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The World's Foremost Amusement Weekly

NOVEMBER 18, 1939

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Vol. 51. No. 46



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LATIN CASH IN

Looks Like Lid on Gambling In Miami Beach This Winter But You Can Never Tell . . .

MIAMI BEACH, Fla., Nov. 11.—Surer than death and taxes comes the usual fall talk about the gambling situation here. Three of the city's seven city councilmen served notice that the gambling lid would be kept tightly closed this winter as far as they were concerned. The righteous trio included Mayor Johnny Levi, Baron de Hirsch Meyer and Mitchell Wolfson, head of a theater chain.

However, two, Herb Frink (owner of Pig Trail Inn) and Robert Ralston, indicated they would favor controlled gambling if it was not wide open—and not operated by out-of-town Yankee and Irish. The remaining two solemnly wouldn't speak.

When night club operators came before the council to apply for their annual \$2,000 licenses Meyer warned them publicly that their permits would be revoked if they even attempt to gamble or horse book. Meyer said that as far as he was concerned there would be "no gambling no place, never, nobow."

After the meeting Mayor Levi said: "Every year we let these fellows come down here and spend a lot of money fixing up their places (clubs) and then we tell them they can't gamble. We may as well let them know right now there's to be no gambling—and therefore to stop wasting their money."

Also voicing an anti-gambling stand, Councilman Wolfson said: "I think that in all honesty and fairness to the night club men there won't be any gambling. So they may as well not go north and pay \$10,000 for high-class entertainers. (Wolfson owns a non-flesh theater chain.)"

Ralston first said he had not formed an opinion on gambling. Then he added: "I don't want to see a lot of gambling."

I'm certainly opposed to wide-open gambling in Miami Beach or in any other place in Florida."

Councilman Frink said: "I feel as Mr. Meyers does about gambling in night clubs. However, I feel we ought to let local boys gamble. I certainly don't intend to let any Northern racketeers come down and operate gambling places." Frink previously said he favored controlled gambling which would bring revenue to the city by the systematic raiding of gaming places—and allowing the operators to pay forfeit bonds or fines. Four years ago the city of Miami Beach allowed this system and greatly profited by same.

City Manager Claude Renshaw said: "It looks as tho it's going to be very tight this winter."

Dramatist Pact Postponed Again

NEW YORK, Nov. 11.—New method of play financing was further delayed this week when the League of New York Theaters postponed voting on the proposed new Dramatists' Guild contract until next week. Insufficient number of managers had attended Wednesday's (15) meeting to take a representative vote. Few committed themselves by mail.

As far as the Guild is concerned, however, the contract was unanimously adopted at a membership meeting held Monday (6).

AEA Threatens To Air Harding Probe If Ducat Riff Continues

NEW YORK, Nov. 11.—When the League of New York Theaters and Actors' Equity meet Tuesday (14) morning they will schedule final determination of the theater ticket code, to be acted upon later in the day by Equity Council, the two groups expect to have settled the manner and extent to which a non-partisan group and a subcommittee thereof will function to police the code; the issue of handling complaints from brokers about distribution of tickets; the recommendation that managers be required to punish treasurers found guilty of accepting "kick" and a schedule of disciplinary measures for all degrees of offenses.

If no agreement is reached at this time, Equity has threatened to make public the investigation made by Alfred Harding; it has also declared that chances of extension of present code beyond Wednesday (15) are slim, and held that a basic agreement without the code, while possible, is very unlikely.

Managers generally are reluctant to scrap the code, if by so doing they lose their basic agreement. Lack of basic agreement, it is felt, would cause instability thruout the trade, which is optimistic over re-entry of subsidies from picture companies thru the medium of the Dramatists' Guild's alternative agreement (yet to be ratified by the managers). Equity attitude, explained by Paul Dulziet, executive secretary, is that union has nothing to gain by a basic agreement.

Managers hold that a non-partisan disciplinary board supplemented by a subcommittee composed of equal repre-

Government Looks at Conga Wave As Aid to South American Wooing

Agents hope for reciprocity from S. A. to take up European slack, as Stem goes sweepingly Spanish—dance instructors benefit—but learning rumba takes time

By PAUL DENIS

NEW YORK, Nov. 13.—Latin music and entertainment are enjoying a great popularity that is spreading in waves from New York City. As a result, Latin entertainers and musicians and the publishers of Latin music are really cashing in. The increasing popularity of the newest Latin dance fad, the Conga, has been responsible for much of the more recent enthusiasm for Latin stuff. New York City leads the nation in appreciation for Latin atmosphere and entertainment. The country's second biggest night club center, Chicago, hasn't a single Latin

Are Conga Addicts Fugitives From a Chain Gang?

According to bandleader Eddie LeBaron, the Conga dance, as done in night clubs nowadays, is a far cry from Congas danced in Cuba.

A three-day research job into the origin of the Conga by LeBaron, coming out the fact that it is a native dance of slaves in the African Congo country. The slaves, in chains, dance the rocking 1-2-3 tempo, with the fourth accented beat, kids coming in as the men pause to let the chain get some slack before they start the next 1-2-3 and kick rhythm.

night club—but it has, of course, a few Latin bands working night clubs during dance intermissions. Los Angeles has Monte Profer's La Conga Club and (See *LATIN RELIEF BANDS* on page 17)

Calif. State Fair May Get 25c Gate

SACRAMENTO, Calif., Nov. 11.—Directors of the California State Fair took under advisement at a meeting this week Secretary-Manager Robert H. Muckler's suggestion for a 25-cent everybody-pays general admission at the outer gate. Grand stands would remain 50 cents and horse show 75 cents.

General admission has been 50 cents for adults, 25 cents for kids for years, but thousands of passes have been issued. As result some days almost 50 per cent of the attendance has been paper.

Muckler called attention of the directors to the success of the Minnesota State Fair in the 25-cent everybody-pays gate, adopted in 1933. He said revenues all around went up.

Finance committee of the directors' board, headed by T. H. Ramsay, will report at a January meeting on the 25-cent proposition.

Nashville Finds It Has Censors; "Road" Is Banned

NASHVILLE, Tenn., Nov. 11.—A group that few Nashvillians knew existed—the City Board of Censors—has banned Tobacco Road. The play had been scheduled at Ryman Auditorium here November 23.

It was the first time in Nashville history that a play had been banned. The same piece showed here last year to a capacity house.

Officers have announced they will seek to enjoin the board of censors and go ahead with the play, but no court action has been taken. Injunctions have been sought—and in most cases won—to allow a showing of Tobacco Road in 34 other cities.

The letter to Mrs. L. C. Naff, Ryman manager, failed to specify why the play was banned. It merely pointed out that by unanimous vote the group had decided to deny her a permit to put on the play.

Individual members of the board said the "profanity and obscenity" in Tobacco Road prompted them to ban it. Their action has been criticized here, and Alexander Woolcott took a few healthy swats at the censors while here for a lecture November 8.

Mrs. Naff would not comment, but banning of the play was a severe blow to her box office. Golden Boy, the first play of the Ryman season, had a poor house, and if the ban against Tobacco Road sticks, Nashville is starting on a poor dramatic season.

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AMATEUR NIGHTS FADE IN N. Y.

Am Hours in Film Houses Being Replaced by Low Budget Vaude

NEW YORK, Nov. 11.—Amateurs are passing in the metropolitan area, reports Dave Stern and Irving Barrett, bookers who have handled about 95 per cent of the local amateur trade. In their place, one, two and three-night vaude policies have sprung up in about a third of the theaters involved. Both Stern, who at the height of the amateur trade handled about 100 houses, and Barrett, who booked about 20, indicate they don't have a single amateur house left. Bowes' amateur units, on the other hand, are continuing at the same clip achieved at the start of the fad. But then the Bowes' acts have been in a class by themselves even from a production standpoint, and have behind them a constant flow of national promotion, aided by the Miller's radio program.

The more noteworthy of the Stern amateur houses which are now operating with professionals are the following: Jamaica, Jamaica, L. I., Friday, Saturday and Sunday, Boulevard, Jackson Heights, L. I., Thursday, Brook, Boundbrook, N. J., Saturday and Sunday, Passaic, Westwood, N. J., Friday and Saturday.

The remainder are one-nighters: Academy of Music, New York City; Fabian, Hoboken, N. J.; Lincoln, Union City, N. J.; Capitol, Passaic, N. J.; Franklin, Bronx, and Fordham, Brooklyn. Budget for film policy at the one-night theaters averages about \$100, Stern figures, while the three-night engagements range between \$400 and \$450.

Barrett is spotting one-night vaude bills in some of E. H. Emery's RKO houses, along with the Ridgewood, Brooklyn. A few other bookers specializing in amateur nights have abandoned the field, claiming there was not enough business left to make the bother worth while.

Stern's switch from amateur nights and their fancy variations (Opportunity Nights, New Talent Nights, Radio Nights, Beauty Contests, etc.) to regular vaude is most significant.

One angle is that so many vaude acts

had turned to Amateur Nights in desperation the past few years that the amateur night bookers realized they could present vaude bills instead of am nights without spending much more money.

Buffalo Clubs Head for Boom

BUFFALO, Nov. 11.—Many new openings for talent and bands are presenting themselves here, with an enormous increase in night activities. Night club business is on the upgrade after a slow summer.

Latest opening will be that of the Showboat Cafe. Joe Becker, original owner, has decided to reopen the former Savarin Cafe. The club has undergone a complete face-lifting. Becker is now stressing a musical atmosphere at the Showboat. Teddy Macheras is handling the renovating. Becker will use medium-name bands and floor shows of 20 to 25 persons. Bookings, he said, will be open to anyone with good talent and silver.

Cafe Aloha, formerly known as the Silver Grill, which recently opened under A. C. Diamond, is stressing Hawaiian atmosphere and uses Vic Allan's Band and Carol Lynd, singer, as the only entertainment.

Club Delavan, after being shuttered all summer, has picked up activities with Dan Coppola at the helm where Ward E. Smith, wealthy playboy, left off last

Denmark Vaude Normal; Boom Seen; Permit Situation Vague

COPENHAGEN, Nov. 4.—In spite of the jittery conditions in Europe, show business in Denmark remains quite normal. There is the usual dearth of good American acts for this time of the year, and there is a surplus of modest caliber foreign acts, many of whom are stranded in Denmark because of war conditions.

Theoretically, foreign acts have been barred from working in Denmark since October 1, but perusal of cabaret programs for October reveals majority of foreign names in the billings—including French, Mexican, German and other nationalities. The early winter months are not good for vaude acts here, as most of the cabarets trim their budgets to low levels. Even during the Christmas-New Year's Day period, the traditional Danish policy is to use as much native talent as possible, and it is only later in the season that budgets are increased and more international names engaged.

There are no straight vaude houses in Copenhagen, but a large number of cabarets present typical vaude shows. The leading ones are the National Scala, which also controls the Lorry—doubling most acts between the two spots—the Valencia, Hollaenderbyen, Ambassadeurs and Lodberg. There are many smaller night clubs and dance spots in Copenhagen, and about 100 cabarets in other towns of Denmark, all of which use one or more vaude acts. Engagements run from a week, in smaller spots, to a full month in the big Copenhagen spots. Salaries are not high, but working and living conditions are excellent. In other

American acts working in Copenhagen are Vale, Ross and Duke (at least partly

spring. Band and entertainment policy is less lavish than before, but spot does okay with Joe Leonard's Ork and floor shows of about 10 people.

Egbert's Royal Arms, after operating without entertainment all summer, has returned to last winter's policy by opening with Chauncey Cromwell's Band, last seen here at the Hollywood, and Glory Davis. Egbert Smith is proprietor.

The Stuyvesant Room, Hotel Stuyvesant, is replacing Neil Golden's unit this week with Val Oldman's larger band, and the Manager Rosenkrantz does not expect to use a show, because of small floor space, he might use a stroller.

The Statler Hotel, which is not using its Terrace Room for dancing this winter except on special occasions, is getting the top-notch crowds as usual with Paul Pendarvis' Band, which opened late in October.

Chez Ami has hyped things with Erwin Gluckman's new 11-piece band, and Lucille Mathews, vocalist. Paul Gilbert is the new emcee. Phil Amigone, owner, Jack Good, host, say business is very satisfactory.

McVan's, another veteran night spot, is using large shows of 25 people. In addition to their own production and costume-designing staff, Lillian McVan is the proprietor and husband, Edwin Bain, the host.

Kaasmann's, the former Cafe Madrid, recently opened in newly decorated environs. Business is reported the best in many years by Walter J. Gluck, p. a. and exclusive booker, and Bob Graham, manager.

The Glen Casino, located in suburban Williamsville, has been changed from a busy summer dance hall into an equally profitable night club by Harry Altman, owner-manager.

Peanuts Holland's hot sepias band and a floor show of goodly proportions, directed by Bob Rosenthal by Walter J. Gluck, draw crowds in spite of the distance from town.

Denmark Vaude Normal; Boom Seen; Permit Situation Vague

American), tap-dancing trio, and Walaida, "Queen of Trumpet," who presumably is Valaida Snow, colored girl brought to Europe some years ago by Louis Armstrong. Both of these acts are at the National Scala.

"The Valencia has Mitzel's Broadway Novelties, a quintet of girls billed as "100 Per Cent American"—take it or leave it.

Coppola, who once played Broadway reviews with Rosemary, is dancing at the Ambassadeurs with his new partner, Beatrice.

The town of Aarhus boasts three important cabarets, the Hotel Regina, Teatercafeen and Aarhus-Hallen.

The Three Gazettis, equilibristas, successors of the Stray Brothers, trio which toured the American vaude circuits, are at the "Rilden" in Aalborg.

Mayse and Brach, the bike-balancing duo who were with the Ringling-Barnum & Bailey circus last year, are making their headquarters in Copenhagen.

Probably the worst effect of the European war will have on Denmark's amusement industry. It is to be expected that business in general will boom providing the country is not completely blocked from exporting its dairy and other products, and this should favor show business.

Most American acts in Denmark or other parts of Europe prudently returned to the United States at the outbreak of war. As Danish artists are in turn being forced to return to Denmark to seek work, the government enacted a regulation banning the issuing of working permits to foreign acts, effective October 1. Acts already in the country and having labor permits are allowed to remain in the country for six months and to accept engagements during that period; but, as a matter of fact, the ban does not appear to be applied to any serious extent—excepting that acts not in the country are being refused permits. Undoubtedly the regulation will be more rigorously enforced should conditions warrant.

Thru Sugar's Domino

PERFORMERS cannot be warned too often about the extreme care that should be exercised in the matter of selecting officers and a council for the American Guild of Variety Artists to replace the present temporary setup. We hope the election will be held soon. For the sake of the actor we hope that the election will be marked by the participation in the nominating process of as many actors as can be crowded into the largest meeting place available for such a purpose.

Dorothy Bryant must have a slate of intelligent, honest and sympathetic actors help her in the job she has set out to do. She will fall short by far of her goal if the AGVA roster of officers and council members is made up of men and women who are not solely concerned with improving the lot of the actor.

The present body is not peopled with leaders who represent the best possible choice. That is quite understandable considering the circumstances under which the AGVA was formed. But performers have had a chance to think things over; to weigh every possible angle. They should be able to do a far better job when the long-winded process of nominating officials takes place. Elections are usually cut-and-dried affairs in theatrical organizations—and that takes in every one that can have any say in the matter. The time when the iron is hot and the only time when it can be struck is when nominating committees are selected and when they are alleged to be deliberating.

Mr. Bryant has our implicit confidence. But she cannot do a job alone and if she dared to say she could all of our confidence in her would be dissipated. At present—whether or not she is willing to admit it—she is hampered by dead and rotten wood on all sides. There are unwholesome elements in the AGVA that must be eliminated eventually. The sooner the better because if they are permitted to remain they longer they will be no more. And again the actor will get it in the neck. These unwelcome elements will surely be kicked out into the alley if the actor wakes up and decides to do something about it. He cannot do anything until the actor should and can lock the stable before the horse is stolen. He should assert himself not only in New York—where the good and bad issues that spread all over the organization—but in every other city where the AGVA has a local setup.

LOOKS like the licensing system for agents promulgated by the American Federation of Musicians is doing a little reverse English with the AFM getting it in the neck. One of the clauses to approve agents forbids the agent from proceeding thru the civil courts for redress against musicians. This is not only unfair but it is an unbusinesslike procedure, as we intend to demonstrate.

We are told of several cases of agents who have voluntarily relinquished their licenses because they found that possession of a license hinders them in what they regard as their ethical relations with bands. One agent explained to us that he gave up his license after he said that in a certain deal from the union complaints he brought before the union against musicians who welebed on commissions. He might be right or he might be wrong but this agent stands where he doesn't know of a single instance where an agent or booker got the benefit of a favorable decision in complaints brought against musicians before the AFM.

Our informant is still very much in the band booking business except that he has given up the right to book for his activities, handing over to it for the privilege a very small share of his commissions. He finds that he is far better off under the present arrangement because when he gets a deal for a band he makes the band sign a private agreement specifying that he is to be paid a commission for a date. He looks the agreement in his safe after signing it but not very subtly to the band leader that (See SUGAR'S DOMINO on page 18)

JAN SAVITT

(This Week's Cover Subject)

JAN SAVITT is a rare phenomenon in jazz, an accomplished classical musician, former concert master of the Philadelphia Orchestra and a violin virtuoso. Savitt's Tophaters Orchestra, originally a house band at KYW in Philadelphia, has scored enormous success in theater and hotel engagements across the country, culminating in their recent 10-month stay at the Hotel Lincoln Blue Room and their current appearance at the New York Paramount Theater.

Jan was born in Russia 27 years ago, his father a member of the Czar's Imperial Regimental Band; but the family came to this country when Jan was still a babe. At six he was enrolled under the world-famous violin instructor, Carl Flesch; at 15 Jan was a triple-orchestra student at the Curtis Institute of Music. Further recognition of his musical prowess came when Savitt was chosen for the position of assistant concert master in the Philadelphia Orchestra by Leopold Stokowski. This at the age of 16.

In 1935, after three years as WCAU house conductor, Jan was appointed musical director for NBC in Philadelphia as the leader of the 35 units under his direction Savitt named the Tophaters, patterning its style as "shuffle rhythm" and starting the band on its way to national fame, via Coast-to-Coast networks and phonograph records. Today the orchestra more than justifies its familiar radio introduction, "One of America's great young bands."

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MAY REVENUE WAX LAWS

Talent Gets Credit
For Chi Auto Show's
40% Attendance Rise

CHICAGO, Nov. 11.—Professional entertainment in a pageant produced by Ed Beck is credited for part of the 40 per cent increase in attendance at this year's auto show, which closed a nine-day run at the Amphitheater this week. Over 100 people, mostly singers and dancers, were employed in the Demo fashion spectacle, which was presented twice a day. Some 20 additional performers with a flair for talk landed jobs with the various exhibits, stimulating interest in the displays and resulting in more sales.

Chicago Automobile Trade Association predicts employment of talent at next year's affair, most of it coming by district enthusiasm over the current professional sales-stimulating ideas.

Estimated attendance total is well over 250,000, or nearly 100,000 over last year's turnout.

Barnes Heads Coast
Radio Writers' Group

HOLLYWOOD, Nov. 11.—Balloting of members in Radio Writers' Guild of America this week wound up with Forrest Barnes in the proxy spot of the Los Angeles division. National executive committee, with J. H. Hines and Levinson as members, was elected by John Boylan, Leonard L. Levinson, Irving Reis and Donald Clark. Thomas Sawyer, True Broadman, Clark, Reis and Boylan drew two-year terms on Western regional council. David Taylor, Mel Williamson, Lewis Schwartz, John Frost and Levinson were on one-year tickets. Paul Franklin was alternate.

Forrest Barnes, in view of winning the local election, automatically becomes vice-president of the national organization. Local members of RWG voted for Kenneth Webb for national proxy.

"Caribbean Cruise" to Bayes

NEW YORK, Nov. 11.—Claiming to revive the old-time tradition of the rooftop Bayes Theater before it went into semi-amateur stuff, Donald Heywood and Ool. Fedor Mayböhme have booked their musical, *Caribbean Cruise*, into the Bayes. Shows are already being given with the Duncan Sisters signed to head the cast. Others include Bowen Tufts, Joy Whitman, the Runaway Four, Artini and Consuelo and Gsato. Last two acts are from Paris. The Donald Heywood Choir will carry on the rhythm music, and dances are being staged by Johnny Pierce.

Also responsible for booking the Bayes is the fact that houses for musicals are at a premium and little else is available.

Boston Stock Clicks

BOSTON, Nov. 11.—The Alan Gray Holmes Players ended the fourth week of their season at the Copley Theater tonight with increasingly good business. Current attraction is Helen Twilvelts in *Personal Appearance*, and show will be held over thru November 18.

Exciting stiff competition from traveling comedians, the Holmes players have managed to increasingly draw steadily. Management is looking forward to even better houses in coming weeks, with production of *Pygmalion* skedded to open November 20. Erford Gage, director of the company, will play the lead, with Vola Blahy in the role of the gutter girl who is given an education. Tie-ups are being made with local schools and colleges for the production.

LAWRENCE, Mass., Nov. 11.—H. Harrison Flint has been named program director of WLAW here, following resignation of Stanley N. Schultz. William Hoyle will be assistant program director.

Family Affair

PITTSBURGH, Nov. 11.—Barrymore singing Ethel played Nixon last week in *When Three Echoes*, John's daughter, Diana, comes next week in *Outward Bound*, and John is scheduled for a week later on in *My Dear Children* at same theater.

What, No Pretzels!

PHILADELPHIA, Nov. 11.—Pennsylvania Liquor Control Board in a bulletin sent to all licensees ruled that it will be considered a violation of the law if any club, hotel or taproom furnishes pretzels, peanuts, crackers or cheese of any kind free with any drink. The ruling is an outgrowth of the clause in the liquor code which forbids the furnishing of any free lunch with the drinks.

New Mills Pop Tune by
Noted Classical Composer

NEW YORK, Nov. 11.—Manna-Zucca, noted composer of *I Love Life* and many other successes among her 750 classical compos. finally succumbs to the modern mode and turns out a pop tune. Using the pseudonym of M. Z. Marwin, the latter being her son's first name, she collaborated with Dave Oppenheim and Henry Tobias on *I Love My Violin*, which Mills Music will publish.

Other new Mills tunes include *In Old Kalisa*, original theme song of Dick Kuhn, current at the Hotel Astor here, Oppenheim and Tobias collabing; *Moon Over Sun Valley*, by Moe Jaffe, Jack O'Brien and Maestro Ted Weems, which has been accepted as the official song of Idaho's famous skiing resort, Sun Valley, and *Houston Shores*, ballad by Harry Richmond and his wife, Hazel Forbes, and Jack Golden.

Feagin School Presents

"Sorority House" Nicely

NEW YORK, Nov. 11.—Mary Coyle Chase's *Sorority House* was presented by the Feagin School of Dramatic Art on opening night. The cast rates a hand for a really fine job.

Top honors of the evening go to Leon Smith for his outstanding portrayal of Lew Wyckoff. Altho a difficult role, the part afforded Smith an excellent opportunity to show his worth, which he did in a very effective manner. Peggy McArthur doubled as Nell Wyckoff and Janet Geiger and did not do too well in either part. She forgot her lines and failed to put any life into her characterizations. Bruce Wynn and Jessica Rice bore their respective roles in fine fashion, displaying an air of confidence and naturalness, while Andrea Duncan showed ability in the comedy role of Sally Lawler and should make an excellent comedienne.

Betsy Sinclair, Pauline Preller, Jeanette Osgury and Margaret Jamieson did very well as the sorority girls, as did Roselyn Dail and Gloria Guthrie as the freshmen. Stelle Gerlich, however, did not click too well as she overacted her part at times. Then, Wood Jane Evans and Patricia Harris, a trio who did fine work last season came thru once again to enact the Brewster family in fine style.

This season's casts so far have been much superior to last season's. The players work well together. E. G.

Regina Held to Films

REGINA, Sask., Nov. 11.—It looks like a film-only policy for Regina theaters this winter.

Maurice Colbourne-Barry Jones company from England has been the only stage attraction to loom on the horizon so far, but its January date will likely be canceled. Recent Capitol Theater renovation made the stage unsuitable for large companies. Backstage equipment is being stored on the stage and in the dressing rooms at the Grand, only other stage theater in town, and the moving job necessary is hardly worthwhile for a two-day stand.

WF Opera Puppets on Tour

NEW YORK, Nov. 11.—Grand opera will be presented in miniature and recorded form when the Victor Puppet Opera troupe, directed by Ernest Wolff, starts a cross-country hike with a four-week stay at Midtown Music Hall here starting November 20. Troupe had the World's Fair for its initial break-in. More than 200 singing and dancing puppets are used, as well as a complete puppet orchestra playing in a pit. Movements of the entire company are synchronized with recordings.

Musicians' Union Declares Both
Stations and Recorders Chisel

NEW YORK, Nov. 11.—Investigation of the entire transcription industry by Local 802, American Federation of Musicians, is likely to result in a reamplification or a clarification of the Federation's laws covering their use and manufacture. According to union executives, probe has thus far revealed wholesale chiseling, a misconception of the rulings covering library service, and intimations of extensive stealing of off-the-air recordings.

Investigation and action by Local 802 follow a preliminary survey of the wax

business by a committee of Local 802 men, including Jack Rosenberg, president, and Max Arons, chairman of the trial board. The local is now piecing together the evidence for presentation to the Federation, control of e. t. s. being a Federation problem.

Local will suggest two remedies to the AFM. First, the creation of a fund to pay for the policing of transcriptions. This fund would be obtained by a 5 per cent tax upon transcription jobs.

Second, local will suggest advisability of having a union contractor appointed to cover all transcription dates.

In addition to these measures, Federation and local execs are thinking of trying to obtain legislation in Washington making stealing off-the-air recordings a criminal offense. Rosenberg, speaking of this practice, said nobody knew exactly how extensive it was, but indicated it would have to be stopped. He claimed anybody could set up an apparatus in his home and go into business.

Regarding misconceptions on library services, members of 802's trial board pointed out that such disks were to be used for sustaining programs only. In actual practice, however, this is not the case. Disk companies, according to claims, often leave a blank period on the record, and sell these disks to stations which throw in commercials. Local this week mentioned that one station was known to have chiseled the musician's out of \$500,000 on this practice. Local regards both the manufacturers and the stations as guilty.

In addition to above mentioned, local board men claim that the wax works are taking advantage of technicalities and are phenging in such a manner that musicians are not being paid for overtime.

Britt Succeeds Frisch

BOSTON, Nov. 11.—Jimmy Britt, formerly sports announcer and special events man in Buffalo, will take over the play-by-play broadcasts of the home games of the Boston Bees and Boston Red Sox baseball teams next spring over the Colonial Network. Britt succeeds Frankie Frisch, baseball veteran, who will manage the Pittsburgh Pirates next year. Frisch conducted the play-by-play broadcast and a sports round-up last year, replacing the veteran Fred Hoey after John Shepard III and Hoey were unable to agree as to terms.

KDKA Announcer Cops Award

PITTSBURGH, Nov. 11.—David Garraway, of KDKA, has won the Harry P. Davis annual announcers' award and the \$150 prize that goes with it. Walter Siskles, of WWSW, won first honorable mention, and Robert Shields, of KDKA, second honorable mention. Award is given in honor of the late Harry P. Davis, vice-president of Westinghouse Electric and one-time chairman of the board of the National Broadcasting Co.

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When You Want 'Em
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Shipment Within 24
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10,000...\$8.95	30,000...\$ 9.85	100,000...\$20.00	Duplicate Coupons
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This is a Refundable Ticket. It is valid for use on any Western Union Point. It is not valid for use on any other line.

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STANDARD

1. No charge for delivery to any Western Union Point.

2. No charge for delivery to any Western Union Point.

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MAKE A REAL IMPRESSION—SEND THEM A THANKSGIVING TELEGRAM BY WESTERN UNION. DELIVERED ON AN ATTRACTIVE SPECIAL BLANK IN AN APPROPRIATE ENVELOPE. ONLY 20c LOCALLY. 25c AND 35c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

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ONE ROLL...\$ 50	TEN ROLLS...\$ 2.00	FIFTY ROLLS...\$ 15.00
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Double Coupons.
Double Price.
No C. O. D. Orders.
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We will quote you the best possible price and guarantee you first-class workmanship. Let us quote you and make you one of our regular customers.

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10,000...\$ 6.95	30,000...\$ 9.85	50,000...\$ 12.75
100,000...\$ 20.00	1,000,000...\$ 150.50	Double Coupons, Double Price.

TBS Deals for N. Y. Outlet; Refutes MBS-Texas Contract

NEW YORK, Nov. 11.—Scene of activities in the Transcontinental Broadcasting System situation shifted to New York from Chicago this week when Jack Adams announced that he was certain that the question of a New York outlet for TBS brought Adams east. Adams had several conferences with WMCA and WIN officials in this connection. While both stations are said to be willing to hook up with TBS, officials of the outlets flatly stated they would not consider taking the TBS deal as recently outlined, calling for 30 per cent of card rate. Don Shaw, WMCA vice-president, said: "We won't take a cent less than what we're getting now," this referring, apparently, to the 10 hours of nighttime which Blackett-Sample-Hummert bought on this station to rebroadcast daytime programs. He added that WMCA officials are one of the reasons for B-S-H's seeking to expand the idea.

Herbert Pettie, of WIN, declared that his station, likewise, would not make a bargain rate deal with the proposed network. Pettie added that even if it were possible, he would not think about it. Loew's, Inc., wouldn't tolerate it." WHN is owned by Loew's.

Adams stated no New York station had gone on the line yet, but that he was still conferring with various officials. It is reported also that WNEW possibly would link up with the new web.

Meanwhile, the Transcontinental project continued the No. 1 subject of talk in the trade. Coupled with the skepticism that exists in the minds of many radio men, who argue that national programs cannot possibly be built between now and January 1, 1940, the date TBS says it will start, there is also the belief that so far, the TBS situation is in direct opposition to generally accepted radio and advertising trends. The men say that a medium is built first and then after proving itself, goes out to sell itself. The reverse is true of TBS, which has an order from Blackett-Sample-Hummert for at least 19 hours a week and is supposed to have more, to boot. If TBS is successful, these men believe, it will shatter every precedent in radio and advertising.

The order which TBS has from B-S-H also was a much-debated subject. One official declared that the order should be considered an order, since neither stations nor cost were mentioned in the letter signed by George Torney, a vice-president of the agency. Others disagreed with this theory, saying that order would be completed only when TBS sets a definite station line-up.

Network officials kept mum, even for off-the-record purposes, but it is known that they believe that if TBS is successful, the network will consist mostly

of low-powered stations. This will very likely fit in with the B-S-H idea, getting consistent coverage in markets, at a low rate. Shows would not only be certain, but musicals as well. Such a network would also actually be a spot network, to many advertisers a good buy in view of low rates and saving transcription, shipping and other costs, as well as saving agencies bookkeeping and detail costs. It would, of course, be a detriment to station representatives.

Adams refused to give out a list of stations and also denied that there is any contract now in existence between Mutual and the Texas State Network, of which Elliott Roosevelt is president. Roosevelt, in Chicago this week, had nothing to say on TBS. Mutual says its contract with TBS runs until September, 1941, and prohibits TBS from taking business for less than 85 per cent of card rate. Stations signed by TBS so far include WJBK, Detroit; KPVD, Hollywood, and KYA, San Francisco.

PITTSBURGH, Nov. 11.—Sponsors buying time on the new Transcontinental System must buy the complete chain across the board, Treasurer H. J. Brennan informed, in revealing that 89 stations have already signed contracts to participate in the network. TBS programs will start January 1, he advised, with more than 105 stations expected in the line-up. Inquiries are coming daily from broadcasters and agencies throughout the country. Brennan heads the Pittsburgh Radio Supply Co., operator of WJAZ, CBS outlet; KQV, that carries some Mutual shows, and WJLB, Greensburg. More than \$2,000,000 in billings has already been set, with 40 hours a day, TBS Secretary Robert Thompson Sr., WJAZ commercial manager, stated.

Important causes in formation of Transcontinental, "at a right and logical period," Thompson believes, were unavailability of nighttime on CBS and NBC Red stations, and the major networks' policy of refusing transcription rebroadcast rights of their daytime shows in the evening.

Claims to Fame

NEW YORK, Nov. 11.—WNEV is claiming a new high record for Sunday afternoon Dick Brooks, is figured as holding a record for consistent weekly time on the air, with more than seven hours a week figured on basis of six spots a day or 36 appearances weekly. Brooks' second and third records claimed are a trifle unusual, but just as much a matter of pride as Brooks' accomplishment. They concern Dick Kissinger, "radio's fastest bull fiddler," and Elton Brit, cowboy singer, who signs off with the longest sustained note in radio—A-flat above high C, held 90 seconds.

Kissinger's circumference—as Judy DuPuy and Dick Bard delicately call it—is 56 inches, four inches less than five feet.

Gem Joint Operates Cuffo Talent Office

PITTSBURGH, Nov. 11.—Probably the only jewelry store in the nation which maintains an artists' bureau is the local Wilkens trinket emporium. Artists' bureau started as an offshoot of the store's amateur show on WJAZ. No charge is made to the amateurs for any data obtained for them.

Wilken's amateur emporium has been on WJAZ four years and starts its fifth tomorrow. Shows are produced by Brian McDonald, former revue singer; Jerry Mayhall, composer, and announcer Jack Logan. Last year the acts selected as the best of the season went into the Stanley with McDonald, playing there a week.

WXYZ's New Lung Bally

DETROIT, Nov. 11.—WXYZ is undertaking an elaborate advertising program, under the direction of Charles Hicks, to draw listeners when it replaces its present 1,000 watts by 5,000 watts and a better transmitter location on November 23.

Program includes trailers in 20 theaters, 62 24-heets, full pages in all local papers, street-car and bus cards, 300,000 door-to-door broadsides, as well as air announcements, trade paper advertising and direct mail.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

THE WALTER O'KEEFE show got just about nowhere Tuesday (31) on CBS. Laughs were few and far between, as the saying so pertly has it, and presence of YVRA ZORINA seemed to add least to the entertainment. A new "feature" of the program is an adaptation of the So You Want To Be an Actor program idea that was on NBC a year or so ago, wherein amateurs from the audience come to the mike and try being actors. Either the folks O'Keefe were coached or they were plants, but at any rate the mistakes they made (to get some laughs) were obviously along the plant line. The amateur piece was a travesty on *Contraband of Miss Slendeb*, unfunny stuff.

The Martins do nice vocalizing. J. F.

OF Men River and the Monday evening Firestone tire show on NBC roll along, and at least the last named to enjoyable results. It's standard radio program, with ALFRED WALLENSTEIN conducting the orchestra and MARGARET SPEAKS warbling the soprano chore. (RICHARD CROOKS has replaced Miss Spears since the show was caught, temporarily). The orchestra plays with finesse and taste and Miss Spears sings ditto, except that her enunciation in the theme seems bent on making the words unintelligible to the audience. The plugs are rather long but not bothersome, and GENE HAMILTON is a pleasant announcer-salesman. J. F.

Temperate, thoughtfully analytical and seemingly able to probe to the core of constantly purring conditions, RAYMOND GRAM SWING is a must on the

list of radio's news interpreters. With events moving rapidly and nearly always bewilderingly, his opinions on what has happened, what may happen and the relative importance of the European check-board moves are most welcome and, needless to say, most helpful and enlightening. Swing's voice even seems to connote the care and thought behind his reports. On Mutual, for General Gigan Co. J. F.

FIBBER McGEE (NBC Red for Johnson's Wax) had a belly-laughful show Tuesday (31), Molly and he investigating the new car at the auto show. The formula, of course, is a fairly easy comedy system—get involved in a situation and bring in many of the laughs and results as possible. But it gets laughs and that's what counts. Molly's baby girl is still a cute source of humor and she does a nifty job on it. DONALD NOVIS and BILLY MILLS supply the okeh music, while HARLOW WILCOX does crack stooge and announcing jobs. Commercial in the top-flight class. J. F.

Among the really superior dance band remotes are the sessions dished up by JAN SAVITT and his orchestra from the Hotel Lincoln, N. Y. (NBC Red network). Savitt has a superb orchestra, and the "out-of-4" or shuffle rhythm is an infectious and catchy styling. The tune selection is usually a well-balanced mixture. Several of the recent programs have suffered, however, from an excess of gab on the part of the NBC announcer who seems to forget the more they talk the more of their own personality they're expressing. J. F.

Ex-Governor Avers WNAC Made Threats Over Dental Ad Ban

BOSTON, Nov. 11.—Charges that officials of WNAC and WAAB threatened a former governor with reprisals for aiding a ban on repeating dental advertising were aired this week at a hearing before FCC trial examiner George B. Porter at the Federal Building. The hearing was opened Thursday on an application from the newly formed Mayflower Broadcasting Corp. for a license to use the frequency now used by WAAB. Both WAAB and WNAC are owned by John Shepard III.

Former Governor Charles F. Hurley testified that Leland Bickford, editor-in-chief of the Yankee and Colonial Network news services, told him the stations wielded strong political influence and that Hurley would "hear from" Bickford if the bill were signed. Testimony at the hearing showed that Hurley subsequently was attacked over the Shepard stations, which are key stations for the two networks. A photographic record of a speech made by Bickford also was introduced.

Former Governor James M. Curley also was summoned to appear, and Curley's campaign manager, Francis B. Masterson, testified that in one speech the one-time mayor was likened to inmates of the Deer Island House of Correction. According to the testimony, Curley was linked with corrupt forces in the speech.

The hearing resulted from the Mayflower group's application, which forced an automatic application from WAAB for renewal of the license. In its application the Mayflower Broadcasting Corp. set forth that it would better serve public interest.

Objections were filed shortly before testimony opened by Paul Spearman, attorney for WAAB. Spearman contended no notice of the hearing was given until November 7, two days before the hearing opened. The objections were overruled by trial examiner Porter, as were requests for particulars of any charges made against the station.

Former Governor Governor Francis E. Kelly, former Congressman Richard M. Russell, former Middlesex County district attorney Robert Bushnell and Public Utilities Commissioner Richard Grant also were summoned to appear at the hearing. The former was a secretary to ex-governor Curley.

Possible 3-Station Hookup on Tele Web

NEW YORK, Nov. 11.—Formation of the NBC television network by General Electric will pick up National Broadcasting Co.'s television programs and retelecast them from its transmitter in Schenectady, N. Y. is expected to blossom into a three-station net as soon as GE can obtain a transmitter at Bridgeport, Conn. GE has a license to operate in Bridgeport and is likely to put up a relay receiver.

Co-operation between NBC and GE regarding latter's pick-up and retelecasting of NBC's programs is experimental, with final arrangements involved in the deal. GE has been picking up the programs sporadically since May, but will do so now on a permanent basis.

Likelihood, according to NBC, is that the Schenectady station will air a lot of news on film, this news to be filmed, developed and telecast the same day. Also, it is believed that some live programs will be telecast with talent from WGY. In addition, of course, there will be the NBC pickup.

Distance between New York and Schenectady is 130 miles. NBC show is picked up on a relay receiver, then sent over wire to the transmitter, which will cover the Schenectady-Albany area.

CBS Press Shift in Chi

CHICAGO, Nov. 11.—Louis Ruppel, CBS publicity chief, appointed Jim Kane as head of the city's WBMB press division here Friday. Kane has been in the New York CBS publicity division for the past six years. He takes over in position held by Frank Rand. Kane's assignment here was made by Ruppel. WBMB side was merged with the CBS press department several weeks ago when Hal Burnett resigned as WBMB director of public affairs.

No Exec Changes, WMCA Official Says

NEW YORK, Nov. 11.—No executive changes are being considered at WMCA it was declared here this week by an official of the outlet, in denying again the report that Donald Fiamm had resigned his position at the Knickerbocker Broadcasting Co., which operates WMCA. Report of Fiamm retiring, it was stated, grew out of incorrect stories following the recent FCC-WMCA case.

The completion of the station and made allegations of mismanagement. Station exec said that after this report, it was said that a board of directors would be selected, with Fiamm to become chairman of the board and Don Shaw, now sales manager, and vice-president, president. Report of these executive changes was very persistent this week, despite denials, and it was rumored that the station was on the verge of making the announcement when plans were changed. It was felt that if Fiamm would retire now, it might be regarded as a tacit admission on his part that the FCC charges were true, although actually the charges against the station were denied.

Meanwhile, Evan Roberts has been taken on at the station in a public relations position, concentrating on Washington. Station has also canceled several programs, both sustaining and commercial, which managers are not in high class enough. One of these was a race track paper show.

CBS TALENT SYSTEM

FCC Sluffs Squawks Over "Pot o' Gold"

WASHINGTON, Nov. 11.—Pot o' Gold, money-giving radio program, which features \$1,000 award to the lucky telephone number, has been the subject of about 10 complaints to the Federal Communications Commission. However, legal section of FCC is giving only perfunctory attention to the complaints, answering in most cases "the letters would receive proper attention."

Indications are that programs of this type will be left alone to run their course until there is need to call a halt. At present it is thought that prize-giving will become eventually passe, just as bank nights are retiring from the neighborhood movies.

WASHINGTON, Nov. 13.—New strength has been given to the National Association of Broadcasters' code by last week's action at the Federal Communications Commission, where complainants were put on notice that FCC would not interfere.

