kick	'38 Bill Times	10 Ohio Danies
Circus	Trif Play	'37 Rd. Mt. Track Times	Welling Roll-Top
Side Kick	Chief	Long Combs	Callie Commander
Cross	Chips	Teddybans	Jennings Chief
Review	Stop & Go	Dark Horse	Mills Blue Front
Paranorm	Eda Kick	Quincy Dax	(Double Jack Pot)
Always	Bubbles		
Aurora	Mills 1-2-3		
Auto Derby	Across the Board		
Palm Springs	Airport		
Miss Avon Ball	Free Bases		

AVON NOVELTY SALES CO., INC.
232-235 Prospect Ave., CLEVELAND, OHIO. Phone: PR. 4551



THE HY-G GAMES CO., Minneapolis, recently sponsored in co-operation with Amusement Games, Inc., St. Paul, a two-day service school for phonograph mechanics and operators. Many music men drove hundreds of miles to attend. Above picture shows many who attended the sessions, which ran from 9 in the morning until 5 in the afternoon. A banquet followed the close of the session. Speakers on the program were, from the Seeburg Corp., Pete Otis, Al Koch and assistant Kamps; from the Hy-G Games Co., Hy Greenstein and Cora Fegnan, and from Amusement Games, Inc., Jonas Bessler and Clyde Kessell. Entertainment at the banquet was furnished by Sam Bial and Ervin Zeller.

full page in the Fayetteville paper, will be of tremendous value to the firm as well as to coin machines generally. Calcutt, in commenting on the venture, said, "We devoted the entire bottom half of the page to 'Facts You Should Know About Coin Machines' and believe that this section will place a new light on the machines which this industry has developed and which have helped thousands of merchants, manufacturers, labor and the public. We feel that this page will help others to better understand the industry. There is a need for advertising of this kind by coin machine firms everywhere and we hope that many others will come to the fore in their communities and sponsor such informative, educational advertising for the public."

OUT NEXT WEEK!

The world's foremost amusement game. The most surprising and sensational legal game the coin machine industry has ever seen.

It's different—It's new—It's plain dynamite for profits.

At its preview showing in New York recently it caused a riot, orders were booked in advance. Others hearing of it ordered without seeing it. TAKE A TIP, watch the next issue of The Billboard for the announcement.

STRATFORD GAMES

420 So. Wells St., Chicago, Ill.

DOUBLE YOUR PROFITS

With New

DOUBLE FEATURE

Carries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621 1620 Holes
Takes in \$81.00
Average Payout 40.79
AVERAGE GROSS PROFIT. \$40.21



PRICE, EACH \$5.72
SEND FOR CATALOG
OF OTHER PROFIT-
MAKERS.

HARLICH MFG. CO.

1413 W. JACKSON BLVD., CHICAGO, ILLINOIS

CAPITOL'S SPECIAL CLEARANCE SALE

FREE PLAY GAMES		
1 Bally Arrow Head	\$32.50
1 Mills 1-2-3 Animal	32.50
1 Rant, Barrels	30.50
1 Pyramid	49.00
1 Bang	49.00
1 Exhibit Fish	49.00
1 Airport	45.00
1 Bally Fish Inting	37.00
1 Exhibit Contact	37.00
1 Spotted	34.00
1 Fair	19.50
1 Rank	37.00
1 Natural	31.50
1 Western Annot Derby	27.50
1 Exhibit Bounty	18.50
DE LUKE CONSOLES		
5 '32 Keeney Track Times	\$82.50
1 Exhibit Longhorns	39.00
5 & 25c	39.00
1 Exhibit Boost the Moon	17.50
Terms: Certified Deposit With Order, Balance		
COUNTER GAME		
10 Play Ball, New	5.65
NOVELTY GAMES		
1 U-Well-It	\$19.50
1 Exhibit Gold	18.00
1 Miami	32.00
2 Majors	18.00
C. O. D.		
1 Peashy	\$14.00
1 Robin Hood Rak	12.00
2 Cadets	12.00
1 St. Morris	12.00
1 Guitron	10.50
1 Exhibit Play Ball	9.00
1 Paramount Rak	8.00
1 Coney Island	8.00
1 Handicaps	7.00
1 Trips	7.00
3 Reviews	7.00
1 More and Hound	7.00
1 Tops	7.00
1 Track Wheel	7.00
1 Moon Light	7.00
1 Spokes	7.00
1 Lightning	7.00
1 Tourment	6.00
1 Happy Days	7.00
1 Chain Naps	5.00
2 Bars	6.00