United Rubber Workers of America, at Akron after complaining about censorship to the FCC because WJW was about to put their radio program, Voice of Labor, off the air, were told that broadcast stations could refuse to sell time. Broadcast stations are not common carriers. Secretary Thomas J. Stowle told union president, S. H. Dairymple.

Attitude at FCC, from Chairman James Lawrence Fly down, is that NAB code is worth a try until something better comes along.

Syndicate Nick Kenny

NEW YORK, Nov. 11.—King Features has started a selling campaign on the prediction of Nick Kenny's radio column in The New York Daily Mirror, understood that the Brush-Moore Midwest newspaper chain, Goodman Brothers (Pennsylvania) and Samuel Newhouse are settling buying details. Newhouse will use the column in his papers other than those in the Metropolitan New York area, which include The Long Island Daily Press and Staten Island Advance. Newhouse was Kenny's first newspaper boss, in Bayonne.

Kenny is rated as The Mirror's second mail-pulling feature, following Walter Winchell.

Television Review

CBS started public tests of its transmitter test pattern last week, first showing being on Wednesday, with several other tests taking place later in the week. Pattern is similar to that used by RCA-NBC, consisting of a circle divided into quarters. In the upper left-hand corner are the CBS letters and in the lower right-hand quarter the call letters, WEXAB. Under the call letters is additional printing, but in none of the tests seen was legible.

Columbia's tests proved that its transmitter is not yet in fully serviceable shape. During some of the tryouts the RCA-NBC pattern was also available on another wave length; comparison of the two, showed the finest tuning that could be arranged showed that the CBS signal was quite gray and none of the letters was easily read. The NBC pattern, as seen at the same time, was fully legible and sharply defined, with good black and white contrast.

NBC and CBS are using the same circle for their tests, CBS explaining that it adopted the same chain to enable television set owners, already familiar with the NBC circle, to establish when they tested their set tuned as accurately as possible and to avoid confusion. Neither circle is a trade-mark.

Only brief announcement was made during the Wednesday test as to the objectives CBS had in mind; some showmanship indicates further commentary on CBS.

CBS' regular tele schedule depends largely on transmitter progress.

Franklin

That Man Again

BOSTON, Nov. 11.—For the second time in a little over a year Orson Welles threw a scare into New England listeners November 5 with his presentation of *The Hurricane* over CBS.

A severe northeast gale lashed the coast that night, and the broadcast of the play, with its eerie wind effects, brought back memories of the New England hurricane of September 21, 1938. WEEI, local CBS outlet, received hundreds of telephone calls during the broadcast from people who wanted to know if a hurricane had again struck the Northeastern Coast.

AFRA-WMCA Deal

NEW YORK, Nov. 11.—American Federation of Radio Artists expects to sign a contract within the next few days with WMCA, New York. Station and union have been negotiating for some time. Agreement on general terms was reached recently, but the wording of the contract delayed signing.

Pact will cover announcers, singers, actors and production men, establishing salaries and working conditions.

Radio Talent

New York

By JERRY LESSER

NBC premiered a new sustainer last Wednesday night that should have a terrific audience appeal. It is called *Adventures in Photography*. Show is produced by ED DUNHAM, and its first cast included camera expert HERBERT C. MCKAY, MILO BOULTON as narrator, and GUY LOMBARDO, KIP ROSS, JACK DAVIS, ALLAN DRAKE, HAROLD DEBECKER, PHYLLIS GREORE, RALPH LOCKE, FRED BARRON, LUIS VAN ROTTEN, GLADYS THORNTON, DON MACLAUGHLIN and SOMER ALBERG.

JOE CURTAIN, who plays Grant Cummings on *Second Husband*, used to sing in dives on Second Avenue. PAUL BARON and his orchestra start a series over WJZ Wednesday, featuring PAUL'S piano arrangements, plus ELVIRA RIOS, singer from the Coast. Screen actor PURNELL PRATT was seen around the studios here this week.

Lindsay MacHarrie, producer, actor and writer from Los Angeles, is now East to continue his work from this point. He was production manager of *Transco* for four years and production manager of *KHJ in L. A.* His acting roles consisted of work on the Lux show, "Big Tom" and "Silver Theater." Young Dr. Malone goes live on the 21st. Amy Sedell's mother has been operated on for the fifth time in 18 days. We all wish her a speedy recovery. Mary Michael, who has played in such radio shows as "Hilltop House," "Aunt Jenny," "Great Plays," is now playing Nancy Greene in the legit show, "Abe Lincoln in Illinois." Joan Banks, who reached the ripe old age of 21 last Monday, was tendered a very successful cocktail party at which she received, of all things, a baby grand piano.

SELENA BOYLE, of the *Betty and Bob* show, receives a telegram from hubby, EARLE LARRIMORE, after each broadcast. The NBC pet sustainer, *Breakfast Club*, has nabbed a sponsor. Raspy-voiced LIONEL STANDER, whose Broadway show just closed, will appear on a forthcoming WALTER O'KEEFE broadcast. MILDA SAVAGE, former CBS receptionist, appears on Manhattan *Mother-in-Law*. DAMEREL, son of MARGE, of Myrt and Marge, made his pro debut as a model the other day at the tender age of two and a half years. Is now in demand for regular work, and is he proud of his social security card. RAYMOND EDWARD JOHNSON is the new romantic

Method Akin to Baseball Used In Building Talent for Future

NEW YORK, Nov. 11.—An extensive "farming out" system for the development of talent without effect a regular policy of CBS, inaugurated by its artists' bureau subsidiary, Columbia Artists. Step is one which has been discussed in the trade to a considerable extent, but never put into effect until CBS started it recently. Columbia's attitude is that its New York requirements cannot handle all the sustaining talent available, and all the talent the artists' bureau has under contract for radio cannot be given air time out of the New York studios.

CBS now has a number of acts under contract who are working at affiliated stations. The LeBrun Sisters, a vocal trio, are now at WGR-WKBW, Buffalo, Hay Cool, a warbler, is at KMOX, St. Louis, and is chanting on several network shows in addition to his local appearances. Johnny Sturges is another contractee at KMOX, while William Winter, news commentator, is at WBT, Columbia's Charlotte, N. C. outlet. The

Micholas Sisters, a hillbilly duo CBS rates very highly, are in St. Louis also. What might be termed the reverse of this policy on the part of the network has resulted in the signing of several performers to management contracts and bringing them to New York as staff additions. Larry Elston (Washington) and Jack Knoll (Boston), both announcers, came from the CBS affiliates in the cities indicated.

CBS station managers, station relation and artists' bureau officials have been assigned to check on all talent worth building. Whenever the station relation men travel out of a key office, one exec said, "they're given a good lecture by the artists' bureau on keeping their eyes open for talent." Network also has several acts farmed out to non-affiliated stations, but is keeping a damper on their names.

Entire policy, CBS points out, is direct contradiction of the claim, frequently made that the chain agency is making concerted effort to build talent for the future.

Radio Theater Guild banner, LESLEY WOODS, BEULAH BRANDON, ANNETTE HARPER, BETTY ANN BROWN, BILL GREN, BILLY LEE, CHRIS FORD, LESTER POWELL, TOM POST and JO ANTHONY comprise the cast of *All Directions*. HERB BUTTSFIELD has replaced MORA MARTIN on the local AFRA board of directors. Latter went to New York to size up the situation.

BETTY WINKLER joins the *Mary Martin* cast. LILLIAN CORNELL is the latest Chi addition to Hollywood scrolls. She hails from the NBC artists' bureau here and is playing in Jack Benny's new one, *Buck Benny Rides Again*. ANSON WELLS, OK, has been signed for a weekly half-hour shot on CBS for Davenport (Ia.) lotion maker starting November 19. Contrary to press agent rumors, DON McNEILL and his NBO *Breakfast Club* sustainer will not be sponsored.

Ryo Billboard, former speller at WHFC, Cicero, Ill., did the commentator job for the *Auto Show's* pageant. Actor Ken Griffin was (See RADIO TALENT on page 6)

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Chicago

By HAROLD HUMPHREY

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Program Reviews

Advertisers, Agencies, Stations

By PAUL ACKERMAN

EST Unless Otherwise Indicated

"The Pursuit of Happiness"

Reviewed Sunday, 4:30-5:30 p.m. Style—Variety. Sustaining. Station—WABC (CBS network).

This new Sunday series, second of which was caught, is dedicated to "the brighter side of the American scene," but this is hocus-pocus description. There is nothing new or refreshing in technique, material or approach. It may be that its real character and intent will emerge later, but thus far the main appeal of the show, whose label is drafted from the very-much-in-the-news Bill of Rights, is the talent.

Each one in the parade was on for a single spot. Yet on Fredric March, guest star, got less lineage and less depth in the lineage than the show's master of ceremonies, Burgess Meredith, who more than shared the spotlight in a scene from Maxwell Anderson's *Walls*. March played Washington, while Meredith interpreted young Lafayette. Joe Cook was hooked in from Chicago with his by now overworked Hawaiian routine. Mary Jane Walsh performed a foxtrotastic rouser from *Too Many Girls* acceptably, and the trio from *Straw Man Reese*, led by the much-touted Imogene Coca, was okeh, swinging oldies in satirical style.

Competing with the Anderson book in the "Americanism" section was a hook-in from Hartford of author Carl Garner, pegged around the 175th anniversary of *The Hartford Courant*, direct from the city room. Very impressive, no doubt, but still very dull. Meredith did a catalog of Hartout under the circumstances ("If this be flag-waving, make the most of it!").

Spot is probably good, following Philharmonic-Symphony. Norman Corwin is the director. Mark Warnow, pianist and scripts by George Faulkner. This program has simply not found its level yet. Traube.

"Massachusetts on the March"

Reviewed Thursday, 7:30-8 p.m. Style—Dramatic. Sponsor—Mutual Savings Banks. Agency—B. D. G. & O. Station—WBZ-WBZA.

First program of a new series dramatizing the lives of famous Massachusetts residents and historical events. Oliver Wendell Holmes Jr. and the Massachusetts bar were the subjects on the first show. Program included fade-ins of Massachusetts in the 17th century and a brief resume of Holmes' life. Prof. W. Barton Leach, of the Harvard Law School, formerly Holmes' secretary, was interviewed after the portrayal of Holmes' life. The show was well presented, with apt and background for the dramatic scenes ably provided by an 18-piece orchestra directed by Rakov. Bob White handled the narration.

Commercial was well spotted and held to a minimum. Kaplan.

Tony Wons

Reviewed Tuesday, 12:30-12:45 p.m. CST. Style—Narration with music. Sponsor—Hall Bros., Inc. Agency—Henri, Hurst & Macdonald. Station—WMAQ (Chicago).

Plugged as Wons' *Radio Scrapbook*, this capsule of Pollyanna philosophy hails the return of the "Are you listenin'-in-m-m-m-m" minstrel to the air waves and thanks a natural for it in a sponsor selling greeting cards. Only hitch is that the listener either has to be in the mood for this sort of thing or the type who is always punching his friends in the back on a Monday morning, telling them to cheer up.

Show caught had Wons dishing up verse to a musical accompaniment to the theme that we should hesitate before condemning anyone as a failure in life, because there is often an "undertow"

hooking at these individuals. A sweet sentiment, but one which would no doubt have far more effect with the listener if it probed deep enough to explain the why and wherefore of these "undertows."

After a long, sugary plug on sending greeting cards to your friends and also begging for the tuner-crazy to show his loyalty by dropping Wons a Hallmark card, this peddler of homespun gems went into another verse on happiness. Show has its points and, as pointed out, is a natural for this sponsor. Plugs should be shortened, tho' and not pushed across with the same serious mien by Wons as his regular staff.

Humphrey.

"Adventures in Rhythm"

Reviewed Tuesday, 8-8:30 p.m. Style—Music. Sustaining over KHJ, Los Angeles. (Mutual Don Lee Coast net.)

Here is something decidedly different in a musical presentation that is bidding to be one of the Coast's distinctive shows. While the music itself is nothing new, the manner of styling is definitely off the beaten path. Alvino Rey and his 20-piece orchestra provide the musical background for songs by Betty Jane Rhodes and the King Sisters. Unusual effects in the musical line are attained by Rey's "singing guitar." This is a new gadget perfected by him which has a decidedly different tone. Using it in the background of all arrangements produces a weird effect that gives the program a definite label.

Thomas Conrad Sawyer handles what little announcing there is. The King Sisters give their work distinction. Betty Jane Rhodes is well known in these parts and her singing is above the average. Right now she is getting a television build-up on Don Lee's W6XAO. Program would be a very effective commercial. J. O. Lewis produces. Osen.

Wayne King

Reviewed Saturday, 8:30-9 p.m. Style—Music. Sponsor—Colgate-Palmolive-Peet Co. Agency—Benton & Bowles. Station—WABC (CBS network).

After his long term with Lady Esther cosmetics, Wayne King and dulcet music are on the air for Cashmere Bouquet products, in an arrangement that trips well on sincerity and sentimentality. There's a fair idea, in a corny way, to help sell the program, but inept production makes it hard to take. King's draw should insure an audience, but the heavy dose of schmaltz should be cut and cut heavily.

Product is giving away diamond rings, the lucky people being those who write letters, ask for a particular song and tell why they want the song. Thus, somebody says, "Please play *Hearts and Flowers*; when my daddy carved off my ears it was the tune he was singing." The reasons for the song selection are usually maudlin or at least heavily sentimental. To make matters worse, some of the reasons are dramatized.

Reading of poetry is okeh on the show, but production sense seems to have gone completely haywire in this connection. Show's announcer is David Knickerbocker, a stringer who will partly by his outstanding ability as a poetry reader, having had his own CBS show, *Poet's Gold*, some years. Ross, however, doesn't read the poetry, this being assigned to Phyllis MacGorman, an okeh announcer, but one who cannot stick up against Ross in the poetry division.

King music as always, slow, easy and restful. Franken.

Hooy Replaces Hooy

DETROIT, Nov. 11.—Switch of *The Green Hornet* from Mutual to NBC Blue next week will mean a step-up for Ned Jordan, Secret Agent, local mystery which has been aired over WXYZ and which will fill in the *Hornet's* vacated Tuesday evening spot on Mutual. Show is sustaining.

New set-up will have WXYZ plugging to both Mutual and NBC nets on various programs.

RADIO TALENT

(Continued from page 7)
...aid long at back with the flu, but managed not to miss any of his

NEW YORK:

BIG network fracas! Understand that NBC is needed no end over CBS "thievery" of the colors red and blue which NBC has come to regard as peculiarly its own. Latest ad-inault-to-injury item was giving the CBS elevator boys red uniforms. NBC points out darkly that the CBS moguls also use Red and Blue labels on phonograph records. . . . Lillian Okun has signed a 13-week contract to produce *My Daughter and I* on WHN. . . . Halsey Barrett, of WOR's sales promotion department, joins the sales promotion department of WNEB, effective Monday (13). . . . Tom Harrington, Young & Rubicam exec, in town. . . . Jean Dickenson has been renewed on the Bayer Aspirin program for another 13 weeks, making her 11th renewal since February, 1937.

Martin Block will emcee the Medical Fund Ball to be held by Local 802, A.F.M., November 27 at Madison Square Garden. WNEB will broadcast. . . . Looks like Union Leader tobacco will soon take network time. . . . Tom McDonnell, of Young & Rubicam's staff, now producing "Hobby Lobby." . . . Bill Stern's "Neurosis of the Air" will have as guests Sammy Baugh, November 12; Henry MacLemore (sports writer of Chicago Daily News), November 18; Lou Little, November 26, and Johnny Farrell, December 8. . . . Richard Janener and Lillian B. Corcoran have joined WQXR. He will do announcing and production, she will help in commercial production. . . . Ted Straker is coaching Dick Smart, CBS wrestler. . . . Stan

Shaw, WNEB's milkman, has a new account, Jests, Inc.

John Taylor has resigned as general script supervisor at Compton Advertising Agency. . . . Gilbert Ralston joins Compton's radio department effective Wednesday (13). . . . The *Leaf* of Spring Club, beginning November 26 on WOR, Mutual, will feature Mosey Amsterdam, Mabel Todd and Tony Romano's Band. . . . Uncle Don will stage his second annual show at Manhattan Center, November 21. . . . Ben Pratt off to Chicago in connection with NBC Blue publicity.

CHICAGO:

WALTER ZIVIL, of the Newby, Peron & Philmont agency, is readying a new play to ship to New York. He collaborated with Dorothy Day on *Come, Bless Your Horn*, which played New York over a year ago. . . . Aubrey Moore & Wallace agency is readying a p. a. in Milwaukee for Barbara Luddy and Les Tremayne on the eve of adding WISN, the Milwaukee station, to the Campana First Nighter week, scheduled for December 1. . . . Sudden death of Jack Mathae, Blakett-Sumple-Burnham producer, came as a shock this week to all who knew him. . . . Ralph Athas, WJZZ-WIND proxy, is considering resigning from NAB. It is also rumored that WIND may become an outlet for the new Roosevelt net project. . . . Russell M. Beeks agency is contemplating another show for Brown & Williamson, built along the lines of a showboat revue, for transcriptions. . . . Ray Ferris, WLS music director, bought a new bus this week, after one visit to the auto show. H. H.

Hollywood and Los Angeles

By DEAN OWEN

IRVING CAESAR in town for confab with L. Wolfe Gilbert, head of Song Writers' Protective Association. . . . David Butler heads east to catch New Haven opening of Buddy DeSylva's new show, *Do Barry Was a Lady*. Butler then heads for Ray Kever flicker premiere at Rocky Mountain. . . . Haven MacQuarrie gets airing of new show, *Mr. and Mrs. America*, over NBC Coast Blue net. Show will be sustainer. This is MacQuarrie's first fling at the ether since *So You Want To Be an Actor*. . . . Earl C.

Anthony's KECA is cutting the cake this week in celebration of its tenth year on the air. . . . Frances Langford, Kenny Baker and Ken Murray get a week's p. a. at the downtown Paramount Theater this week. . . . Hal Roze, head of CBS Coast publicity, was married at Las Vegas, Nev., to Mrs. Millie Sims, assistant auditor at KNX. . . . Horace Willard, CBS porter, expressed a desire to be an actor. Glenhall Taylor listened to the request and cast him in *Sister Susanna's Sewing Society*. It is expected more roles will follow.

From All Around

is now doing the *Sleepyhead Serenade* program at WAPI each morning.

WCSG, Charleston, S. C., has withdrawn from NBC and will join CBS, effective January 1. . . . KFRO, Longview, Tex., which has inaugurated a bonus salary payment plan, has now given each employee a year's hospitalization policy to include all members of the employee's family. James R. Curtis, president, is responsible for the good work. . . . Changes at WJWC, Albany, Ga., recently include appointment of Read Wilson as announcer; Mackie Quare, junior announcer, and Herman L. Mosely, sales. Norris Dunlop, of station's announcing staff, goes to WFBC, Greenville, S. C.

shows. . . . Gladys Heen, the "Torchy" in the *Guiding Light* show, is amassing a collection of "threatening" letters from listeners, because of the silliness of the role in the show. . . . *WLS Woodchopper* begged 12 pees on the first day of the open season at Havana, Ill. . . . *Swank Radio Club* has installed a movie projector for amusement of its customers. . . . *Ransom Sherman* and *Four Vagabonds* will appear at the Venetian Theater, Racine, Wis., December 7. . . . Dave Elman, of "Hobby Lobby" show, is set to appear November 30 at Municipal Auditorium at the *Four-night* show. . . . Eddie Peabody, bono king, will be the guest Saturday on the "National Barn Dance." . . . Bruce Kennan, of "Kaltenegger's Kindergarten," is snapping candida of customers at Old Heidelberg Cafe during his stay there as a clerk leader.

DIXIE DABBLES: Phil and Ed, harmony duo, added to studio staff of KWIK, Shreveport. . . . Arizona Ranch Girls, six musicians and singers, get commercial daily morning on KWIK under direction of Dean Schmitter, of station announcer staff. . . . Marion McCloskey, secretary of WWL, New Orleans, quits to take up married life. . . . stepping center with Marjorie McDermid. . . . WWL inaugurates *Playmaker's Lab* series with plays built around legends of old New Orleans. Beverly Brown, WWL's continuity manager, directs. . . . Ray Johnston, co-owner of WMBD, Detroit, married October 30 at Jonesboro, Ark., to Bernice Houle, bookkeeper of WMBD. It was staid romance. . . . Jimmie Wilson, program director of WWL, and misadvised family with second adopted daughter, Jimmy, who will replace Donald Novis on the *Fiber McGee* and *Molly* show Tuesday.

HEAR . . .
DE LOYD McKAYE
and her
SENSATIONAL PIANOLOGY
at the HICKORY HOUSE, N. Y.
TELEVISION POSSIBILITIES—Nov. 4, 1939. Suggested by The Billboard editorial staff in view of the consideration of similar producers.
DE LOYD McKAYE—colored pianist and vocalist, a classy performer.

15,000 Tooters Tour; 5,000 in Theaters; Radio Employs 3,500

NEW YORK, Nov. 11.—Joseph N. Weber, AFM presy, surveying the employment opportunity of musicians, revealed that 15,000 musicians were employed in traveling bands, between 5,000 were in theaters, both pit and television, and about 3,500 on radio stations, including staff men and those playing commercials.

Figures are significant in view of AFM exec board's current investigation into possibilities of increased employment for musicians in fields of radio and television, and in view of Weber's avowed belief in the permanence of live talent and music as against canned entertainment.

Musing philosophically on future developments in the entertainment world, Weber refused to become pessimistic over the outlook for flesh and live music, claiming that in the future motion pictures would not take the play away from live talent to the extent that they have in the past 10 years. Television, too, he said, would probably not take the place of radio as an instantaneous means of contacting millions of people.

Weber also touched on the possibility that the future might bring into being a new entertainment form which would include some of the elements of television, pictures and radio—as well as other factors which the physical sciences might develop.

But the "glamorous" and audience appeal of stage shows appears undeniable in the Federation presy, who has been recently making the rounds of Broadway musical comedy shows and vaudeville.

Kaufman-Leib Unite for New Detroit Ork Agency

DETROIT, Nov. 11.—New ork producing and booking office was opened here by Herschel Leib and Sam Jack Kaufman. Office carries Sam Jack Kaufman Orchestra title. Kaufman was for many years musical director at Fox Theater here. Leib his second-in-command.

New office has three bands on the list, Kaufman's own, one directed by Max Leib and the Dixieland Detroiters. Also handling a number of string ensembles and soloists. Office is specializing in jobbing work, particularly for private clubs and conventions.

Not Superstitious?

NEW YORK, Nov. 11.—Dick Kuhn, maestro at Broadway Cocktail Lounge of Hotel Astor here, must be quite a purveyor of good luck to Saxie Dowell. When the latter knocked out last year's hit, *Three Little Fishies*, he brought it over to Kuhn at the Astor and Dick was the first band to play it. From that point on the rest is history. Now Saxie has another, *Playmates*, and Kuhn is getting the first crack at it, with Dowell hoping that history will live up to its reputation of repeating itself.

Miller Goes to N. Y.; Lipsey Chi-MCA Top

CHICAGO, Nov. 11.—Charles Miller, Music Corp. of America exec who heretofore managed the local office, switches to the New York branch first of next year for good, leaving Morey Lipsey in charge here.

Miller has been spending little time on Michigan avenue the last six months, stopping off only briefly between trips to the New York quarters. Otherwise, MCA staff will remain the same.

R. Lyons, Location Booker, Leaves CRA

NEW YORK, Nov. 11.—Russ Lyons, recently returned to the home office here of Consolidated Radio Artists after serving as head of the Chicago branch, resigned his agency post on Tuesday (7). He had been location Booker for CRA for several years since coming here from Detroit, where he had been with the Mike Palk office.

Departure of Lyons follows on the heels of several others leaving CRA during the past 10 days. Johnny Greenhut bowed out to start an agency of his own (see story in Night Club-Vaudeville department), taking Kirk Torney along with him. Torney came here from CRA's Coast office last month to head a cocktail unit department. Lyons' future affiliation is unknown, reports that he was joining General Amusement Corp. being denied by Tom Rockwell, GAC chief.

DES MOINES, Nov. 11.—Frank Poster, of Dallas, head of the Johnson-Poster booking there, making a road trip thru the Midwest, lining up one-nighters. Chief of the Poster bands are Johnny Randolph and Leonard Keller.

MCA Plans Invasion in Field Of Colored Band Attractions

Office's second attempt to set up a sepia department—Benny Carter and Harlan Leonard are newest ork additions—Harry Moss working out plans

NEW YORK, Nov. 11.—Music Corp. of America is once again planning to establish a department in the colored band field and under the supervision of Harry Moss, CRA one-night chief, preparations are now going forward toward that end. Plans are not as extensive as on the previous occasion, when the office entertained notions of setting itself up as a threat in the sepia division, but it is believed that this time will mark its definite entrance into the field for the first time. MCA has had under its wing Count Basie, Al Cooper's Savoy

Wax Work Classified as Single Date Jobs To Curb Tardy Pay-Offs

NEW YORK, Nov. 11.—Local 802, American Federation of Musicians, the week ruled that phonograph recording data and transcription and commercial radio jobs fall under the category of single engagements and are therefore payable thru the local within two weeks of the engagement.

Union's move is just one of the results of 802's protest of abuses in the wax industry—with more legislation and regulatory measures likely to follow.

Ruling of 802 that such work comes under classification of single engagements is intended to remedy deferred payoff evil. Investigation showing that bands sometimes must wait three months before receiving salaries. Record probe is being continued this week and union's subsequent measures will be designed to eliminate under-scaling. In the event the local's trial board unearths sufficient evidence of scaling the union's price, it is possible that record companies will be forced to pay up whatever back moneys are owed to the musicians.

NEW YORK, Nov. 11.—Under the aegis of Max L. Arons, Local 802 trial board chairman, a thorough investigation of the recording situation as regards overtime and under-scaling is being made by the union. A full report of the findings of the investigation is being prepared for the scrutiny of the American Federation of Musicians, parent body, and will probably be submitted this week.

According to Arons, the investigation was caused more by an apparent misinterpretation of contracts than any direct attempt on the part of the record firms to cheat on overtime. Investigation is not directed at any particular waxwork, but takes in all of them generally.

Davis Sets Fla. Stands; Gets Assembly Ball Again

NEW YORK, Nov. 11.—Meyer Davis of office has set Maximilian Berger, current at the Versailles niterly here, for the winter at Miami Biltmore Hotel, Coral Gables, Fla. and Michel Zezin, now at New Ocean House, Swampscott, Mass., for the Roney Plaza Hotel, Miami Beach, Fla. Both bands open December 23.

Davis has been signed for the 18th consecutive year for Philadelphia's Assembly Ball December 8.

Performing Rights Society in Canada Starts License Drive

ST. JOHN, N. B., Nov. 11.—Just when wartime prosperity was improving conditions in the cabaret restaurants, dine-and-danceeries, dance halls and night clubs of the Eastern provinces, there's trouble developing from an unexpected source.

Scouts from the Performing Rights Society have been touring the provinces, visiting places in which music is being played by orchestras bands, individuals, trios, quartets, duets, etc., with and without dancing.

Starns and Teddy Wilson, since the latter broke away from Benny Goodman to front his own ork last year. Two recent additions to the colored roster, indicating the way the wind is blowing, are Benny Carter, arranger-sax player who left the General Amusement Corp. lists to sign with MCA this week, and Harlan Leonard, signed by the MCA Chicago office a couple of weeks ago. Leonard is presently causing much comment in Kansas City, Mo., town that spawned Basie.

About a year and a half ago Music Corp. decided to establish itself in this field to a point of signing numerous colored bands and acts, but the plan died in its infancy. This time, however, a serious effort may be made to threaten the supremacy in this field of Joe Glaser and Moe Gale, most prominent among the offices handling colored band attractions.

Ex-CRA Percenters Start Own Agency; Greenhut Head Man

NEW YORK, Nov. 11.—New personal management and agency office under guidance of Johnny Greenhut, former band Booker for Consolidated Radio Artists, opens shop Monday (13) as International Attractions, Inc. At the same time the local CRA office was raided, with Phil Coscia resigning from CRA to head the theater department of the new agency and Kirk Torney switching over to handle cocktail units, the same assignment he had at Consolidated.

Greenhut will be prez of the agency and Leonard Obler v-p. Others associated will be Al Freeman and Howard Phillips, as bookers, and Frank Law and Ray Burgess in the publicity department. Office will manage bands and acts and also book units and attractions.

Biltmore Boys Grow Up

CHICAGO, Nov. 11.—The Biltmore Boys are the latest to be convinced that a seven-piece combination can't graduate into the money class occupied by full-sized bands. After two years as a small combo, the boys are now shaping a larger band, to be booked by CRA. Only a small number of hotel rooms in the country are in the market for seven or eight-piece combinations, most of them confining themselves either to a string combination or to a full band if the budget permits it.

Songs With Most Radio Plugs — "Prayer" Shows the Way As "Border" Hold Fails

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, November 10. Independent plugs are most received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Rank	Title	Publisher	No. Plugs
1	My Prayer	Skidmore	33
2	What's New?	Witmark	30
3	South of the Border	Shapiro, Bernstein	30
4	Last Night	Faist	30
5	Scatterbrain	Bregman, V. & C.	29
6	El Rancho Grande	Marx	29
7	Many Dreams Ago	Harms	27
8	Lilacs in the Rain	Robbins	26
9	Day In, Day Out	Bregman, V. & C.	25
10	Goody, Goodbye	Olman	25
11	Are You Having Any Fun?	Crawford	25
12	Good Morn'ing (F)	Chappell	20
13	Blue Orchids	Famous	18
14	I Didn't Know What Time It Was (M)	Chappell	18
15	Can I Help It?	Remick	15
16	My Last Goodbye	Berlin	15
17	Melancholy Lullaby	Paramount	15
18	It's Hundred to One	Miller	14
19	Stop, It's Wonderful (M)	Spiter	14
20	Baby Me	ABC	13
21	Tomorrow Night	Berlin	13
22	Over All	Sun	13
23	Over the Rainbow (F)	Harman	12
24	Bless You	Words & Music	12
25	Little Man Who Won't There	Robbins	11
26	Table in a Corner	Robbins	11
27	In an 18th Century Drawing Room	Circle	11
28	I Must Have One More Kiss	Santley, J. & S.	11
29	Honestly	Santley, J. & S.	10
30	I Thought About You	Mercer	10

—or 25 Curves?

NEW YORK, Nov. 11.—Leeds Music Co., the one of the youngest music firms in the business, is already marking time for a 25th anniversary—of one of its songs. It was 25 years ago that Victor Schertzinger, the movie director, first wrote *Marché*, and a drive to revive the standard starts on the 25th of the month. Accordingly, Mickey Golden, Leeds' new general manager, aims to line up during the November 25 birthday week 25 air plugs for the tune.

Zucker Repping 4 Orks; MCA Has 3

CHICAGO, Nov. 11.—Stanford Zucker Agency, band representative in New York, has already parted four orchestras since its organization some five weeks ago, according to Ben Zucker, Stan's brother, who is here on business. Outfits handled include George King, Al Kavelin, Lang Thompson and Jerry Livingston. First three are being booked by MCA. Livingston is building a new band and much ballroom will be given the leader, who also composes hit tunes. Another band that may be taken in the Zucker fold is the McFarland Twins group. A recent addition to the agency personnel is Walter Linton, former night spot operator.

MacInnis for Can. Tivoli

SASKATOON, Sask., Nov. 11.—A. R. MacInnis, former manager of Tivoli Ballroom, Edmonton, Alta., has taken over the management of the Avenue Ballroom here. Dances feature music by the Gentlemen of Music. Spot has been renovated.

PANCHITO

and His Rumba Orchestra

2nd Year

VERSAILLES, N. Y.

Dir.: WM. MORRIS AGENCY

The Champagne Music of

LAWRENCE WELK

Now Playing at the NICOLLET HOTEL, MINNEAPOLIS VOCALION RECORDS

Exclusive Management FREDERICK BROS. MUSIC CORP. New York — Cleveland — Chicago.

Dick Kuhn and his Music

VOCALES BY MARCELLA HENDRICKS

55th Week

HOTEL ASTOR, N. Y.

Mutual Network twice weekly

DIR: MUSIC CORP. OF AMERICA

DO YOU WANT TO GO OVERSEAS TO FIGHT?

"THE ANSWER IS NO"

That's the name of the song that everyone will soon be singing with a snappy tune to tell the world we mean it.

ROSE NEIDHOEFER

1529 North 51st Street, Milwaukee, Wis.

ORDER AT YOUR MUSIC DEALER OR DIRECT FROM PUBLISHER.

Orchestra Notes

By M. H. ORODENKER

Talk o' Town
WITH TONY PASTOR working out his notice with ARTIE SHAW, the sax-singer leaving after all these years to yield to the boston bise, there's a strong possibility that LEO WATSON, sepiat scat singer, will join the Shaw stand. . . . Watson yodeled all the *Shoot the Licker to Me* stuff on Shaw's recordings in the early days and Shaw is seriously thinking of bringing him back. . . . and it's not the social bias standing in the way, remembering that sepiat BILLIE HOLIDAY sang with the band. . . . fact of the matter, it's the same barrier—a personal one—that made it necessary for him to let Miss Billie go that's holding up this move. . . . now that it's safe to report that JACK LEONARD left TOMMY DORSEY on none too friendly terms, replacement made by ALLAN DEWITT, a LOU (Andrews Sisters) LEVY protegee who was also heard on the TINY HILL recordings, you may expect the vocal heart-throb to bust out with a band of his own. . . . there's an odd quirk in that, however, seeing as how Tommy holds a personal management contract on Leonard. . . . and you may expect several other changes in the Dorsey personnel by the time the band leaves Chicago's Palmer House. . . . MILDRED BAILEY not being anxious to do the regular vocal duty for BENNY GOODMAN, a Detroit local sounding plenty well, MARY FOSTER, fills in for the ailing LOUISE TOBIN. . . . MOE GALE, acting as personal manager, assigns BENNY CARTER to MCA and TERRY SHAND to GAO. . . . Shand opens Thursday (16) at Roseland Ballroom with JOE VENUTI set to return on the 30th, remaining until December 22. . . . and BOBBY BYRNE, newest of the tromboning maestri, makes his bow at the sister Roseland Ballroom in the Brooklyn part of town, opening the 23d for four weeks. . . . HAZEL SCOTT, who has been singing to her own pianology as a single at the local hot spots, joins up with COLEMAN HAWKINS, who suggests his ork to 14 for a call at Golden Gate Ballroom later in the month. . . . PAUL MARTEL taking in the Brandt Theater Circuit. . . . FIMCO adds DEAN HUDSON to its band roster. . . . HOWARD WOODS rounding out his ninth month at the Village Barn and at the same time filling the requirements for Local 802 union cards. . . . TEDDY POWELL, now signed with MCA, prems the Fiesta, cafeteria-danceateria, on Tuesday (14) and on the 23d starts a trip around the three-week Brandt Theater Circuit. . . . Fiesta also has JOE MARSALE and rumba relief in DON PEDRO.

On Eastern Stands
LANG THOMPSON, with PEGGY NOLAN for the avoite song selling, is next in the band parade line at the Top Hat, Union City, N. J., nitery, opening this week for a local week center. . . . Melody Club, in the same Union City, brings in EUGENE JELESNICK this week for an indef stretch. . . . FREDDY ENGEL doing house duty at Paramount Theater, Albany, N. Y. . . . Southern Cafe, Boston, CLOYDE BASKIE for a fortnight on February 5 starting date.

On Western Stands
BERNIE CUMMINS slated to open December 13 at Van Cleve Hotel, Dayton, O. . . . CLOYDE BASKIE slated to open January 9 at Detroit's Stalter Hotel, remaining until April 31. . . . Chicago branch of CRA moved into new and larger offices. . . . DICK LOTTER, ex-Krupa trumpet tooter, opens for an indef two weeks on the 22d, fronting a band of his own at Sweet's Ballroom, Oakland, Calif. . . . BILL MARSHALL

Notes Off the Cuff
BARRY WOOD, after making his platter preem on the six-bit Brunswick label and then spotted on the 35-center Vocalion label after blossoming out as a band leader, now gets stepped up to the 50-cent Columbia label, prompted by his new singing successes on the Hit Parade. . . . maybe there's a moral in that one for the ever so many singers and imitators who are searching for the rainbow's pot with a boston in their hand. . . . DICK BARRIE opens Friday (17) at Bill Green's Casino, Pittsburgh, with Mutual airings from the spot. . . . MILDRED BAILEY, when asked to write the story of her life for a national mag, replied, she'd rather sing it and let someone else do the lyrics. . . . and so we send our cuffs to the cleaners.

starts an indef stand on the 24th at Trianon Ballroom, Cleveland. . . . GEORGE KING, into Hotel Lovely, St. Paul, on Friday (17) for a month and then slated for Bill Green's Casino, Pittsburgh. . . . BILLY BURK, operator of Terrace Gardens, Springfield, O., turned maestro last Saturday (4) for the first time in several months, averaging an above-average gate, with 664 dancers shelling out half a slug. . . . has CARL (DEACON) MOORE coming in this Saturday (18).

Doings in Dixie

MIAMI bookings beginning to shape up, newest slated for a Southern sojourn including RON PERRY at the Bohemian night opening December 24, and also following night bringing VINCENT BRAGALE into Dempsey-Vanderbilt Hotel. . . . BOB ZURKE slated to open January 4 at Jung Hotel, New Orleans. . . . Roosevelt Hotel, New Orleans, gets JOHNNY HAME on the 23d for four weeks. . . . JACK WARDLAW holds over for two more weeks at Heidelberg Hotel, Jackson, Miss. . . . TUBBY OLIVER, formerly with Mal Hallett, fronting a local band in Richmond, Va., for American Amusements in that city. . . . office is also building a band for CLIFF STRICKLAND, former Artie Shaw saxer. . . . and in the same Richmond town LARRY MANN QUINTET add the Thursday night dances at the Country Club of Virginia to their Saturday night sessions at the local Hermitage Country Club. . . . BUDDY ROGERS plays a return week at Ansley Hotel, Atlanta, following JOHNNY LONG on Saturday (18), with HAPPY FELTON taking over on the 24th. . . . on the 24th, the 23d, and the 24th, a December 1 opening at Drake Hotel. . . . week also brings GLENN GARR to Atlanta's Hotel Henry Grady.

Cocktail Combos

BOB OPIZ'S VERSATILIANS renewed at Detroit's Wonder Bar until January 16 and, with three days to make the jump, return on the 19th to Hotel Monteleone, New Orleans. . . . Fitz-Carlton Hotel, Atlantic City, making the sipping more inviting with synops by WANDA and her ESCORTS, making the first time for winter music at this class summer resort spot. . . . THE INTIMATES into Community Coffee Shop, Binghamton, N. Y. . . . SUN VALLEY gets start their stroll at Sherry Netherland Hotel, New York. . . . Hotel Biltmore's Silver Lounge, Atlanta, brings in the EM-BASSY BOYS. . . . Hotel Edison, New York, buys a cocktail combo for the first time in several years, FEMINE NOTES getting the nod. . . . Christine Streets' SOPHISTICATES open this week at Baltimore's Blue Mirror, with AL DUKE and BILL SLOANE making for a second strolling unit when they come in New York. . . . Hotel New Yorker, New York, brings in SOL TROVATO's unit to supply the musical accompaniment to their cocktails in the Manhattan Room. . . . HERB HAEGENOR, new MCA unit, answers the first office call this week at Hotel Philadelphia. . . . Cocktail Lounge of New York's Essex House brings in CHARLIE WRIGHT, solo stroller. . . . DEMARCO and PLYNN open this week at Mayfair Restaurant, Washington, with Maria Karsen's MUSICALS, current life Hotel Danmo, Camden, O., set to take over January 8, remaining until March 2. . . . FIDDLERS THREE continue indef at Hotel Robidoux, St. Joseph, Mo.

Notes Off the Cuff

BARRY WOOD, after making his platter preem on the six-bit Brunswick label and then spotted on the 35-center Vocalion label after blossoming out as a band leader, now gets stepped up to the 50-cent Columbia label, prompted by his new singing successes on the Hit Parade. . . . maybe there's a moral in that one for the ever so many singers and imitators who are searching for the rainbow's pot with a boston in their hand. . . . DICK BARRIE opens Friday (17) at Bill Green's Casino, Pittsburgh, with Mutual airings from the spot. . . . MILDRED BAILEY, when asked to write the story of her life for a national mag, replied, she'd rather sing it and let someone else do the lyrics. . . . and so we send our cuffs to the cleaners.

WATCH FOR

Christmas Number of
The Billboard dated
December 2

SPECIAL ARTICLES
SPECIAL FEATURES
SPECIAL INTEREST

including

The Trianon-Aragon Ballroom Cavalete, by Andrew Karmas (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).

1,232 Bookers and
As Many Sub-Agents
Hold AFM Licenses

NEW YORK, Nov. 11.—Latest accounting of booking agents licensed by American Federation of Musicians shows that only 1,232 shingles have been handed out as of November 1. Figure is a slight decrease over the last reckoning, and considering that there are at least that number operating under those licenses as sub-agents with employers, it indicates the extent of the band-booking industry in the United States. AFM licensing system, instituted several years ago as a means of keeping a rigid check on percenters and at the same time outlawing radio stations from band-booking activities, blankets 45 States, including the District of Columbia.

Greatest concentration of bookers continues to be here, 259 offices in New York licensed by the AFM and more than that number employed as sub-agents with the booking offices. Also interesting to note that Philadelphia leads Chicago in the number of booking license holders, the Quaker town trailing New York with 48 and the Windy City with 45. Next comes Los Angeles with 39, Pittsburgh with 34 and Hollywood with 30.

Cities with more than 10 license holders include Cleveland with 20; San Francisco, 10; Boston, 17; Kansas City, Mo. 16, with a like number in Cincinnati; 15 in Minneapolis and St. Louis; Detroit, 12, and 11 in Baltimore, Columbia, G. and Dallas, Tex.

Since the last compilation earlier in the year 196 licenses have been canceled for one reason or the other, with New York contributing 45 cancellations to the list. Licenses are handed out free of charge by the AFM and subject the holder to all rules and regulations set up by the Federation, which reserves the right at all times to cancel the license without show or cause. First license ever issued is held by Music Corp. of America, with Consolidated Radio Artists owner of license No. 2.

Busse-14C Thin in Tenn.

CHATTANOOGA, Tenn., Nov. 11.—On a "hang-over" night, Henry Busse drew only a fair 1,400 to Music Auditorium last Wednesday (1) for concert and dance. Date was hard to draw, since it was the night after Halloween, which is always celebrated wetly and widely in Chattanooga. Admission at 90 cents and \$1.25 plus tax made gate about \$1,400. Band was well liked.

WANTED
A Good Four-Piece Band

To play seven nights weekly under contract. 12c, plus tax, per hour. Must be N. Y. 15 North Montgomery Street, Dayton, Ohio.

Music Items

Publishers and People

SID BASS and **Ken Hecht** penned several original songs for the first specialty written revue for **Leon & Eddie's**, New York city, with the title song *Evening in Paris*, the stand-out.

Emery Deutsch draws a writer's contract from **Jack Robbins**, **Matty Matlock**, arranger for **Bob Crosby**, is working on an original comedy act to be dedicated to the admiral **Byrd** expedition.

Paul Mann and **Stephen Welsa**, *They Say* authors, had their contract with the **Warner** music group renewed. **Mose Cumble**, back from California and a year's tour for **Remick**, is now active in the **Warner** standard department.

Carl Zoehrens and **Paul Klepper**, newly appointed E. B. Marks sales heads, go out for the firm on their first trip, to last two weeks, on December 1. **Max Mayer** is back from a key city tour which took him to the Coast on behalf of his **Paulink** firm.

When **Bob Hope** sang his *Thanks for the Memory* lyrics on a recent Tuesday evening commercial, it marked his 81st different version of the now famous **Leo Robin-Ralph Rainger** picture.

Three new publishing houses made their debut this week, two in New York and one out on the Coast. **Nathaniel Shilkret Music Publishing Corp.** is headed by the prominent composer-conductor, and **Royal Music Co.** is fronted by **Pearl Karlin** and **Roy Jacobs**. "You Bring Me Down," by **Jacobs** and **Gene DePaul** (Jan Savitt's pianist) and a hit on the **Ink Spots** platter, is the latter firm's first—and-white. **Coast Pub** is **Vanguard** songs, independent papers for which were filed this week in Sacramento, Calif., by directors **Lyle Tamerlin**, **Herbert W. Monteil** and **M. L. Mey**. **Vanguard** headquarters will be Los Angeles.

Songs and Such

HOAGY CARMICHAEL'S *Maid of the Mist* released by **Larry Spier, Inc.**, Nat Simon follows *Goody Goodbye* with *Make Me Laugh*. **Bon Edwards** started plugging *Brother Love* and *I Can Tell Why I Should Love You* for **Paul-Pioneers**.

Vincent Rose, **Larry Slate** and **Al Lewis** will publish their own compo, *The Creaking Old Mill in the Creek*. **Melvin Franklin** and his daughter, **Gloria**, placed their *Good Fellows Polka* (*Bring Out the Little Brown Jug*) with **Shapiro, Bernstein**.

Maestro Tommy Tucker and **Roy Jacobs** collabed on *Stars Over the Campus*, **Paramount Music Publishing**. **Jacobs** also turned out one with **Mary Lou Williams**, **Andy Kirk's** pianist, *Why Go On Pretending?*, a band change for **Mary Lou**, known for her swingroos.

Red Star Music concentrating on two new **Mary Schaeffer** numbers, *Pent House*, with **Aber Silver** lyrics, and *Dancing With a Broken Heart*, **Dave Oppenheimer** doing the words.

Desire to expand into more classical flights of composing is currently being gratified by two successful writers in the lighter field of music. **Richard Rodgers**, who with **Lorenz Hart** has written dozens of Broadway hit musicals, conducted the world premiere of his ballet, "Ghost Town," Sunday (12), performed by the **Ballet Russe de Monte Carlo** at the **Metropolitan Opera House**, New York. **Ray Noble** is writing an **Indian Suite** which will include themes for famous American Indian tribes.

From Hollywood

WERNER JANSSEN leaves his post of director of the **Baltimore Symphony Orchestra** to spend all his time as musical director for **Walter Wanger** films. Final Road to Singapore tune is **Johnny Burke's** and **Victor Schertzinger's** *Captain Custard*. . . **Arthur Freed's** *Our Love Goes into MGM's* *Good News*. D. R.

Boogie-Woogie

Goes Literary

NEW YORK, Nov. 11.—**Elliot Paul**, famed author, has now become a literary litterbug with **Albert Ammons**, the **Cafe Society** piano thumper, as his private tutor in the basic elements of boogie-woogie pianistics. Paul, who is somewhat of a music lover himself, was familiar with Ammons' work in Paris thru his recordings, and came back to town last week on the same day the boogie-woogie player returned to **Cafe Society**. Paul paid a visit to the night club, and on the spot negotiated a series of lessons.

Sheet-Music Leaders

(Week Ending November 11)

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

Position	Title	Wks.
1	1. South of the Border	1
2	2. Blue Orchids	3
3	3. Scatterbrain	3
4	4. Over the Rainbow	2
5	5. The Man With the Mandolin	4
6	6. My Prayer	8
7	7. Lilacs in the Rain	9
8	8. In an 18th Century Drawing Room	9
9	9. El Rancho Grande	6
10	10. An Apple for the Teacher	13
11	11. Last Night	13
12	12. Good Morning	—
13	13. What's New?	—
14	14. Beer Barrel Polka	—
15	15. Day In, Day Out	—

Horowitz, Silver Buy Davis Catalog

NEW YORK, Nov. 11.—For the second time within as many months the **Joe Davis** catalog is being taken over by a publisher-writer combine, but this time former general professional manager for **Miller Music**, and **Abner Silver**, prominent songwriter, this week signed with **Davis** for the purchase of his company at a figure reputed to be higher than the \$45,000 involved in last month's negotiations for the firm by **Edwin H. (Buddy) Morris**, ex-Warner music head, and lyricist **Johnny Mercer**. Under the new deal, **Davis** retains a royalty interest in standards.

Morris and **Mercer** conducted extensive negotiations with **Davis** several weeks ago, with the deal falling thru at the last moment after it was deemed practically set. Pair finally bought out the **Joe Morris** catalog from **Arnie Fletcher** with the new outfit, known as **Mercer & Morris**, already in operation.

22 Years for Music Row To Catch Up With a Tune

WILKES-BARRE, Pa., Nov. 11.—Success and fame come to those who wait, and that seems to be the case for two music stars here. It was 22 years ago that two local musicians, **Guy Hall** and **Hiney Kleinkauf**, wrote *Johnson Rag*. But it wasn't until three weeks ago that the manuscript was bought by **Robbins Music Co.** Song was written by the pair which resided in their 20s and was dedicated to an old Negro waiter who worked at a summer resort where they played.

Played frequently by local bands all thru the years, number was first brought to national attention by **Bus and** on a recent air program. **Morgan** incidentally is also a home town product.

Miller Shatters Records With 4G at Sunnybrook

POTTSTOWN, Pa., Nov. 11.—Exceeding expectations, which were plenty bright originally, **Charm Miller** proved a killer de luxe at **Ray Hartenstine's Sunnybrook Ballroom** last Saturday (4). Ballroom and box office were taxed to capacity, with more than 4,000 dancers depositing 99 cents each for the treat.

Register rang up \$4,002, and with **Miller** in on a 60 per cent privilege against his guarantee, maestro walked off the stand with \$2,401 and some pennies in his pockets. Dancer came here from Philadelphia, where it played the University of Pennsylvania Junior Prom the night before, which also found **Miller** going into a privilege and leaving the campus with more than \$2,000.

Himber Novelty on US Disk

NEW YORK, Nov. 11.—**El Oberstels** United States Record Corp. will release an unusual disk when **Richard Himber** records the theme intro he is currently using on his dance remotes from **Hotel Pierre** here. Band uses musical signatures of several top acts, the announcer adding a teaser comment as to who it might be, until **Himber** goes into his own theme, *It Isn't Fair*.

War Booms British Music Sale As Blackouts Keep the Public Home With Pianos, Records

LONDON, Nov. 4.—In inverse ratio to the gloom disseminated here since the outbreak of the war, sheet music business has been in a most healthy condition the past six weeks. Contrary to all expectations, sheet music copy sales went sky high during October, and for a simple reason that never occurred to those who were busy burying the music publishing industry when hostilities started. With theaters, movies and night clubs denied the public because of blackouts in the first few weeks of the war, and with the lack of desire to go out-of-doors to attend theaters and cinemas now open when it means going and coming in virtually complete darkness, people have turned to home entertainment, a principal form of which is piano playing and community singing and also the playing of phonograph records.

Among the top tunes of the moment here are the comic war ditty, *We're Going to Hang Out the Washing on the Siegfried Line*, published by **Peter Maurice**, and *With Me Luck*, introduced by **Gracie Fields** and considered by many Britblers as another *Tipperary*. Indicative of sheet music sales here currently is the quarter of a million figure reached by **Washing** within three weeks. More amazing still is the fact that the song went to that total with no radio plugging whatsoever, but caught on thru newspaper publicity and its amusingly patriotic nature. Comparison may be made with a ballad hit such as *Musto*,

Maestro, Please, which sold 75,000 copies (about 125,000 in the United States), *Hold Tight*, another big hit here, sold only about 30,000, as against between 60,000 and 70,000 in the United States.

Broadcasting is being limited to one band for the week, with six or seven programs for itself. **British Broadcasting Co.** wants the band to play patriotic music, but in spite of this limitation plenty of popular records are being used on the air, and record sales are increasing. Despite the patriotic aspect of current music, however, publishers here expect heart-throb ballads to come into favor again just as they did in the last war, which produced terrific hits of that type.

Pubs will need these expected hits more than ever, for their overheads have increased greatly due to maintaining more than one office now. In the case of **Peter Maurice**, three separate headquarters are used, the regular office here, one in Bristol and one in the country as a refuge in case this city is bombed.

Martone Turnpike Click

LINCOLN, Neb., Nov. 13.—**Johnny Martone**, three-daying at the **Turnpike Casino** (3-5), speeded from 25 cents to 83 cents per person, turned in \$750 for the trio of dates. **R. H. Pauley**, **Turnpike** manager, said it was the best non-name week-end for the spot since the fall opening.



BASIL FOMEEN AND HIS ORCHESTRA

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Within 4 Weeks

AT THE GLASS HAT

HOTEL BELMONT PLAZA, NEW YORK CITY

Featuring
The Basifon
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MR. FOMEEN



Direction:
GENERAL AMUSEMENT CORPORATION

Personal Management:
TOM MARTIN

Music in the Air

By DANIEL RICHMAN

Newcomer

EXPERIENCE is supposed to be one of the weightiest factors in the matter of doing things the right way, but somehow the axiom seems to fall down when it comes to remotes. Of the many remotes that have been broadcast, this name band that should have a thorough knowledge of what broadcasting is all about after years of doing it turn in a remote performance that a tyro would blush at. And by the same token, new, practically untried outfits have come thru with a shrewd sense of pacing, programming and routine on a remote that would do credit to a veteran of many years.

Least to prove the point is SPUD MURPHY (Blue Gardens, Armonk, N. Y. WOP). Murphy's chief claim to fame up to the time he climbed on a band leader's podium was as an arranger. After an abortive start or two as a maestro, he finally has gathered up for himself a band that, judging from a remote it delivered this week, has a nice chance to click. It is musically sound, and this listener was even more impressed with the sureness and thought brought to the program, considering (to remake the point mentioned before) Murphy's inexperience in this end of the business.

Any arr. proficient musically, that has the brains and takes the trouble to stamp itself on the compositions of radio listeners thru an intelligible remote of varied appeal has at least an even break for future success. Murphy apparently has the brains and takes the trouble, for his remote was an excellently balanced potpourri of originals (not enough to get monotonous, but enough to impress dialers that there was something different—and good), pops and oldies, embellished by various rhythmic and instrumental styles. The announcer's repeated references to "program of contrasts" were gospel, but unnecessary.

Exhibit B

TO LEND added support to the experience conclusions stated at above was a once-in-a-while put on by BENNY CARTER (Minopy Ballrooms, New York, WJZ). Benny's inexperience as a maestro might excuse any rough edges on a radio performance, but excuses here weren't necessary, were, were, were, any rough edges. Altho the inclusion of several more pops (and therefore several less original items) made his program fall a little under the par set by Murphy, it still was many cuts above the average remote.

Carter's interesting original compos and arrangements and interpolated announcements from the wordslinger informing the audience who had just played what solo and who would make the next set-off were two of the biggest reasons for the remote's high level of listenability. And the general programming and routine of the whole kept it on that high level. Starting and ending with Carter's beautiful alto sax on his original theme, "Meinchen's Millie" (a combination alone worth more than many other complete remotes), this was Grade A late hour listening.

Robbins Signs Mondello; Gilbert Feist Pro Mgr.

NEW YORK, Nov. 11.—Toots Mondello was signed yesterday by Jack Robbins to put his sax virtuosity into folio for Robbins publication. Benny Goodman star will pen sax instruction books and also originate.

Another new addition, at least locally, to the Big Three (Robbins, Feist and Miller) music combine is Ben Gilbert, brought in from Chicago to take over the professional management of Leo Feist, and since the Garden Room has opened six weeks ago, according to Managers Joseph L. Maloney and William G. Leonard. And what's more, 80 per cent of those attending the old-time dances have been young people.

The Old-Fashioned Groove

SPOKANE, Wash., Nov. 11.—Old-fashioned dances have drawn three times as many customers as modern dances since the Garden Room has opened six weeks ago, according to Managers Joseph L. Maloney and William G. Leonard. And what's more, 80 per cent of those attending the old-time dances have been young people.

The Reviewing Stand

Review of Records

Al Trace

(Reviewed at the Ivanhoe, Chicago)

A FAMILIAR character around town, Al Trace has been taping the hides with his own corn for years. It's a small ark (seven pieces including the maestro), but it packs plenty of sock and versatility. Making no attempts at any trick or fancy stuff, Trace keeps the lads in the cornucopia of a generous sprinkling of corn and novelty to keep the customers happy, and it works out okeah all along the line.

The three reed, three rhythm and one brass combo is also packed with lots of comedy talent and all-round showmanship, built usually around Holly Swanson, the seven-foot bass man. Guy garners laughs by just beating the doghouse, but when he steps down front with the midget sax man, Frankie Raymond, for a song duet the results are side-splitting. Another clever novelty is Trace's take-off on Kay Kyser's Musical Knowledge air show, with the maestro popping questions to his vocalist, Jackie Howard, all in dance rhythm.

For a small outfit this one pushes out more results than a lot of bands. It's brass and the accessibility is there with all the angles. Trace also has a real asset in Jackie Howard. Eld is 18 years old, has a swell pair of pipes and a more than average grasp of his own idiom, who has been part of this nitery for a long while, sings with the band too, acquitting herself in an able manner.

Humphrey.

Gene Krupa

(Reviewed at Panther Room, Sherman Hotel, Chicago)

THE skin-beating showman has gone a long way since leaving Benny Goodman a year and a half ago. His band is now a top-flight outfit, and he has made it made in the rhythm and brass sections improve things considerably during the early evening hours when the conversational brand of swing is most desirable.

Instrumentation remains the same, clinging to four reed, six brass and four rhythm, the drums, of course, standing out in the latter department. Krupa creates a definite style of his own, evidenced by individual brand of showmanship, exhibited physically and musically. New at the keyboard is Tony D'Mare, who bangs out clear, bouncing notes in lightning speed. Another change among the newcomers is Corky Cornelius, former Goodman trumpet man, who is prominent in many of the arrangements that are not made to order for Krupa's drum.

Boys work together harmoniously. Warbler Irene Daye fits nicely on this band stand, lending vocal charm with a pair of educated pipes.

Raymond, guitarist, still doubling as conductor during shows and as drummer during Krupa's emcee sessions.

Honigberg.

Jack Frost

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

MODEST little band is Frost's, and with a name as catchy as the head man's, it has a strong recognition value as a one-nighter and plays fair enough music to repeat. Mostly swing, waltzes and sweets are okeh when dished.

Vocals are by Dick Washer. There are four sax, three rhythm and brass, with Frost at the piano. Band originated four months ago in Wisconsin, but has been south in Tennessee since, just prior to invasion of the Upper Midwest.

Oldfield.

George Olsen

(Reviewed at Bowmen Room, Hotel Biltmore, New York)

IT'S a class spot such as this, catering to a discriminating clientele, that Olsen, veteran of many years in the band biz, shines brightest. If his catchphrase, "Music of Tomorrow," is intended to convey the impression of streamlined polish, the tag is no misnomer. Eschewing wild swing pyrotechnics, the Olsen trade-mark is consistently smooth, danceable music, coupled with entertaining, specialty specialties.

Three or three brass, three saxes, guitar, drums and bass make up slightly unorthodox instrumentation. Seven non-playing vocalists also contribute to the unusual band-stand panorama. But the unconventional set-up doesn't lessen the entertainment quotient any. Musically, the ork doesn't stray too far from legit-

imate interpretation of sweet and rhythmic ditties of the moment, broken up by the oldies (particularly musicused by the late Duke Ellington) and by surroundings like this. An occasional stomp creeps in at odd times, but easy-on-the-nars-and-feet demagoguery is the main theme.

On the showmanship tangent Olsen has even more on the ball. That singing contingent takes in everything from light opera to jive, in concert, singly or in duo, trio and quartet, mixed and otherwise. The vocal battery includes the Tanner Sisters, expert harmonizing threesome; Jean Blair, lovely to look at and listen to on the more serious composition; Parker, hotch, contortionist; shooting; Ronnie Mansfield, tenor, and the Bachellers, quartet made up of Mansfield, Bob Rice, Bobby Berger and Jack Gifford. There's plenty of warbling novelty when the boys and girls get together in various groupings.

Olsen himself retains his familiar genial personality and easy fronting, setting the pace for a personable, sincere performance of musical entertainment excellence.

Richman.

Johnny Martone

(Reviewed at Turpike Casino, Lincoln, Neb.)

JOHNNY is undoubtedly the world's smallest band leader, five feet tall with his lifts on. Band is also unusual in that eight of the men are related to him, none farther removed than first cousins. Origin is Rochester, N. Y., but most of the playing has been done around Ohio territory, and Martone, always a leader, has been about six years in the ork whirl.

Outfit comprises four sax, four rhythm and three brass, with Martone in front. Ernie White stands out with sweet choruses on trumpet. The vocal department, the lightest, features Johnny, Dick Kemp, who lazies his tunes, and the trio, Pat and Phil White and Vince Jan, who are okeh in the mks.

Most of the time the music is suave, room-styled stuff, but when the dancers get impatient he loses a spasm of foot-slapping rhythm fit to make them finish in short pants. This crew is practically unknown here, but does good dance music and has an up-to-the-minute library.

Oldfield.

Jack Jenney

(Reviewed at Famous Doot, New York)

IT WAS on swing street last year that Jenney thumbed the several hundred dollars he was earning weekly as a staff trombonist at the network, getting the honor baptism several months ago from the famed Door. At that time it was at the Onyx Club with a jam gang that failed to jell. This time he returns to the swing scene at the street's incubator with a full band—full only in terms of instrumentation.

Jenney has been beating it out since early summer, but it's still far from the par set by the Door's successful predecessors. Brass section (three of trumpet and trombone) cut the figures with as much precision as a rusty razor, with Rudy Kovack over-taxing his stellar trumpet tooling to give the band some instrumental shine. Four sax and four rhythm round out the stand. Band achieves no distinction of style or personality in the playing, and the arrangements, the varied ensembles are played too well. A better brand of musicianship on part of the players would undoubtedly go far in bringing out whatever latent possibilities the band may have.

Jenney as ever, scintillates out front in the trombone passages, his artistry and conceptions deserving far better musical backing than he has in this band. However, much of his swell sliding is lost. There is no question of his ranking to draw among trombone tooters. But not having the broad expansiveness in tonal qualities that characterizes the front-of-the-band playing of a Tommy Dorsey or Will Bradley, it would unquestionably make for far better selling to just his beat in the mks.

Meredit Blake and Frank Bond add the girl-boy voices in fine fashion for the song wardrobe.

Or.

FRANKIE MASTERS, maestro at Essex House, New York, signed by Lou Diamond, head of Paramount Pictures' short sub-division, to be featured with band in a forthcoming Headliner movie short. Short will be made at Eastern Service Studio in Long Island.

Show Score Sides

WITH the ditty fashioners being more fanciful with the wordage when making the musical settings for Broadway musical comedy successes, it's the singing sides from these scores that attract the attention. Best bracers from the new Rodgers-Hart hit, *Too Many Girls*, is a pair of platters grooved with the lovely voice of Mary McEvoy, *Too Many Girls*, Sides, strictly of show genre interpreted as such, include *Give It Back to the Indians* (referring to Manhattan and its safe society, of course), *I Didn't Know What Time It Was*, *Love Never Went to College* and *I Like To Recognize the Tune*, latter three getting the air play. Couplets carry the Columbia label and are formidable fare for a special album that would undoubtedly make for greater merchandising opportunities.

On the same label Gene Krupa cuts a two-tone from the same score with Irene Daye's dandy word-singing making it a dandy double on *Who Told You I Like To Recognize the Tune* and *All Dressed Up Spic and Spanish* mate the platter. And it's a danceable disk Frankie Masters sides out with the Voca platter in *I Like To Recognize the Tune* and *I Didn't Know What Time It Was*.

Dimah Shore, NBC thrush, makes her fallow bow on Bluebird with the swing tunes on *Who Told You I Like To Recognize the Tune*, coupled with *Who Told You I Care* balladry from the *Kid Nightingale* flicker. Gal's pipes are ditty caressing, but carrying the billing alone make record shop counter-traffic dubious. Decca's anyu actumen in teaming a small artist with one of the label's tooting aggregations has undoubtedly made the selling easier for all parties concerned and has certainly cut the singer's builder-upper for bigger record sale on subsequent releases.

Cuddlesome Chanting

ORRIN TUCKER is plenty smooth and silky in his Columbia hearings, but it's the cute and cuddlesome chanting of Bonnie (Dilly) Baker that makes his sides top-irresistible. A platter in a pulp for *I I Knew Then*, with the band making a neat vocal novelty of *All in Favor Say "Age"*.

Longhair Labels

FOR your standard record library Columbia has a desirable item in an album of Debussy's *Preludes-Book II*, a dozen sides of the composer's symbolic music for piano admirably interpreted by Walter Gieseking.

Same concert label also gives Nelson Eddy singing *Four Ladies* by Lawrence Hope set to music by Amy Woodforde-Plenden. Love pictures include the familiar *Kashmiri Song*, and the four sides are jacketed in a most attractive album.

Or.

Philly Local Puts Colleges in Line

PHILADELPHIA, Nov. 11.—With a final agreement between the University of Pennsylvania and the local musicians' union, the board of trustees headed by Ralph Kirsch will go after similar inkings with all the schools in and around Philadelphia in order to assure union employment at union wages for musicians. Union has an agreement with Temple University, and now aims to pact St. Joseph, La Salle, Beaver, Bryn Mawr, Drexel, Villanova, Swarthmore and Haverford.

Penn pact, negotiations having faltered several times and campus threatened with unfair listings, was finally approved by student reps and Henry D. Binder, counsel for the university. Binder is now being studied by the dean of student affairs for final signing. Of the 41 fraternity houses on the campus, 29 approved the agreement, eight were not full and the remainder had no part in the negotiating. Signing of the pact to union musicians for all parties and dances, it is believed, will automatically force the other houses in line. Agreement calls for exclusive hiring of union musicians at all functions where professional musicians are hired, thus shutting out many scab bands from grabbing off work here. Student orks will be allowed to play the smaller affairs.

Bands on Tour

Advance Dates

GEORGE HALL: Earle Theater, Philadelphia, November 17 week.
 BERT RESPINE: William and Mary College, Williamsburg, Va., November 17-18.
 CLAUDE HOPKINS: Golden Gate Ballroom, New York, November 19.

AL DONAHUE: Ritz Ballroom, Bridgeport, Conn., November 19; Strand Theater, New York, December 1 for three weeks.

LARRY CLINTON: Arcadia Ballroom, Providence, R. I., November 22.

HENRY BUSSIE: University of Pittsburgh, November 22; Johns Hopkins College, Baltimore, November 23; Frankfort (Pa.) High School, November 24; Lehigh University, Bethlehem, Pa., November 25.

BUNNY BERGAN: Arcadia Ballroom, Providence, R. I., November 23.

VAN ALEXANDER: University of Scranton (Pa.), November 23.

HAL KEMP: Penn State, State College, Pa., November 24; West Catholic Alumni, Philadelphia, Pa., November 25.

STEVE WILDS: Stanley Theater, Pittsburgh, November 24 week; Lyric Theater, Indianapolis, December 1 week.
 RUBY NEWMAN: New England Newspaper Guild Ball, Hotel Statler, Boston, November 24; Harvard Club, Dance, Harvard Club, Cambridge, Mass., November 25.

RUSS MORGAN: Trianon Ballroom, Cleveland, November 26; Auditorium, Oshkosh, Wis., November 26; Minnesota Foundation Building, Minneapolis, November 29; Tremor Ballroom, Des Moines, November 30; Frog Hop, St. Joseph, Mo., December 1; Arkota Ballroom, Sioux Falls, S. D., December 4.

DICK STABLE: Hotel New Yorker, New York, November 26.

ELLA FITZGERALD: Memorial Auditorium, Chattanooga, Tenn., November 26; Apollo Ballroom, Tampa, Fla., December 2.

BIL LOREN: Charlotte (N. C.) Country Club, November 30-December 1; University of Richmond (Va.), December 8.

LOU BRESEE: Hotel Cleveland, Cleveland, November 30.

BARNY RAFF: Vanderbilt University, Nashville, Tenn., November 30; Servance (Ga.) University, December 1-2; Army, Danville, Va., December 7; Auditorium, Atlanta, December 8-9; Piedmont Club, Atlanta, December 10; Pickwick Club, Birmingham, Ala., December 15; Auditorium, Birmingham, Ala., December 16.

CAB CALLOWAY: Municipal Ballroom, Kansas City, Mo., November 30; New Grande Ballroom, Pittsburgh, January 15.

BOY ELDRIDGE: Howard Theater, Washington, December 1 week.

ED VESLEY: Colonial Theater, Dayton, O., November 1 week.

MAL HALLETT: IMA Auditorium, Flint, Mich., December 2.

BOY HICKS: State Teachers' College, Ferrville, Va., December 2.

COUNT BASIE: Webster Hall, Brooklyn, December 9.

LESLIE BROWN: Webster Hall, Brooklyn, December 9; Alfred (N. Y.) University, December 14.

ABE LYMAN: Strand Theater, New York, December 22 for three weeks.

GENE KRUPA: Shea's Theater, Buffalo, December 24 week.

"Blue Orchids" Stages
Phonograph Revival

NEW YORK, Nov. 11.—Changes in the automatic phono picture this week find *Blue Orchids* coming back as a top machine number and Oh, Johnny, Oh jumping into the strong hit class. Latter is an oldie dug up by Orrin Tucker and waxed by him with a resultant quick success. For further details on the two releases and other currently popular phonos turn to page 6 of the "Record Buying Guide" in this issue of *The Billboard*.

ASCAP License Hike
Hits L. A. Ballrooms

LOS ANGELES, Nov. 11.—Local ballroom ops are feeling the upped taxation of ASCAP as several of the smaller halls get a license hike from \$120 to \$240 per year. One spot in particular, which has been just breaking even for the past two years, threatened to close unless the tax is lowered.

One ballroom op stated that he considered it unfair to charge his spot the same tax as a top palace the size of Casino Gardens in Ocean Park. According to those close to the complex situation, ASCAP is basing its license charge on the number of nights per week a spot operates. It was claimed that the Society has had these tax increases for some time but has just starting putting them in effect.

Who's action would be taken by Local 47, AFM, could not be learned.

Buse's \$1,000 in Ala.
Oke; Morgan Nicks Gate

MONTGOMERY, Ala., Nov. 11.—Henry Buse drew 700 dancers and 300 spectators at City Auditorium last Saturday (4) altho the temperature was hovering near the freezing point and Russ Morgan, competing factor, was drawing a good crowd at near-by Auburn, as the climax of a special event at the Alabama Polytechnic Institute. Auburn is about an hour's drive from here, and all dances there are largely attended by Montgomerians.

Buse was popular with the crowd. Attendance, paying \$1.40 per at the gate and \$1 advance, was 400 to 600 under expectation of the Montgomery Equine Club sponsor. Receipts, according to Benjamin Meriwether, president, were about \$1,000.

LYN, December 9.

LESLIE BROWN: Webster Hall, Brooklyn, December 9; Alfred (N. Y.) University, December 14.

ABE LYMAN: Strand Theater, New York, December 22 for three weeks.

GENE KRUPA: Shea's Theater, Buffalo, December 24 week.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Saks in Swing

AFTER making mention in last week's article of possible tie-ups on the fashion show idea, coincidentally we find the fashionable Saks Fifth Avenue department store this week devoting two of its windows to Benny Goodman. The decor of the Waldorf-Astoria Hotel's Empire Room, where Goodman is holding forth, has been reproduced in essence by use of scarlet drapes and striped Empire columns, similar to those behind the Goodman band stand.

First window contains a caricature figure of the maestro in wood and white wire, indicating the famous Goodman eyeglasses and clarinet. Placards and pictures in both windows definitely stamp the window display "Benny Goodman and the Empire Room."

Two additional windows are devoted to the Waldorf's 80th Room and Carmen Miranda, who headlines the smart supper club; and the store's fifth window to the hotel's Tony Sarg Room.

Tie-up was effected with Saks and the Waldorf via Harriet Gould, of the firm's styling office, in charge of Goodman's publicity and promotion, and Sidney Ring, head of the display department at Saks.

From far-off India comes a mailing piece from Dr. Jazz, styled the "American International Piano-Entertainers." In addition to the usual press comments reproduced, Dr. Jazz writes "an open letter to the work of our rewriting, viz.:

"The family Bible records my name as Frank Henry William Roosevelt Slesier, but my sobriquet is easier remembered. I have traveled in 14 different countries, finding it unnecessary to speak any foreign language, but discovered it is almost impossible to acquire a lot of money. Hence, I find great satisfaction in my work because in entertaining, I please others. My reward."

"I have played in churches, colleges,

Little J. Hart Big
In 14C for K. C. Week

KANSAS CITY, Mo., Nov. 11.—Little Joe Hart earned a three-week extension by virtue of having brought all attendance records at Pla-Mor Ballroom for the season, Will Wittig, manager of the swank temp theatre, announced here this week.

Playing the past week on the new schedule of Tuesday, Thursday, Saturday and Sunday matinee, with ducats peddling at 25, 35, 50 and 25 cents, respectively, Hart literally wowed the natives, approximately 4,100 dancers crowding the floor to ring up the week's tune of 400 on Wittig's cash register for the week.

Charlie Barnet, last name attraction brought in by Wittig on October 21, fared approximately 1,100 j-bugs, grossing the heavy take of \$600. Draw was unusually good. Jack Crawford, in two nights previous (October 19), piled up a satisfactory draw, with 850 dancers turning out at the 35-cent ducat bargain rate to ring up about \$300.

Rain Dampens Herbeck's
\$434 Repeat Ritz Date

BRIDGEPORT, Conn., Nov. 11.—In his second appearance of the season here last Sunday (8) at Ritz Ballroom, Ray Herbeck drew 790 dancers. With ducats scaled at 55 cents, gross came to \$434.50.

Herbeck was first band to play repeat date at Ritz this season, and his second was a bit of a letdown from his drawing two weeks ago, when 883 persons attended. No reflection on Herbeck, however, as he ran into an all-day rain, with a miniature hurricane and a 40-mile-an-hour gale blowing all night.

schools, cinemas, jalls, theaters, night clubs, restaurants, hotels, radio stations, badges, and find that all audiences react the same way as long as there is spice in the program.

"As long as the sun will shine the world will love music, so I will do my best to give you what you expect."

Red Nickels

A LETTER from Howard Binnott, manager for Red Nichols, currently at the Dayton (O.) Biltmore Hotel, is self-explanatory.

Binnott writes: "I have read with a great deal of interest your new column *Selling the Band*; altho some of the ideas are not suited to every band, at least you have started band leaders and band managers to think of various ways and means to promote their bands. Here is an idea I have been utilizing the last nine months that always causes quite a bit of comment in the newspaper columns and among the folks in the cities where we are playing.

"We have nickels—5-cent pieces—paired with red finger nail polish. These are used as change in the coffee shops, restaurants, night club and various stores in the hotel. Within a week we have distributed thruout the city. By this means we have all cashiers explaining that the red nickels mean that Red Nichols and his orchestra are playing in town."

That's putting the pennies (or nickels) to good work for Nichols and also calls to mind the stunt pulled some time ago by Jimmy Dorsey's publicists, when he was opening at the Adolphus Hotel, Dallas. They gathered all the newsboys in town, then sent them into the streets shouting, "Extra! Jimmy Dorsey opening at the Dolphus!"

Down was taken by surprise, thinking it was another attack from Mass or a war scare. People buying sheets had to turn to the amusement pages for a story on the band that had nothing to do with the extra. Every paper in town headlined the stunt the next day.

An opportunity for RCA Victor record dealers to make "plus" sales of Artie Shaw's picture is afforded by the "Dancing Co-Eds" flicker featuring Artie and his band. Shaw recorded eight tunes from the screen show. A comprehensive program of co-operation for record dealers with theaters in their neighborhoods when the Shaw film comes to town has been worked out by RCA Victor. Promotion includes special tie-in window displays, theater lobby merchandise displays and co-operative mailings to theater patrons as well as to the dealers' prospect list.

Toy Teaser for Tom-Cat

A TOY serves as a timely reminder, the effective reminding, that Bob Zurke is at the Paramount Theater, New York, these weeks. The Play-a-Way Book Piano, a miniature baby grand with numbered keys and accompanying kiddie song music, makes an appropriate Zurke, who from his band from the piano stool and carries "the ole tom-cat of the keys" billing.

Message in rhyme is posted on the piano lid, setting up as a song sheet in the pattern of the toy's jingle music. The Zurke song sheets on the piano stool can be the life of the party. You too can be Tom-Cat on the keys. Just catch Bob Zurke at the Paramount—he'll show you what it's all about." Oro.

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Territorial Ork Gets the Bid
Over High-Hatting Batoneers

CHICAGO, Nov. 11.—Many of the top-notch ork leaders are going to have to look to their laurels when it comes to playing the so-called sticks if they don't want to be crowded out by the territorial bands which are rapidly establishing a firm foothold in the strength of having a more psychological understanding of the people they are playing to.

This situash has popped up prominently during the past season, with many dancet ops complaining louder than ever that the big boys are netting the top no more than the lesser names by the time the price difference and ill-will sometimes caused is figured in. Chief squawk against the big name bands is their apparent indifference on the stand when on a hedge-hopping one-night date.

Indications of this attitude were reported by one op, who told of a state fair date where the leader himself did not show until his band had already been tooling for three quarters of an hour. Then, according to the op, 19-minute intermissions were in order every 20 minutes. Other ops frequently mention that many of the big leaders are so conscious of their "bigness" that they immediately assume a condescend-

ing air toward the poor white trash for whom they are playing, and in most cases the dancers are aware of this superiority complex, resenting it audibly very often.

To counteract this state of affairs, ops seem to be leaning more and more to the "low-down" type of music. The leaders have been raised right on the farm and speak the language understood by these "land people." Most of 'em, ops say, seem to be glad of the opportunity to play fairs, roadside ballrooms, and all the other "low-down" places in the idea that the color of money is universally the same.

Dance patrons are first to note the difference between a leader who is happy to serve and one who is high-hat. And very often they would rather have a genial leader with just a good dance band than a far-famed dancer who plays a certain brand of stuff for the more sophisticated crowds in large cities and figures if those living on the plains don't like it they're just dope. Final judgment, of course, comes from the ballroom he gets. Just as a good dancer from a territorial ork as with a name outfit, then he is going to favor the former, especially if it makes his patrons happy.

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OUT-OF-TOWN OPENING

"Morning's at Seven"

(Plymouth)
BOSTON

A comedy by Paul Osborn. Presented by Delight Deere Winman. Settings by Jo Meisner. Staged by Joshua Logan. Cast: Thomas Chalmers, Jean Adair, William Foster, Kate McComb, Russell Collins, John Alexander, Enid Markey, Effie Shannon, Herbert Voss.

A comedy of the lives of two families in a small American town is Mr. Osborn's latest contribution to the stage. The story concerns the closely related families of the Swansons, the Boltons and the Cramptons. Mrs. Swanson, Mrs. Bolton, Mrs. Crampton and the maiden lady, Aeneeta Gibbs, are sisters. Morning's at Seven recounts the trials of 40-year-old Homer Bolton, who has finally decided to get married after going around with the girl for 19 years. He finally hears of a man living in a model home built for them by Homer's father five years before. The father (Russell Collins), however, is subject to spells in which he wants to know "where am I in life," and when, after one of these spells, Homer decides his mother needs him, the father leaves the model home to one of the aunts. She wants to live alone with her husband without the company of her maiden sister who years before had an affair with the husband. The maiden aunt, in the brief separation of Mr. and Mrs. Crampton because he regards the rest of the family as morose, are worked out when Homer reveals his girl is going to have a baby and the house is given back to them. The maiden aunt, in the meanwhile, affronted at the suggestion that her sister resents her presence, decides to move—and at the curtain calmly announces she is going to live with the other sister next door.

Morning's at Seven seems to fall short of attaining the success enjoyed by Osborn's previous efforts. The *Vinager Tree* and *On Borrowed Time*. It is light and amusing, but does not seem destined to enjoy a long Broadway run.

Lillian Foster, as the maiden lady, turns in a standout performance. Russell Collins, as the harassed carpenter who wants to know where his station in life is, also does a good job. The other characters are ably portrayed, and Effie Shannon, who replaced Anne Sutherland at the last minute, deserves particular credit.

Norton Kaplan.

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 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"Maggin for Error"—38%

YES: *World (Herald-Tribune)*, *Anderson (Journal-American)*, *Mantle (News)*, *Winchell (Mirror)*, *Lockridge (Sun)*, *Whipple (World-Telegram)*.
NO: None.
NO OPINION: *Atkinson (Times)*, *Brown (Post)*.

"Sea Dogs"—19%

YES: *Brown (Post)*, *Watts (Herald-Tribune)*, *Winchell (Mirror)*, *Lockridge (Sun)*, *Anderson (Journal-American)*.
NO OPINION: *Mantle (News)*, *Whipple (World-Telegram)*, *Atkinson (Times)*.

"Life With Father"—85%

YES: *Chapman (News)*, *Winchell (Mirror)*, *Atkinson (Times)*, *Whipple (World-Telegram)*, *Anderson (Journal-American)*, *Lockridge (Sun)*.
NO: None.
NO OPINION: *Watts (Herald-Tribune)*, *Brown (Post)*.

"Shrews" \$6,800 in K. C.

KANSAS CITY, Mo., Nov. 11.—Jimmy Nixon, manager of the Music Hall of the Mundy Auditorium, finally quit counting the money here to discover that the Alfred Lunt and Lynn Fontanne version of *Taming of the Shrew* had run up a heavy gross of \$6,800 for two nights and one matinee performance here October 30-31. Top tickets peddled at \$2.84 for the after-dark sessions and \$2.24 for the afternoon.

Gross compares plenty favorable with the Lunt's sensational \$14,000, gleaned with *Idiot's Delight* in five performances here last spring.

"Life" Oked in Wisconsin

MILWAUKEE, Wis., Nov. 4.—What a *Life*, a legitimate Theater Corp. of America production starring Jackie Coogan, played the Ray in *Idiot's Delight*, on October 31; the Reno in Appleton, November 1, and the Kenosha in Kenosha, November 2, netted decent grosses in each town. In Appleton, the production was the first Broadway road show to hit the town in nearly 10 years.