CAPITOL COIN MACHINE EXCHANGE

80 SOUTH MAIN ST.,

CONCORD, N. H.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

REMOVAL NOTICE

WE ARE NOW IN OUR NEW MODERN
DAYLIGHT FACTORY
30,000 SQUARE FEET TO SERVE YOU!
FOR FAST SERVICE ON

BAKER'S PACERS • TWINKLE • PICK-A-PACK

Wire, Write or Phone Our New Address

BAKER NOVELTY CO., Inc., 2626 Washington Blvd.
CHICAGO, ILLINOIS

Los Angeles Assn. Tells Stand On Playing of Games by Minors

To the Editor: In your recent letter which referred to the Look magazine article, definitely this was a posed picture and this industry took a jolt for conditions that are not tolerated in any manner in this business.

(Editor's Note: The article referred to was on Los Angeles and portrayed in one scene a group of minors playing a pinball game.)

I may say to you that your editorial on "Minors" has been sent out to each and every member of this association—at least six times. Also the following resolution is part of our rules and by-laws:

"Whereas, It has come to the attention of this Board of Directors that some of the locations upon which machines belonging to members of this association are operated have from time to time allowed minors to engage in games conducted thereon; and

"Whereas, This Board of Directors is firmly opposed to the allowance of such condition and believes that it voices the view of the membership in characterizing such activity as reprehensible and not for the best interests of the amusement machine business, as such; and

"Whereas, This Board of Directors firmly believes that members of this association desirous of keeping the business of amusement machine operation upon a high plane and would not sanction such conduct on the part of any location;

"Now, Therefore, Be It Resolved: That any member of this association who knowingly allows any location upon which any amusement device sanctioned by this association is operated to cater to the patronage of minors shall be immediately expelled from further membership in this association.

We take this attitude—that it is perfectly legal for a minor to play these machines, but we do not care and do not want the patronage of the minor and will not tolerate it. We have established a Public Relationship Depart-

ment in our association acquainting the public with our method of doing business—taking the stand that our business is like the druggist, the groceryman, or any other established business. Regards, "Curley" Robinson, Managing Director, Associated Operators of Los Angeles County, Inc.

Birmingham, Ala.

BIRMINGHAM, Oct. 28.—The coin machine trade is looking up in Birmingham. Cooler weather has helped and in addition there has been some relenting on the part of the sheriff's office, permitting phonographs to operate after midnight on Saturday.

The amusement trade in Birmingham is now organized almost 100 per cent. Officers were to have been elected at the last meeting, but on account of the press of business was postponed until a later date.

The operators are concentrating largely on pinball machines, with Fifth Inning and Majors as the most popular.

Pete Romano, of the Birmingham Amusement Co., is expecting a picture of his impressive new place of business to come out soon in a Billboard advertisement. He talks one streak of prosperity, reports good shipments into Tennessee, Mississippi and Central Alabama.

The Hurvich brothers, Max and Harry, at the Birmingham Vending Co. are doing well with their coin-operated pool tables and they firmly believe an operator can make more money with them than with other types of games. This concern is Rock-Ola distributor.

Nathan Allen, "the Green Mountain Boy" at Ten Ball Novelty and Mfg. Co., is delighted to see the trade organized in Birmingham and says all are making more money as a result. He says the baseball machines are going best.



MILWAUKEE COIN'S GRAND OPENING of its new quarters drew a large crowd, a portion of those attending being shown above. The staff of Milwaukee Coin is seated in the front, with Sam London, head of the Milwaukee firm, seated fourth from the left.