From Out Front

By EUGENE BURR

Carrying its courage precariously out on the end of a limb, this corner predicted some months ago that the theatrical season of 1939-40 would see fewer productions than ever before, but that those few productions would be enthusiastically attended by the stage-hungry populace. And now this corner, who particularly when contrasted with the quality of the straight plays. Three of the four turnstiles were excellent shows, and one of them, *Too Many Girls*, provided this corner with more amusement than any other musical comedy within memory.

The plays, however, are something else again. With the box-offices besieged as tho they were so many bargain counters (tho it is interesting to note that legitimate theater customers get neither free dishes nor a chance at \$150 each Wednesday), it is natural that the current season has been hailed as the best in many years. And so it is, from the standpoint of the box-office. But—and this shows more clearly than anything else the hunger of the populace for plays—it is far from being the best from the standpoint of quality. The dramas are pulling them in in droves, despite the fact that they're really not very good plays.

This is what we've had so far in this magnificent season: A typical George Abbott farce, with direction that is, unfortunately, far from typical George Abbott direction—which is only natural, after all, because it was done by somebody else. A glittering vehicle for Gertrude Lawrence that is a far better play than Lawrence's, and which reviewers managed to realize, but is still no world-staggering achievement in play-making.

A resolutely Algonquin-tinged farce that pretends to be a satire, concerning itself chiefly with a posting and insufferable literary prig who is hardly worth a wisecrack, much less a full-length play, and basing most of its humor on the force (and the depth) of its innuendo. A play about a pun that started out to say something excellent and ended by saying nothing at all, sparing itself on its own last-act denial of its chief affirmation, meanwhile contributing little or nothing in the way of effective stagecraft.

An attempt to cram various themes of Dostoyevsky into the compass of a single, violently spasmodic play that was further distorted by the most ridiculous parody and acting on the side of Moscow. (Closed).

A formless and sprawling what-is-it that takes much self-conscious credit for being very warm and very human (and painfully phony) about a parcel of hangers-on in a dive, that covers them with a thick coating of sentimentality and purple writing, and that is utterly inexplicable even to its most ardent devotees. A gay and sometimes charming sophisticated farce that, by missing perfection by a hair's breadth (oh, all right, a half mile, if you insist) tossed itself into the abyss of ineffectiveness.

And a new *Grand Hotel*, with the locale this time a Pacific Coast amusement park, and with a set of characters and events that could have been thought up by anybody equipped with a headful of carbon paper and an abundant lack of imagination. (Closed).

That's all. It hardly seems like a terrific haul. Yet the box-offices are doing business hand-over-fist, a phenomenon that now brings even greater joy to a theater-lover's heart than it would if the current plays really deserved it. For it proves, as nothing else possibly could, that the public really wants to go to the theater, that the public will go if given even the poorest excuse for attendance.

There are other plays coming up—several will have been presented between the time of writing this and the time of its appearance—and beyond a doubt there will be some good plays among them.

Despite the fact that the abundant *Bosannas* emitted so far have been based on finances rather than quality, it looks like a grand season. And for this give us thanks—whether you choose to give them on the 30th to God or on the 23d to Roosevelt.

New Plays on Broadway

Reviewed by Eugene Burr

MAXINE ELLIOTT'S

Beginning Monday Evening, November 6, 1939

SEA DOGS

A melodrama by Wilson Starbuck. Staged by Melville Burke. Settings designed by John Root; built by Vail Scenic Construction Co., and painted by Robert W. Bergman. Press agent, Lewis Harmon. Stage manager, Jack Gilchrist. Presented by Clarence Taylor.
Macarthur, Second Mate.....Robert Williams
Jones, Able Bodied Seaman.....Sandy Strouse
Smith, Able Bodied Seaman.....John Gage
Dally, Chief Mate.....Russell Hardie
Stevens, Wireless Operator.....Barton MacBain
Captain Wickford.....Joseph Macaulay
Thomas, Ordinary Seaman.....James McCallion
Bosun.....Roderick Mayhew
Carpenter.....Richard Wang
Walsh, Able Bodied Seaman.....Ben Landlack
Gus, Able Bodied Seaman.....Age Steenshove
Third Assistant Engineer.....Grant Mills
First Assistant Engineer.....Robert J. Mulligan
Brewster, Third Mate.....William Muffin
Chief Engineer.....John Robb
Captain Knowlton.....Clay Jessup

Bingham.....James Todd
Gibson.....Jack Gilchrist
SAILORS: Carl Boyden, Lawrence Robby, Brandon Keating, Philip Beecher.
The Actor: The Deck, 11:30—The American Freighter Belmed Bound From Capetown to New York.

Scene 1: The Deck, 4 A.M. Act 11—Scene 1: The Radio Shack, 8 A.M. the Same Day. Scene 2: The Dining Saloon, 12:30 the Same Day. Act 11—Scene 1: The Deck. The Following Monday, Scene 2: The Dining Saloon, One Week Later.

Wilson Starbuck, a seafaring man himself, wrote the melodrama about high-jinks on the ocean that Clarence Taylor presented Monday night at Maxine Elliott's Theatre. Titled, fittingly enough, *Sea Dogs*, it detailed the manifold misadventures of the freighter *Belmed* on its way from Capetown to New York. The *Belmed* gets to port, but the play, unfortunately, doesn't.

It is to be hoped that Mr. Starbuck can navigate on the ocean better than in a theatrical world of dramaturgy, for, starting with a rousing enough melodramatic idea, he gets himself stuck time after time upon hidden reefs, and the progress of his play is a business of fits and starts—fittingly, the fits usually presaging that the piece didn't sink outright is due entirely to the excellent production provided by Mr. Taylor and the excellent cast with which he manned it.

About everything happened to the *Belmed* that could possibly happen to a ship at sea, at least so far as this land-lubber can figure it. In the first place, it was cursed with Captain Wickford, who stayed in his cabin drinking thru most of the trip, emerging only long enough to bully the men and make the usual "order" of the noble first mate. In the second place, there was a fire in the hold thruout the passage. In the third place, the men threatened mutiny all along, with commendable persistence but disappointing follow-thru. In the fourth place, young Thomas, brother of Dally's sweetheart and a thoroughly nasty kid, got an infected hand that had to be amputated by Dally himself, after he knocked out the drunken captain for wanting to do it. In the fifth place, the captain wanted to murder young Thomas anyhow, because Thomas knew that the captain was a dope smugler. In the sixth place, after port was reached somehow, the captain preferred charges against all his officers for insubordination, charges that they managed to avoid by blaming the old devil. In the seventh place, young Thomas blamed poor Dally for the loss of his hand and he hadn't died after reaching port. In the eighth place, the men got suspicious over a pretty much up in the air at the end, almost as tho Mr. Starbuck—God forbid!—intended to write a sequel. And in the ninth place, Mr. Starbuck handled all his action in such a way as to make it seem practically static. The characters, rather than the characters were in danger of becoming subjects of *Asleep on the Deep*.

For Mr. Starbuck has yet to learn how to build up the dramatic plotline, cohesive and constantly progressing, that is necessary for a successful melodrama. As things stand, the manifold tribulations of the *Belmed* aren't dramatically logical or sufficiently integrated; they just occur. And they don't resolve themselves; they just stop. Neither the men nor the captain, or anybody ever manages to mean anything in the way of excitement, and the only really effective scene in the play is the amputation interlude. There, with a frontal attack upon the sensibilities, Mr. Starbuck manages to create a beautifully blood-curling effect.

But, worst of all for a melodrama, he has failed to make the most of his captain. If Captain Wickford had been properly ominous or threatening or powerful, a real plot might have been unspooled, but he was and merely a staid old drunk who was disregarded by most of his crew. And that, I hasten to add, was in no way the fault of Joseph Macaulay, who played him. Mr. Macaulay did some excellent underlying and got every ounce of possible effect.

If there were a theatrical medal for gallantry and ability under fire it would go, hands-down, to Russell Hardie, as the first mate. Mr. Hardie does an unbelievably fine underlying and understating part, and offers one of the best performances of the season. And also contributing notably are most of the others, including James McCallion, Robert Wil-

Hans, Grant Mills, Robert J. Mulligan and John Robb. Herbert Heppburn's radio operator is, I'm afraid, just one of those things.

The crew is excellent—Mr. Taylor, John Root (the scenic designer) and, generally, the cast. But Mr. Starbuck expected them to sail the Atlantic in a canoe.

PLYMOUTH

Beginning Friday evening, November 3, 1939.

MARGIN FOR ERROR
A "satirical melodrama" by Clare Boothe, directed by Otto L. Prelinger. Setting designed by Donald Cieslager. Built by Valli Seign Construction Co., and painted by Triangle Studios. Press agent, Theron Lee. Stage manager, Edwin Gordon. Assistant stage manager, William A. Mendrick. Presented by Richard Aldrich and Richard Myers.

Otto L. Prelinger.....Phillip Coolidge
Bram Max Von Alvenson.....Bramwell Fletcher
Officer Finkelstein.....Sam Levene
Frieda.....Evelyn Walsh
Dr. Humphrey.....John C. King
Sophie Baumer.....Elspeth Eric
Karl Baumer.....Otto L. Prelinger
Thomas S. Denny.....L. Fred Beck
Carl Baumer.....McNamara

ACT I—The library of the German consul in an American city, prior to September, 1939. Late afternoon. ACT II—The same. The action of the play is continuous.

Clare Boothe is generally thought of as the acidulous, brilliant and sparklingly satirical author of *The Women and Kiss the Boys Goodbye*, but as is seldom remembered these days, she is also the author of *Abide With Me*, a would-be psychological checker that falls either to shock or to abide. That mistake of four years ago is unfortunately but inevitably brought to mind by Miss Boothe's new one, *Margin for Error*, which Aldrich and Myers presented at the Plymouth Theater last Friday night.

Margin for Error is, like most programs, basically, "satirical melodrama," but it's not very melodramatic and not in the least satirical. It is merely a routine who-dun-it that avoids the average because of the unbearable boredom of its endless second acts and fails to achieve a spurious timeliness by indulging in a few obnoxious and labored potshots at Nazidom.

Karl Baumer, Nazi consul in New York (in Miss Boothe's play, of course), is really just Mr. Hyde without a fright wig—without any wig at all, in fact, as he is really just Mr. Hyde. Baumer, whose nude and shiny scalp is the focal light of the first act. Herr Baumer is really something. He is cruel to his wife, a Czech whom he married for political reasons; he bullies his aristocratic aide and even goes to the length of discovering that the fellow's English grandmother was non-Aryan; he steals from his own government; he takes money from innocents who ask his aid in getting relatives out of Germany; including an American doctor named Jennings; he is unwilling to let Officer Finkelstein, detailed by New

York's mayor to guard him; he has ominous rumblings in the general direction of the gossip columnist with whom his wife is in love, and he browbeats and humiliates to the quivering and comic-strip leader of a Nazi organization in America. Naturally, when he is killed in the midst of a Hitler radio broadcast, the surviving members of the cast are all suspect.

Since the program wistfully requests that suggestions be withheld from the non-attending public, it is enough to say that Herr Baumer is successively discovered to have been the recipient of more lethal thrusts than the defenders of the Alamo, and that the one that finally did bump him off was the result of a would-be ironic situation that is more than a little anti-climactic.

The success of a horror play or mystery-melodrama depends upon building up implicit belief in the minds of the cast members, and that belief, if it is not inevitably appear merely silly. But Miss Boothe couldn't have destroyed belief any better if she'd consciously set out to annihilate it. She has scene after scene that far from building effect, seems flatly ridiculous, notably the arguments between Herr Baumer and Officer Finkelstein and that tragic moment when Baumer's aide discovers that he is not entirely Aryan. More than that, she destroys belief by playing hide and seek not only with current headlines, but also with the somewhat more questionable international "news" scoops of keyhole columnists. Melodramatic belief must be built up in a Never-Nerland in which thud-and-blunder horrors seem fitting; bring them into contact with the familiar, every-day world, and they lose all possible effect. The fact that they may really have taken place in life doesn't help them in the theater.

In addition to its lack of belief, however, the play suffers from the latter half of unadulterated boredom in which Officer Finkelstein tries to unravel the crime. It goes around and around like a photograph record with a broken thread until you wish fervently for a switch to turn off. As for the play's "satire" it is merely undistinguished name-calling, about as subtle and satirical as a press release from the Public Information Bureau of a belligerent.

Many good performances are wasted in the piece, notably the Brainwell Fletcher, who does marvelously fine work with the fantastic lines of Baumer's aide; Bert Lytell, who does a fine, quiet job as the doctor, and Sam Levene, who seems understandably uncomfortable in the role of Officer Finkelstein's out-of-character dialog, but who, thru his performance, brings whatever amusement the play manages to possess. Nice work is also done by Lief Erickson and Elspeth Eric, and an extraordinarily attractive young girl, Evelyn Walsh, is allowed to speak nothing but German as the maid. Even so, Miss Wahle is nice to have around.

It's difficult to forgive *Margin for Error* for its silliness—but it's impossible to forgive it for the complete boredom of its second half.

BROADWAY RUNS

Performances to November 11, inclusive.

Drama	Is It	Opened	Perf.	
<i>Amadeus</i>	In Illinois	Oct. 15	38 451	
<i>Arms and the Man</i>	Oct.	17	33 341	
<i>As You Like It</i>	Oct.	17	33 341	
<i>Little and Gentleman</i>	(Berk)	Oct.	17	33 341
<i>White Wings</i>	Oct.	17	33 341	
<i>Little Foxes</i>	The (National)	Oct.	17	33 341
<i>How to Succeed in Business Without Really Knowing It</i>	Oct.	16	32	
<i>The Music Box</i>	Oct.	16	32	
<i>Margin for Error</i>	(Edmond)	Nov.	2 14	
<i>My Darling Clementine</i>	Nov.	2	14	
<i>Philadelphia Story</i>	The (Shaw)	Mar.	29 283	
<i>Sea Breeze</i>	(Maxwell Elliott)	Nov.	6 8	
<i>Sea Breeze</i>	(Biltmore)	Nov.	6 8	
<i>Shylock</i>	(Morosini)	Oct.	11 38	
<i>Time of Your Life</i>	Oct.	25 22		
<i>Yankee Doodle</i>	(Forrest)	Dec.	4 35 2025	

Musical Comedy

<i>Helopappin</i>	(Winter Garden)	Sept.	23 481
<i>Puss and Noodles</i>	(Windsor)	Sept.	27 849
<i>Boyz n' the City</i>	(Broadway)	Sept.	28 85
<i>Step by Step</i>	(Astor)	Sept.	29 81
<i>Broadway</i>	Paris, The (Broadway)	June	10 168
<i>Top Man</i>	Girls (Esplanade)	Oct.	18 148
<i>Top Man</i>	Girls (Esplanade)	Oct.	18 148

Father.....Howard Lindsay
Margaret.....Dorothy Bernard
Carl.....Gerald Stickey
Mrs. Baumer.....Mary Wright
The Rev. Dr. Lloyd.....Richard Sterling
Della.....Portia Morrow
John.....John C. King
Dr. Humphrey.....A. H. Van Buren
Dr. Sommers.....John C. King
Maggie.....Timothy Kearse
Brother.....Gerald Stickey

ACT I—Scene 1: Breakfast time. An early scene. Scene 2: The time. The same day. ACT II—Scene 1: Sunday, after church. A week later. Scene 2: Breakfast time. Two days later. ACT III—Scene 1: Breakfast time. The next morning.

This reporter is one of the five people in America who never read Clarence Day's famous stories about his own family in the elegant '90s, the other four recallants being, I believe, a Kentucky mountaineer, a denizen of the Dust Bowl, an inhabitant of a castle who has been ostracized by the other inmates for the past 30 years, and a left-over extra from *The Eternal Road* who is still wandering around in the basement of the Manhattan Opera House. Not having read the stories, I don't know how faithfully they are transferred to the stage in *Life With Father*, the dramatization made from them by Howard Lindsay and Russel Crouse, which Oscar Serlin presented at the Empire Theater yesterday night. But I do know that the stories are half as charming, delightful, uproarious, warm-hearted, human, tender and entertaining as the plays their popularity is entirely deserved.

Real people, retaining their real names, have been put on the stage before us, complete with their real pasts, people whose chief claim to fame was not their unusual achievements but their completely average life. The late Mr. Day, I gather, presented the daily (no pun intended) life of the red-headed Day family in the 1890s. His father was a big business man who stormed around the house in typical paroxysms, while Mother was a religious family head who quietly ruled Father, and while the four Day boys were in various stages of adolescence, and Clarence, Merwin, and Cruise, at any rate, have done that, and in so doing they have presented a complete and human picture of an entire era.

At the outset it may as well be admitted that *Life With Father* is no play. It is frankly the dramatization not of a story but of a family and a decade, and it is as formless as, for instance, William Shroyan's *The Time of Your Life*. But, unlike *The Time of Your Life*, its warm and human qualities are honest and unadorned. Before the play is presented a representative picture—is straightforward and obvious, it pretends to be no more than what it is, and it has a centralizing force in its sympathetic and gorgeously humorous excursion into comic territory. Before the play is five minutes old you know the Day family and love it, so much so that the question of whether or not Father will be baptized becomes as important to you as tomorrow's headlines or the impending arrival of your cousin Hepzibah's new baby. It completely snags your interest, your belief and your love.

The troubled question of Father's baptism is, as a matter of fact, about the chief plot interest of the evening. Father, his never-been-baptized and Mother, an ardent churchwoman, thinks that that means he will never be able to visit the rest of them in heaven. So when Mother is very ill Father promises to have the ceremony performed—and later repents of the promise, since it

was given under false pretenses when he thought Mother was dying—and later still capitulates. There are all sorts of other things to criticize—the ever-changing maids in the Day menage, young Clarence's puppy love affair with a visiting lass who thinks he's just wonderful because he's going to go to Yale, young Clarence's urgent desire for a new suit of clothes, Mother's insistence upon keeping the household accounts, young John's abortive excursion into the business field when he peddles a virulent patent medicine to the family friends, Mother's whimsical desire to have a dog even if it's on a leash, and so on. Father's attempt to tell Clarence about women (one of the most warmly hilarious incidents ever seen on the stage), Father's summer thunderstorms of wrath and, in fact, about everything else that goes into the life of a family.

It is all warm, rich, amusing, finely honest and hilariously funny. It's hard to explain just how real the Days become, but this reporter, who hasn't the slightest idea whether Dorothy's nickname, who plays Mother, likes dog, has an overwhelming desire to send her a dog, simply because Mother wanted one. The dog question, as a matter of fact, is the only possible reason for being annoyed with Father or any of the Days. Mother should really have bought one and trusted it to wag its tail into Father's affections. I'd like to see him try to resist one of my collies.

The players are in every way worthy of the title. Howard Lindsay, who is one of the really great directors in America today, plays Father magnificently, and the direction of the play, credited to Bretaigne Windust, is smooth, inventive, imaginative and altogether excellent. Miss Stickey does her best job in years as Mother, never once deviating from what is, in sober truth, perfection. John Drew Devereaux catches Clarence's adolescence with a faithfulness spoiled with fine humor, and Richard Simon, Raynor Roc and Harry Benson are splendid as the younger Day boys. A cute lass named Teresa Wright is both charming and able as Clarence's young flame, and to find the other excellent performances you have merely to read the entire cast sheet.

Life With Father offers one of the most human, hilarious and thoroughly enjoyable theatrical evenings in years. If it weren't such an atrocious pun I'd say that it turns right into Day.

SUGAR'S DOMINO

(Continued from page 4)

He reneges on commissions some way will be found to wise up the AFM that the band leader is doing business with an unlicensed agency. Since launching the renegade, I believe, the AFM has a difficulty collecting commissions. He finds everything quite all right with the world.

There's something for the AFM to think about in connection with our information exchange. Maybe the clause prohibiting agents or bookers from reporting to the law courts is unfair—and maybe it is unwise as well.

AEA THREATENS

(Continued from page 3)

even if it were decided that a treasurer accepted "ice" unknown to and without approval of the manager, the manager would be forced to mete out punishment according to the by-laws with the code. Failure to abide would subject the manager to discipline by the non-partisan board. Punishments in all cases would start with warnings, mount to fines which are scaled and cease to describe the nature of the violation. The strongest of the punitive measures—dismissal—managers would then have to deal with the treasurers and ticket sellers division of the IATSE. It is the question of "ice" and stumbling block in negotiations for basic agreement between the treasurers and the League. Treasurers are opposed to the restrictions.

While Equity asked for no hand in the distribution of tickets among the brokers, the union is insisting that the subcommittee be empowered to investigate all broker charges of discrimination. Machinery of the subcommittee also include offices means of making checks on all box-offices every week, so that they need no more than a check-up on the present, upon complaints before nabbing a violator. Subcommittee would function continuously, so that violations, if any, would not last more than a week. The non-partisan board, however, would meet only when faced with a specific case.

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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 OR PART OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

JOHN BANNER—Viennese leading man in Pastoral, legit comedy at Henry Miller's Theater, New York. Does an amazing job in a weak play and difficult part, turning in a smooth, varied, charming and highly humorous performance. Real versatility and charm, combined with excellent technique. Would be a valuable addition to films in both character roles and leads that allow for a foreign accent.

For LEGIT MUSICAL

JACK GULFORD—Cafe Society. New York comic, who has been appearing in the Greenwich Village spot for the past half year. A natural comedian who has a satirical routine that should make him an easy bet for a legit venue. Can sing and do comedy readings, and so could also fit handily into a book show.

For VAUDE

FAY AND WALLINGTON—an attractive and capable dance duo caught recently at the Club Top-Hat, Wilkes-Barre, Pa. Do comedy numbers as well as straight ballroom stuff, have plenty of class and offer a routine that brings them plenty of encores. Amazingly varied repertory, changed nightly for night spot work. Culling the best would give them a sock stage act. Could also fill a dance assignment in a legit musical.

For HOTELS

IRENE BURKE—pretty blond tap and soft-shoe dancer caught at the Cicerella Club, New York. Shapely, lithe and graceful, she has topnotch looks combined with outstanding ability. Should be sensational in the better hotel spots.

12,000-Ft. Dance Space for New Des Moines Club

DES MOINES, Nov. 11—Latest club to debut here, the Chesterfield, managed by Russell Reaps, has the largest dancing floor and dining room in this city.

Spot has four terraces, with dance floor covering 12,000 feet of space. Special bar and equipment furnished by A. J. Stephens & Co., Kansas City, Mo. Entertainment by Jim Corbin's electric organ and orchestra.

New Detroit Club; Iodice, Bammel In

DETROIT, Nov. 11—Club Morocco was opened this week to fair business by Peter J. Iodice, head of the Amusement Booking Service, with Earl Bammel, formerly of the Club El Dorado, as manager. Bammel is also directing the orchestra. The new Morocco, located in the former Ambassador Club spot, is outfitted as one of the swankier of local night spots. Floor show, booked thru Amusement Booking Service, has Harry Jarkey doing an indefinite run as emcee, with a line of five girls. Paul Robinson, harmonica player; Lee Barton Evans and Joan Hope, singers.

Latin Relief Bands Aided By Spread of Conga Craze

(Continued from page 3)

the Caliente. Key cities, such as Philadelphia, Pittsburgh, Syracuse, Rochester, Cleveland, Milwaukee, Detroit, Milwaukee, Minneapolis and St. Paul, do not have a single Latin atmospheric night club.

Altho New York is the heart of Latin-in-America show business, Latin bands and entertainers pick up many dates out of town, mostly because of their novelty in those places. What seems to hold back Latin entertainment from a quicker victory over the American public is that Latin tempos are not easy to dance to, so far as American night club patrons are concerned, and only steady night club patrons have the time to practice Latin steps to the point where they can enjoy the dancing. New York, with its great mass of habitual night club patrons, is the perfect place for customers who come back again and again to "polish up that Conga" or to "learn that darn rumba."

Night club owners find Latin bands good business-builders, as customers come time and again to learn Latin steps. And rumba hoopers and Conga kickers are as fanatic about Latin music as jitterbugs are about swing.

With the increase in the number of Latin bands, mostly small combos, has come an increase in the number of dance teams demonstrating Latin steps in hotel spots and night clubs. In some night clubs, such as Leon & Eddie's here, the booking of a Latin band has gone hand in hand with bringing in of a

troupe of dance teachers. Locally, the Versailles used this combination all summer and now uses Ted Rodriguez Saturday afternoons. The Rodolfo D'Avales teachers are credited with starting the Conga craze locally. They played dates at El Chico, then moved to the Rainbow Room and later to the Versailles last year. The LaPlaya Dancers, after a long run at Leon & Eddie, go into the Continental, Miami, next month. Arthur Murray has been sending out Latin specialists to demonstrate in hotels and night clubs for some time.

Latin Relief

Increasingly, Latin bands are replacing regular relief bands in the bigger clubs. Locally, the Nine o'Clock Club is running rumba contests for cash prizes Monday to Wednesday; Pancho's band is in its second year at the Versailles; the Don Alfonso Brazilian band is at the Park Central Hotel's Coconut Grove; Zito and Latin Americans are playing for cocktail dancing at El Belmonte-Palace, and Don Marton's band is at Le Coq Rouge. A Meyer Davis band plays for "Conga with your coffee" at the Madison Hotel Sunday mornings, believe it or not, with Arthur Murray Dancers demonstrating.

All this Latin activity is, naturally, augmented by the Latin atmospheric clubs which all use Latin bands and talent. Locally, there is the Havana-Madrid (Spanish-Cuban emphasized); the La Conga (Spanish played up); Club Gaucho (Argentine atmosphere); Don

The Broadway Beat

By GEORGE SPELVIN

GHOSTWRITER Desmond Hall has been hired to put some glamour into Brenda Frazier's autobiography. Brenda wrote it herself, but it turned out to be a straightforward narrative unconsciously exposing the debutante racket—but exposing it. And of course you can't expose such a great American institution as the debutante racket. Chicago, Ill., is using a new promotion gimmick outside the spot. A glass case has a tax shirt inside it with the caption "At the Sign of the Stuffed Shirt"—and it's supposed to be photographed by visiting celebs. When it's used they'll give it to anybody who intends debunking stuffed-shirtism for posterity. . . . Jack Rosenberg, president of Local 802 of the AFM, has been appointed to Col. Somerville's advisory committee on the WPA and also to the executive board of the New York City municipal station—but there's no salary with either job. . . . Sydney Spier, Stern p.a. who put Billy Rose's Aquacade on the map, is bedded at St. Sinal Hospital with a strep infection. His staff is carrying on with the Billy Rose account. . . . Broadway shopkeepers have been taken in by a lad who goes around making clothes purchases, and then claiming that he works at the Paramount and the shopkeeper can get his dough from the Paramount cashier. The Paramount has never heard of him.

JOE JACKSON and Joe Jackson Jr. do an identical act, so that the son can easily pick up dates that the father can't handle. The son's so good that even veteran bookers can't tell the acts apart. . . . Hal Kemp was stopped outside the Strand Theater one day during his appearance there by a young fellow down from the WPA and asked the roustabout asked Kemp for a job as a vocalist. Kemp said no. "Well," yelled the jobseeker, "can you give me a buck for a meal?" Kemp shook his head. "All right then," came back the panhandler, "how about your autograph?" . . . The boys in Larry Clinton's band are now calling the maestro "Kiss-proof." After cutting disks at the Victor studio the other day, Larry found a bunch of autograph hounds waiting outside for him, and one of the more enthusiastic planted a kiss on each of his cheeks, leaving lipstick. So Clinton, not realizing it, rushed to Roseland Ballroom for his band stand appearance and wondered why the dancers began to point and wiggle. Then somebody told him. . . . Add Strange Sights Around Town: Agent Eddie Smith doing a shag in Al and Belle Dow's office. . . . Is Mr. Spelvin blushing? Last week, in an item about Sid Silvers and Pa. Silvers, I overlooked the number and had Sid working in Yokel Roy. And the error hasn't even a silver lining.

A BOW to the traffic cop at 45th and the Stem, who keeps his sense of humor in the midst of the world's worst traffic jam. When he holds cars for pedestrians to get across, and the latter insist on huddling in frigidness, little groups in the middle of the lane, he should come along, my little chickadees; come along, my little birds. The Andrews Sisters got a break in the November 11 issue of Collier's. A cartoon shows a couple of soldiers on a battlefield intercepting radio messages, with one of them exclaiming, "Oh boy, I got the Andrews Sisters!" . . . Add Unusual Names: One of the town's press agents goes under the handle of Esthet Silsbee. . . . Jan Savitt was recently talked to by a representative of 20th Century-Fox who came along in a proposed remake of *Humoresque*, with a new twist wherein the violinist would wind up fronting a swing band. . . . Savitt also recently received another offer along slightly different lines. One of the assistant captains in the Hotel Lincoln Blue Room asked him if he (the waiter) could travel with the band when Jay leaves the Lincoln spot, to act as a sort of private headwater on future locations. Wonder what AFM rules cover a set-up like that.

A XEL STORDAHL, Tommy Dorsey's arranger, finally rejoined the band in Chicago, after having been stranded in Norway for over a month because of the war. . . . Bobby Jarvis is wondering whether the job of understudy is worth while. Ever since *Hellicopopsis* opened in New York, he has been waiting for a chance to pinch hit for either Olsen or Johnson, but so far hasn't even gotten close. He also understudies Bobby Clark at Abbott and Costello in *The Streets* close. He also understudies Dorothy Lewis' finger was painfully injured, and in the next change, the Madonna number, tears were streaming from her eyes. The customers thought that she was truly acting her part. . . . The phone number of La-Martinique, at 57 West 57th street, is Plaza 6-8787, a perfect tie-up.

Julio and Rio Grande (Mexican atmosphere); Cuban Casino and Maria's (Spanish); La Martiniere (French-West Indian-Spanish); El Chico (authentic Spanish, importing talent).

The Troc and El Toreador are Latin spots that closed last summer and have not reopened. The Guacabo has its dance team, Gabriel and Gladys, doubling as rumba, mambo and Conga week days 7 to 10.

A couple of local Latin movie houses stimulate interest in Latin stuff, too. The Teatro Hispano, which ran Spanish stage shows last year, is back to double features and "banco each night," while the Teatro Latino is also running double features (one Spanish and one American film), with banco alternating with amateur shows week nights.

Legit Castinuity, Too

The Latin craze has hit legit, too. Carmen Miranda, Brazilian personality singer, is doing very well as a feature of Streets of Paris and another casting success at Waldorf-Astoria's Sert Room. Diosa Costello and Desi Arnaz are doubling from *Too Many Girls* into the LaConga Club. Senorita Costello's quick build-up as a "Bombshell" presiding over a rumba band at the LaConga. Already the Park Central Hotel's Coconut Grove is featuring a "Cuban Bombshell" called Dinora, singer.

The Latin trend pleases the American government now. That it is cooling Latin America to turn American bookers are studying Central and South America conditions in the hope they can send more American bands and acts down there now that the European market is practically closed.

Another angle has been the good fortune of publishing houses with Latin tunes on their catalogs. The Edward B. Marks company is outstanding in this field. Its *El Tango Grande* is one of the top songs today.

Boston Hotel Ups Bize 60% With Band, Floor Show

BOSTON, Nov. 11—Manager Paul Bromley of the Marlborough Room reports a 60 per cent increase in business since a floor show was added at the Hotel Brunswick last week. Room has run for two years, with phonograph records only. A puppet orchestra on a date provided background and gave the spot its name.

Gene Nickerson and his six-piece combo head the show, which includes "Rhythm Shorty" and Ann Diamond, singers; Evans and Dixon, dance team; Sammy Burns, comic, and a line of six girls, Coley Worth encores.

Bromley plans a change every few weeks. The floor shows are presented each night. The shows last one hour. Between shows the records and the marionettes are used.

More Dance Space, Better Lighting Or Else in Mich.

DETROIT, Nov. 11—Drastic changes in Michigan's "high life" spots are forecast in action being taken by the Michigan Liquor Control Commission. Spots having small, poorly lighted dance floors were the objective of the commission's attack. Adequate lighting of the dance floor, as well as the grounds near each night spot, will be required. Another rule would require at least 400 square feet for a dance floor—double the present requirement.

According to Chairman Orrin A. DeMaas of the Commission, such a rule would affect 1,215 present establishments.

New 9 o'Clock Club Lures for College Boys

NEW YORK, Nov. 11—Nine o'Clock Club, which debuted last month, runs a tricky patronage-getting stunt Sundays between 5 and 7 p.m.

First party of college kids, numbering six or more, entering the spot, have a discount of 60 per cent off the check. Eighty per cent is chopped off the second, and so on down to 50 per cent.

Musé by Ray Benson Orchestra and Don DiVodi's rumba band.

Joe E. Howard's Gold Room, New York

That veteran songwriter, singer and man-about-town, Joe E. Howard, is now ensconced in his own place, the former Silver Room of the Hotel Ambassador. The one-flight-down room had been out of use for the past year and the hotel sank \$6,000 on a four-week redecoration job.

The room is now a large 250-seater done up in warm red and silver walls and gold curtains. There is a bar on the right-hand side and a platform-stage on one side of the center curtained entrance to the dressing rooms, with a small band stand on the other. The room suggests the Diamond Horseshoe in decor, but the entertainment policy is that of Bill's Gay Nineties. There is no full, compact floor show. Rather, each of the several singers and pianists performs for 10 or 15-minute periods in continuous procession, except when the four-piece Hawaiian string band plays for dancing. There's an adequate dance floor in the center.

Most of the old-time performers have played the Gay Nineties, a few blocks away. But this new room apparently aims for the society crowd, whereas the Gay Nineties gets the business element. Opening night (?) drew 146 diners, with another good crowd midnight.

Howard, in one a percentage deal, is the greater and chief entertainer. He sings old-time tunes, mostly his own, in his own thoroughly engaging manner, evoking memories of the "good old days." The rest of the show is in the same vein—old memories brought back by familiar lyrics, tunes and costumes.

Ruby Norton, with Will J. Ward at the piano, did Lillian Russell and Tucker impressions that were smoothly handled. Arthur Behm solos and accompanies at the piano. He's a veteran. Ben Yost's Variety Eight, in splendorous red costumes, swell their chests and burst forth with operetta and military-tempo tunes. Tall and handsome Rudy Madison lends a pleasing tenor voice to pops and standard songs. Henry LaMar baritone his way into favor. Miss Marion warbles French and French-accent ditties nicely. Brunet Rita Shaw is at the piano frequently. Leah Barbiera, not when reviewed, rounds out the variety bill.

Hurry Sobol and Ted Hartman doing the publicity. *Paul Denis.*

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Night Club Reviews

Colosimo's, Chicago

Nils Thor Granlund (NTG) remains the enigma of show business. He surrounds himself with a bevy of beauties whose talents have little intrinsic value, adds a couple of strong specialties and throughout the proceedings reizes the life out of them. It is as different from a rubber-stamped floor show as day is from night.

It goes without saying that NTG finds himself in more fitting surroundings here than in any hotel room, for the visiting firemen make up a good percentage of Colosimo's trade and to them such fare is good fun. Admitting that he is not generous with strong talent, he introduces his acts from whatever spot in the room the closing of the preceding specialty may find him.

What is important here is that business boomed with the arrival of the NTG revue, luring in greater numbers the conventionites and the local male element eager to get a close view of fetching femininity.

Included among the nudes are Chiquita, Sylvia McKay, Eve Arden and Yvette. Each has a parade routine, with exception of Yvette, who uses a beautiful solo. The most advanced dance, Miss McKay also makes an appearance with Joe Kirk, impersonator, in a rube skit, in which she again displays her shapely figure.

Doris Dupont, peppery buck dancer, has a strong and lively offering. There's rhythm and personality in her taps, and her salesmanship is very commercial. Jerry Kruger, swing song stylist, modernizes Old Man Frazier and Summertime, while Joe Emeric and Jane Reynolds, jittersbugs, cut up for a brief spell.

Bill is augmented by the club's stock performers, including the 12-girl line which is brightly costumed in opening and closing numbers produced by George Pronath; Blois Adair, blond soubret, and Jack Prince, young deep-voiced tenor who scores with strong renditions of standard selections.

Frankie Quartell's Band still on hand for show and dance music and their job is a highly satisfactory one. Several musical and vocal strollers kept busy at intermissions. *Sam Hainberg.*

Century Room, Kansas City, Missouri

Formerly known as the Garrett, this de luxe niter was recently redecored and opened under its new policy of name bands and keeping the floor show down to a minimum. As a result, it is luring dancers and some j-bugs who steer away from other spots with smaller dance floors and more flesh entertainment.

Manager and owner is John Tumino, a genial host, who managed Fairland amusement park here in the hot weather months. The cabaret is run on a basis similar to L. A.'s Palomar, generally catering to the younger generation, although quite a few bow ties and starched shirts are in evidence week and night. Tables are well arranged in a circle around the band stand, with a lowered dance floor intervening.

The club's ork is Harlan Leonard's Kansas City Rockets, a septa crew readying for an MCA tour in January. Combo features four trumpets, three trombones, four saxes and four rhythm—guitar, bass, piano and traps. Hide-beater Jesse

Price is the band's main draw, coming in for quite a few flashy solos, particularly on *Nagasaki*, *Every Tub* and the original *Big-Go-Home*.

Alten Rothwell, former canary with Ernie Fields, gets the spotlight in the floor show. Most of her chirping is done in a throaty blues style. Her best number are sassy, including *Blue Orchids*, *Mr. Kelly*, and *Love*.

Mr. Holman is emcee. Stunt worked out well here is a Musical Quiz, with six customers being asked musical questions in the Kay Kyser style and the ork furnishing hints. Holman handles his material nicely.

The club gets six remotes a week over local KCMO. Russell Danna assists as host. *Bob Locke.*

Shalimar, Newark, N. J.

If the opening Wednesday (8) is any indication, Newark's most up-to-date niter should be an outstanding success. Doing a turnaway business (700 seating capacity) the club drew more than its share of Broadway stars, local socialites and celebrities.

Jules Endler, former partner of Jack Donaghy of the club, staged the formal opening in true Hollywood fashion. Front was brilliantly floodlighted and photographers fell over each other flashing bulbs at the new-worthy. Completely redecored, renamed (formerly the *Metastay*) and featuring a name band, the Shalimar brings to Newarkers a standard of entertainment the half-million people in this area deserve.

Club was informally opened this past week-end when Eddy Duchin and his crew came in for a one-day stand and packed the place. Formal opening, however, was deferred until Wednesday. Delay was due to additional time needed to enlarge kitchen. Leo Reisman is current occupant of the band stand.

Opening night featured included Hal Kemp, Leah Ray, Jack Dempsey and Hannah Williams, Nan Wynn, Lois January, Sylvia Froos, Dixie Dunbar and Budd Hulick. Hulick did swell emceeing of the impromptu show that featured bits by most of the foregoing. Sylvia Froos got a nice hand and Leah Ray was also called back for an encore.

Shallmar should prove stiff competition to local clubs, for its prices are low. Week-day minimum is set at \$1, upped to \$1.50 for Saturdays and Sunday.

Remy B. and is booked for two weeks by Music Corp. of America, which already has penciled in Henry Busse, Henry King and Shep Fields to follow for two-week periods. Type of band booked definitely does away with jittersbug trade. Club has in the past had a wide following, according to reports, MBS will soon follow.

Club will have to depend on the mass trade. Reisman is reported receiving \$1,800 per week. Add to that the cost of the Mays Rumba crew, featuring Frank Penza and who you have a music cost of at least \$2,500.

Club is in good hands, tho, for Endler knows the business from end-to-end. Frank Penza, formerly of Dempsey's, is the head waiter, and Joe Matzner is handling publicity. *Bruno M. Kern.*

Glass Hat, Belmont-Plaza Hotel, New York

The current floor show is entertaining. It lacks any continuity or production effect, but this noisy large room with adjoining circular bar makes fancy floor shows impossible anyway.

Ethel Shutta is featured and a hold-over. She closes the show with four songtable numbers that hold attention easily, mainly due to the saucy lyrics and the deft delivery. Miss Shutta opened with *Love Will Never Hurt You*, followed by a song about a glamour girl, a *Fun Valley* ditty and then a chorus girl number.

Charles Carrer, on before Miss Shutta, is an unusual juggler. He works with cocktail mixing and drinking equipment—perfect angle for cafe dances—juggling an balancing glasses, shaver, knives, bottle and tray and balls. His stuff is truly novel and gets away from the conventional juggling routines. Made a good impression. Brunet, Lorraine LePage snipped off a couple of toe routines embellished with acrobatics and taps. Nothing unusual, but got by all right.

Band leader Basil Fomenko emceed, using straight announcements. A two-man act auditioned when this show was

caught and show-stopped. It had a comedy bull fiddler and straight pianist in an amusing singing and clowning turn.

Forsent's band handles the dance and show music excellently here, and Zito's South Americans provide the relief nicely. Their Latin tempos are very danceable. New opening, November 18, it will have Lillian Carmen, Lois Harper and Marc Bello.

Dick Mockler and Ada Hoffman still doing the publicity. Business has been excellent here. Shows changing every other Tuesday. *Paul Denis.*

Five o'Clock, Miami Beach, Fla.

No show, but with its famous food, atmosphere and smart dance music the Five o'Clock Club has reopened for the 1939-40 winter.

Walter Feldkamp's eight-piece is starred, with vocalist Wally Botta, Owner, sartorial Sam Barken, covered Feldkamp two year ago when he closed the club. Confined to the corner, but ethics forbade buying the band until the time was ripe. Everybody now seems happy over the plucking. Music is strictly society.