Offer Free Trip To CMI Convention

NEW YORK, Oct. 29.—According to a report received from the George Ponsar Co., Ponsar has made an offer to phonograph buyers wherein he would pay their round-trip fare to the coin machine convention in Chicago. Ponsar is a distributor for the Mills Throne of Music phonograph.

Ponsar, in his offer, stated, "We will pay the round-trip fare of operators in our territory who will purchase 10 or more Mills Throne of Music phonographs between now and December 31, 1939. We leave the choice of transportation to the operator. He can either go by train, bus or plane. His fare will be paid to the show and back home again.

"This offer is only good in the territory we cover for Mills Throne of Music. This means all the counties in New York State on our list, Northern New Jersey, Fairfield County in Connecticut and the four counties we cover in Pennsylvania.

"There are no jokers in this offer. It is simply a move on our part to get all Mills Throne of Music customers to see the show and to learn why operators everywhere in the country agree that the Throne of Music is the richest and rarest of phonographs.

"Operators who desire to take advantage of this offer should get in touch with any of our four offices in Newark, New York, Albany or Syracuse."

Pittsburgh

PITTSBURGH, Oct. 28.—Louis (Lakay) Grossman has just recently installed several new remote control phonographs in the Golden Triangle of the city of Pittsburgh. Grossman seems to be very much enthused over the reception that he is receiving with these machines.

Atlas Novelty Co. is pleased to announce that Harry Selkowitz is now one of its latest additions to its personnel. He is working at the Pittsburgh office in the capacity of manager.

Frank Jupena is constantly adding new equipment to his already large route and his operations are expanding daily.

Ralph (Schultz) Wetmore is getting to be a great football enthusiast. He was recently at the Pitt-Duke game and he played the game entirely over the next day giving each play in detail.

Low Sommers recently was in Pittsburgh and made several purchases at the Atlas Novelty Co.

Shappy Shapiro recently made a trip to Detroit to see his old pal Art O'Meala.

Heavy Demand for Keeney's Big Six

CHICAGO, Oct. 28.—"Reports from our distributors indicate that our newest release, Big Six, is going to be one of the biggest selling table games we've ever produced," states the Keeney factory's



"SCHMITZ" SCHMIDT, mechanic for the Banner Specialty Co., Philadelphia, was a recent visitor to the Exhibit Supply Co., Chicago. Schmidt, it is said, declared, "Exhibit games are a pleasure to service."

LOOK 'EM ALL OVER .. AND YOU'LL ADMIT

EXHIBIT'S 1940 REBOUND

Gives the Player More Amusement!

Gives the Merchant More Satisfied Customers With Greater Profit!!

Makes You More Money and Keeps Making It Day in and Day Out!!!

Satisfy Your Customers, Give Them 1940 Rebound

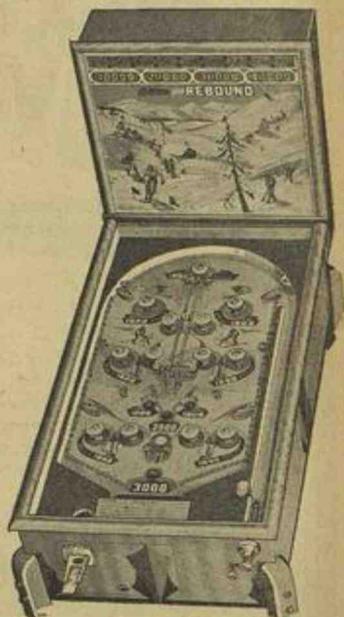


EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO, ILL.

NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 beautiful Impregated Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00, 6 or more Deals, \$1.80 Each.

Also Other Sure-Fire Deals. Write Today. (We Sell Only to Operators)

S. & K. SALES, INC. Dept. A-104 N. Broadway, St. Louis, Mo.



Free Play 1-2-3s, Fruit or Animal Reels	\$89.50
Free Play Batting Champs	\$9.50
Columbiac Cigarette Machines with Rear Payout	\$2.50
Mills Cherry Bells and Smokers	\$9.50
Mills Vest Pockets	\$7.50
Refinished Face Comet, 5, 10 and 25c Play	\$27.50
One Free With 10 Mills Brown Fronts.	\$9.50
Like New	\$9.50
Disk Spelling Games, Brand New	\$4.50
Distributors, write for larger quantity price.	
Rock-Ola World Series	\$9.50

Send One-Third Deposit. Everything shipped subject to inspection. Write for our complete list.