Reappearing in its own season, as it should, is a Talking Tenor, controlled by Sonia Zaranoff, a tall, buxom and beautiful platinum blonde. La Zaranoff simply exudes personality and has a unique act. Prop is old, battered kettle which "talks." You hold it in your hand and just put the spout to the ear. No wires (you're holding it) and no Edgar Bergen. La Z does not have to be present.

With band off stand, Marty Rays, singer, accordionist, and Kenny Kite, talent, entertainer. Kite hasn't been stumped on a request during the last five years. Tune has to be less than 10 years old.

Hal Berg's Cocktail Four opens November 15. Entertain and for dancing. Non-flesh afternoon highlight is "drinks on the house at 5." *Lee Simmonds.*

Panther Room, Sherman Hotel, Chicago

The swing band policy has registered here solidly. Jittersbugs, attracted by no-cover non-union flagging, are still congesting the Panther environs (see College Inn) despite a new minimum of \$1 week nights and \$2 Saturdays. It is comparatively big money to pop-drinking kids, but apparently they fully realize they are getting value.

First of repeat bands is Gene Krupa, and he brought back the best crop since his graduation from the Benny Goodman school. He has trained his gaze to take in a full during dinner hours when older people want to enjoy their food with as little distraction from loose brass instruments as possible. As a matter of fact, the Krupa music in the early evening is the conversational brand. Once the jittersbug start coming in, however, Krupa sharpens his trained drum sticks, and away the boys ride on the magic swing carpet. A couple of the several new men in the ork are fine musicians in their own right. Corky Cordeus, former Goodman trumpeter, is now with Krupa, and his tones are high, clear and always engaging. Tomi D'Mare, the new pianist, romps about the keyboard and adds plenty of lift with his active finger work.

Krupa remains the individual showman that distinguishes him from other drummers. He is a mighty hard worker, physically and musically, and creates more rhythm on these tramp-trot drum skins than any one else in his line.

The band attracts jammed floors and also entertains generously during shows. In addition to a couple of special arrangements, Irene Daye, the songstress, will be omnip in voice, appearing with such pops *Spic* and *Spanish* and *Moonlight Serenade*.

Outside acts include the Four Ambassadors.

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 Christmas
Number of The Billboard,
Dated December 2

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adorettes, fast tumblers who work with ease and relief. Tommy Wilson, colored freak tapster, and Roberts and White, comedy dance team. Wilson executes such extraordinary feats as holding up a chair with his teeth while strutting, and lifting a couple of tables while singing in a muffled voice.

Roberts and White make a good combination for dance satires, although comedy is not broad enough for pitterbug consumption. Man has appearance of a dignified Britishman, while woman is a dignified slaphstick type.

Group of six jittersbugs, who have been here for months and months, still close the bill with an assortment of unorthodox dance fireworks.

Howard Mayer Agency handles publicity. Sam Honigberg.

Mother Kelly's, Miami Beach, Fla.

Plenty easy on the ear is the all-voice show at Mother Kelly's.

One of the top-flight showmen of the area, Kelly brings back George Owen and Tony Parker, piano-and-sing team which came for four weeks last year and stayed for 24. Their billing, "Diszy Ditties, Dearly Done," easily describes them. Material is clever and highly risqué, and the customers hang on every word. Owen writes the stuff, which includes *A Bassett's a Bassett to the End*, *She's in Cafe Society Now*, *We Think the Best of Her*, *It's Sweet in Bed*, *Cleopatra and Her* for *Leather Nell*, *Belle of the Old Bar L*. The titles are tip-offs.

The Lewis Sisters, with a cute delivery, serve up rhythm tunes, their arrangement of *Beer Barrel Polka* being especially listenable. Carol Dexter's vocalizing and technique holds the room, as does Bennett Green's. Green introduces the acts. In-betweeners are handled well by Mary Norris and Jack Reynolds—the latter acting to quit the game soon on the strength of his tune, *Miami*, the Moon and You.

Music is by the Tay Voyer Quartet, riffs, bass, git and tenor clarinet. All sing. Unit features to be held over entire season. No dancing here. Lee Simmonds.

Piekwick, Birmingham, Ala.

Coleman Sachs and his Yacht Club Boys are the featured attraction at this place, which advertises "the most beautiful dance floor in the South." Sachs boys, who did 17 weeks at Long Beach, Fla. this summer, do several novelty numbers.

A Musical Quiz is a feature of the Saturday night show, while during this week social clubs hold forth. Also a Saturday feature is the Orchid Hour, in which an orchid is awarded femme with lucky number. The musical quiz is broad.

Floor show includes a fast tap by Jane Bussey, a skate dance by Bert Johnson, and a team number by the two which rates tops. Other numbers include a rhythm solo by Bill Krisky and vocal selections by the Three Mates.

This club redecorates its ballroom each season, the seagoing theme being carried out this year, hence the Sachs boys are dressed in yachting style. Management brings in quite a bit of outside floor talent, also orchestras which are sometimes featured at City Auditorium.

Buss Morgan and ork are due November 10 at City Auditorium. During Christmas season several University of Alabama dances are scheduled.

George H. Watson.

Frozen Assets

NEW YORK, Nov. 11.—Here's one thing that keeps theater seats filled all the time.

This week George Brandt, manager of the Flatbush, Brooklyn, was standing in the lobby when he heard a young jittersbug remark to a friend that he had just seen Bob Zurke at the Paramount and was making the Will Osborne show at the Flatbush just in time to escape the evening price rise.

Brandt walked over and asked young jittersbug what theater he liked the best—Paramount or Flatbush? "I like the Flatbush better," he answered, "because here I sit thru two shows and get my money's worth, but at the Paramount I have to sit thru at least three."

Night Club for The Masses—4 Bands, 60c Min.

NEW YORK, Nov. 11.—An unusual place is being shaped by Richard M. Decker for his new Fiesta Danoteria over the Rialto Theater, opening November 21. It will be a night club for the masses, angle being to pack the two huge floors thru the lure of a 60-cent dinner (amuse-bouche, coffee and dessert).

Angle is to provide night club atmosphere at low cost. Decker promises there will be no high-pressure cigaret girls and that no flowers or souvenirs will be sold.

Spot will open 6 p.m., with matinees Saturday and holidays. Teddy Powell's Band, another band and two relief Latin combos will provide the music. Andy Rogers is Decker's assistant and Spencer Hare the p. a.

Dance hall atmosphere is being avoided and the spot will be exploited as a low-price night club. No hard liquor will be sold.

Iowa Night Clubs Harassed by Laws; Play Down Talent

DES MOINES, Nov. 11.—Iowa night spots are in a depression, with the exception of river border towns which have escaped the harassment of law enforcement.

Cities like Sioux City and Davenport are enjoying a lucrative business, big-time niteries using expensive floor shows. These spots operate unharassed by local or State law enforcement and can afford to put up a heavy bid. Other operators in the State, however, have been forced to go easy on talent budgets because of the constant fear of raids.

Des Moines is without a single floor show. The Hollywood Club was the last one to carry a show.

State administration officials have shown some leniency recently, however. All of the niteries sell hard liquor, while it is handled with more caution than others. Hardest problem of the operators is getting their liquor supply thru the State liquor stores. Operators prefer getting the State liquor, as they incur penalties in holding un-stamped bottles.

Vaude Unit on 3-House Circuit 3 Years Straight

CHATTANOOGA, Tenn., Nov. 11.—Boob Brasfield stage show has been cashing in on a talent hunt in which the winners of one week's contest were offered a week's engagement with the show.

The veteran Brasfield has kept a circuit going for the past three years composed of 20 at Chattanooga, in Bone, Ga., and Gadsden, Ala., in the week. He has maintained a talented bunch of performers, deftly mixing vaude acts with short plays and skits, which has kept the company busy for three years.

Thayer Roberts, veteran legit actor, joined the Brasfield unit Sunday (5) at the American Theater here.

Shipstad-Johnson "Ice Follies" Sees 75Gs for 15 Days in D. C.; Name Skaters Scoring Heavily

WASHINGTON, Nov. 13.—The Shipstad and Johnson *Ice Follies of 1940* is expected to do \$75,000 for its engagement here (November 2 to 17), a sensational gross in view of the newness of Riverside Stadium, located along Potomac parkway. Seating 5,000, the building opened last year as an open-air skating rink and this winter debuts as an enclosed hall for professional entertainment. Unit will play New York's Madison Square Garden.

Business for the *Follies* the first few days could be counted as satisfactory but dwindled partly because of unfamiliarity of Riverside to most Washingtonians, but mostly because of cold, raw weather. Improvement in weather and slight revision of prices (bleachers) hyped the box office.

Much of the credit for improvement is due to publicity man W. H. Hadlich, who, aided by Ben Morgan, of the stadium, has landed more publicity in local papers than this town has ever seen devoted to commercial entertainment. All local sheets have been giving over

Marden Takes Over Havana Gran Cas'o U. S., Cuban Talent

HAVANA, Cuba, Nov. 11.—Ben Marden, operator of Marden's Riviera in New York, has taken over management of the Gran Casino Nacional and the Havana American Racing Association, which operates Oriental Park here.

The casino opens its season December 23, when the Oriental Park track opens. The casino will feature a Pan-American revue. It will include Cuban and American talent and bands. A dozen American girls will be picked in New York to augment the Cuban chorus girls. Carl Erbe doing publicity.

"Drunkard" Unit For Burly House

DETROIT, Nov. 11.—Edward A. Ferguson's Mighty Town Hall Players, touring the *Drunkard* in this territory, are celebrating their sixth anniversary with this unit by the addition to the cast of Grandpa Jitters, Albert C. Ferguson.

The new *Drunkard* opens this week at the Capitol Theater, Toledo burlesque house, rebuilt as a streamlined half-hour show.

The Featured Attraction of New York's World Fair in Nils T. Granlund's "Congress of Beauty"

THE GORGEOUS WETTE DARE

"The Dance of Bali" and Her Two Beautiful Sacred Parrots

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space for interviews and pictures. Tops was cartoon by Evening Star's Jim Berryman, who spread Evelyn Chandler's picture over four columns.

The unit is well satisfied with Washington reaction and is already planning to book Riverside Stadium again next year. By then, it is thought, the new professional hockey team, Washington Eagles, will have accustomed the town to location of stadium.

The *Ice Follies* finds Shipstad and Johnson comedy act still commanding applause and rating with best the show offers. Incidentally, patrons complain that refrigerated environment prevents giving acts the hands deserved because gloves muffle the handclapping.

McKellen Brothers have developed a new comedy act called the Acrobat. Comic turns, hand flips and aerial balancing has spectators yelling for more. Fran Claudet and Osborne Olson's *Gypsy Flirtation* captivated audience with its rhythm done to music of Liszt's *Hungarian Rhapsody*. Helme Brock, who scores heavily with imitation of drunk, has most effective exit ever seen in city. Flashing lights and roll of drums simulate sudden storm, which drives Brock into full run for shelter of wings.

Collegiate clowning of Shipstad and Johnson (Shipstad costumed as co-ed) panicked the house, while Roy Shipstad's solo with a number titled correctly, *Pece-Tempo-Rhythm*, had audience stamping its feet. Karl Zwack and Idi Papez, who specialize in Strauss waltzes, gave a remarkable exhibition of grace. Miss Papez is every inch a trouper, for during show caught rough ice sent them tumbling, with Zwack's skates dragging across calf of her leg. Act never paused and few in audience noticed the long abrasion suffered.

Swiss Hillbillies, Frick and Frack, render an unbelievable performance of comic back-bends and rocking-chair antics. Their turn is the closing specialty which brings down the house. Due notice should be given to performance of Evelyn Chandler, Bea Ehrhardt, Harris Legg, Bruce Maper and an especially whimsical number known as *The Snowman* and the *Three Polar Bears*. Harris Legg, Billy Stins, Artie Nickolas and Gordon McKellen earn appreciative applause with this number.

Music conducted by Ernest Krastinger, singing of Paul Gannon, house lighting and the line of chorus girls contribute a substantial part to success. Wardrobe is superb and staggers anyone attempting to figure its cost.

Sonja Henie isn't even missed. Edger Jones.

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Para and Strand Open Big; Music Hal Also Smash

NEW YORK.—Broadway's two top presentation houses, Paramount and Strand, teed off to what appears to be a smash week for both, with Bob Crosby's Band at the Strand, along with the picture, *The Roaring '20s*, which grossed approximately \$7,000 when it opened Friday. The house expects the show will hit between \$45,000 and \$50,000, which it sorely needs after the last three lousy weeks. *Dress Parade* and Hal Kemp's Band (third week for Kemp) produced a poor \$20,000 week ending November 9.

Crosby's ex-pianist, Bob Zurke, is holding forth at the Paramount with his band and *Rulers of the Sea*. First three days of the run accounted for \$22,000 and is expected to hit at least \$42,000 by the end of the week. Week of Dick Powell, Teddy Powell and the Frasee Sisters on the stage, along with *Disputed Passage*, grossed a good \$35,000.

Roxy also came thru with a winner, doing a smash \$66,000 for the first week of *Drums Along the Mohawk* (ended November 9). Stage show consists of Bobbie Jay, Jess Bridson, Nadine Gae, the Variety Singers and Teddy Rodriguez's conga troupe. Show will run another two weeks.

Radio City Music Hall has been consistent with strong flicker attractions, with the week of Mr. Smith Goes to Washington pulling in an excellent \$83,500 gross and the Garbo cinema, *Ninotchka*, opening to jammed showings November 9 and is expected to pull \$100,000 for the first week. Fish layout, in addition to regular cinema, in Betty Brown, Jeanne and Frances Gray, Nicholas Duke and Hilda Eckler.

Edmund Loew, p. a. ing at Loew's State, managed to pull the house out of the doldrums and grossed \$23,000—a little better than the average they have maintained. Also on the bill were Les Brown's Ork; Tip, Tap and Toe, plus screen fare, *The Road to Glory*.

Weather, Holiday Build D. C. Grosses

WASHINGTON.—Good weather and Armistice Day holiday helped local grosses, with lead taken by Warner's Earle showing the WB *Elizabeth*, and Essex on screen. A merrie England atmosphere on stage, contributed by Dagenham Girl Pipers, Lyda Sue, Bob Ripa, Patricia Norman, Gene Shindon, Georgias and Johns, expecting a \$20,000 week ending 16th. Last week ending 9th, *Roaring Twenties* and Jack Haley-Mary Carlisle unit did \$18,000.

Loew's Capitol anticipates \$17,000 for week ending 15th, with MGM's *Remember* on screen. Wally Vernon headlining stage, which includes Bud Hughes and his P. Joan Merrile, Will and Gladys Ahern, Ballet Intime and 20 Rhythm Rockets. Last week Jackie Heller, with Bob Hope's Cat and Canary, squeezed for 150 for week ending 8th.

Joe E. Brown, Osborne Do Well

INDIANAPOLIS.—Both the Circle and the Lyric showed strong grosses for week ending November 3. Circle, with Joe E. Brown heading stage show, jumped to \$10,300, compared with average of \$8,000. Pic, *What a Life*. Lyric, with Will Osborne Ork, did a good \$9,200. Average is eight grand. Pic, *Adventures of Sherlock Holmes*.

Standard Acts Wanted

FOR WESTERN NEW YORK STOPPOVERS
Send Photos and Description
RAY S. KNEELAND
AMUSEMENT SERVICE
840 Main St., BUFFALO, N. Y.

Vaudefilm Grosses

Dead Ends, Weems 25Gs at Earle; Fay's, Carman Oke "Moulin Rouge" 20Gs in 10 Days; Run Cut 4 Days

PHILADELPHIA.—Despite the fact that many stayed away because of the elections, an attractive roster of names produced profitable grosses for all houses in town week ended November 9. As usual, the highest take was registered at the Earle, where the Dead End Kids, together with Ted Weems's Ork, topped a good all-round show for a take of \$25,000, giving Warners a profit. Others on the bill were Fritz and Jean Hubert, Sam (Schlepperman), Herbie Hudson, Wonders and Paul Winchell. Pic, *Pride of the Bluegrass*.

Bill at the Carman registered a nice \$4,000 for a four-day stay, according to Frank O. Ackley, house manager. The cut week was made necessary by the holdover of last week's bill. Talent consisted of Ray Vaughn, Farrell and Drew, Rhythmaires, Brown and Ames. Pic, *Coast Guard*.

Fay's big held at about \$5,000, with the usual bill selected from the burly and vaude ranks. The program had Patsy (Ginger) Johnston, supported by St. Claire and Yvonne, Charlie Abbott, Gus Robey, Sylvia Brill, Senator Murphy, Raymond Wilbert and Goodrich and Nelson. On screen, *Heaven With a Barbed Wire Fence*.

Armetta, Inkspots, Britton Ork Great; "Bottoms" Unit Oke

SPRINGFIELD, Mass., Nov. 11.—Henry Armetta, the Four Inkspots and Milt Britton and his orchestra did great business at the Paramount Theater, where they closed a week Thursday (9). House manager William Powell said the show played to near-capacity audiences during its entire run.

Armetta was at his best in a skit wherein he had an actor just returned to the home town after six years in Hollywood. The Four Inkspots were well received and at many shows had to be encoered. Britton's Band was also well received. Picture, Henry Armetta, *Winner Take All*. The *Bottoms* Unit Remus, which closed Saturday (4) at the Court Square Theater, did about 20 per cent better than the average vaudefilm bill. Tucker and Smith, comedy musicians, were featured, supported by Bebe's Bears, Carlell and Rosa, the Runaway Four and Rio and Leo. Another George Libby girl line—even better than those that have come before—did three numbers. The entire bill was entertaining, well presented and had audience appeal. Picture, *On Trial*.

School Marms Aid Milwaukee Rake-Off

MILWAUKEE.—The Riverside show, bolstered by strong week-end business due to some 15,000 teachers attending their annual convention in town, collected \$5,600 for the week ended November 9. This was \$2,500 above average. Show was headed by the Milt Herth Trio and included the Lassiter Brothers, Herman Hyde, Ward Lane and Chester Dolphine. Pic, *Nio* (Univ.).

Martha Raye Toledo Record

TOLEDO.—According to officials of the Paramount Circuit, Martha Raye unit, for November 3 to 5, broke the house record here for the last few years. Unit included Bob Zurke Band, Senior Wences and Jack Williams.

SAN FRANCISCO.—The A. B. Marcus-N. S. Barger big show, *A Night at the Moulin Rouge*, did \$20,000 in a 10-night stand at the Curran.

Poor box-office advance got management panicky and caused a two-week run to be trimmed. Should would probably have done well if allowed to run out original booking. The unit moved on to Texas.

Dead Ends Under Cleveland Gross

CLEVELAND.—Palace did 12 grand for week ended November 2, with *Dead End Kids* and pic, *Blackmail*. Average is 14 grand.

Previous week's take was also \$12,000, with Sammy Kaye Ork, Bob Dupont, Cass Daley and Spencer and Foreman.

Vaude Good, Unit Fair, in Spokane

SPOKANE, Wash.—Post Street vaude stayed up above house average last week-end, while a rival road-show attraction at the Orpheum did only fair business.

The Jordan Troupe, Jed Dooley and Company, Larry Blake, Charles Nolan and Loel and Muriel, plus pic, *One-Third of a Nation and Heritage of the Desert*, brought \$1,900 to the Post Street November 3, 4 and 5. House average is \$1,750.

Various follies, headed by Al Norman, Gilbert and Murphy, Nimco and Vilho, plus *Everythings on Ice* and *Behind Prison Gates*, was at Orpheum same dates. The Great Lester also drew only fair at the Orpheum earlier in the week (Halloween), but Manager W. L. Seale pointed out it was a single performance midnight show and said it is hard to keep folks up that late here.

Fay's, Providence, Vaude Bills Weak

PROVIDENCE.—Fay's took a dive for week ended November 2 with a gross of \$4,500 as against average of \$6,500. Bill was Joe Terminal and Company, Elmer Cleve, Keene Twins with Vic and La Mar, Three Toppers, Danny and Edith, and pic, *City in Darkness*.

House of four grand the previous week with Jack Gwynne and Company and Marion Belet and English Brothers heading stage bill.

Tower, K. City; Vaude Is Okeh

KANSAS CITY.—Tower jumped out of the red the week ended November 2 with a take of \$6,100. Bill was Keaton and Armfield, Perry Twins, Val Setz, and pic, *Hession Nights*.

Previous week's take was also \$12,000, \$4,200 with Carter and Holmes; Allen, Stone and Allen; the Karolls, and pic, *The Underpup*. Average is five grand.

Arnheim Band Average in L. A.

LOS ANGELES.—Paramount, with Fanchon & Marco Revue and Gus Arnheim's Orchestra, grossed \$15,500 week ended November 8. Picture was *Jamaica Inn*.

Average is 15 grand.

Grier Band Okeh

SEATTLE.—Palomar went \$500 above average with a gross of \$5,500 with Jimmy Grier and band and pic, *Tropic Fury*. Week ended November 3.

Heidt's 14Gs a Buffalo Record; Bennett Big 14Gs

BUFFALO.—With Horace Heidt Orchestra, Buffalo Theater did a sock gross of approximately \$24,000, week ending November 10. This is a six-year house record, according to the New York Paramount office. Pic, *Honeymoon in Bali*.

Century Theater, with Constance Bennett unit including Romo Vincent, Raye and Naldi, Debonnairs and Terry Howard, plus pic, *Three Sons*, did approximately \$14,200 week ended November 4. This is well over twice the house average of \$5,200.

House Manager Richard Kemper, after opening day, said the take had jumped 300 per cent and the attraction was doing much better than the A. B. Marcus *Le Vie Paris* unit, which inaugurated the attraction policy. Shep Fields opens November 17 for six days and Clifford C. Fischer's *Folies Bergere* comes in November 30 for a week. William Morris agency is booking the units and house gets bands from MGA.

"Hellzafire," Brown Do Good Biz in Chi

CHICAGO.—Joe E. Brown's unit at the Chicago opened to average business Friday (10), but picked up strongly in the evening. Has good screen support in Paramount's *Honeymoon in Bali* and indications point to a good \$32,000 week (ended November 9) Eddie Cantor's show and Bob Hope in *The Cat and the Canary* closed to a terrific \$32,000, best gross this year.

State-Lake is doing brisk business with a *Fortune teller*, *Hellzafire*, and *James Gross and the Hidden Staircase*. Gross will top the \$14,500 figure which was reached by Count Berni Vici's unit and *These Glamour Girls* last week (3-9). *Oriental*, week of November 10, has average bill in four-act unit headed by Roscoe Ates and two second-run films. Average \$14,500 take in sight. Preceding bill, two features and revue with Eddie Peabody, wound up with same gross.

"Folies" Is Socko At Shubert, Cincy

CINCINNATI.—Judging from the first three days' biz, which brought packed matinees at the Shubert, Clifford Fischer's *Folies Bergere* will easily breeze past the season's top money to date—\$17,000. Show carries such acts as Trio Shyretto, Fred Sanborn, Emil Boreo, the Brinets, Corinne and Toto Valdes, Harold and Lola, the Debonnairs and the Heilmann Girls. On the screen, *Too Busy To Work*, a weakie.

Last week Constance Bennett and supporting bill, comprising Dean Murphy, Lorraine and Rognan and the Six Debonnairs, pulled up near the house average of 12 G. The Pic, *Too Bright Boy*, gave little box-office assistance.

Vaudeville Notes

POLLY JENKINS and HER PLOWBOYS were booked for a two-day stand last week at Beidsville, N. C. Uncle Dan, unit's emcee, received a wire from Miss N. Y., stating his mother passed away. He left for home, not playing the second day. . . . ORIGINAL HOLLYWOOD STAR DOUBLES unit is booked for the Brandt, Interstate, Scans and Comerford theaters, Wally Sharpley, emcee, with Howard Bruce managing. . . . TED RODRIGUEZ, prior to his opening at the Roxy, New York, spent two weeks teaching his version of the Congo to the Roxyites. . . . PEDRO AND LUIS open at the Tower, Kansas City, Mo., November 17 and from there go to the Indiana Club, South Bend, Ind.

HERBERT HARPER, New York dance teacher, inventor of "Styl-Ised" dancing, completed recently New York routines to be used in *Very Warm for May*. . . . LANNI RUSSELL, of the Wally Jackson Studio, New York, produced and staged the dances for a three-couple ensemble known as the Six Lords and Ladies, sponsored by Raphael Barrish. Act opened November 14 at Fay's, Philadelphia.

JOY AND WING will play a repeat engagement at the Strand, New York, opening December 22. . . .

AMUSEMENT SERVICE
1270 SIXTH AVENUE
RADIO CITY-NEW YORK

Loew's State, New York

(Reviewed Friday Evening, November 10)
Benny Davis has again lined up a raft of youthful talent for his annual *Star Dust Revue*. It's a good show, with an ever-present element of surprise and some talent that measures up to Davis' opening spiel. Davis himself sang matches of his hit tunes, going back to *Margie* and including many of his more recent vintage. His emcee job is informal and entirely capable.

Denette and Day, mixed team, opened. They do a novelty turn, mostly hoofing, meanwhile beating out a tattoo with drumsticks. Boy then sings, beating time to a tune with his fingernails. Interesting novelty stuff.

Rhythm Revelers, four boys with harmonicas, opened with a medley of college songs, went into *Beer Barrel Polka* and closed with some passy guitar renditions. Technique and general effect was generally good but rough in spots. Act is very youthful and will come along.

Mary Dooley, daughter of Johnny Dooley and Yvette Riegel, sang *Cuba Cabby* and *Over the Rainbow*. Girl is petite, blond and has personality. Her tone

was sometimes very good but not uniformly so.

Fin Olsen, European comic, should do well. His eccentric dancing and singing very unusual. Olsen spoiled his turn somewhat by remaining on a trifle too long, but this is minor and does not detract from the fact that he has genuine ability.

Marie Austin, short and plump brunet, revealed fair pipes with *Man With Meandolito*, *Comes Love* and others. She scored solidly, perhaps not so much thru her intrinsic singing ability but owing to a very informal delivery with sly comic asides.

Betty Keen, eccentric hooper, impressed favorably. Went into eccentric shagging and for one session hooped sans orchestra accompaniment. Style is quite good.

Three Chords, boys, do vocal imitations of instrumental music. One plays piano, while the other two go haywire with versions of sax, clarinet and drums, etc. It's screwball stuff, some of it cleverly done with strong comedy value. Encored.

Ray Lou, acrobatic dancer, worked both on stage and small platform. Had an outstanding material was a series of back and front somersaults, including a full one and one-half twisting somersault. Good work of his kind.

Clayton Manners, who has appeared in musical comedy, was of course much better than the others. Did songs with a comic and satiric twist, winding from one to the other with nut characteristics. Her comedy is robust and the vocals are aided by eccentric hoofing.

Jerome Bresler and Kay Karol billed but did appear.

House was very good for this performance. Film, *The Women*.

Paul Ackerman.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"NEW YORK OFFICE SENSATION"
433 Roosevelt Blvd., Phila. Pa.

TED RODRIGUEZ



presents the latest dance craze
THE CONGA
currently

ROXY THEATRE, N. Y.
recently concluded record breaking engagement at the
VERSAILLES, N. Y.

Majestic, Dallas

(Reviewed Sunday Evening, November 5)

This theater opened its 1939 vaude season Saturday (4) with the Seger Ellis Orchestra holding the stage and a clever three-act bill built around the ark. Ellis was emcee.

Show opens with ark doing a swing tune, *Engle Cell Rag*, followed by the soft-tempered *Beloved*, smartly done with house lights down and radiant notes used by trumpet players and trombonists. Orchestra's spot is filled out with a novelty number featuring trumpet, clarinet and the maestro to the piano.

The Keller Sisters, first-rate vocalists, on next, their rendition of *Well, All Right* and another swingeroo number getting a strong hand. Next follow the Three Samuels with a smooth tap and eccentric dance number in which they mix real tap dancing with comedy. Joined by Harriet Kaye, they get top applause with their military tap and exceedingly clever clowning of military drills.

The band's second session presents a take-off on radio's *Hit Parade*. Except for the maestro's expert piano thumping and his singing of *Dream House*, this number is too slow. The tempo quickens, however, when Irene Taylor polishes off *Jumpin' Jive* and a swell assortment of blues numbers. Her singing gets plenty

HELL OVER!! SECOND YEAR

Walter Nilsson, Winter Garden, New York.

Thanks to Chic and Ole, "Hellzapoppin"

RADIO STAGE SCREEN

RHYTHM REVELERS

HARMONICA QUARTETTE

Featured in Paramount's "One-Third of a Nation"

Currently Appearing at
Loew's State, N. Y., Week Nov. 9

Thanks to Benny Davis
Direction—William Morris Agency

THE TWO VELLLOS

(Formerly the Canestrelli Duo)

NOVELTY BALANCING LADDERS WITH TERRY
NOW—ORIENTAL THEATRE, CHICAGO

West—SAM ROBERTS

Vaudeville Reviews

of applause.
Picture is *Blackmad* (MOM). Capacity houses greeted four shows Saturday and Sunday.
Frank W. Wood.

Chicago, Chicago

(Reviewed Friday Afternoon, November 10)

Joe E. Brown is a smart clown. He doesn't take any chances on standing on his own. Surrounding himself with several strong acts, he comes in at the end of the parade with gags and stories which, though weak in themselves, come too late to do any damage. Brown is an experienced act. He garners plenty of applause but most of it is due to his screen popularity and the terrific hands are past due collections. Works in a gray suit and green vest, does Hitler in German dialect and kills some time with *Ter Howard* and *Jack Talley*, one of the acts, who return to bolster his spot.

The Great Pallidus, teeter-board sextet, opens with tumbling and acrobatics and then bring out the board for three and four-high somersaults. For a finale they execute a four-high blindfold trick. Single girl in act as a decoration.

The Randall Sisters, harmony trio with honeyed voice, please with a good set that includes *Carolyn in the Morning*, *Jumpin' Jive* and their strong novelty *When Pa Was Courtin' Ma*. Act is easy on the eyes and eardrums.

Terry Howard is still the brat who gets plenty of hearty laughs with her funny voice and amusing gestures. *Jack Talley* does a neat straight job. The *A Ticket* ending should give way to a fresher tune having equal rhythm.

Bob Bromley displays puppets who work with the help of a synchronized record machine, placed offstage. Stunt didn't go off any too well at this viewing, even the Bromley made no effort to conceal the use of the contrivance. As a puppet manipulator, Bromley ranks with the best. This he proves with his closing display, an ice skater outfitted in a luminous costume.

Talley handles the emcee job, an assignment, incidentally, that should be in the hands of Joe E. Brown. Talley works without fault, the customers would prefer more activity from the movie jester.

On screen, *Honeymoon in Bali* (Paramount). Business good end of first show opening day.
Sam Honsberg.

Strand, New York

(Reviewed Friday Evening, November 10)

Late supper show Friday still had the bill on the rough side, lighting being off; p.a. balance being poorly mixed in practice. Really all the instrumental and vocal solos, and clumsy handoff marking the gathering of Bob Crosby's All-American foursome for their specialties.

The Crosby Orchestra top the bill, with *Jackie and Co.* next to closing, and Paul Winchell, the Hudson Wonders and Sunny Rice filling out. Picture is the extensively ballyhooed *The Roaring Twenties*, story by columnist Mark Hellinger. It's a big picture, but the Jimmy Cagney-Hellinger combo, plus the belly, should do plenty of business.

Highlight of the Crosby offering is the amazing work of Bobby Haggart and Ray Baude on piano and drums, respectively, mimicked by Baude drumming on the strings while Haggart fingers. This team followed the Bobcats (two brass added to the foursome) latter being Haggart, Baude, Jess Saccy, piano and Eddie Miller, saxophone, each considered a virtuoso. The four of them turn out a tasty dish of jam, their individual work a standout. Band is one of the better in the city, but the drumming team didn't seem any too well chosen, Crosby's radio program (Camel cigarettes) showing he has better tunes in his library. Leader, who does one vocal, seemed uncomfortable on the stage and limited in vocabulary, almost every number introduced with "A short time ago . . ."

First act is Sunny Rice, tapster, after Kathleen Lane does a vocal on *What's New*. Miss Rice does tango tap and a rhythm routine to *Skater's Walk*. She is a fine craftsman but wore an ill-chosen gown and was on too long. Paul Winchell's ventriloquist act is not especially impressive, although it unusual in vocabulary—the dummy does a belly bump. Close is perked up by the dummy singing *Hold Tight* and got the act off to a strong acceptance.

Hudson Wonders, two girl acrobatic dancers, have a rapid-fire act, doing splits, balances, stands and spins—in fact, they sell it so fast the house didn't seem to have time to appreciate all they

did. Drew the best mitting of the evening, next to Haggart and Baude. Parker's standup act did okay for laughs. Business, standing them up.
Jerry Frankes.

Hollywood, Gowanda, New York

(Reviewed Sunday Evening, November 5)

Very much reminiscent of the good old vaude days was the current bill. Seating 1,200, the house was filled. According to Manager Hoy Eastwood, this is a common occurrence since he started leading the community with honest-to-goodness flesh. Ever since this innovation about 14 months ago, Eastwood has found that Sunday night stage shows do much to pop up business.

With no other house within a 50-mile radius presenting a similar attraction, the Hollywood gets its goodly share of rural patronage, aside from the town folks.

Ray S. Kneeland, Buffalo booker, stages and emcees the shows. Aided by his experienced guidance the talent is at ease and customers are receptive and appreciative.

Too highly handicapped by the lack of an orchestra, performers got along okay with Art Melgier's organ accompaniment. The latter starts things off with a short recital, and when reviewed gave his rendition of *Canadian Capers*. Going thru some fast foot-pat routines, Eli Williamson, a hard-working septa ind, proved that he had plenty of rhythm, and even tho he fumbled on several occasions, he captured applause.

Endowed with a really smooth, full-bodied baritone, Russel Lee made the most of his appearance when presenting *Old Man River*, putting all the sentiments of his race into the number. Encored with *Love the Life I Lead*. As a new, old-time act but a good as new, *Smilin'* Bob Lewis let go with jokes, antics and songs. Aided by partner Ramona Ray, a comely miss, he put over a take-off on *Daddy and Baby Smokey*. Banned to appear in a neat and original solo version of a military theme, drew a good hand. Going dramatic with some emphatic flag-waving, Lewis signed off with *Let Them Keep It Over There* and *God Save America*, displaying a nice vocal.

Picture, *Mr. Smith Goes to Washington*.
Eva M. Warner.

Music Hall, New York

(Reviewed Thursday Evening, Nov. 9)

Present stage offering is distinguished by the dancing finale to the strains of the *Boleto*, which is one of the most showmanly and stirring dance creations Florence Rogge has put her choreography into. It's a new, exciting, and strong, and plus Greta Garbo's return to the screen in *Nicotchka*, the show should hit the grossing heights of *Mr. Smith Goes to Washington*, which pulled \$106,000 in 1938.

Entertainment is highly musical, ranging from Debussy, Strauss and Bavel to college rah-rah tunes, with a resultant quick-tempo stage presentation. But not everything is a click, however. *Opener* is an exotic jungle dance, Jeanne Frances and Jerry Grey (mixed with some acro effects), but the play was stolen by the setting, trick lighting and the cool music. Erno Daks was the star (the girl) entwining around a tree and subsequently around a native (boy) in a somewhat realistic portrayal of a snake winding around the body. Drew only a tepid response.

The Rockettes, who usually close with their show-stopping precision routine, take the duce spot, with Robert Landrum on the vocals, with their novel, imitative, and amusingly warmed up the customers for what was to come.

The Glee Club boys, dressed up in campus rig, sang their all for dear old Alma Mamma and Betty Bruce tapping her way in the heart of higher learning. The number is gay and light, fits right in with the football season and Miss Bruce's tapology is tops.

Closer is the *Boleto* session, with Hilda Eckler and Nils Erik Daks doing the side work to the background of the Corps de Ballet and the Rockettes. Daks was outstanding with an effortless performance and a rare terpsichorean grace. The constant stream of dances from all sections gave the full stage a number. A full-scale climbing crescendo that was topped by a smash dancing climax. Erno Rapaev's Symphony Orchestra gave the proper amount of organ and shading and drew credit for a flawless accompaniment.

House jammed opening night.

Sol Zeit.

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

Abbott & Costello (Versailles) NYC. no.
Adair, Edna (Colosimo's) Chi. no.
Abrera, Will & Gladys (Capitol) Washington, D. C. 1.

Adler, Eve (Cotton Club) NYC. no.
Alan, Becker (McAlpin) NYC. h.
Albert, Mickey (Riviera) Boston, no.
Albanese, Sam (The Sherman) Chi. h.
Amsler, Adam (Riverside) Milwaukee, t.
Andre, Janis (Paradise) NYC. no.
Anderson, Vic (Cotton Club) NYC. no.
Andrews Sisters (Colonial) Dayton, O. t.
Angela, Mrs. (The Riviera) NYC. no.
Anker, Dolly (International Casino) NYC. no.
Arden, Don, & His Artist Models (Chez Ami) Buffalo, no.

Arden, Don (Colosimo's) Chi. no.
Armstrong, Maxie (Brave's) NYC. no.
Arnez, Dess (La Cooza) NYC. no.
Arroy, Margaret (La Salle) Chi. h.
Aster, Roscoe (Oriental) Chi. t.

Bachloro, Four (Biltmore) NYC. h.
Bacon, Paul (The Bowery Theatre), no.
Baker, Harry (New Yorker) Chi. no.
Baker, Frank (St. Regis) NYC. h.
Balderson, Frank (Cincinnati) t.
Ballou, George (Roosevelt) New Orleans, h.
Ballie, Irene (Capitol) Washington, D. C. t.
Ballou, Julie (House of Murphy) Hollywood, no.

Banks, Sadie (Old Romainian) NYC. no.
Banziger, Barbara (The Riviera) NYC. h.
Baron, Harry (Cotton Club) NYC. no.
Barry, Anne (Penthouse) NYC. no.
Bart, Rex (Hill Top) Lorain, O. no.
Bart, Rex (Hill Top) Lorain, O. no.
Bart, Rex (Hill Top) Lorain, O. no.
Bart, Rex (Hill Top) Lorain, O. no.

Bass, Lulu (Diamond Horseshoe) NYC. no.
Bass, Lulu (Diamond Horseshoe) NYC. no.
Bass, Lulu (Diamond Horseshoe) NYC. no.
Bass, Lulu (Diamond Horseshoe) NYC. no.

(For Orchestra Routes, Turn to Music Department)
Acts-Inits-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; n-night club; p-amusement park; ro-road house;
e-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Corlies & Palmer (Bertolotti's) NYC. no.
Cortez, Flores (Wheel Club) Parkersburg, W. V. no.
Costello, Diosa (La Cooza) NYC. no.
Costello, Rene (Jennie's) NYC. no.
Covett & Reed (Radio Frank) NYC. no.
Cox, Ida (Cafe Society) NYC. no.
Craig, Reginald (Earl Carroll's) Hollywood, no.
Creme, Fred (Embassy Club) Phila. no.
Craven, Frank (Childeella Club) NYC. no.
Creeker, Dorothy (Minnesota) Minneapolis, t.
Crosby, Bob (Strand) NYC. t.
Cross & Dunn (Colony Club) Chi. no.
Cummins, Hal (Benny the Bum's) Phila. no.
Cummins, Walter (Netherland Plaza) Cincinnati, h.
Currie, Marilyn, Revue (Harry's New Yorker) Chi. no.

Dagenham Girls, Sixteen (Earle) Washington, D. C. t.
Dagmar, (608 Club) Chi. no.
Dakota, Nuala (Minor, Hall) NYC. no.
Daniels, Eleanor (Silver Cloud) Chi. no.
Daniels, Betty (New Shanghai) Oakland, Calif. no.
Dare, Yvette (Colosimo's) Chi. no.
Davis, Benny, & Stardust Revue (State) NYC. no.
Davis, Bobby (Kit Kat) NYC. no.
Day, Gloria (Waldorf-Astoria) NYC. h.
DeBorja, Riana (Russian Art) NYC. re.
DeForest, Marie (St. Regis) NYC. h.
DeLaPante, Peggy (Jimmy Kelly's) NYC. no.
DeLano, Rita (The Bowery) Detroit, no.
DeLaney Sisters (Club Regal) Cleveland, no.
DeLaney, Dottie (Roosevelt) New Orleans, h.
DeLay, Moore & Martin (Top Hat) Union City, N. J. no.
DeMarche, Bob (Mayfair) Washington, D. C. no.
Dennis, Clark (New Yorker) NYC. h.

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

Denier, Richard (Vine Gardens) Chi. no.
Dering, Roscoe (Esquire) St. Louis, t.
DeRosa, Hal (Netherland Plaza) Cincinnati, h.
Devilva, Fred (Black Cat) NYC. no.
Devine, Golden (Greenwich Village) NYC. no.
DeWitt, Billy (Greenwich Village Casino) NYC. no.
Di Gantano, The (Shubert) Cincinnati, t.
Dione, Lucille (La Cooza) NYC. no.
DiStefano, Gregory (Riviera Art) NYC. re.
Donnelly, Harry (Gay 90's) NYC. no.
Dooley, Tommy (La Marquise) NYC. no.
Doris, Katie (Chauvin) NYC. no.
Dorla & Valero (El Chico) NYC. no.
Dorr Bros & Mary (Hollenden) Cleveland, h.
Doris, Thorne (Palace Cafe) NYC. no.
Drackner, Russell (Waldorf-Astoria) NYC. no.
Draper, Paul (Piazza) NYC. h.
Duke, Francis (Howard Frank) NYC. no.
Duflois, Wilfred (Drake) Chi. h.
Duffins, The (Royale Frolies) Chi. no.
Dun, Thorne (Palace Cafe) NYC. no.
Dulaney, Howard (Lincoln) NYC. h.
Dunn, Mickey (Nappo Gardens) Chi. no.
Dunn, Francis (Howard Frank) NYC. no.
DuPont, Doris (Colosimo's) Chi. no.