AUTOMATIC SALES CO.

416-A BROAD ST.,

NASHVILLE, TENN.

head, Jack Keeney. "Big Six" was on display at Keeney distributors' showrooms for the first time last week," he continued, "and, according to what our distributors have been telling us in their letters, wires and phone calls, there won't be enough hours in the day to produce enough machines to fill the avalanche of orders expected. Already we've broken all first-week records in sales.

"There have been more Big Six machines ordered this first week than any other machine for the same period of time. Our distributors have told us that many columnen who were unable to visit their showrooms ordered machines without looking, because they say they know the quality of Keeney games, and that if the name Keeney is on the machine they know it is backed up by everything the Keeney factory stands for, and that's good enough for them. When a game is recommended so highly



by columnen all over the country it certainly must have what it takes to be a real winner."

Amazing earnings are reported daily from Metal Typer Name Plate Machines.

For Full Details Request New Illustrated Circular MT114

GROETCHEN TOOL COMPANY

130 N. UNION, CHICAGO.

ONE PRICE

2 GRANDSTANDS	\$80.00
5 HAWTHORNES	\$9.00
4 WINNING TICKETS	\$9.00
2 POT SHOTS, Floor Sample	\$9.00
3 SILVER CLOCKS, 2 \$45.00 J.P.	\$9.00
2 DERBY KING, 1 \$45.00 J.P.	\$9.00
1 DERBY TIME, 6-Coin M.	\$9.00
2 TOWER ZIPPER	\$5.00
1 BALLY ENTRY	\$3.00
1 BILLS 7-3, Large Packs	\$3.00
1 BALLY STABLES	\$2.00
10 FAIR GROUND, Large Packs	\$2.00
10 FLEETWOODS	\$2.00
3-SEVENING LIBERTY BELLS	\$2.00
1 SILVER BELL	\$1.50
3 GALLOPING DOMINOS	\$1.50
3 TRACK TIMES KEENEY	\$1.50
Will Pay \$70.00 for remaining Cigarettes.	
Will Pay \$33.00 for Bally Europa.	
Wire 1/2 Deposit.	

STEWART NOVELTY CO. 138 E. 2d St., Salt Lake City, Utah

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

FOLLOW UP

THE FIRST SUPER-HI-SCORE GAME!

TOTALLY DIFFERENT!

SCORES UP TO 200,000!

PRICE \$99.50
(SUBJECT TO CHANGE WITHOUT NOTICE)

RADICALLY DIFFERENT 5-BALL HIT! PLAYERS GO WILD OVER THE NEW "WILD BUMPER" SCORING ACTION AND THE 9 PROGRESSIVE VALUES ON ALL BUMPERS! REGULAR 200 BUMPERS SCORE 1000 TO 8000 WHEN LIT!

THE FIRST GAME IN YEARS WHICH EMPHASIZES SKILL PLAY! EVERY BUMPER ALWAYS A SKILL TARGET! A POSSIBLE WINNER WITH EVERY BALL!

HEAVIER, DEEPER, NEW CABINET WITH SHORTER, STURDIER, WOBBLE-PROOF AND SHAKE-PROOF LEGS!

DAVAL MFG. CO. * CHICAGO

WE GOT 'EM Ready for Delivery!

Western's New De Luxe BASEBALL

THE GREATEST LEGAL GAME EVER MADE! We know it's the Year in and Year out BIG MONEY MAKER—that's why we have them in stock. They hold their locations for YEARS, not weeks. Get wise, brother. Get started NOW!

ROBINSON SALES CO.
2995 GRAND RIVER AVE.
DETROIT, MICH.
PHONE: TEMPLE 2-5424



Monarch Coin Inventory High

CHICAGO, Oct. 28.—Al Stern, of Monarch Coin Machine Co., reports, "At this time our company's stock is at one of the largest inventories in its entire history. We've done an unusually large amount of buying for the past several months in an attempt to increase our stock of dependable reconditioned equipment."

"It has been a job that was by no means easy, since our sales have been steadily increasing, and games were sold almost as fast as they came in. However, we were determined to increase our stocks so that we could offer customers almost anything they wanted."

"We've accomplished our purpose and now have, not only one of the country's largest, but one of the finest arrays of coin machines. They include novelty games, paytables, free games, consoles, phonographs, counter games—virtually any and all machines an operator would want."

surprising. After all, our original Baseball game was introduced to operators all over the country about two years ago and it immediately became a location favorite. Sales of this game started to boom as soon as operators knew it was on the market.

"There were plenty of reasons for it to become a favorite of both operators and players. It incorporated some of the most appealing features ever incorporated in any coin game. Now that's a pretty strong statement to make, but it will be substantiated by any operator who had the foresight to begin operating Baseball at the time of its introduction."

"Outstanding is the fact that De Luxe Baseball is legal and may be operated most anywhere. But the most important development in the history of this great game came recently when we announced that all responsible operators may buy De Luxe Baseball on a time-payment plan."

Father of Werts Novelty Exec Dies

MUNCIE, Ind., Oct. 28.—James M. Werts, father of the founder of the Werts Novelty Co., died here Monday, October 23. Mr. Werts was 73 years old and had been ill for an extended period.

He is survived by the widow, Mrs. Martha Werts; his two sons, Fred and Roy Werts; three daughters, 10 grandchildren and seven great-grandchildren. Burial was at Lebanon, Ind.

The Werts factory was closed several days in mourning.

Baseball Sales Are Skyrocketing

CHICAGO, Oct. 28.—"Skyrocketing" is the only word that suitably defines our sales on De Luxe Baseball," states Western Products' sales manager, Don Anderson.

"Naturally," he continued, "we're more than pleased about it. We're extremely happy, but we must say that it is not

FOR REAL PROFITS! WORLD OF SPORTS

Most sensational board ever put out by any manufacturer. Board filled with colored symbol tickets, representing all sports. Has all the features that bring steady play and fast action. Winning combinations repeat from 12 to 192 times. 337 winners in all.

Board Takes in 2,600 Holes @ 5c. \$130.00

Pays Out, Average 79.76

Average Profit \$ 50.24

Thick Board. Excels Attached, Celluloid Protector Over Jack Pots.

LIST PRICE, \$9.64 EACH.

AJAX MANUFACTURING CORP.

119-125 N. 4th Street, Philadelphia, Pa.
Write for 1939 Catalogue.

QUALITY SPEAKS FOR ITSELF

Special Attention to Our European Trade.	Cable Address: Massey-Cleveland.
230 Used Slots	Across the Board, F.P. \$37.00
12 1938 Track Times \$87.00	Champions, F.P. 57.00
17 1938 Ky. Glue 35.00	Airtone, F.P. 82.50
2 Galloping Dominos 40.00	Toppers, F.P. 45.00
3 Bostons 40.00	Money, F.P. 55.00
1 Turf Special 17.00	Double Features, F.P. 35.00
1 Palace Rosemont 17.00	Box Scores, F.P. 30.00
2 Avarians 24.00	Gun Glue, F.P. 30.00
3 Fleetwoods 24.00	Pyramids, F.P. 35.00
2 Avarians 24.00	Harbor Lights, F.P. 27.50
1 Big Race 24.00	Klick, F.P. 15.00
2 Fairgrounds 24.00	Free Hoses, F.P. 20.00
4 Derby Times 52.00	

1/3 Deposit With Order — Balance O. O. D.
MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Av., Cleveland, Ohio

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT. Football symbol tickets. Takes in 2000 holes @ 5c.—\$100. Pays out (average) \$40-10. Profit (average) \$52.94. Semi-automatic board—Celluloid protector over Jackpots. Protected winners.

PRICE \$7.90

GLOBE PRINTING COMPANY

1023-27 RACE STREET PHILA., PA.