E
Eckler, Hilda (Music Hall) NYC. t.
Edwards, Joan (New Yorker) NYC. h.
Ellis, Marjorie (Cuban Casino) NYC. no.
Ellis, Johnny (Windsor Art) Brooklyn, no.
Elliot, John (Paradise) NYC. no.
Els & Herman (Earle) Washington, D. C. t.
Ely, Ed & Paul (Havana Frank) NYC. no.
Evans, Emory (Black Cat) NYC. no.
Evans, Dale (Blackstone) Chi. h.
Evans, Fred (Havana Frank) NYC. no.
Evans, Fred, Girls (Chez Paree) NYC. no.
Evans, Bobby (Cotton Club) NYC. no.
Evans & Conway (Samos Gardens) Flint, Mich. no.

F
Faldady, The Great (Chicago) Chi. t.
Fay, Gladys (Biltmore Bowl) Los Angeles, no.
Faye, Gladys (Jimmy Kelly's) NYC. no.
Fears, Ray (Diamond Horseshoe) NYC. no.
Fern, Vera (Biltmore) NYC. h.
Fern, Pearl & Co. (Mayfair Room) Washington, D. C. no.
Feydt, Stepin (Cotton Club) NYC. no.
Fields, Leon (Belmont Club) Miami Beach, Fla. no.
Finley, Earl (608 Club) Chi. no.
Flah & Dash (Kit Kat) NYC. no.
Flores, Marissa (La Montague) NYC. no.
Florita & Boyette (Virginia) Columbus, O. h.
Flowerston, Consuelo (Queen Mary) NYC. no.
Folles Berger, (Shubert) Cincinnati, t.
Foster, Girl Girls (Rocky) NYC. h.
Foster, Ger, Girls, Sixteen (Earle) Washington, D. C. t.
Foster, Ertle & Tucker, Bobby (Fifth Ave. Bar) NYC. no.
Foy, Dave (Old Romainian) NYC. no.

Foy, Charley (Grace Hayes Lodge) Hollywood, no.
Frances, Marion (Essex House) NYC. h.
Frances, Emma (Diamond Horseshoe) NYC. no.
Francine, Ann (Coo House) NYC. no.
Francis, Jeanne (Music Hall) NYC. t.
Franklin, Cass (Beverly Hills) Newport, Ky. no.
Franks, Four (Capitol) Washington, D. C. t.
Frans, Ernst, Continentals (Place Elegante) NYC. no.
Frazee Sisters (Paramount) NYC. t.
Frisco, Joe (Grace Hayes Lodge) Hollywood, no.

G
Gae, Nadine (Rocky) NYC. t.
Gale, Shirley (New Fulton Royal) Brooklyn, no.
Gale, Betty (Shelton) NYC. no.
Gallo, Ruth (Ernie's) NYC. no.
Gallo, Rose (El Chico) Phila. no.
Galodoro, Al (New Yorker) NYC. no.
Gallon & Bennett (Schroeder) Milwaukee, h.
Geddis, George, & Pal Revue (Nut Club) New Orleans, no.
Gee, Paul (Ambassador) NYC. h.
Gilbert, Ethel (Chateau Moderne) NYC. no.
Gifford, Jack (Cafe Society) NYC. no.
Gifford, Harry (Ernie's) NYC. no.
Ginger, Lena (Hill Top) Lorain, O. no.
Giovanni (Beverly Hills) Newport, Ky. no.
Gloria & Ray (New Fulton Royal) Brooklyn, no.
Golden Pair, The (Royale Frolies) Chi. no.
Goodell, Nella (Ambassador) NYC. h.
Gordon, Dick (Royale Frolies) Chi. no.
Gore, Mabel, Manny (Morison) NYC. no.
Gosme, Vincente (Le Ruban Bleu) NYC. no.
Grant, Mary (Tower Inn) Chi. no.
Gruber, Bernis (Gay Nineties) NYC. no.
Grey, Guyta (White) NYC. h.
Green, Madeline (Onyx Club) NYC. no.
Grey, Jerry (Music Hall) NYC. t.

H
Haskon, Paul (Chez Paree) Chi. no.
Haxson, Harriette (St. Regis) NYC. h.
Haxson, Bernis (Dancer) Cincinnati, h.
Haig, Hal (Rudd's Beach) Schenectady, N. Y. no.
Hall, Chester, Girls (Palace) Chi. t.
Hall, Alberta (New Fulton Royal) Brooklyn, no.
Hall, Charley "Red" (Owl Club) Chillicothe, O. no.
Hall, Ted (Tower) Kansas City, Mo. t.
Hall, Thorne (Palace Cafe) Dayton, t.
Hansen, Bill (Ernie's) NYC. no.
Harmon, Murray (Coo House) NYC. no.
Harold & Bob (Ambert) Cincinnati, t.
Harrington, Pat (Club 18) NYC. no.
Harris, Lydia (Broad-Mount) Chi. no.
Harris, Connie (Swingland) Chi. no.
Harrison, Spike (Gay 90's) NYC. no.
Harvey, Bernard (Village Brewery) NYC. no.
Hartman, Paul & Grace (Waldorf-Astoria) NYC. no.
Haskell (Neil House) Columbus, O. h.
Hawiland, Dick (Corktown Tavern) Detroit, no.

H
Hays, Peter (Grace Hayes Lodge) Hollywood, no.
Hays Virginia (Edgewater Beach) Chi. no.
Haywood, Billy, & Cliff Allen (Le Ruban Bleu) NYC. no.
Hazel, Bebe, Revue (Cardinal) Rocky Mount, N. C. 14; (Broadway) Fayetteville, N. C. 14; (Academy) Lynchburg, Va. 16-17.
Hedley, Twine (St. Regis) NYC. h.
Hedderston, Ray (International Casino) NYC. no.
"Hot" Unit (State-Lake) Chi. t.
Hyticks, Marcella (Aslor) NYC. h.
Hynes, Edith, The (Mines) Minneapolis, t.
Higgins, Peter (Lockout House) Covington, Ky. no.

Hild, Dorothy, Girls (Chicago) Chi. t.
Hilmer, Edna (Espana) NYC. no.
Holmes, Marion (Bismarck) Chi. h.
Holl, Meryn (Lexington) NYC. h.
Holl, Meryn (Lexington) NYC. h.
Hornath, Louis (Zimmerman's) Hungarian) NYC. no.
Hot Shots, Four (Earl Carroll's) Hollywood, no.
Houston, Elsie (Le Ruban Bleu) NYC. no.
Hovler, Twine, Girls (Ernie's New Yorker) Chi. no.
Howard, Bob (St. George) Brooklyn, h.
Howard, Twine (St. Regis) NYC. h.
Howard, Terry, with Jack Tally (Chicago) Chi. t.
Howard, Benny (Dempsy's Broadway Room) NYC. re.
Hoyward, John (Rainbow Room) NYC. no.
Hudson, Ann (Pastor's) NYC. no.

Hudson Wonders (Strand) NYC. t.
Hudson, Bud, & Pals (Capitol) Washington, D. C. t.
Ings, Gregory (Riviera Art) NYC. re.
Ink spots, Four (Buffalo) Buffalo, t.
Inter, Clara (St. Regis) NYC. h.
Jackson, Joe (Rocky) NYC. t.
Jackson & Nedra (608 Club) Chi. no.
Jarvis, Johnny (St. George) Brooklyn, h.
Jaxson, Vestriologist (Temple) Virgo, Wis. 15-16.
Jeffers, Dorothy (Bertolotti's) NYC. no.

POLLY JENKINS
And Her PLOWBOYS
Nov. 17-18, Marlboro, Upper Marlboro, Md.
For bookings address personal representative,
Edith Slosson, 1800 Broadway, N. Y. C.

Johnson, Eleanor (Nappo Gardens) Chi. no.
Johnson, Lucille (Diamond Horseshoe) NYC. no.
Johnson, Gladys (Black Cat) NYC. no.
Johnson, Barbara (Evergreen Casino) Phila. no.
Jones, John Paul (Eden) Chi. re.
Jones, Marion (State) Columbus, O. re.
Kahane, Joy (Thompson's 16 Club) Chi. no.
Kahane, Eve (Royale Frolies) Chi. no.
Kahosh (Cotton Club) NYC. no.
Kasson, Pat (Cotton Club) NYC. no.
Kasho, Anna (Lexington) NYC. h.
Karatka, Princess (Harry's New Yorker) NYC. no.
Karavassif, Moustas (Rustan Kreichmal) NYC. no.
Kawson, Maria, Muzette (Onesto) Canton, O. h.
Kavanaugh, Kay (Cinderella Club) NYC. no.
Kayser, Valdo (Cotton Club) NYC. no.
Kay, Beatrice (Diamond Horseshoe) NYC. no.
Kaye, Freddy (Club Cherie) Chi. re.
Kaye, Roy (Palace) NYC. no.
Kellie, Sally (Old Romainian) NYC. h.
Keller Sisters (Silver Lake Inn) Silver Lake, N. J. no.
Kemp, Lucille (Chevalier's) NYC. no.
Kemp, Hal (Earle) Phila. t.
Kerr, Jack (Fourteen) NYC. h.
Kerr, Jack (Fourteen) NYC. h.
King, Louis (Paddock Club) Chi. no.
King, Johnny (The Bowery) Detroit, no.
King, Roy (Palace) NYC. no.
Kirz, Joe (Colosimo's) Chi. no.
Kirland, Jerry (Troc) NYC. no.
Klein, Betty (Caterpillar, Va. no.
Korony, Ethel (Zimmerman's) Hungarian) NYC. no.
Kresson, Four (Expo. & Food Show) Charlotte, N. C. 13-14.
Kretlow, Muriel, Girls (Hill-Top) Chi. no.
Kroger, Jerry (Colosimo's) Chi. no.
Kuter, Vilma (Whirling Top) NYC. no.

L
Laboda, Janina (Yac) Chi. re.
Laird, Horace (Strize Circus) Phila. 13-18.
Laird, Harry (Strize Circus) Phila. 13-18.
Laird, Horace (Music Hall) NYC. t.
Lana, Teddy (Giro's) NYC. no.
Lana, Jerry (Beverly Hills) NYC. no.
Lane, Robert (Beverly Hills) Newport, Ky. no.
Lang, Wilson (Queen Mary) NYC. no.
Lang, Leo (El Lechi) NYC. no.
Larson, Sigrid (Armando's) NYC. no.
Laverne, Four (The Bowery) Detroit, no.
Laverne, Doris (Royal Blue) NYC. h.
Laverne, Fred (Piazza Door) NYC. no.
Le Brun Sisters (Chez Ami) Buffalo, no.
Leach, Sara & Josephine (Edgewater Beach) Chicago, no.
Lee, Bob (Wired) NYC. no.
Lee, Gypsy (Dempsy's Broadway Room) NYC. no.
LeMar, Jean (Ernie's) NYC. no.
Leon, Gary & Ted Mace (Benny the Bum's) NYC. no.
Leonard, Hazel (Romainian Village) NYC. no.
Leonard, Eleanor (Paddock) Miami Beach, Fla. no.
Leonard, Eddie (Brown Derby) NYC. no.
Le Page, Lorraine (Belmont Plaza) NYC. h.
LePage, Ted (Gay 90's) NYC. no.
Lewis, Dorothy (St. Regis) NYC. h.
Lewis, Hank (Herald (Mastodon)) Stockton, Calif. no.
Lewis, Joe (Chez Paree) Chi. no.
Libson, Franz (Diamond Horseshoe) NYC. no.
Lind, Fred (Gay 90's) NYC. no.
Linwood, Lucille (Giro's) NYC. no.
Lippich, Angeline (Vine Gardens) Chi. no.
Litt, Bebe (Palace) NYC. no.
Little, Joe (Glen Casino) Williamsville, N. Y. no.
Little & Willis (Boulevard Tavern) Jamaica, L. I. no.
Long, Nick, Jr. (Palmer House) Chi. h.
Lorenz, Maria (Lockout House) Covington, Ky. no.
Loose Screws, Three (El Dumbo) Chi. no.
Loster, Ted (Gay 90's) NYC. no.
Lott, Carole (608 Club) Chi. no.
Lorraine Sisters (Edgewater) Chi. h.
Lorraine, Billy (Gay 90's) NYC. no.
Lorraine, Sam (Ambassador) NYC. h.
Lucy, Alice (Silver Lake Inn) Silver Lake, N. J. no.
Lynn & Marianne (Bertolotti's) NYC. no.
Lynn, Patricia (Piazza) NYC. h.
Lynn, Joyce & Vance (Palmer House) Chi. h.

M
McConnell & Moore (McVann) Buffalo, no.
McCarthy, Marsh (Thompson's 16 Club) Chi. re.
McFarland, George (Village Brewery) NYC. no.
McFarley, Fred (Pastor's) NYC. no.
McGehe, Trudy, Girls (Beverly Hills) Newport, Ky. no.
McGee, Sylvia (Colosimo's) Chi. no.
McGee, Deloyed (Hickory House) NYC. no.
McLean, Barbara (St. Regis) NYC. h.
McLennan, Fred (Palace) NYC. no.
McNeil, Claudia (Black Cat) NYC. no.
McNeill, Magi (Pier's Monte Carlo) NYC. no.
McArthur, The (Boulevard Tavern) Jamaica, L. I. no.
McArthur, The (Club Gausch) NYC. no.
Madera, (See ROUTES on page 54)

Burlesque Notes

(Communications to New York Office)

NEW YORK:

DIANE KING returned after two years in Western houses and niteries to open at the Eltinge, along with Lilli Dawn, November 10. Exiting was Paula Lind, who moved to the Century, Brooklyn. . . . ANN KANE, showgirl, birthday-celebrated at the Gaiety November 6. Ditto, Ray Landers, alley guardian of the Gaiety, same day. . . . LOU DEVINE closed in Pittsburgh November 11 on the Hirst circuit to go into stock at the Embassy, Rochester, N. Y., and then to the Midwest wheel. . . . DANNY MORTON, tenor, back to the Eltinge, November 10, in place of George Tuttle, who, with Artie Lloyd, Bob Carney, Murray Leonard and Dick Richards, goes to the Lyric, Bridgeport, Conn., as the start of a Hirst Circuit tour. . . . BUBBLES YVONNE opened at the Triboro November 8.

JEANNE PARDUE replaced June Kelly in the Sam Raynor show on the Midwest Circuit. Opened at the Palace, Buffalo, November 3, in next-to-closing spot. June left to join the Kenny-Country show. Rose LaRose closed with the same show November 9, to join the Hirst Circuit. . . . PAL BRANDEAUX, producer, in town after six weeks of hospital stay in Toronto as the result of a plane crash, engaged to put on the shows at the Century, Brooklyn. . . . WALTER BROWN, comic, introduced a new version of the Niagara Falls bit at the People's. It left the audience puzzled, thanks to a pipe that extended down a trouser leg and thru a hole on stage. . . . SUNNY LOVETT, now at the Gaiety, Boston, is ironing a pekinese pup, a gift from Sully Keith.

VIC PLANT, comic, replaced Herbie Fay at the Gaiety November 3. Is set to rejoin his new straight man, Jimmie Walters, when latter finishes two weeks at the Century, Brooklyn. Then back to vaude for Plant and Walters. . . . VILMA JOSZY opened November 10 at the Gaiety for two weeks, after which

she leaves to take charge of the nitery show at the Barrel of Fun. Also new at the Gaiety is Sunya (Smiles) Snae. Replaced Kay Johnson, who, with Joy St. Clair, left Manhattan to open at the Globe, Boston. . . . NOMA, dancer, held over for the fourth week at the Eltinge, introduced a novel routine helped by two recently purchased large colored feather fans. . . . MAC DENNISON replaced Artie Lloyd at the People's November 10.

DICK RICHARDS, comic, now teamed up with Murray Leonard, former straight man of Charles (Red) Marshall. Both new at the Century, Brooklyn, November 3, where former introduced a burlesque on a strip tease specialty that he did at the Eltinge. . . . COLLETTE, held over as added attraction at the Avenue, Detroit, for the second week, did not shift to the Gaiety there as originally slated.

BERT CARL, comic, who was replaced by Sammy Smith at the Star, Brooklyn, November 3, moved to the Gaiety, Boston. Between shows he will nurse a leg injury sustained recently in a scene. . . . BOO LAVON, back from a Western stay, and Honey Bee Keller replaced Ginger Waldron and Marie Cord at the Eltinge November 3. Ginger went to the Star, Brooklyn, and Marie to the Hirst Circuit. . . . BUDDY WALSH, last season with out-of-town burly stock shows and now a singing, story-telling emcee-barkeep at Smith's Tavern, Secaucus, N. J., was a visitor in town and entertained by Nick the Greek and Tom Bundy, of the Eltinge. . . . EDDIE INNIS has changed from a straight man to a comic. Has been doing a vaude act with Bobby Payne the last few weeks.

CHICAGO:

JERRI McCAWLEY, formerly of burlesque, is back from Australia. . . . HANK HENRY opened at the Grand Opera House, St. Louis, Friday (10). . . . MARLENE has left for Rochester, N. Y., to

Pittsburgh Theater Gives Performers Free Stationery

PITTSBURGH, Nov. 11.—Manager Ed Shafer, of the Casino Theater, has innovated novel advertising scheme to improve relationship between theater and traveling troupes.

Every week Casino prints several thousand letterheads with display mat of current show at top of stationery. Color of stock changes weekly. Torrid Teasers letterhead next week will be printed in red.

Since innovation, casts and crew are sending more letters than they have ever written before. Letterheads are given them free. They're also used in regular Casino business correspondence.

Miami Law Bars Minsky Opening

MIAMI, Fla., Nov. 11.—City government has amended the law which raised theater license fee to \$1,200 for all houses except those playing pictures. New version allows small theaters, capacity of 400 or less, to become licensed for a fee of \$250 annually.

Law prevents reopening of Minsky's this season on the South Beach Pier, but will permit operation of a small stage-equipped house slated for construction on Alton road.

Rialto, Seattle, Burly

SEATTLE, Nov. 11.—Recently darkened, the Rialto has reopened under new management, with burlesque and double screen features.

fill a week's stand at the Embassy. . . . JOE DeRITA is at the Rialto this week, followed by a return engagement of Charles Country and Kenny Brenna. . . . ART MOLLER, former manager of the local Star and Garter Theater and currently located in Syracuse, N. Y., was a Chl visitor last week.

Gayety, Boston, Closes for Week; Show "Salacious"

BOSTON, Nov. 11.—Gayety Theater suspends burlesque at midnight tonight for one week as a result of an order from the city board of censors.

The board ruled the theater's presentation recently of *Texas Scan-Dolls* was immodest and ordered the week's suspension. City Censor John Spencer, in a four-page report, hit Lois DeFoe, six-foot four-inch "Queen of the Amazons." Others cited were strippers Ina Thomas and Ben Lee.

Spencer said the show was the "most salacious, lascivious and outrageous performance I have ever seen anywhere."

Gayety manager W. D. McGehee said burlesque will be resumed at the theater November 19, and indicated the house did not plan dropping burlesque because of the suspension. House has been booking burlesque since August 14, with vaude Sundays.

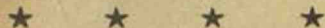
Burly-Night Clubs Provide More Work

DETROIT, Nov. 11.—Helen Greene closed at the Avenue to open with sister Dolores at the Celebrity Club, Chicago. Joan Collette, ditto, to jump into the road show at the Gaiety for a tour of the Midwest Circuit. George Corwin and Patricia Perry, new team at the Gaiety, soon to leave for the same circuit.

Margie Hart headlined at the National and came in for lots of local publicity due to the efforts of manager Johnny Kane. Also took a plane trip to visit her farm outside Kansas City, Mo., where she intends retiring some day.

Kitty Marshall, former Minsky chorine, now a stripper, held over for the sixth week at the Club Frontenac, here. Rose LaRose to be extra added attraction at the National, November 25 week. Johnny Kane has placed a number of strippers in local niteries since his stay this season.

A FOUR STAR



- BEAUTY
- DIFFERENT
- GORGEOUS



ATTRACTION



- GRACE
- POISE
- DIGNITY

THERE IS SOMETHING NEW UNDER THE SUN

MARLENE

"The Golden Godiva"

IN AN ARTISTIC PRESENTATION OF

SEX PERSONIFIED

THIS WEEK — EMPRESS THEATER, ROCHESTER, N. Y.

Direction—SAMMY CLARK-CONSOLIDATED RADIO ARTISTS, INC., CHICAGO

PERSONAL MANAGEMENT—LEE SLOAN

Morgan-Helvey End 30-Wk Tour

HENDERSON, Tex., Nov. 11. — Morgan-Helvey Show concluded a 30-week under-canvas season here tonight. Show played its regular Iowa and Illinois territory during the summer, jumping back to the Texas summer in September. Show equipment will move on to winter quarters in Jacksonville, Tex., where the troupe launched the season.

Members of the Helvey-Morgan organization scattered to various points after the closing. Neale Helvey and Jimmy Martin hit out for Miami; Jane Jordan jumped to Chicago; the Mundees and Boots Stone to Dallas; Monte Monte and Shenandoah, Ia.; Rajah Korle and Hap Sage, New Orleans; Mrs. J. Doug Lawrence, Jacksonville, Tex.; the Jacksons in Jacksonville to rest a bit before accepting night club dates; Herman Romick to Houston; George Kress, Waterloo, Ia.; Wayne Douglas, Macomb, Ill., and Al Pitcaithley to Kansas City, Mo. Agent Clarence Dennis and wife, Deborah, hit out for Fort Worth, Tex.

Joe Smith and Bing Snyder will again have charge of winter quarters.

King Felton Heads New Warren Tenter

CINCINNATI, Nov. 13. — Jim Warren, who recently closed his tent top company, now is operating under a new top in Southern Louisiana with a mystery show featuring King Felton, magician. Big top will be equipped with heaters for the comfort of the customers.

Show equipment will be transported on three large truck and trailers, including a truckload of Felton's illusions and magical apparatus. Besides King and Hazel Felton, troupe will comprise several vaude turns and a small ork.

Clyde Jenkins will have charge of the tent with several helpers, and Jim Warren himself will blaze the trail.

With Tricks Can Benefit Program Ad Promotion

CINCINNATI, Nov. 11. — A small, reputable outfit operating in Western Canada has been using program advertising promotion to help keep going. While program soliciting is old stuff with circuses and larger tent shows, it has been greatly overlooked by outfits in the tent.

The show referred to had previously used merchants' tickets, and by coupling the ticket idea with dealers' ads printed on the back of a stock program this little trick has been getting more from the program than its own.

After an outfit has used this advertising idea in a town or two the merchants of forthcoming towns are easy to interest, having seen that others in their business line have participated. Small shows making week stands have plenty of time on their hands, and when billing a town in advance a little effort put into soliciting amongst merchants will pay good returns on a small program.

Cass Planning R. R. Show

CINCINNATI, Nov. 11. — Steve Cass, who has announced several weeks ago that he will take out the Nora M. Cass Playhouse under canvas from Waverly, Ia., next May, in a communication to *The Billboard* from Lynwood, Calif., this week stated that the Cass organization will be a railroad show, making it the only railroad rep show on the road. Cass only returned rep show on the road. Cass only returned rep show on the road.

Rep Ripples

MR. AND MRS. BILLY WEHLE, of Billroy's Comedians fame, are home in Miami, Fla., for the winter, and report they're having a grand time. "Billroy's will ride again next season, I hope. I hope, I hope!" writes Billy. . . . CAL AND BILLY WEST, who after winding up with Billy Wehle on the *Hit Parade* venture put in a stretch with the Boob Brasfield troupe in Gadsden, Ala., called in Cincinnati early last week to work their new hillbilly turn in Cincy niteries for Matt Kolb, of the Jack Middleton agency. . . . AND SPEAKING of Gadsden, Boob Brasfield may fold his show at the theater there almost any day now, due to the closing of FRANKLYN WELLES, formerly of the Welles Players, is working schools in North Dakota with an original show of small wax figures on which he lectures.

LARRY AND ANITA (WEBB) HAYES, currently playing one-nighters there with New England with the Casford Play Co., were recent Boston visitors. . . . DONALD MARLOWE, juve lead, who recently closed with *The American* New York legist attraction, this week rejoins the Avon-Winslow Players in Colorado. Marlowe played leads with them for 22 weeks in 1938. . . . GRIFF AND HI, those Southern repeaters who came north six weeks ago to present their black and tan act in clubs and theaters, closed Sunday at the Cork Town Tavern, Detroit, and are set for the week of November 18 at the Beacon Theater, Winnipeg, Man.

"HIBLOWN" BOBBY BURNS, misriled vet and the last several summers ahead of the Rosalie Nash Players in Michigan, has again been engaged to appear at the Sutcliffe Co. department store, Louisville, from Thanksgiving until Christmas. Burns has presented four home talent minstrels in Upper Michigan since the close of the tent season, and has two more set for after the holidays.

MAUDE PLEGER, formerly ork leader and ad solicitor with Monroe Hopkins, Ella Morgan and other tent acts, and who quit the road five years ago to marry a mule dealer, Tom Carrel, of Springdale, Ark., now owns and operates a tourists' home on Highway 87 in the heart of Hope, Ark., located between Texarkana and Little Rock, Ark. . . . DICK DIXON, after closing as drummer with Vaughn Richardson's *Pine Ridge Follies* at Indianapolis, October 7, visited for three weeks with his brother in Chicago, before joining up with the tent stock at the Roxy, Knoxville. House has a three-piece ork and a six-girl line, with the veteran Bob Orr handling comedy. . . . JOHN WILLIS WALTERS posts that he bumped into Harry

Rollins in Columbus, O., the other day and that the latter is doing okay for himself on banquets and night club work in Ohio territory. Walters says he also saw Leon Harvey in Columbus recently, and that the latter has mended nicely following his recent serious auto crash and is feeling pretty good again. . . . M. L. FRISBIE is back in Port Gibson, Miss., after winding up his 15th season with the P. S. Wolcott Rabbit Foot Minstrels, tent show. He reports that he had no work on the season road, with no nights lost. . . . CLEM BLOMGREN, who had out his California Players a few years back and at one time with the Chick Boyes show, now has his own dance band in Henderson, Tex.

WILLIAM AND STARR LEROY and Jimmie and Laura Burke are making arrangements for the opening of their Orpheum Players to show Kentucky territory for the seventh consecutive season. . . . VICTOR HRADLUND has rejoined E. B. Misner's lyceum attraction for his fourth consecutive season. . . . EDWARD PEARSON and TERRY, many years with Choste's Comedians, have a magic show playing Southern territory. . . . JACK HART'S Comedians, after a long under-canvas season thru Oklahoma, Kansas and Arkansas, have closed for the winter. Mr. and Mrs. Hart are now at home in Forman, Ark. . . . ALICE ELLIS, former stock and repertoire actress, is now located in Kansas City, Mo., where she is doing educational work. . . . PASCHA ALEXANDER has been added to Wilson's Agency, Kansas City, Mo., to take charge of the vaude and night club department. . . . VERNIE SLOUT'S Theater opus is scheduled to play several spots in the Kansas City area after this week, after which the troupe jumps to Wisconsin. . . . ALLEN BROS.' COMEDIANS, management Jack Vivian, brought their long canvas season to a close last week in . . . EDWARD SMITH is negotiating for the Main Street Theater, Kansas City, Mo., where he plans to launch a stock tab show. . . . MILES LITTLE, after closing with Allen Bros.

(See REP RIPPLES on page 26)

(See REP RIPPLES on page 26)

M. Walker Critically Ill

OKLAHOMA CITY, Nov. 11. — Marshall Walker, formerly for many years featured on the Gus Sun Circuit with his own tab reviews and who in recent years has appeared with his wife, Beulah, on various rep organizations, including several seasons with the Insurance Adams Floating Theater in Easton, is hovering between life and death in a local hospital. He has been in the hospital the last four weeks, with his condition showing no improvement. His wife is at the Harvey Hotel at 105 South Harvey street here.

Endurance Shows

(Communications to BILL SACHS, Cincinnati, Office)

Sherman, Boyd and Edwards Head Walkie Organization

NEW YORK, Nov. 11. — Two associates in a world's fair concession have formed a partnership for endurance show operations under the title Continental Walkathons, Inc., a Tennessee corporation. They are Murray Sherman, listed as president, and Paul Boyd, vice-president, who ran the Midway Inn at the expo. Hooked up with them is R. M. (Dick) Edwards, for years manager of Pop Dunlap's ventures, who is secretary and promoter. First walkie will be staged in Walkathon Stadium, Nashville, and is limited to 12 weeks, according to Sherman, who said this will be Nashville's first longie in seven years.

Sherman is well known in New York restaurant circles, having been boss of many shops, notably Murray's Radio Artists' Rendezvous opposite Radio City. He relinquished it during the Sixth Avenue launch which saw the dismantling of the elevated railway. Boyd is best known for his work with the Huyler chain of tea-dandy shops.

Edwards' most recent work for Dunlap was managing latter's expo interests, including crowd control, customer weight scales and frozen custard stands at the New York fair.

RAJAH BERGMAN, Lenny Paige, Art Wolf and Hal Brown were callers at the endurance deck recently. The boys were with the George Pugh-Sam Fox Jitterbug opus, which closed at Music Hall, Cincinnati, November 1.

NOW THAT Pop Dunlap has closed a season with the guess-you-weight scales, frozen custard and "frozen alive" show at the New York World's Fair, the folks are wanting to know when the old maestro will again launch a walkathon. Closing of the fair also puts Archie Gayer back in circulation.

AN OLD PROVERB says, "When a man loses money he loses much—but when a man loses his self-confidence, he loses everything." Seems as though the real promoters of the endurance game have lost one or both. But there is nothing wrong with the endurance show business. If these self-same promoters will "get with it" and put the same time and energy into the shows they did in days gone by the band will again play like the quarters will drop merrily at the ticket window. Think it over.

MANY INQUIRIES lately re the activities of Bill Stein, Phil Fillion, Chuck Noltemer, Mark Jones, Tity Epperson, Earl Fagan, George Foster, Guy Schwartz, Dale Thorne, the VanRams, Pete Henry, Davis Ackerson, Kenneth Klinger, Red Alexander, Mario Alessan-

dro, Ruthie Carroll, Irla Ray and Larry and Hilda DeCarrado.

AL HOWARD is now manager of the Milner Hotel, Fort Smith, Ark.

NELSON CLEMENTS would like to read notes here on Joe and Mary Rock, Jack Murray, Jimmy Stone, Johnny Bowman, Francis Mays, Jean Manafelt, Lee Goodson, Ernie Barnard, Muggsy Hurley, Skippy Williams, Jack Diamond and Bill Fite.

KAYE MANNING writes from Danville, Ill.: "Haven't been in the endurance field for some time. Am waiting for another one of Benny Leonard's colossal that I've heard so much about. Wonder what he and Edith are doing now. I have been working here in Danville, but am thinking of opening a branch of Marge Sheffield's and Joe Banana's fruit stores here, waiting for their okish now. Saw Pete Henry a while back and he asked about his old friend, Uncle Hughie." Kaye would like for any kids passing thru Danville to stop to see her.

ANN GERRY infos from Chicago that she visited the Coliseum show there recently, and while the contest, which is going along nicely, has a swell group of contestants, she is of the opinion that the audience misses the pep of Charlie Richards, the dancing of Jackie Richards and the singing of Sister Kate by Billy Ross. These three contestants, opines Ann, added much color to the show last year.

Up to \$2,000 Prize Money

A New Deal Along Old Principles and a PROMISE FULFILLED!
NASHVILLE, TENN., NOV. 21

Second show in seven years. Right downtown. All quarters clean and fittings on beds. Prizes tallied and awarded last week. **THREE PRIZES — OLD-FASHIONED "KITTY"** for last three out of prize money. Disqualifications within reason for others and SPONSORS ASSURED. Food the best. Laundry and cleaning? Yes. Limit 24 couples. No gambling or other routine business. You save what you make. Not connected with "Poppy Longway" and other new and amply financed and incorporated companies.

CONTINENTAL WALKATHONS, Inc.
Walkathon Stadium, 1310 Broadway, Nashville.
If you know me you know what to expect. Have second show now signed to follow. Want to hear from all contestants and help in all departments, but don't come unless notified.
R. M. "DICK" EDWARDS
MURRAY SHERMAN
1310 Broadway, Nashville, Tenn.

WALKATHON

OPENING FREEPORT, ILL., NOV. 22

Open state, no city ordinance. Up to \$1,500 prize money. Last show 6 years ago. Good entertaining and sport. Teams write us first. No collect wires accepted. Sponsors guaranteed. Watch next week's *Billboard*. Contestants, you will be treated fair and square. Write.
PAUL C. GRIFFIN or CHUCK LOMBARDO
HOTEL SENATE, FREEPORT, ILL.

FRED SHELDON'S DERBY SHOW

Opening Friday, Nov. 17, 8 p. m.
WANT ENTERTAINING TEAMS ONLY.
No collect wires nor transportation. Larry Capco and Pauline Brothers, come sit. Will take care of Entertaining Teams on arrival.
Club Mayfair, Eastwood, Ky. (Louisville)
Phone: Highland 6205-W

WALKATHON

DOWNTOWN, KANKAKEE, ILL.
Thursday, November 23rd.
Contestants and Help in all departments. Contact by mail only.

BERT DAVID, General Manager
Del Rio Walkathons.
Jimmy Biltner, Del Rio Post, Eddie Brown, Earl Fagan, "Pistol" Pat, Wilson, Hal Brown, write.
Accommodations furnished contestants starting November 21st. Up to \$1,500.00 in cash prize.

ANYONE HAVING INFORMATION
Regarding Present Addresses of
TOM O'KEEFE
GEO. J. or MARIE GREYE CRAWLEY
or RITA M. or MARY M. or MARY M. or MARY M.
M. A. or MARGOT FRANCHION
JACK QUINN
JOHN WILLIS WALTERS
GEO. F. DUNCAN
ROY L. HOGAN
Or Others Connected With
H. M. Newport's Stock Co.
In 1920 or Later Years, Please Advise
HARRY B. TERRELL, Tampa, Fla.

Roadshowmen Increase Profits by Using Special Catalogs for Churches and Schools

Insures showing of proper films in church halls and auditoriums

CINCINNATI, Nov. 11.—Alert roadshowmen who operate in schools and also offer merchant shows are finding it profitable to have their catalogs divided into two sections when making bookings. Only the list which appeals to the audience in question is produced at the conference during which arrangements are made for the showing. This plan, veteran roadshowmen say, prevents a minister or educator from securing a show that might later close this spot to future bookings.

This plan of separate catalogs is working in both urban and rural areas to the advantage of the roadshowman. Since many people who book roadshows are not familiar with the shows offered, the elimination of such subjects which may prove distasteful to them if shown in a school or church offers big rewards. How detrimental the showing of an inappropriate picture can be has been demonstrated over and over. Sometimes future shows are denied because the picture shown offended some of the audience or, perhaps, the school board didn't think it right that it should be presented in a school auditorium with the sanction of the superintendent.

Catalogs Easily Arranged

Roadshowmen do not have any difficulty dividing their subjects. It requires a little time and some thought, but future revenues more than cover these items. One roadshowman who had witnessed difficulty in repeating bookings analyzed

the situation and found that the two-catalog method solved his problem adequately. The operator, who was thoroughly familiar with his general catalog, found educator after educator booking school shows without the least thought to the type of picture that was being shown. Result of this blind booking was that after the show had been given the patrons of the school complained that the show was not the type for their children to see. With this one picture as an example they prohibited their children to attend the show, with the result that movies in the auditorium were discontinued. This seriously affected the roadshowman's income.

Determined not to let this problem lick him, this particular operator divided his catalog into two parts—one containing subjects suitable for schools, churches, societies, clubs, camps, etc., and the other for roadshowmen in general. The catalog for churches and schools, which was mimeographed, he divided into these sections: Feature-length sound on film subjects, one-reel subjects of educational, travel and sports subjects, screen travelers, foreign language films, serials, miscellaneous featurettes, musicals, organ-logs, Westerns, comedies, cartoons and silent religious pictures.

List Also Divided

Under the first classification—features for churches and schools—he listed 22 subjects, each of which he could please any minister or teacher. However, the problem encountered here was that one or two of his prospective customers complained that the catalog was small. While the roadshowman could have reached into his pocket and produced another catalog containing almost 200 subjects, this operator chose to show his client where 23 subjects were sufficient from which to make a choice. He asked his client, who happened to be a

Catalog also available for merchant shows; films are full of action

teacher, how many pictures he used in his school and the reply was four a year. The roadshowman told him, stressing the point that this was a list of selected subjects, that this particular catalog contained approximately enough bookings for six years. The teacher booked his four shows from the list and was well pleased with the manner in which the matter was handled.

This roadshowman admits that he has included in his general catalog for roadshowmen subjects that might elicit in a school auditorium, but he prefers that the selection be made from a list he is confident will please such an audience. While the subjects listed in the church-school catalog are not all religious or strictly educational they are of such nature as to elicit in church hall or school. The films have plenty of action and story plot to entertain, yet find favor among those who book and draw repeat dates.

The use of the two-catalog idea not only solves the problem where future shows have been lost because of the showing of an inappropriate picture, but also prevents the loss of revenue coming from disrupted schedules where the exact reason for cancellation is unknown but may be attributed to the fact that the show was not the proper type for a school or church. Roadshowmen playing the general field are urged to put this idea into practice because it is working out to the advantage of the many operators who are now using it.

New and Recent Releases

(Running times are approximate)

RADIO ROBBERY, released by Miniplix. From the disposal of "Bugle" Ryan's federal warehouse-impounded broadcasting equipment to a foreign espionage group to the daring exploits of fiancée, Danny Martin, the star reporter, every minute is interest-packed. Stars Frankie Mack, Ed Ray, Paul Senn, Betty Jane Lee. Silent. Running time, 80 minutes.

HARBOR SQUAD, released by Miniplix. Grim, stark murder of one of the city's leading business men in a waterfront cafe . . . devoid of motive . . . free from any apparent reason . . . yet a deepening mystery aided by the actions of pretty Janet Blackford, his estranged wife. Step by step, Sergt. McCreary traces the crime. Silent. Running time, 80 minutes.

UNDER THE BIG TOP, released by Walter O. Gutshon. Llewellyn Hughes' story of a pathetic little orphan, who wins fame and fortune for both the circus and herself. Stars Marjorie Main, Anne Nagel and Jack LaRue. Running time, 64 minutes.

NAVY SECRETS, released by Walter O. Gutshon. Intricate methods used by a criminal spies are exposed in this timely picture, with Ray Wray and Grant Withers in the leading roles. Running time, 64 minutes.

GANG BULLETS, released by Walter O. Gutshon. Tense drama of gangland. Criminals are made, not born, according to the gangster code. A sensational expose of America's public enemies. Stars Anne Nagel and Matty Pain. Running time, 65 minutes.

ARCHERY VS. GOLF, released by J. H. Hoffberg Co., Inc. Professional archers vie with pro golfers for superiority in straight shooting. Running time, 10 minutes.

BLOW, BUGLE, BLOW, released by J. H. Hoffberg Co., Inc. San Gabriel American Legion Corps in thrilling

maneuvers. Inspiring music. Running time, 10 minutes.

MURDER BY TELEVISION, released by Post Pictures Corp. An absorbing mystery story intensified by the mystifying possibilities of television in criminal hands. Stars Belle Lugod, creator of Dracula. Running time, 63 minutes.

FIGHT FOR PEACE, released by Post Pictures Corp. An awe-inspiring, real-life spectacle. Authentic scenes of happenings in a war-torn world. Opening scenes re-live the time of King George V, Kaiser Wilhelm and Czar Nicholas. Also shows undeclared wars, with their inhuman bombardments of women and children. Running time, 75 minutes.

CANNIBALS ONCE, released by Post Pictures. A visit to Suva, Fiji. Running time, 10 minutes.

FIT FOR A KING, released by Nu-Art Films, Inc. Joe E. Brown takes a few lessons in the art of foreign newspaper correspondence. He learns the tricks and then adds a few of his own to the surprise of his rival news-gatherers. Running time, 75 minutes.

FIGHTING TO LIVE, released by Nu-Art Films, Inc. Features Captain and Lady, wonder dogs of the screen. The marvelous feats performed by these canines makes this one of the most unique and entertaining pictures. Running time, 50 minutes.

THE GANG, released by Nu-Art Films, Inc. Stars Ralph Reader, Gino Marò and the boy soprano, Dylwyn Thomas. A musical that is different. Six smashing song successes and a flock of laughs. Running time, 63 minutes.

MOVIE CRAZY, released by Nu-Art Films, Inc. Stars Harold Lloyd. A clean comedy for the whole family. Story is woven around a male-erudite youth who goes to Hollywood and blunders himself into more trouble. Plenty of comic situations to create hearty laughs. Running time, 103 minutes.

45th Year
The
Billboard
Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement

Weekend Paper

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19

Vol. 51, NOVEMBER 18, 1939, No. 46

REP RIPPLES—

(Continued from page 25)

Comedians, jumped into Kansas City, Mo.

BILLY FORTNER'S Comedians, who

have operated in Southern Missouri

for some time, have concluded their

season, with Mr. and Mrs. Fortner joining

Fred Lytell's Players scheduled to

open soon on a North Texas circuit, with

headquarters at Paris. . . HARLEY

GARDNER's Own show is slated to open

in a stock engagement in Waco, Tex., soon. . .

ORION AND DOROTHEA MARR,

Midwest repertorians, are currently book-

ing a feature picture thru the Midwest. . .

DIXIE QUEEN SHOWGAT is now

playing Mississippi River towns. . .

RUTH KEELAN, formerly with the John

and Myra Caylor Players, is now at her

home in Nebraska. . . ELM ANDERSON,

formerly with Davis-Brunk Comedians,

has joined the Original Flying Theatre

in Baltimore. . . J. STARK ROBINSON,

character man, has closed with Sid

Kingdon's Comedians in Northern Mis-

souri. . . ED C. WARD'S Princess

State Co., continued its long season

last week at Bernie, Mo.

Sally Rand Held Over

SEATTLE, Nov. 11.—Sally Rand, at the

Shore Hotel, has been held a second week,

following recruiting of a number of

local gals for her revue.

Get into the

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money operating Talking Picture

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Field Generally.

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108 City Hall Building, Pitt Street, Sydney,

Australian Office of THE BILLBOARD.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Parcel Post Kennedy, Mrs. Jas. E. ... Moore, J. H. ... Adams, Virginia ...

Women

Adams, Virginia ... Alexander, Mrs. Jackie ... Allen, Mrs. Mary Ann ... Anderson, Dorothy ...

Kelso, Dorothea ... Kennedy, Mrs. H. D. ... Kent, Mrs. Gertrude ... Ketchum, Mrs. Elizabeth ...

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Wagner, Mrs. Frank ... Wall, Mrs. Betty ... Wallace, Mrs. Viola ...

Men

Abner, Tom ... Adams, Tom ... Adams, Tom ... Adams, Tom ...

Burke, Vincent ... Burnett, E. ... Burns, Arthur ... Burton, Frank ...

Carroll, J. E. ... Carrington, ... Carter, W. S. ... Casper, J. ...

Downie Closes Ahead of Time

Little Rock final stand—drops Memphis, other dates—rails in '40, says Moore

LITTLE ROCK, Ark., Nov. 11.—Downie Bros.' Circus wound up its season with two performances here Tuesday and went into winter quarters in North Little Rock last night. It was scheduled to appear in Memphis.

Following the closing Manager William Moore said: "This circus is in good financial condition. We could have moved on to Memphis, but it would have been difficult to find suitable winter quarters there."

Moore also stated that the circus would go out next spring as an entirely new show, transported on rails.

MEMPHIS, Nov. 11.—Downie Bros' Circus left hundreds of Memphis circus fans disappointed when it failed to put in its advertised appearance here Wednesday. Offices where tickets were sold were closed and no tickets were sold. The show also canceled bookings at Jackson, Tenn., and in Mississippi. Cancellation here means that Memphis for the first time in years will not have a circus this season. Local amusement circles are puzzled as to why the city was given the go-by, since circuses have done well here.

Tol Teeter's Line-Up for Winter Show Is Completed

LA PRYOR, Tex., Nov. 11.—The Lucky Tol Show, which moves on three Diamond T trucks, has completed its winter line-up and is ready to start touring in Texas. Business has been very good. Running time of the big show is one hour and a half.

Roster includes Tol Teeter, owner and manager; Mrs. Nellie Teeter, secretary; E. B. Smith, advance agent; Leo Kidd, legal adjuster; Jess Morris, band leader and mail agent; "Bum" and Marie Henry, wire, traps, contortion and rolling globe; Ernie Struberg, traps, contortion and rings; Delbert Knight, contortion and rings; Milo Anderson, a band including a very Fletcher and bounding rope; Leon Snyder and wife, rings; Johnnie May Snyder, web and iron jaw. Tiger Bill and Leon Snyder do rope spinning and whip cracking in the concert. Milo Anderson has a nice side show in which there are 25 people, Edna-George Baker is featured therein. Clown alley consists of Happy Johnson, Tony Gonzales, Delbert Knight and Leon Snyder. Members of the band include a very Fletcher and Olna Lehouf, trumpets; Ralph Horack, bass; Leo Kidd, trombone; Jess Morris, double drums.

Ham and Eggs Folds; Brings Home the Bacon

LOS ANGELES, Nov. 11.—Ham and Eggs Circus, sponsored by the Retirement Life Payments Association of California, after touring 12 weeks, closed at San Diego November 6. Business was stated to have been very satisfactory. All with the band including a very Fletcher and Olna Lehouf, trumpets; Ralph Horack, bass; Leo Kidd, trombone; Jess Morris, double drums.

Show was produced by Frank Chicarelli and "Skinny" Matlock and was sold to the promoters of Ham and Eggs on a per cent basis.

Arthur Windecker, general agent, will winter in Los Angeles, and Chicarelli, with the circus equipment, will winter in Baldwin Park.

\$37,000 Verdict to McCoy

NEW YORK, Nov. 11.—A verdict of \$37,000 plus \$300 in costs was returned in favor of Col. Tim McCoy, film actor and former circus op, in Supreme Court Thursday in a breach-of-contract suit against William S. Pizor, president of Imperial Pictures, Inc. McCoy sued Pizor on a contention that defendant had signed him to appear in eight Westerns at \$4,000 apiece. Contract was inked on February 4, 1936. McCoy charged that the pictures were never put in production and that Pizor had never been heard from seeking other channels of revenue. Pizor contended that contract was a corporate matter and that he was not responsible as an individual.



SOME 40 to 50 aerial performers make their homes in Bloomington, Ill., and rehearse there daily thru the winter months, preparing for fair circus work. In practicing new flying tricks in particular, many accidents occur thru twisting of bodies and falling in various positions in the nets. The man who keeps these acrobats in condition to continue rehearsals is Francis J. Willet, osteopathic physician, whose picture is shown above.

Barker Bros.' in Quarters

SPRINGFIELD, O., Nov. 11.—The fairgrounds here have been turned into a circus winter quarters, with Barker Bros.' Circus leasing the grounds until next spring. Most of the show's 42 men and women performers and its 20 workmen will spend the winter at quarters.

State Fails To Oust Norths; John North Delays Trip Abroad

SARASOTA, Fla., Nov. 11.—Following action in the Circuit Court by the attorney-general of the State of Florida for the appointment of a receiver for the \$23,000,000 estate of John Ringling, County Judge Forrest Chapman on Wednesday signed an order denying the petition which was filed by Assistant Attorney-General John L. Hoffman and specifically asked for the removal of John Ringling North and his mother, Ida Ringling North, on the grounds that they had mismanaged the assets of the Ringling estate. Judge Chapman also signed an order denying the State's effort to require the executors of the estate to post a cash bond of \$300,000 or resign.

In connection with the receivership petition, a temporary injunction restraining the Norths from disposing of certain specific assets of the Ringling estate was granted to Attorney-General Gibbs by Circuit Judge W. T. Harrison on Thursday. The Norths did not object to this, stating that they had no intention of disposing of any of the estate's assets. They did object, however, to another part of the petition which asked that certain Oklahoma oil properties be brought under Florida court jurisdiction. This part of the State's petition was denied by Judge Harrison.

The Ringling estate last week completed payment of a \$75,000 obligation to Emily Haag Buck Ringling, divorced wife of John Ringling. All but \$3,000 had been paid by sale of a Rembrandt painting from the Ringling museum. He remainder was paid in cash in monthly installments from the estate income.

NEW YORK, Nov. 11.—John Ringling North, his brother, Henry, and other officers of the Ringling-Barnum corporation are expected to arrive here next week for the circus' annual meeting. It was disclosed this week that the circus' New York offices will be moved about January 1 from 331 Madison avenue to 10 Rockefeller Plaza, newest addition to the Radio City project.

SARASOTA, Fla., Nov. 11.—John Ringling North, president Ringling-Barnum Circus, said he would not leave for his projected European tour in search of talent before the first of the year. While North would not make any statement as to the number or type of

P&W Title Stays; Adam Floto Name Of Winter Circus

PT. SMITH, Ark., Nov. 11.—The Adam Floto show is a small leased winter unit, playing smaller communities, and has no connection with the Parker & Watts Circus, which in Pt. Smith hopes to take out again next season. The winter unit has been doing a fair business.

CINCINNATI, Nov. 11.—Clarification of the report received last week that Parker & Watts Circus would go out next season under the name of Adams Floto Circus was received here Friday from a reliable source.

Ira Watts has taken out a 12-truck show, with three bulls, three cages of animals and a menagerie and side-show top, under the name of Adams Floto and Seal Bros.' Combined Trained Animal Circus. The show will play Arkansas and Louisiana this winter. It opened at the Queen, Ark., October 17 and has played Southern Arkansas and is now in Louisiana.

Ira Watts is manager; Joe Webb, assistant manager and legal adjuster; George Myers, equestrian director, and Clive Morris, agent.

The Parker & Watts Circus will go out next season the same size it was this year, the report declared.

Mendelsohn Recovering

CINCINNATI, Nov. 11.—George J. Mendelsohn, former circus press agent, after the last six years editor of his own news syndicate service here, is at his home, 386 Sixth avenue, Dayton, Ky., recuperating from a heart attack. On October 13 he collapsed on the way to his office and was taken to General Hospital, Cincinnati. Letters from friends could be welcomed.

acts he will seek abroad, there was a rumor in quarters that he had his eye especially on a sensational cat animal act in Berlin. In Paris he will confer with Max Weldy, Folies Bergere designer, concerning the new Marco Polo spec. North admitted that the spec, as tentatively designed, was going to require the greater cast outlay for costuming and presentation that the show has ever put out.

Gargantua, gorilla, won't be going overseas this year.

Because winter quarters have been completely deserted during the past summer, the fall clean-up has provided extra work for about 50 of the show's seasonal hands. Quarters will be opened to the public on or about the New Deal's Thanksgiving Day.

George Smith, general manager, will winter here and be in charge at quarters, with Ed Kelly in the No. 2 post.

Roland Butler has opened his Midway Groves home for the season and will shortly launch preparations for next year's publicity. F. Beverly Kelly left the show, for Tampa for Delaware, O., where he will operate his furniture business during the winter. Frank Braden left at Miami, New York bound. Same with Gardner Wilson.

Fred DeWolfe, Pat Valdo and McCorkle Steele have opened Sarasota homes. Henry Buck North and wife have already taken up their customary winter social activities.

Bandmaster Merle Evans, after three weeks' vacation in Sarasota, will leave for Houston, and then for Kansas City, where he will spend a few weeks in his native Columbus. He will open winter dates with the Shrine show in Chicago on December 30.

Clyde Ingalls, in bad health after a strenuous season, plans to rest and recuperate in his girl's beach home.

Winter quarters swarmed with excitement the day after the show arrived when "Barnes Show Joe," second biggest ape on the lot, went berserk and bit and mauled three men before he was brought under control.

The tent department went into action last week, under Leonard Aylesworth, who succeeds the veteran foreman, William Hobson, taken by death last summer. Aylesworth is assisted by Austin Frost.

Question:

Does Air-Conditioning the Circus Pay?

For the answer see special article by Nat S. Green in the

Christmas Number Of The Billboard Dated December 2

Gainesville Circus Preparing Earlier; Staff Is Appointed

GAINESVILLE, Tex., Nov. 11.—Preparations are going forward several months earlier than usual for the 1940 season of the Gainesville Community Circus, the 11th for this top-notch aggregation.

Manager Roy A. Stamps was in Chicago last week and purchased some wardrobe for the new spec, in Old Mexico, which will use 90 people, four tableau wagons and 19 head of stock. He has appointed his staff for next season as follows: Joe M. Leonard, general agent; G. D. Bell, secretary-treasurer; F. X. Schad, legal adjuster; C. B. Stringer, transportation; T. H. Chaffin, ticket superintendent; Roy P. Wilson, front door; A. Morton Smith, program director and announcer; Carl Kaden, personnel superintendent; Cecil H. Tinsley, general press representative; John W. Nay, musical director; G. L. Mitchell, public address system; W. Alex Murrell, general superintendent; Verne Brewer, lot superintendent; C. C. Paterson, back yard superintendent; Portis M. Sims, ring stock; Jane Harris, wardrobe; Mrs. J. D. Stephens, assistant Dr. M. Yarbrough, medical department; Paul McGeehee, boss canvasman; Foster Renfro, chief mechanic; Leo Reese, head usher; J. B. Saylor, producing clown; Henry Skags, boss hostler; O. P. Ryan, head of the horse department; Tommie Murrell, general superintendent; Alex Murrell has his crew at work on a callope wagon and will build a new tableau wagon body next. Two more monkeys and a trained mule are being added, and the show's horses are being sold to the menage act.

Twenty members of the circus gave a one-ring show for the Second District Federation of Music clubs convention at Fair Park November 3.

W. H. Wasey, of Baker-Lockwood Co., Kansas City, was a visitor at quarters recently.

Cole Circus Does Fair Business in Endicott, N. Y.

ENDICOTT, N. Y., Nov. 11.—James M. Cole Circus played to a fair audience at the Endicott High School November 3-4.

Show opens with Capt. Allen's Liberty horse act, in which three horses are used. Following acts are swinging ladder, Mike Thompson, De Zirkle Troupe; muscle grind, Miss May; Atley Troupe; Tal-Wan Troupe, Chinese juggling and balancing; Roman rings, Small Family; roping and whips, Captain Allen; head-balancing traps, De Zirkle Troupe; and the famous Arley's perch act. Clown numbers intersperse the program, the clowns being Blinky Hoffman, Shorty Wave and Zeke Lamont. Fire trucks and horse cars are used to move the show, which will play numerous high schools in New York State and New England and probably thru the Midwest. Plans are to keep the circus on the road all winter and into the spring.

Frank De Rizzle is equestrian director. Michael Guy directs the high school bands, which furnish music for the show. In the various schools the circus plays. Fire trucks and horse cars are used to move the show, which will play numerous high schools in New York State and New England and probably thru the Midwest. Plans are to keep the circus on the road all winter and into the spring.

With the Circus Fans

By THE RINGMASTER
GFA

President
WILLIAM H. JUDD
25 Murray St.,
New York, Conn.

Secretary
W. M. BUCKINGHAM
Thames Bank,
New York, Conn.

Consolidated by WALTER HOENADEL, Editor
The Wise Tass, care Hobnadel Printing
Company, New York, N. Y.

ROCHESTER, Ill., Nov. 11.—Dr. William M. MacFarlane, chairman of the James E. Cooper, Top, and Past President Melvin D. Hildebrand welcomed Clyde Beatty at the Washington Airport on his arrival from Miami en route to Baltimore, District of Columbia. Beatty is planned a dinner for Clyde and Harriet at the conclusion of the Bob Morton Baltimore Circus.

Frank Walter, Albert Marx and Joe Heiser Jr., of Houston, Tex., drove to Wharton, Tex., to see Russell Bros. Circus. Manager and Mrs. C. W. Webb and their associates gave Beatty an official reception. They held any circus having such features as Walter Jenner's sea lion, Buddy, and Madam Bedini's horses is worth the price of admission.

Mr. and Mrs. Walter M. Buckingham entertained Janet May, her husband, the Great Paul, and Redden Castang at their home for dinner during the Grotto Circus at Norwich, Conn.

National Director Charles A. Davitt, GFA Joseph Beach and his grandson, Wally Beach, all of Springfield, Mass., have turned in their lot record for the past season as follows: Donnie Bros., Shrine Circus, Bingham Bros., Eddy Bros., Shrine Circus, Springfield, Mass., and Hamid Circus and Beach-Nut Circus, New York, each twice. The Shrine Circus, Hartford, Conn.; Shrine Circus, Narragansett Park, R. I.; and the Grotto Circus, Norwich, Conn.

Capt. Dan E. Fox visited the World Series Rodeo in New York last month and while there was entertained by Moot Gibson and Tim McCoy, who were there taking in the event. Fox said he had a great time with these two stars and had Tom Mix been with them the week-end would have been perfect. O. H. Barlow III was another visitor to the rodeo.

Joe M. Heiser Jr. writes: "Something I appreciated very much was a letter from Dwight Pepple, Russell Bros., general agent, inclosing program herald of a Mexican circus which he visited on a dash across the border while on business in the Rio Grande Valley. The herald is in Spanish and lists many items of unusual interest."

The latest item added to the circus collection of Walter Buckingham is a foal-bull from Waddy, one of the bulls in the Boston Zoo. It was presented to him by Ed Sprinkle and Miss B. Christie, known as Forepaugh Whites.

Where To Find 'Em

By DOC WADDELL

C. H. Baltzell, known as Uncle Charley, is direct agent and convention for the Twin City Coach Co., Fort Smith, Ark.

Lotta, the palmist, now Kerlotta, is permanently located at Clear Lake, Ia., with her husband, Arthur J. Haas.

Clarence C. Putnam is with the Ohio Oil Co. at Chillicothe, O.

Billy and Gladys Watson, who for years directed the waterworks company at Cameron, Tex., are located in Lake Worth, Tex.

Joe McMann, old-time circus bill card manager, is a high-up steward on big passenger boats out of Portland, Ore.

Ray Zirkle, once publicity man for Al O. Field, is now recorder of Aladdin Shrine, Columbus, O.

Jack Simpson, during the off season lives at Gutierrez, Ind.

George H. Proctor, tops candy butcher back in the years, resides at Oravity, Ia. Ruby Glitsman, palmist, pleasantly located at Van Nuys, Calif.

Circus showmen, Gould and Arthur Borella are scoring at clubs and conventions. Gould in the East and Borella in the West.

Frederic L. Johnson, former official triple-concerns with the Flying Fishers, also training quarters at Pynchon, Ia. Ochia, where his daughters, Aleesca and Patsy, are practicing heel and toe catches on swinging trapeze.

Members attended Grand Lodge of Masons of Ohio at Columbus and received the Veteran's Masonic Degree. He also attended Grand Chapter of the Eastern Star at Toledo, where he addressed the High Twelve Club.

Favorite Outdoor Performer Contest

This is a reminder that results of the 44 weeks of balloting in the Performer Contest will appear in a special section of the Holiday Greetings Number, dated December 30. The section will be devoted to final standings, description of awards, photos of leading winners and a complete breakdown of the divisional types of artistry.

Readers are asked not to write in or phone for information on standings, as these will not be in a complete stage until finally before the Greetings Edition goes to the press. Other information in connection with the contest will be given, however, on request.

There are still a few top-point performers who have not as yet supplied biographical data to the Contest Editor. In case any doubt exists in a performer's mind as to whether the data is needed for the purposes of future announcement, the editor will be glad to respond to inquiries on the subject. The following information is desired:

1. Permanent address or where owner or manager may be reached.
2. Names and birthplace of each member (date of birth may be included).
3. Billing style.
4. Shows on which act appeared this season, free act at parks, fairs, etc., state so.
5. Booking agency, if any.
6. How long act has been intact with present personnel.
7. How act prefers to be classified in divisional groupings. (The Billboard reserves the right to deny such preference where doubt exists as to exact classification.)
8. History of act in brief.
9. Head or shoulders or full-length photo—action photos not desirable, but may be sent for filing and future use if needed.

Model Builders' Activities

READING, Pa., Nov. 11.—While in Los Angeles Terrell Jacobs met James Craven from Glendale, Calif. Terrell was presented with a beautiful miniature of the elephant Black Diamond, a gift from Gordon M. Potter, St. Joseph, Mich.

John Dvorsak, Cedar Rapids, Ia., spent several hours on Cole Bros.' lot when the circus played Washington, Ia. John has completed several more baggage wagons for his show and is now finishing his menagerie top.

Charles Stern, Austin, Minn., spent some time visiting with the managers of the Beach-Nut Circus unit when it was there recently.

Gordon M. Potter visited with friends on Cole Bros.' Circus when the show played Benton Harbor, Mich. He also met Charles Sateja at Buffalo, Mich., where Sateja was playing fair dates with a unit from Lewis Bros. Circus.

Terrell and Dolly Jacobs were guests of Frank Walters and wife while the Big One was in Houston. Ralph Miller and wife visited with Terrell and Dolly when the circus was in New Orleans. Le Roy Sweetland visited with them when they were in San Antonio.

Clarence Cuddeback, Auburn, N. Y., has completed another baggage wagon for his show.

Ken D. Los Angeles, is planning on building several baggage wagons with rubber tires for his show.

Son of J. J. Evans Is Elected City Solicitor

MASSILLON, O., Nov. 11.—Sherlock H. Evans, son of J. J. Evans, Massillon, Ohio, was elected city solicitor here at Tuesday's election. Evans tramped with his father's circus and was also a dramatic book actor for several seasons. Since 1923 he has been clerk of the Massillon Municipal Court.

Howard G. Doll, friend of many show people, was elected to the clerkship of the court, to succeed Evans.

Texas Permit to R-B

AUSTIN, Tex., Nov. 11.—A foreign permit has been granted by the secretary of state to Ringling Bros.-Barnum & Bailey Combined Shows, Inc., Delaware corporation, to do business in this State. Capital stock was given as 1,000 shares, no par value (\$200,787.26 paid in); home office, New York; Texas office and agent, F. P. Bokern, Dallas.

Circus Saints AND Sinners' Club

By FRED P. PITZER

(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Nov. 11.—Dexter Fellows Tent did itself proud Wednesday when it initiated Uncle Don Carney of radio fame. Many worth while in radio were present to do Uncle Don honor. When Carney received his club medal and membership card all he could say was, "What a day!" Horace Sherwood, member of the executive committee of the tent, was elected mayor of Glen Cove, N. Y., on the Democratic ticket. E. D. Thornburgh, who, on account of stress of business, is resigning from the treasuryship of the club, a position he has held and conducted well for a number of years, was presented with a fine pen and pencil set as a token of the club's esteem for his splendid work. John Mulcahy, head of the Port Authority of New York, who succeeds Thornburgh, was presented with a huge bottle of red ink.

William Duffy Jr., a jockey of no mean repute who has brought over some worth-while ones, makes the suggestion that circuses ought to have real horse races in closing their shows instead of the fixed amateur races. This would close the show with as much enthusiasm as it starts and carry steam right to the strains of *The Star-Spangled Banner*, which disperses the show, says Jockey Duffy. No bad suggestion, if patrons were allowed to bet on the results.

Harking back again to the Uncle Don luncheon, we think Harold Hoffman, who presided, was at his best. His asides were in closing their shows instead of the fixed amateur races. This would close the show with as much enthusiasm as it starts and carry steam right to the strains of *The Star-Spangled Banner*, which disperses the show, says Jockey Duffy. No bad suggestion, if patrons were allowed to bet on the results.

We have a letter from John C. Goode, of the W. W. Workman Tent, in which he mentions the H. B. Sprout Tent, of which Gus Dull is president. That's the first time we ever heard of that tent. Tell us more about it, Mr. Commissioner of Revenue of Richmond, Va.

We want to thank the many persons who sent us letters and telegrams on the Billar Club and the circus section. We appreciate all of them, particularly the letter from our good old friend Harry Baugh. We hadn't heard from him in three years. Among other things he says, writing from the Washington Duke Hotel, Durham, N. C.:

"I am still down in the Sunny South. Been here for three years now and hope to stay the winter out, and in the spring I am planning on hitting the trail again with someone's circus. I still have all my circus room stuff packed away and in good condition, and I am listening for that call that will tell me to open it up again in New York City, where it was mighty popular. Had a nice visit with Doc Cauchon, the Congo King of New York City, a good member of the CSSA there. He was here on a sad errand, however, but he took time to come and spend a few minutes with me. We lost our boss a week ago Sunday, and as he and Fred were chums Fred was here to attend his funeral."

Getting back to the Carney luncheon again, we learned that Uncle Don Carney's right name is Howard Rice, that he was connected with several circuses, and that it was while on a horse (high wheeler) act with a mud show he took on the name of Don Carney.

Los Angeles

LOS ANGELES, Nov. 11.—Eddie Stewart, who was with Clyde Ingalls on the Ringling-Barnum show, will be at one of the downtown hotels as night clerk.

Austin King, from the Big Show, after a few days here went to San Francisco to visit. He will sail in February with Jack Earl and others for the antipodes to join Wirth Bros.' Australian Circus. Bill Heibing is here from Sarasota after closing with the Big Show. After

a brief visit he will go to San Francisco. Dusty Rhodes, who was with the Big Show, left Sarasota for Rochester, Minn., for a check-up at the Mayo Hospital. Jersey Schenck, the tent and awning man, is wintering here.

Chester Pelky, former Al O. Barnes trouper, is doing nicely with his new night club on Kanona boulevard.

The May Co. Circus is attracting many to the circus grounds on the roof garden of the big store. Jerry Fitzgerald, exploitation manager of May Co., produced the show. Bert Nelson is equitation director. On the program are Marie and Pale, dog, ponies and January mule, Joe Mole, comedy acrobatic act; Bert Nelson and club lions; Marvin Reed, clown; the Delaires, hand balancing; Odoko, equestrian. Free to children and customers.

Louis Manley is doing punch in Toyland at the May Co. Added feature is a number of lilliputians in a novel skit, *The Land of Oz*.

Dr. Glenn W. Boyd is back in town and will winter in Monrovia, Calif.

Charley Post, who had the Ham and Egg Circus band, is organizing an orchestra to play night clubs.

Theo Forstall, of the Ringling-Barnum circus, is back in the winter at his Mountain Lodge near Wrightwood, Calif.

Peru Pick-Ups

PERU, Ind., Nov. 11.—A wrecking company has a dozen acetylene torch men, under management of John Trent, cutting up coaches and baggage and flatcars at the rate of one a day. Fifty-two cars have been wrecked, with 15 remaining.

Mary Jane Pattison, in charge of Ringling offices here, narrowly escaped serious injury when parking a car at the main farm gate. A motorist crashed into her auto, badly damaging it.

Messages from New York City to Joseph Miller, Waters Hotel, sought information about relatives of Frank Gilley who died there last week. Miller, who knew Gilley intimately, contacted writer and all troupers in the city in effort to provide information. Gilley was concessioner (novelty man) the past 30 years, working out of city, but his family connections were never mentioned. Any info regarding Gilley will be appreciated by Miller and The Billboard representative, Bart Clikard, 401 West Fifth street, Peru, Ind.

Zoo punks increasing weekly—two cub lions born recently and several newcomers in pony and horse barns.

Bull barn of Cole show now houses 10 elephants, in charge Alonzo DeVer, John Sullivan, Lee DeVer and Al Dird. Fifteen of a herd of 31 bulls were sold to various circuses and zoos thruout the nation. Bud Anderson Circus bought three baby pachyderms.

--TENTS--

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Under the Marquee

By CIRCUS SOLLY

FOLACK BROS.' INDOOR CIRCUS plays last week for the Midian Shrine Temple, Wichita, Kan.

MIKE GUY, circus trombone player and band leader, is musical director of the J. M. Cole Indoor Circus.

ABRIEL BENNETTS are wintering in Tampa, Fla., and will work Florida fairs this winter.

SANDY MACK and William Veno are meeting in the latter's home in Chicago after a season with Lewis Bros.' Circus.

WALTER KLINGMAN and his Mills family of high-wire walkers are wintering at Watsumi, Wis.

L. B. GREINHAW, general agent and traffic manager of Parker & Watts, is at his home in Portland, Ind.

BLACKIE BOWMAN, elephant man, who is handling the T. J. Tidwell Shows' elephant, has arrived in Emporia, Kan.

ED (MOUSE TRAP) CHAPMAN (So So the Clown) is playing Maine and doing well. He will open his Christmas engagement at a big store in Boston, doing clowning.

ROXY FIBER, of Cole Bros.' Circus, has parked his house trailer on Mustang Island, Fort Aransas, Tex., for a month. His family is with him, and he says the fishing is grand.

FRANK H. WEBB, candy butcher on the old John Robinson Circus, and his wife, Gracia, and Lloyd Senter visited Doc Waddell and Fred Faber at the Ohio Masonic Home last week.

HINNE MARCUM, clown, is at home in Salem, Ill. He was in the Ozarks from January to September this year and was not on the road, but says he'll go out next season.

FRANK GEISER, who was on the No. 2 advertising car of the Ringling show, is home in Waco, Tex., for the winter. Says Floyd King, general agent on Cole Bros., was there recently for a week.

J. RAYMOND MORRIS, circus bill-poster, advises that he is in Brundidge, Ala., and will be in the States soon. He may be addressed in care of General Delivery.

BARNEY AND JIMMY ARNESSEN, clown and wife comedy acrobats, who have been making Carson, O., their headquarters, are leaving for the Ekas' Indoor Circus at Schenectady, N. Y., this week. They motored east.

JACK MEINHART, of the Ringling-Barnum circus, who has been spending a vacation in Florida, since the show closed, will arrive at his home in Massillon, O., soon and assume charge of his Massillon Novelty Co.

BARNARD AND BARNHSEN, operators of Barnard Bros. Circus, are still partners, regardless of reports to the contrary. They have begun work on a two-ring circus for next season in Reynoldsburg, O. Eight persons are in quarters.

BURNELL OREGES, of Ponchatoula, La., last Monday met Whittle Sturgill, head billposter of Richard Bros.' Circus, and says if more billposters were like Sturgill there would be more circus advertising. The circus played Ponchatoula this Monday.

SEVERAL RINGLING-BARNUM acts were in the stage show at the Orpheum Theater, Memphis, last week. Included were the Williams' loyal geography team, Nelson's Polynesian Rhombants, the Arcadis, Miss Palmira, Bell Trio, the Fantinos and troupe of clowns.

FRED AND DOODLES DE MARRS, with an excellent season playing parks and private parties, are back in Chicago. Fred is now floorman at the Carson, Pirie, Scott department store and during the holidays will clown for the kiddies. This is his 23d year at the store.

THE BIG FOUR COMEDY CO. drew turnout crowds at the high school auditorium in Yellow Springs, O., recently. Program featured Lloyd Senter, aerial Roman rings and hand-balancing con-

trition, and Frank H. Webb in his comedy. Hobo Joe from Kokomo, assisted by his wife, Gracia.

MR. AND MRS. FRANK DUNGAN have returned to their home in Wichita, Kan., after a pleasant season with Al G. Kelly and Miller Bros.' Circus, on which Frank had charge of the billposting car. Frank and the missus visited Bud E. Anderson's Circus at Kiowa, Okla., October 28. They had supper in the cookhouse and a visit with several old friends.

READING (PA.) ITEMS from J. Stutzman: Entries for acrobatic work at Lukers gym are so large that it is necessary to group the school into two classes. George (Shorty) Schelzy is now employed by a taxicab company. Mary Stutzman, aerialist, exhibited a giant rhesus monkey at the Southwest School Circus last week.

ABE GOLDSTEIN has finished a six-month engagement at the New York World's Fair, where he worked as a clown cop in Harrison Square. Says his job was with the World's Fair, not George Hamid. He claims to have been the only clown on the World's Fair pay roll and says he has been promised the same job for next year. Currently he is playing indoor dates.

SUAGAR-FOOT WILLIAMS saw and worked with Downie Bros.' Circus when it played El Dorado, Ark., November 3. He worked with his friends, Howard Braden and Eddie Curtis, and George Sylvester, in both the matinee and night show. He also met Bill Moore, Don Harter, Clint Shuford and A. C. Bradley. Show had a fair matinee and a very good night house despite unsettled, cold weather.

SILVER BROS.' CIRCUS is still out, writes H. R. Brisson from Clover, Va. Business has been only fair on account of the late opening of tobacco markets. Recent visitors on the show were Mel Thompson, former showman, but now a lawyer in Durham, N. C.; George Bishop and members of his show, who were en route to Kansas to join Buck Stone's Wild West; Jerry Burrell and wife; Cal Townsend, and Flo and Slim Milligan, owners of the Alvin Vaudeville Show, who recently closed their tent show and were en route home.

CHEERFUL GARDNER has been working in several pictures on the West Coast, including *Terzan Finds a Son*, *The Lady of the Tropics* and *At the Circus*. He expects to appear with MGM. His stepson, Leo, formerly on the Wallace show, has joined the Coast Artillery at Los Angeles. Mrs. Cheerful Gardner is back on the Coast from a trip to Texas, where she was for three months recovering from a throat infection. She spent part of her stay at the home of her parents, Mr. and Mrs. W. F. Biser, Buffalo, Tex., where the Gardners have just finished a new home.

NINE YEARS ago Floyd Bell left Ringling-Barnum circus to do publicity work in Boston, where he handles such clients as Suffolk Downs race track, Parker House, Hotel Kenmore and Campbell Fairbanks Expositions. Since that time he has become a rather familiar figure in local newspaper offices but has never handled any circus copy until a week or two ago when he was engaged by George A. Hamid to do press and public relations for Lucky Teter and his "Lucky" show. The show is now at Boston Garden under sponsorship of the American Legion. So, once again armed with circus photographs and stories, Floyd has been in his glory and the editorial desks have welcomed his temporary return to the circus fold.

E. MARK WILDER, veteran billposter with circuses and road shows since 1922, writes from Sarnia, Ont.: "When Canada declared war I was billing the fair at Meridian, Miss. Immediately I went to Canada and joined the medical corps of the Royal Canadian Engineers at Windsor, Can., but was transferred to Sarnia. I wonder if it would be possible to have a silent picture machine lent to our company for pictures pertaining to our war duty supplied to us by the Canadian Government. This machine would be a loan and could be sent to our captain, who will be responsible for the machine and return it to its owner when we are thru with it. The duty will be exempt, if anyone has one to lend,

please send it to Captain Wrenshall, 3001 Canadian Engineers, 11th Company, Sarnia, Ont., Can."

TOWNSEND WALSH, wintering in Florida, motored from St. Petersburg to Tampa for the closing day of the Big Show at the latter city. Arriving on the lot at an early hour, the first friend I contacted was no less a personage than Mrs. Charles E. Ringling, sitting alone at the main entrance. Our conversation reverted to, among other things, an Mrs. Ringling's special feeling of the loyal and staunch lieutenants of Charles Ringling's days; namely, Bill Horton, Lew Graham, Fred Warrell, Ollie Webb, Carl Hathaway and Charlie Kannelly. Our reveries were cut short by the arrival of Roland Butler, looking hale and hearty and as full of enthusiasm as if the season were about to begin instead of end. He presented me with a special news writer's pass. The reason for this, Butler explained, was that they are making every effort to protect accredited newspaper men from the hordes of fourflushers that come around with cameras. Passing thru the menagerie, I was met by a number of friends from his illness and again those of the canvases. My first visit in the backyard was to the dressing tent of the Cristiani Family, the happiest in circusdom. Lucio reminded the padre that I was in the States in Sicily. I recalled the night in Brussels when Pat Valdo persuaded them to affix their signatures to an American contract with the Ringlings. When I told Lucio how this had been the turning point in his career, he had me back in the recognized equestrian champion, he remarked that his brother, Belmonte, was a fine rider, but that he wouldn't ride today because of a troublesome ankle. When the mother arrived, we discussed the night in general. I found Terrell Jacobs next and congratulated him on his narrow escape from a lion at West Palm Beach. Mr. and Mrs. Jacobs will take a brief rest at Sarasota. Terrell asked me to report that his infant boy had four teeth. Sitting nearby, I saw Jess Adkins. Mrs. Charles Ringling sat thru both shows in Tampa with local guests. I missed John H. Brice and was told that everyone missed him greatly. A few days before closing, I went back to the States. I found I caught Fred Bradna in his colorful makeup, dashing around the hippodrome track in the vicerey wagon. It was a further delight to see Ella Bradna riding her big steed. Merrie Evans did me the honor of having me understand to shake hands. Among other friends encountered were Johnny Carson, Willie Downing, Fred Bartlett and Cap Carroll."

The Corral

By ROWDY WADDY

EMBARGO against Western Canadian horses being shipped to British Columbia, in effect since February 1, was lifted October 15. Embargo, which was effected to prevent spread of encephalomyelitis (winged horses) to the Pacific Coast, affected number of British Columbia stampedes during the summer, as Alberta bucking horses could not be imported. Horses are now allowed to enter British Columbia on a permit, but all applications for permits must be accompanied by veterinarians' certificates that horses twice have been inoculated against the disease with chick vaccine.

FIRST ANNUAL Akeley Park Rodeo in Elk City, Okla., October 29-30, was successful despite the lateness of the season and cold weather. Committee sold sufficient reserved seats in advance to insure a good crowd at both performances. Boutler Bros. furnished the stock. Other contracted performers were Cecil Cornish and his educated horse, Smokey, and educated brahma bull; John Lindsay and Jimmie Nesbitt, trick riding; C. A. Studer was arena clerk and secretary. Show also had 25 mounted members of the Oklahoma City Round-Up Club, in a quadrille on horseback, and gave an exhibition of a bull calf roping event. Music was furnished by the Granite, Okla., Reformatory Band under direction of Fred Pike.

Results: Calf Roping—First go-around,

Bill Towns, Tex Doyle and Sam Proctor, Second go-around, Clyde Brown, Ace Soward and Eddie Smith. Finals: Ace Soward, Sam Proctor, Bill Towns and Mont Churchill.

Bull Riding—First go-around, Charles Colber, Jimmie Olsen; Tack Bolton and Fred Rogers split second; Second go-around, Jimmie Olsen, George Yardley and Hobart Flowers. Finals, Jimmie Olsen, Charles Colber, George Yardley, Hobart Flowers, Sylvester Roane and Tack Bolton split fourth. Bronk Riding—First go-around, Fred Rogers, Eddie Curtis and John Burnett. Second go-around, Eddie Curtis, George Yardley and Tack Bolton. Finals, Eddie Curtis and Tack Bolton.

Bulldogging—First go-around, Charles Brodnax, Bill Van Vactor, Eddie Curtis. Second go-around, George Yardley, Bill Van Vactor and Tex Doyle. Finals, Bill Van Vactor, Eddie Curtis. Second go-around, Jimmie Olsen, Bill Van Vactor and Tex Doyle. Finals, Bill Van Vactor, Tex Doyle, Eddie Curtis and Charles Brodnax. Bronk Riding—First go-around, eight performances were originally scheduled, but event was extended thru Sunday night, October 22. About 5,000 witnessed each performance, with 1,500 turned away Friday afternoon. Officials were: George Yardley, referee; Lynn Huskey and Charles Brodnax, judges; Alice Adams and Peggy Long, timers; George Elliott, announcer; Pete Adams, quadrille announcer; C. A. Studer, arena clerk and secretary; Eddie Curtis, George Yardley, John Long and Fred Boutler, assistant arena director. Live stock was furnished by a Sidney, Ia., committee, Boutler Brothers and Homer Todd. Chic Dayton's back was injured and Whittle Stewart broke an arm in bronk riding.

Results: Bronk Riding—first go-around, George Yardley, Eddie Curtis and John Burnett split second and third; Dude Colbert, Second go-around, Eddie Curtis, George Yardley; Doc Blackstone and Joe Coker split third and fourth. Third go-around, Ernie Barnett, Joe Coker, George Yardley, Eddie Curtis and Fourth go-around, Tack Bolton and Morris Cooper split first and second; George Yardley, Eddie Curtis. Finals, Eddie Curtis and George Yardley split first and second; Doc Blackstone, Tack Bolton, Extra performance, George Yardley, Doc Blackstone, Morris Cooper, Tack Bolton and Ernie Barnett split fourth.

Calf Roping—First go-around, Forest Andrew, Ted Powers; Eddie Smith and Buddie May split third and fourth. Second go-around, A. J. Pettigrew, Herb Meyers, Forest Andrew, Fred Berry and Brown Todd split fourth. Third go-around, Leo Huff, A. J. Pettigrew, Buddy Ellison and Dick Johnson split third and fourth. Finals, Ted Powers, Herb Meyers, Forest Andrew, Buddie May.

Bulldogging—First go-around, H. D. Binns, Tex Doyle, John Burnett, Clyde Hightower. Second go-around, Jimmie Olsen, Lewis Brooks, Claude Fletcher; Bill Van Vactor and Doc Blackstone split fourth. Third go-around, Clyde Hightower, Lewis Brooks, Andrew, Bill Van Vactor. Finals, Jimmie Olsen, Tex Doyle, Bill Van Vactor, H. D. Binns.

Bull Riding—First go-around, Eddie Curtis and Sylvester Roane split first and second; Dale Adams, Jimmie Olsen, Tack Bolton, Jimmie Olsen, Charles Colbert. Third go-around, Charles Colbert and Hughie Long split first and second; Dale Adams and Bob Wilkinson split third and fourth. Fourth go-around, Bob Wilkinson, Peewee Morris, John Martin and Curley Ankrum split second, third and fourth. Finals, Eddie Curtis, Charles Colbert and Sylvester Roane split first, second and third; Hughie Long.