HAVING A HEART-TO-HEART TALK on the formation of Wurlitzer policies are, left to right, Wurlitzer District Manager W. A. Bye, Martin C. Silenkafer, of St. Louis, Wurlitzer distributor, and General Sales Manager "Mike" Hammertren. The picture was snapped at Wurlitzer's St. Louis Open House Party held recently in the Hotel Statler. Messrs. Bye and Hammertren acted as co-hosts, and 175 operators, distributors, guests and factory representatives attended. The party was one in a series of more than 30 gatherings held in principal cities to provide operators and Wurlitzerites a chance to get together and talk things over.

ATLAS VALUE PARADE

A WIDE SELECTION OF RECONDITIONED FREE PLAY GAMES,
PAYTABLES, CONSOLES, SLOTS, COUNTER GAMES,
FREE PLAY GAMES

Chubbie	\$39.50	Liberty	\$32.50
Sootem	39.50	Rink	32.50
Gun Club	36.50	Contact	37.50
Five Ending	32.50	Fastlane	37.50
Pair	32.50	Side Kick	32.50
Paramount	19.50	Benny	29.50

PHONOGRAPHS

Seaburg Model B	\$ 32.50	Wurlitzer #18	\$ 89.00
Seaburg Model G	39.50	Wurlitzer #19A (Illum. Grill)	89.00
Seaburg K15 (15 Record)	79.50	Wurlitzer 24 (1938)	149.90
Seaburg Rex (20 Record)	117.50	Rockola Rhythm King (12 Rec.)	44.50
Seaburg Royals (20 Record)	127.50	Rockola Rhythm Master (10 Rec.)	37.50
Seaburg Gem (Big Prof)	154.50	Rockola Regular (D. C. Units)	28.50
Wurlitzer ST (Counter Model)	127.50	Mills Dancer	21.50
Wurlitzer 312	47.50	Mills Studio	29.50
Wurlitzer 412	49.50		

Beautiful Illuminated Grill Installed on All Models—\$10.50 Extra.
Write for your copies of our Illustrated Phonograph Catalogue and Our New Price Bulletin.
TERMS: 1/3 Deposit—Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 2151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS



I. L. MITCHELL & CO.

THIS WEEK'S SPECIALS—ALL PERFECT

Sootem (Newly)	\$30.00	Sky Rocket	\$25.00
Sootem (Free Play)	32.50	Majors	17.50
Pyramid	25.00	OTHERS FROM \$6.00 AND UP	

WRITE FOR LIST! Cable Address: "MITCHAL, N. Y."
1070 Broadway, BROOKLYN, N. Y.

One Big Show in '40; January 15-18 in Chicago

United industry now shaping plans for biggest convention in history

CHICAGO, Oct. 28.—"A united industry, representing every type of coin-operated machines, as well as allied products, is now busy shaping plans for the biggest coin machine show in history," reports a CMI committee, busy with show plans.

"Altho the many surprise features being arranged by the various committees cannot yet be revealed, James A. Gilmore, secretary of Coin Machine Industries, Inc., requests that in order to clear up any possible confusion the following facts be strongly emphasized:

"There will be **ONLY ONE SHOW**—with the entire industry 'under one tent.' The one big show will be held at the Sherman Hotel, Chicago, which will be liberally turned over to coin machine men for the duration of the show.

"The dates are the old familiar third week in January—namely, January 15, 16, 17, and 18, 1940—with plenty of ex-

citement every day.

"Operators, jobbers and distributors are urged to watch for detailed announcement regarding daily programs."

Municipal Problems Conference Topics

CHICAGO, Oct. 28.—City, State and federal officials will discuss the role of municipalities in contemporary public affairs at the 16th annual conference of the American Municipal Association in Chicago from November 1 to 3. The association is the national federation of the State leagues of municipalities.

The president of each State league of municipalities will be called on to discuss the municipal problems of greatest interest to his State.

The conference will be attended by delegates from the 42 State leagues of municipalities. These leagues represent more than 7,500 cities and towns, keeping them informed of State legislation affecting their work and serving as exchanges of research and technical information.

Among the subjects to be discussed will be the federal taxation of municipal securities, the sharing of State taxes among the municipalities, the planning of municipal public works and the collection of statistical information on municipal government.



A FEW OF THOSE WHOSE PRESENCE SPILLED SUCCESS FOR Wurlitzer's Chicago Open House Party held recently at the Hotel Knickerbocker. Left to right: Frank Mischenfelder, of B & M Music Co., Danville, Ill.; Wurlitzer General Sales Manager "Mike" Hammergren, Wurlitzer District Manager Bob Blackman; Chicago Operator Friel Everson and Mrs. R. V. Cooper, of Chicago. The party, which attracted 250 operators, distributors, guests and factory representatives, was one of the best attended and most successful in the entire Coast-to-Coast series.

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With Operators Who Know
it's the Absolute Tops!

CONVERTIBLE \$99⁵⁰
PLUS IN FOR FREE CASH
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FOOTBALL GEMS

1684 HOLES Takes In	\$82.20	2400 HOLES Takes In	\$124.80	928 HOLES Takes In	\$46.40
Pays Out	46.04	Pays Out	70.58	Pays Out	24.40
Profit (Average)	\$37.16	Profit (Average)	\$54.12	Profit (Average)	\$22.00
List Price	\$ 4.60	List Price	\$ 8.20	List Price	\$ 5.32

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King	\$34.50	Lot-o-Fun	\$29.60
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Bobbles	14.50	St. Maria	11.00
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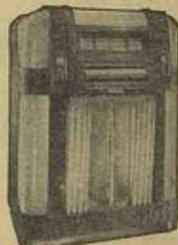
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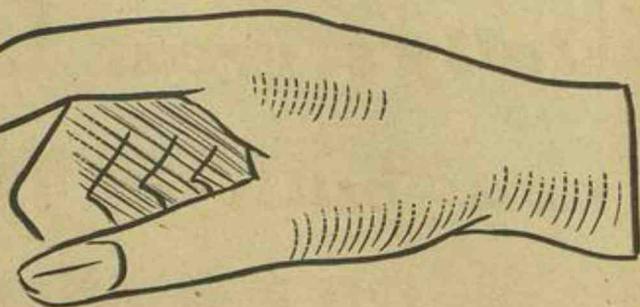
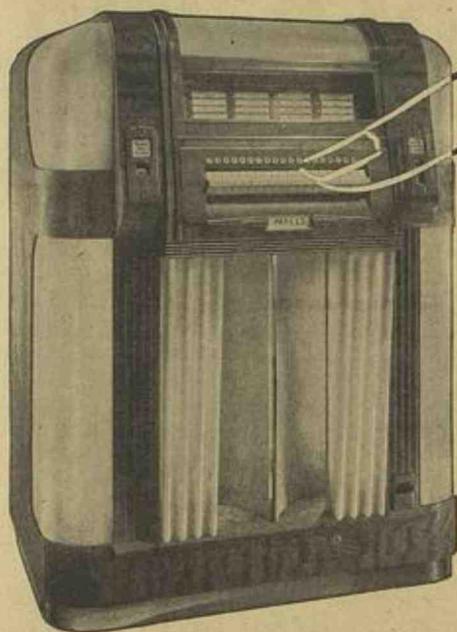
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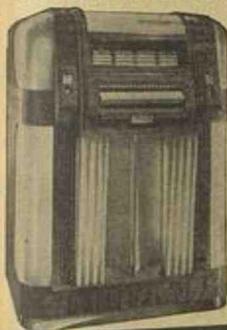


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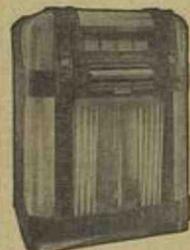
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THE FUTURE OF DESIGN IN
PHONOGRAPHS IS EXPRESSED IN

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(which means earning power)

HAS REACHED ITS ULTIMATE GOAL

Beauty of design—flash—color—animation, are the determining factors of play appeal in coin phonographs. Rock-Ola Luxury Lightup Phonographs, with their greater areas of plastic colors and motion, offer the greatest attainment in play appeal. Henceforth, changes in design will be of minor consequence—for "Luxury Lightup" has established the future of phonograph design.

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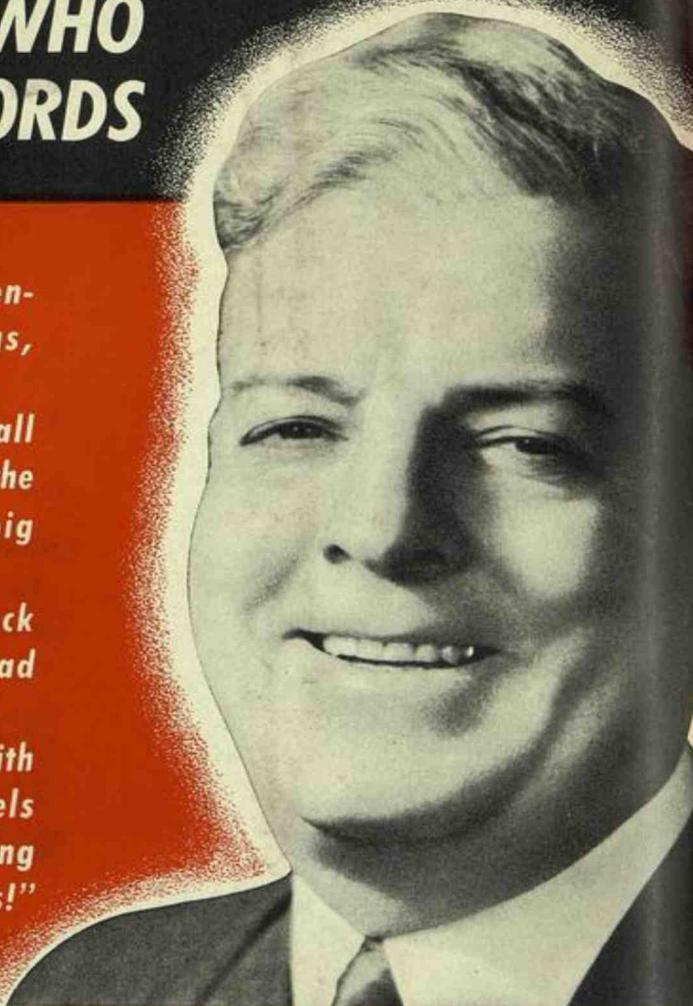
"HERE'S WHY I'M ONE OF THOUSANDS OF OPERATORS WHO PREFER 24 RECORDS

"Wurlitzer's 24 Record Capacity enables me to increase my earnings, without investing one extra cent.

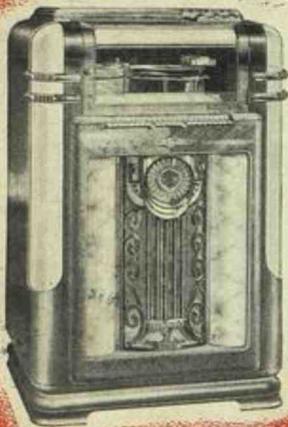
"In addition to having room for all the latest releases, I can provide the old standbys that are always big money makers.

"I can use and get my money back on records used on one side instead of throwing them away.

"I can provide location patrons with 24 invitations to spend their nickels instead of only 20. I've been doing it for 2 years and I know it pays!"



24 Records GIVE YOU 20% BIGGER PROFIT OPPORTUNITIES WITHOUT ADDING ONE CENT TO YOUR OVERHEAD



Wurlitzer 24-Record Phonographs enable you to provide the latest records plus those records that location owners want. You can use up records used on one side that you might otherwise throw away. You can provide patrons 20% greater record selection—profit by this increased stimulation to spend their nickels without adding one cent to your investment or overhead.

It's a smart operator who operates the phonographs that bring him all the big money making features—24 records to get more nickels—visible record changer to attract the crowd—brilliant plastic illumination. Only Wurlitzer gives you all three! The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA Victor Co., Ltd., Montreal, Quebec, Canada.

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