Baraback Bronk Riding—First go-around, Eddie Curtis, Dale Adams, Hughie Long, Paul Gould. Second go-around, Hughie Long, Tack Bolton; Dale Adams, Eddie Curtis and Ernie Barnett split third and fourth. Finals, Hughie Long, Eddie Curtis, Dale Adams, Ernie Barnett and Tack Bolton split first and second. Extra performance, Peewee Morris, Jimmie Olsen, Tack Bolton. Bull Riding (extra performance)—Charles Colbert, Sylvester Roane and Tack Bolton split first, second and third; Johnnie Martin.

**Question:
 ARE FAIRS "BIG
 BUSINESS"?**

For the answer see special article
 in the

**Christmas Number
 Of The Billboard
 Dated December 2**

**Calgary Proceeds
 With Improvements**

CALGARY, Alta., Nov. 11.—Calgary's 1939 Exhibition and Stampede will show a surplus on operations despite expenditure of a substantial sum to complete the two-year improvement-and-building rehabilitation, said General Manager E. L. Richardson, who described the plan as the most thorough and ambitious undertaken by the board in years.

Despite the war, directors will plan a bigger show in 1940, he said.

Attendance increase over 1938 was considerable, but revenue and expenditure figures will not be available until the annual meeting.

Improvements in 1940 will include reduction in height of all infield corrals and fences by more than two feet and construction of wire all-vision fence to replace plank fence in center field; construction of all-vision fence in front of the grand stand of medium height and abolition of picket and wire fence; reroofing of eastern portion of grand stand; paving all ground in front of the grand stand, including race paddock; installation of a drainage system, and re-roofing, painting and rehabilitation of numerous cattle and horse barns. Improvements to horse show building and skating rink will probably also be carried out.

Exhibits building will be taken over by the militia as a training center where youths will take instruction to qualify them as technicians.

Second Deficit in Amarillo

AMARILLO, Tex., Nov. 11.—Tri-State Fair here on September 28-29 took a beating and also first estimates reported the fair association an clearing at least enough to lift a \$2,500 deficit from 1938, final audit showed the deficit now nearly \$7,000 for the two years. Report was submitted to directors on November 3. Milton Cox, fair manager the past year, tendered his resignation, as he has other interests. It was accepted. President Ray Pinkney declared the fair would continue. He suggested that night revue showings before the grand stand be discontinued because cold nights in this altitude make the stand too chilly for comfort.

Bigger Gasparilla Day Seen

TAMPA, Fla., Nov. 11.—For Gasparilla Day at the 1940 Florida Fair G. A. Hanson, captain of the Gasparilla Krewes, announced plans complete for the parade and that there will be more floats and bands and a larger representation of out-of-town business houses and organizations than ever before. Two of the name bands booked for Florida Fair, probably those of Edna Duch and the Kemp, will furnish music for the annual Coronation Ball and Pirates' Dance that climax the carnival.

**Record Exhibits Expected
 At Chi International Show**

CHICAGO, Nov. 11.—The 40th annual International Live-Stock Show in the International Amphitheater here next month is expected to be the biggest since the show was established, declared Manager E. H. Heide. Exhibitors are being offered cash prizes in excess of \$100,000 for displays in live stock and hay and grain departments.

Because most of the regular live-stock (See RECORD EXHIBITS on page 34)

YOUNG TO JOIN B-C



PLANS FOR THE 1940 ENGAGEMENT of Rubin & Cherry Exposition at the State Fair of Texas, Dallas, were given final consideration at a conference during the annual on October 7-22. Left to right: Roy Rupard, secretary of the fair; Robert L. Lohmar, general manager of E. & C., and Paul Jones, fair's director of advertising and publicity. The unit of the Amusement Corp. of America reported outstanding 16 days' business this year in Dallas. Photo by Jack Dadswell.

**Savannah Is Hit
 By Sour Weather**

SAVANNAH, Ga., Nov. 11.—Officials of Georgia-Carolina Coastal Fair announced attendance of 46,455 for the run, October 29-November 5, despite cold rainy weather most of the time. Largest gate was 21,106 on November 1, Children's Day. Opening day got off to a good start, but electric power kicked off as night approached and cut attendance to 8,500, said G. Hodges Bryant, executive manager of the fair.

James E. Strates Shows were on the midway. Jimmie Lynch and his Death Dodgers were main grand-stand attraction. Horse races, seldom seen in this section, attracted much attention on Sunday, October 29, and Thursday and Saturday. On Military and Governor's Day, Friday, bands from Savannah High School, American Legion Post and Benevolent (See SAVANNAH IS HIT on page 34)

**Heavier IAFE
 Influx Is Seen**

CHICAGO, Nov. 11.—Advance reservations for the 49th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on December 5 and 6 indicate that attendance will be large and may greatly exceed that of last year. Assured that topics of more than usual interest and importance are to be discussed, fair men from nearly every State and several Canadian provinces have signified their intention of attending. Some of the leading State fair boards are planning to bring large delegations, and from Illinois, Iowa, Michigan, Wisconsin, Indiana and Minnesota many county and district fair men will be on hand.

Accelerated activity in the carnival (See HEAVIER IAFE on page 34)



FLASH WILLIAMS and his Thrill Drivers, who recently closed a successful season after traveling 25,000 miles to play 67 dates in 18 States and four Canadian provinces, shown as they appeared at Brown County Fair, De Pere, Wis. Mechanics are now supervising repair of equipment and painting of new cars in orange and cream. Method of presentation has been revised for 1940 to produce a faster moving show, it is said. Standing, left to right: Harry Blaine, engineer; John Kenio, announcer; Mrs. Alma Williams, wife of Flash Williams; Herb Smith, director of Brown County Fair, and Flash Williams, kneeling, left to right. Merv Bullero, emcee for an Ernie Young revue; Herb Ahlgren, Ray Mortenson and Howard Ahlgren, drivers. Among other members, most of whom are vacationing, are Jimmy Ross and Frank and Lee Prokop, motorcycle stunters; Duke LeDuc, Mike Ware and Don Engle, stunters; Bob Stevens, special agent; Ed Rittenhouse, press agent; Billy DeWitt and Dick Johnson, mechanics.

**Agencies in Chi
 In a New Set-Up**

Bookers announce deal to be effective December 1
 —M. H. Barnes goes East

CHICAGO, Nov. 11.—A deal of importance in the fair booking field was consummated a few days ago when Ernie Young, who for many years has operated a fair booking agency, associated himself with the Barnes-Carruthers Fair Booking Association. New set-up will be effective on December 1.

The deal has been in the making for more than a year. It brings together the two agencies that during the last 10 years have furnished attractions to most of the important fairs of the Middle West and Western Canada. M. H. Barnes, head of the Barnes-Carruthers office, told *The Billboard* that all future bookings made by Young will be under the banner of Barnes-Carruthers.

Barnes left for New York on Monday to close contracts for some European acts for the coming season. While in New York he also was to confer with George A. Hamid, with whom he has had a territorial agreement for a number of years. Ethel Robinson and Camille Lavilla, with Barnes-Carruthers during the past season, have left the agency. Bernice Herwitz, who has been with Ernie Young 10 years, continues as his secretary.

**Expansion Plan
 In Wake of Big
 Beaumont Gate**

BEAUMONT, Tex., Nov. 11.—Plans for an expansion program for the 1940 annual, involving expenditure of several thousand dollars, were laid before South Texas State Fair board at a post-fair meeting after closing of one of the most successful fairs ever held here, October 26-November 4.

Aggregate attendance was estimated by Secretary-Manager L. B. Herring Jr. at 180,000, topping the 1938 gate by several thousand and setting an all-time mark. He also estimated that profit will exceed that of last year and put the board well in the black.

Plans must have more rooming for the established departments of the fair. Manager Herring said. "Our agricultural exhibits are growing too fast for space now available. At least two new buildings must be provided by 1940." He credited a good live-stock display and excellent entertainment program for the success of the fair. Weather was good. Rubin & Cherry Exposition on the (See EXPANSION PLAN on page 34)

Champlain Best in 10 Years

BURLINGTON, Vt., Nov. 11.—Champlain Valley Exposition of 1939, Essex Junction, was declared best in more than 10 years at the annual meeting here, when net operating profit of \$2,093.93 was reported. Manager Harris K. Drury said profit in 1937 and 1938 amounted to less than \$200 and that in the seasons previous to those the fair had for several years been in the red. Total income was \$26,605. President P. D. Raine reported that thru refinancing of the expo's first mortgage the security had been reduced from \$19,700 to \$10,000.

**Ohio State Reports First
 Profit in Number of Years**

COLUMBUS, O., Nov. 11.—For the first time in many years Ohio State Fair management has reported a profit. Agricultural Director John T. Brown said net income of the 1939 fair under Manager Win H. Kinast was \$184,308 and expenses \$174,677 for a profit of \$9,631.

Department lacks definite information as to when the State Fair here last yielded a profit, but believes it was immediately after end of the World War.

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NEW YORK WORLD'S FAIR

Flushing, L. I.

NEW YORK, Nov. 11.—In the last issue, starting on page 3, a breakdown summary appeared on the basis of a survey of the New York World's Fair made by Market Analysts, Inc., of which Sanford Griffith is president. Interviews with 1,020 people on the main fairgrounds consumed a period of one week in August. The *Billboard* confined itself to the general brackets, Amusement Area and Gate Attendance.

A similar survey was made by Market Analysts, a company especially commissioned by the expo, in mid-September, following the Labor Day week-end rush. Survey firm notes that the similarity of the two attendance analyses confirms, for practical working purposes, the accuracy of the samples after measuring the shift in attendance from summer to fall. A study was also made of people at near-by seaside resorts "who had gone there rather than come to the fair." "It showed that they had no particular resistance to the fair, but simply had not heard enough positive things which induced them to go." (Details will be found in Parks-Pools-Resorts section.) A brief pretest was made of several low-income trade unions to determine why organized labor had not attended in numbers. Comment is made that "with some leadership most of them would have attended."

In the month between the two studies from summer to fall the draw from professional classes declined sharply, but the fair continued to appeal more to people of means than with small income. Large families went more in autumn than in summer. There was an 8 per cent up in attendance from New York City area, but "near-by attendance is still only slightly more than half of what could reasonably be expected." Draw from other parts of U. S. continued at about par, but there was some pick-up

from Middle Atlantic and New England States. There was another pick-up by visitors who increased their single visit to from two to four. Seventy per cent of those interviewed had made two or more visits. People with more money made more visits, "particularly marked from five visits and upwards, and people who went to college made relatively twice as many visits as those who went to grammar school. Nearly all members of families of half the people interviewed had been to the fair. This reflects a high degree of approval and persuasion by those who had been.

"The war so far has not influenced notably people's interest in the fair, although more than half believed that the United States would be drawn into the war. They do not want any drastic changes in current activities of the fair and most intend to come a second year."

Food Findings

The *Billboard* has been granted permission by Market Analysts to reach into that part of the survey touching on restaurants at the fair, a department of operation which caused more adverse publicity than any other niche of expo activities. Surveys performed in this part of the sampling in August and the following is a synopsis of the results:

More than half of those interviewed found food prices satisfactory. This is found to be "significant in view of the widespread early unfavorable publicity about excessive food prices." Only one quarter found eat tabs high, but "many of these would be satisfied, too, if they had made a more careful selection of restaurants to fit their pocketbooks." More than half had not eaten at restaurants or had only eaten once. Another fourth had only eaten two meals at a fair, even though there on average of two days and more. "This proportion is too high in the light of the existing number of low-priced restaurants." Company asked the fair to study the situation "to determine to what extent they (people) were influenced by earlier unfavorable propaganda of high food prices, whether they are uniformed about restaurants with bills of fare to fit their pocket books or are simply spending their first day at the fair."

About a third of those who thought gate admish was high also found food fees high. About three-fifths found both gate and food fees satisfactory. More than half had not eaten at shops got 54.7 per cent of patronage from interviewees, transportation section drew 13.2, international stretch 21.2 and mid-way 10.8.

N. Y. Participation

New York City is described as having given "only moderate attendance support in the first study in August" only 28.8 per cent came from New York and vicinity. This was exceptionally low taking population concentration into account. There was an increase of 8.1 per cent in the people coming from New York and vicinity in September over August. This was reflected with the end of the summer season and return of people to their homes. But the proportion for New York City area was still abnormally low. There was a decrease, with one slight exception, in number coming from places outside New York.

There was a slight shift in September in the sizes of cities or towns visitors came from. In the August study 11.3 per cent of total sampled came from cities of less than 25,000. In September, however, there was a decrease of 7 per cent coming from small towns and there was a perk-up of 7.1 in number coming from cities of population of a million or over, "reflecting mainly the increase from New York area." New England's visitations (by distribution) topped 5.2 per cent in September and Middle Atlantic States added 3 per cent in distribution over August. Taking the country as a whole, when there were eight or more visits "by far the greatest part was from the 50-mile radius of the city."

In a forthcoming issue *The Billboard* will examine the October survey, now being completed by Market Analysts.

Benton Comments on Return Of Jones Shows to Atlanta

ATLANTA, Nov. 11.—Johnny J. Jones Exposition having booked the entire mid-way attractions for the 1940 Southeastern Fair here, except the permanent park rides and shows and smaller concessions regularly sold by the fair, will for the first time in 13 years return to Atlanta, said Fair President Mike Benton, in announcing signing of a contract with Owner E. Lawrence Phillips.

"For the past seven years Southeastern Fair has grown by leaps and bounds until in 1939 attendance and gross show receipts passed all previous records," said President Benton. "We expect the 1940 fair to break all records and set a new high for attendance and interest in livestock and agricultural fairs in the Southeast. Johnny J. Jones Shows helped to build up the enviable position of Southeastern Fair prior to the depression, and with return of the attractions in 1940 we confidently expect a renewal of old-time friendships and a new enthusiasm of the public in educational and entertainment features of fairs which has been lacking in the past few years."

Aerialist Seeks \$25,135

LEBANON, O., Nov. 11.—Jammie Grave, aerialist, of Maynard, Mass., asks \$25,135 damages in a suit filed in Common Pleas Court here Monday against Earl C. Coyle, meat market proprietor, of Waynesville, O., the result of an auto accident which occurred here last August. Her teeth were dislodged in the accident, she said she was unable to resume her work as an iron-jaw artist.

RECORD EXHIBITS

(Continued from page 33)

shows of Canada have been canceled as a war measure. It is expected that exhibits from the dominion will be much larger than usual. Last year attendance at the International was 416,000.

B. H. Heide was secretary and general manager of the first International held in the fall of 1900, and he is still at the helm. During the summer he has nearly half months he visited dozens of fairs, throughout the country to invite live-stock growers to exhibit at the show and entries are expected to exceed those of any other year.

SAVANNAH IS HIT

(Continued from page 33)

dictine School played and Gov. E. D. Rivers of Georgia delivered an address. South Carolina was represented officially by Assistant Forester Scheffer.

Exhibits from Georgia and South Carolina were entered. Prize of \$100 was awarded 4-H Club with best exhibit and \$75 for second. Cash prizes were also awarded winners in cattle and poultry.

Owner Strates announced the show would winter in Savannah for the third straight year. Some of the personnel will remain here to make repairs, which have already started.

HEAVIER IAFE

(Continued from page 33)

field will bring more than the usual number of outdoor showmen to the convention. Active entry of bands into the fair field also will be responsible for appearance of several booking firms for the first time.

Because Thanksgiving will be celebrated on November 23 in many States the trek to Chicago will begin somewhat earlier than usual. A number of reservations are in for as early as November 27. The greater number are coming in on Saturday and Sunday, December 2 and 3. Many expect to be given Saturday night in honor of J. C. McCaffery, president of the Showmen's League of America, and for the league's memorial service on Sunday.

EXPANSION PLAN

(Continued from page 33)

midway reported satisfactory business. Manager Herring said that Harvest Club, night club on grounds, did first business and more than paid for its expensive program. Happy Felton and ork with Dorothy Byron Dancers and other floor acts clicked. A. E. Selden, "The Stratosphere Man," worked two a day on the plaza.

FAIR SECRETARIES

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The Billboard

25 OPERA PLACE

CINCINNATI, O.

Fair Grounds

MARSHFIELD, Wis.—Altho the 1939 fair cleared about \$3,500, Central W. Wisconsin State Fair Association officers are estimating a \$1,400 deficit due to improvements made to buildings and grounds during the last year. Junior fair is contemplated as an addition in 1940.

BRANDON, Man.—Relief work projects on grounds of Manitoba Provincial Exhibition during 1939 materially increased board assets, \$11,000 having been appropriated for improvements, directors reported following a recent meeting. Work included relaying of water mains below frost level, improvements to grand stand, new judging accommodations, demolition of Crystal Palace, flooring of automobile building and new surface for race track.

HAZLEHURST, Miss.—Mayor H. D. Granberry expects a WPA work order to be issued within a few days for a Coolidge fair grounds project. It includes grading seven acres and erecting exhibit buildings in time for the 1940 fair.

YORKTON, Sask.—Report of Yorkton Agricultural and Industrial Exhibition Association showed liabilities of \$7,235.40. In addition there are \$2,000 material liabilities payable and \$9,800 of a mortgage payable. Total assets are valued at \$46,492 and value placed on assets over liabilities is \$32,697. Expenditures for the year totaled \$20,983.70 and revenue was \$10,150, leaving a deficit of \$2,525.27. Yorkton was a member of the short-lived Canadian Midwest Fairs Circuit. Next year's fair would be put on at much

Fair Meetings

Canadian Association of Exhibitions, November 29 and 30, Ottawa, Ont. W. D. Jackson, secretary, London, Ont.

Middle-West Fair Circuit, December 4, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

International Motor Contest Association, December 4, Hotel Sherman, Chicago. A. R. Corey, secretary, Des Moines, Ia.

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago. Frank H. Kinsler, secretary, Brookton, Man.

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.

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

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

Minnesota Federation of County Fairs, January 9-11, Hotel Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Deshler-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. A. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 21 and 22, John Marshall Hotel, Richmond. Charles B. Halston, secretary, Staunton.

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

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Sucktorff, secretary, Sidney, Mont.

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

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

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

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

less cost than this year's and should be equally as good, said President C. B. Bull.

MADISON, Wis.—William T. Marriott, baraboo, secretary of Sauk County Fair there for the last 15 years and a State inspector of county fairs, has been named head of the fair-trade practices code division of the State department of agriculture.

Grand-Stand Shows

LILA AVALON, of the Avalons, who recently finished a successful 12-week season of Canadian fairs, reports the set has completed its third week of indoor circuits, having worked two weeks for G. G. Gray, and has signed for an eight-week season beginning on February 1.

LUCKY TETER announced that Charlotte, N. C., will be winter training quarters for his troupe of Hell Drivers. After close of the first annual Southern States Fair there he revealed he had bought a home near the fairgrounds and planned to make Charlotte his home. Altho the Charlotte track has operated only one season, it has been acclaimed one of the outstanding in the South. Teter said the dual-purpose track was particularly suited for his needs. He is associated with George A. Hamid, booker; Dr. J. S. Doran, president and general manager, and Harrell Powell, secretary-treasurer, in ownership of Southern States Fair.

HAVING finished the season at Rocky Mount (N. C.) Fair, George D. Buchanan, lightning artist on a big case, went to his home in Ruskin, Fla. Later he has seven weeks of Florida fairs and other events and will again manage Ruskin Tomato Festival in 1940.

HAVING returned after four years in Europe, Walter Powell, somersaulting wire performer, has joined the White-side Troupe, reports Thomas F. White-side.

Fair Elections

ST. CLAIRSVILLE, O.—William Butcher was elected secretary of Belmont County Fair board, succeeding Carter Thornberg, who was not a candidate for re-election, after having served three years. E. A. Boyd, president; Walter Mahan, vice-president; and Harold Henderson, treasurer, were re-elected.

MARSHFIELD, Wis.—Central Wisconsin State Fair Association here re-elected J. C. Kieffer, president; W. A. Drollinger, vice-president; August Broker, treasurer; R. E. Williams, secretary.

BURLINGTON, Vt.—Champlain Valley Exposition re-elected Paul D. Raine, president; R. Hobart Spear, vice-president; James S. Grow, treasurer; Harris

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New Top Set in Houston

K. Drury, manager, Frank Pine was named race secretary.

HOUSTON, Nov. 11.—The 12th Annual South Texas Exposition here on October 27-November 6 was the most successful show in association's history. Record gates jammed exhibit halls and midway almost daily, total being reported at more than 100,000. Closing-day attendance set a single-day top, with about 45,000 being attracted by exhibits and grand-stand attractions, including floor show, jitterbug contests and Gies Mitchell's Orchestra. Hundreds danced in the pavilion just before gates closed.

Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

EUROPEAN war was the big news of the month. Farm commodity prices advanced sharply. Some of the gains were subsequently lost as speculative-demand subsided, nevertheless extension of the improvement in domestic demand in recent months is indicated during remainder of this year. Farm cash income for the full year may exceed earlier estimates. Surveys indicate that supplies of principal foods, feeds and fibers are sufficient to meet domestic and foreign demand and allow adequate carry-over stocks next year.

It is indicated that no expansion in production of principal products will be required in 1940. Economists emphasize that even in time of war production may be overdone to the disadvantage of producers. In caution, they point to the aftermaths of the World War, to the collapse of prices and values following World War inflation. Many of the present-day troubles of agriculture are traceable to overexpansion a quarter century ago.

DEMAND: IMPROVED

The moderate improvement in industrial activity and consumer purchasing power in evidence for several months prior to September is expected to become

more pronounced during the remainder of 1939. Markets for many farm products already have reflected speculative anticipation of improvement in export demand.

A further rise in consumer income was recorded in August, resulting in the highest total and per capita purchasing power for the nonagricultural population since September, 1937. Relative to food costs, per capita nonagricultural income in August was the highest for any month for which records are available back to January, 1919. Industrial production this fall is expected to exceed considerably the December, 1938, peak of 104 per cent of the 1923-25 average. In the final quarter it may approximate the best previous record for any corresponding period.

Continuation of the improvement in industrial production and consumer income had been expected prior to the outbreak of war in Europe. The war probably will result in even greater improvement than had previously been anticipated. The downward trend of commodity prices has been reversed, and more liberal buying policies are now in evidence. This will no doubt result in some accumulation of inventories. After the initial spurt in production incident to this inventory accumulation, induced by the anticipation of further commodity

price advances, there may be a period of readjustment until consumer buying is brought into better balance with the new conditions created by the war, and until expected increases in export trade actually make an appearance.

POOD SUPPLY: AMPLE

BAE survey indicates supplies of meats thru the first half of 1940 will be the largest in five years—mostly in pork. Beef supply has been slightly smaller this year than last, but will increase in the next 12 months. A slight reduction from the 1938-39 high record output of dairy products is in prospect, but no shortage.

More poultry and eggs than in 1938-39 are indicated—poultry up about 8 per cent, eggs about 2 per cent. Much of the increase in poultry will be during fall and early winter, raised by the large increase in turkey production this year. Increased supplies of eggs will be spread over the entire 1939-40 season.

An export surplus of food fats will be available during the coming year, above domestic consumption, in about 6,000 million pounds in 1938-39. Production of lard is at practically pre-drought figures. Domestic supply of wheat is large enough for domestic needs and probable exports, and a substantial carry-over next July 1.



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EXHIBS WILL STRAIN SPACE

NAAPPB Array Lists New Ones

Inspection hours on 4 days during New York meet—affiliate bodies to join

CHICAGO, Nov. 11.—Ground plan of the exhibition halls on view in offices of Executive Secretary A. R. Hodge, 201 North Wells Building here, who has charge of the trade show sponsored by the National Association of Amusement Parks, Pools and Beaches in co-operation with the American Recreational Equipment Association, is declared informative and interesting by visitors.

Show will be about the same size as last year's, being limited by available exhibit space in the Hotel New Yorker, New York, where the 21st annual meet and exhibits will be held on December 4-8. Secretary Hodge believes the show will be more attractive and interesting because of a large number of new exhibitors, most of them easterners.

The secretary has invited fair and carnival men to inspect the exhibits as often as they desire. There is no registration fee expected of them. Season tickets will be issued to all members of these branches of the industry when they register at the registration desk on the mezzanine floor of the Hotel New Yorker, adjoining the Convention Hall. Tickets may also be had by mail by application to the secretary in Chicago or (See Exhibits Strain Space on page 47)

Batt Confers With Schott

CINCINNATI, Nov. 11.—Harry J. Batt, president and general manager of Pontchartrain Beach, New Orleans, was a Cincinnati visitor on November 7, calling at offices of The Billboard and conferring with Edward L. Schott, president and general manager of Coney Island here. Mr. Batt is chairman of the program committee for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8, and Mr. Schott is program vice-chairman. The New Orleans park man was accompanied by his brother, Robert J., and their wives. They were en route home after a month's trip to the two world's fairs and visits to numerous parks and fairs across the country.

"PAP" Rosenthals Enter Construction Business

NEW YORK, Nov. 11.—Jack Rosenthal, who with his brother, Irving, operates Palisades (N. J.) Amusement Park, this week announced that they are forming a company to engage in ride construction, specializing in Coasters. Also in their plan are modernizing, reconstruction and lighting of parks and devices.

Irving Rosenthal is listed as president, Jack as general manager, Joe McKee as supervising engineer and Al McKee construction chief. Headquarters and building base will be at PAP.

Dave Stone Is Recovering

BOSTON, Nov. 11.—Dave Stone, manager of Paragon Park, Nantasket Beach, who has been seriously ill many weeks after a heart attack, is reported much improved and will soon be out of doors again. It is said his physical condition, other than the cardiac, was so good that he was able to produce resistance which even physicians could hardly understand.

HAZLETON, Pa.—A model amusement park built on a 10-inch base, six by six feet has been on display at the Hazleton Youth Center. It is the work of Andrew T. Salata, 23-year-old resident of nearby Lattimer Mines, who is a handyman in a local store. There are six large amusement pieces and these operated by a ¼ horsepower motor.



WHEN VISITORS FROM THE DEEP SOUTH were in the Northwest this group was photographed at Timberline Lodge, Mount Hood, Ore., on October 11. Rear row, left to right: Paul H. Huedepohl, manager, Jantzen Swimming Association, Portland, Ore.; Harry J. Batt, president and general manager, Pontchartrain Beach, New Orleans; Abner K. Kline, sales manager, Eyerly Aircraft Corp., Salem, Ore.; Robert J. Batt, brother of Harry and concession manager of Pontchartrain. Front, left to right: Mrs. Harry J. Batt, Mrs. Virginia Kline and Mrs. Robert J. Batt. After visiting both world's fairs, the Southerners went from San Francisco to Oregon and were entertained by the Eyerly company at Timberline Lodge on Hallocke ave and conducted thru Jantzen Knitting Mills and Jantzen Beach Park by Mr. Huedepohl.

Coney, Rockaway and the WF

Following is a summary of a survey of people at Coney Island and Rockaway Beach by Market Analysts, Inc., of which Sanford Griffith is president, this sampling-survey company having been commissioned by the New York World's Fair to make a study of attendance, reactions, income levels and the like. The general survey was made in the months of August, September and October and that portion referring to the two named resorts was gathered in August. A summary of August findings appeared on page 3 in the last issue. Findings for September appear on page 34 of this issue.

Market Analysts, Inc., asked itself why many people go to near-by popular seaside resorts in preference to the fair and also why people from near by who do go to the fair don't go more often. A test was made by interviewing 499 people at Coney and Rockaway over the week-end of August 26-27—about half from each. Market Analysts found that:

People at these two beaches were good samples of the middle and lower income groups. They also were mostly people from Greater New York City area and on any day could decide as to whether they would go to the fair or to the seashore

and had chosen the seashore. People were interviewed at random and given ample time to air their views. Of those interviewed, 57 per cent had been and the rest had not been to the expo. In the early months of the fair more than half had not gone to Flushing and a quarter of them went only once. Even by the end of August one-third had not been at all, and these people were accustomed to going places. People at the popular resorts went to the fair more on week-ends than week days. This was to be expected because a large percentage fell in the white collar and wage-earning categories. About a fifth had made more trips after lowering of week-end gate fee (from 75 to 50 cents). Part of these would have made the trip anyway. It appeared that the fact of only having week-end time available to go was a more important consideration than the 25-cent saving. Many of them just couldn't go during the week.

People who went from preference to the seashore rather than to the fair did (See CONEY, ROCKAWAY on page 47)

Schott, Re-Elected, Reports Good Year For Cincy's Coney

CINCINNATI, Nov. 11.—Late season results were reported highly satisfactory, despite an earlier handicap by weather, by President and General Manager Edward L. Schott, who was re-elected at the annual meeting of stockholders of Coney Island, Inc., here on November 7.

Two sons were chosen to succeed their fathers on the board of directors. John Towle succeeds his father, the late Mason Towle. John Friedlander will serve in place of his father, the late Walter J. Friedlander. Directors re-elected included E. W. Edwards, Charles Sawyer, Fred E. Wesselmann, David E. Wesselmann, M. E. Lyons, Joseph P. Brandewie, Robert McClure and Edward L. Schott.

At the reorganization meeting directors also re-elected Fred E. Wesselmann, vice-president and chairman of the board; David E. Wesselmann, secretary, and Joseph P. Brandewie, treasurer.

Krasner Has Best in Denver Lakeside Spot

DENVER, Nov. 11.—Manager Benjamin Krasner, Lakeside Park, has been busy several weeks winding up affairs of the season and planning for new rides and other improvements for the 160-acre spot for next summer. Past season, in spite of a low tourist year locally, was best for attendance and gross business of any since Krasner assumed management five years ago. Staff this year included Carson Harris, advertising and publicity; Dave Baumgarten, promotion; Al Yoho, Al Driscoll, picnic promotion and arrangement; Roland Webber, ballroom manager; C. L. Davis, police chief.

Improvements included a new open-front restaurant, Gayway Inn; \$25,000 midget auto race track and new grand stand, fountain lounge room in El Paso ballroom, improvements to the Class A indoor swimming pool and locker rooms, new Rolloplane and extensive landscaping, painting and walk construction.

Varied Events Helped Name band policy was continued, using MCA attractions. Season's line-up comprised Jimmie Grier, Dick Jurgens (See KRASNER HAS BEST on page 47)

BOSTON.—Roy Gill, of Norumbega Park, Aburndale, Mass., recently leased Majestic Theater here from Shubert interests and plans to convert it into a night club and restaurant, with stage shows nightly.

Question:

Can an Amusement Pier Draw 2,000,000 People in a Season!

For the answer see special article by Frank P. Gravitt in the

Christmas Number Of The Billboard Dated December 2



OPENED DURING THE 1935 SEASON in Lakeside Park, Denver, the \$25,000 Gayway Inn is called one of the beauty spots of the 160-acre park. Constructed with open front equipped with sliding doors, the structure is of modernistic design, featuring use of glass brick, fluorescent lighting and terrazzo decorative floor. Booths and tables of solid maple match serving table decorations. Stainless steel equipment is used thruout fountains and serving tables.

American Recreational Equipment Association

By R. S. UZZELL

Stage for our national convolve is just about ready and expected attendance figures well for a good meeting. Car loadings have been increasing so rapidly that it behooves all to allow extra time for freight to arrive before convention opening. It is too much to expect the prompt freight service we got when railroads and auto trucks were not busy. It is just short of a calamity to wait for a shipment to arrive when one should be setting it up for exhibit, and then it is difficult to get into the exhibit room once it's all set, ready for the show.

Current at the hotel is DO. The AC costs extra for service wires. Band the instructions sent out by the Chicago office so as not to go wrong on your electrical requirements.

Better Days for Parks

Amusement manufacturing concerns in Europe are apt to be inactive for duration of the war. While we cannot expect much business from over there we shall have an open field in Central America and South America. Operation here will take on new vigor in 1940 even if peace is declared before our opening dates. And most of us hope for peace before spring. At any rate the whole picture shows better days for amusement parks.

Rome, Italy, is launching the building campaign for its exposition in 1942. Pictures from Rome show a lot of construction work under way on the once famous Fontaine marches, the exposition site. After the fair it will become model villages to relieve congestion in housing

and show the people how to live. Expositions no longer scrap everything at conclusion but are all converting a major part into some permanently useful service to the community.

Mrs. G. W. Hull, Boise, Ida., who was here to see the New York World's Fair, had already been to the San Francisco Exposition. She still operates White City in Boise, completing its 28th year where her husband, the late G. W. Hull, spent 37 good years of his park experience. She reports a good season and a dividend which she attributes to the able management of her nephew, Russell L. Hull. It is the only amusement park in Idaho.

Kenyon Convention Fan

Omer J. Kenyon again reported a successful indoor circus for the Shrimers of (See AREA on page 47)

Long Island

By ALFRED FRIEDMAN

The "World of Tomorrow" type of architecture portrayed at the Flushing Fair grounds seems to have caught on with many operators of Long Island roadhouses, stands, niteries, gasoline stations and the like. Many new structures are of lines along those of the Whelan expo. Established places are scheming alterations following this pattern. Lavish use of glass and attractive lighting tones are extremely popular, and the fair didn't brew the expected financial results, locally it has given birth to a new spirit in structural design, which will greet next year's visitors.

Trylon and Perisphere aspect caught on with Rockaway's Playland Park, which has two immense towers of its own, which do not differ from the fair's "Bat and Ball," do have more than a slight semblance to it. Other shore amusements have similar make-ups. Fair's strict copyright control prohibits certain duplications, but there is no restraint in the use of ideas that "hint" at the "World of Tomorrow."

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

WINTER GARDEN Roller Rink, Boston, is planning formation of Saturday morning junior classes in roller dancing and figure skating, open to children under 16 years of age. Upon completion of the course the roller dancing members will enter a figure-skating class to prepare for entrance in the senior figure-skating class.

REMODELING, including installation of new sound equipment and resurfacing of floor, has been completed at Air's Roller-drome, Hayward, Calif., reports Manager Charles E. DeCosta. Club has been formed with Proprietor Al Terrier and staff giving instruction in dance and figure skating. Social functions, including prize nights, are planned. Oral, Irma and baby Laurita Keller were to give skating exhibitions in the rink on November 3. Rink operates nightly except on Mondays, reserved for private parties, and matinees are held on Sundays.

MOONLIGHT Waltz Club, Moonlight Garden Roller Rink, Springfield, Ill., observed its first anniversary by issuing a souvenir pamphlet containing, among other things, resume of 1938-39 activities. Officers are Alvin Hyak, president; Bill Richardson, vice-president; Minette Mester, secretary, and Bonnie Nation, treasurer.

SIX wrist watches were awarded for finest, most original and most comic costumes at a Halloween party in Earl Van Horn's Mineola (L. I.) Rink on October 31. Armistice Day celebration was held on November 11, when hats of all nations were distributed and a vocalist sang old-time songs.

GADABOUT Skating Club was formed recently in Baltimore to visit rinks in surrounding territory, reports Gordon Gibson, president. Other officers are Verne Terman, secretary, and William Franklin, treasurer.

JIMMY SULLIVAN recently closed his outdoor rink in Rochester, Minn., and moved into downtown Moran Building, which has a 60 by 106-foot floor on street level. Rink is decorated in gold and maroon and is equipped with crystal ball. Staff includes Bud Hamilton, for-

The Pool Whirl

By NAT A. TOR
(All Communications to Nat A. Tor, Care New York Office, The Billboard)
NAAPPB Plans

Prelim arrangements on the forthcoming confabs tab five papers to be read during pool sessions and round-table discussions on each of the three days. Plans are still in formative stage and changes may be made. It is expected that Sol Pincus, deputy health commissioner of New York City, will read a paper of greetings. A paper definitely set is that assigned to Capt. Charles B. Scully, director of Life Saving Service, American Red Cross, Manhattan and Bronx chapter. "Cap" will discuss the all-important subject, *The Efficiency of Life Guard Personnel*. And he certainly is the right one for that paper.

At the suggestion of this department, Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., who is arranging the pool program, is taking special care to appeal to indoor natatorium owners this year. A topic, *Operating a Pool in Conjunction With a Hotel*, has been assigned to Harry Lanzner, of Park Central enclosed plunge, New York City. Other subjects relative to indoor swimming will be aired. It might be interesting if a trip to Brooklyn's mammoth St. George indoor pool were added to the program of events. Many out-of-town pool men would get a great kick out of visiting this tank. Another vital subject is *The Importance of Competent Personnel at Swimming Pools and Beaches*. This thesis has been put in the capable hands of Arthur French, vice-president of Joseph P. Day, Inc., operators of Manhattan and Brighton beaches, Coney Island, N. Y., and an inspiring discussion is certain.

Fifth and last talk should prove outstanding, but it is still not definitely set. It is a paper assigned to Park (See POOL WHIRL on page 47)



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In Buckeye Lake Park, Newark, O. New floor, ceiling, walls and heating system were added. It's the park's first attempt to provide a concession during the winter. Skating sessions will be held nightly except on Saturdays and Sundays, when dancing will be featured.

LEON FRISKE reports he and Mike Carr, pro skater, were recent visitors at Arena Rink, Rochester, N. Y., and that Carr is planning a new act for 1940.

GAY BLADES Ice Rink, New York, is now featuring a special Saturday mid-night session that runs to 2:30 a.m. This enables in show crowds from the Broadway sector to get in a full three hours. Irving Jaffco, former Olympic champ, is director of skating activities. Fox-Morietone News has filmed *Fashion On Ice* sequence at the rink, with Vyvian Donner commenting.

STERLING Skaters' Club, Plains, Pa., was organized recently and elected Mae Tilley, president; Betty Darling, secretary, and Bette Davis, treasurer.

W. B. PULLMAN has received a permit to build a \$15,000 roller-skating rink at Berry street and St. Louis avenue, Fort Worth, Tex. Structure will be 178 by 96 feet. He has been operating Pullman's Skateland, North Main street, Fort Worth, as a permanent rink several years.

CAPACITY crowd attended a recent Halloween party under auspices of a high school band in Meyers Bros' portable rink, Harlan, Ky., reports Lacy Myers. Merchants donated prizes at the party.

merly with Macs, of Clinton, La., floor manager; Doris Sullivan, cashier; Bob Monroe, Bill Moorhead, Tommy Shanley, instructors; Gene Borden, skateroom; Dick Striff, Wayne Nelson, Henry Hitchok, skate boys; Doris Westman, Hammond organizer; Tru Daniels, concessions, and Mr. and Mrs. Johnny Sullivan, check-room.

MIDNIGHT Armistice Day parties were held in Winter Garden Rollerway, Boston, and Lynton Rollerway, Marlboro, Mass., on November 11 with distribution of souvenirs. Ira Bates is Hammond organizer in Winter Garden and James O'Hara is at the Lynton console.

CHAMPLAIN PROVENCER, honorary secretary and treasurer of the Amateur Skating Association of Canada, reports the 62d annual convention will be held on November 18 in Montreal. Provincial skating associations in the dominion had a good 1939 season. Arrangements may be made at the meeting so that all branches of national and international ice and roller skating will be handled thru the office of the secretary. Heretofore ice figure skating has been arranged thru figure skating clubs of the association. Secretary Provencer said British Columbia Skating Association, member of the Amateur Skating Association of Canada, has been given permission to invite amateur and pro skaters to take part in its annual carnival in Vancouver on December 6 and 7 under auspices of Vancouver Rotary Club.

ANNOUNCEMENT was made of opening of remodeled rink and dance pavilion

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Must be experienced, capable and have ability to organize and stage special events, etc. Good proposition to right man. Write fully. Address:
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Specials: Thanksgiving Dance Designs, 2 and 3 color, \$4.50 and \$1.00. Roller Skating Designs, 2 and 3 color, \$4.50 per 100. These prices for limited time only. Free Copy Today.
BOWER SHOW PRINT CO. FOWLER, IND.

Two Top Orks, Outdoor Ops Set For Fete of NSA

NEW YORK, Nov. 11.—Henry Busse and his entire orchestra layout, one of the top namesters in the country, have been engaged to play for show and dancing at the National Showmen's Association Banquet and Ball, which will be staged in the Commodore Hotel here on Saturday, November 18.

Joe Basile and his Madison Square Band will again appear in their sparkling red uniforms to lead the procession to the dais and tables with martial strains, continuing through the dinner, after which the baton will be picked up by Busse, whose services have been secured thru the efforts of Brother Jesse Kaye, booking manager of Fanchon & Marco, chairman of NSA entertainment committee.

George Hamid, president, announced that a number of delegations from fairs will attend. These include Paul Smith and party, Syracuse, N. Y.; Dr. J. S. Dorton and party, Shelby, Raleigh and Charlotte, N. C.; Lucky Teter and some of his Hill Drivers entourage, Major E. B. and Mrs. Allen, Flemington, N. J.; Edwin Brooks, Hatfield, Pa.; Mr. and Mrs. Harry E. LaBrecque, Trenton, N. J.; Charles W. Swoyer and party, Reading, Pa.; Mr. and Mrs. Ed Scholl, Allentown, Pa.; Maj. Edward A. Hughes and party, possibly with Attractions Manager, Charlie Ross, Toronto, and several others.

Members represented at the World's Fair are expected to attend en masse. President Hamid announced that a table has been purchased by Harvey D. Gibson, chairman of board of World's Fair and active chief of expo. In committing himself to a table Mr. Gibson said he would attend with a World's Fair delegation. Irving Rosenthal is chairman of the banquet committee.

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Art Lewis Building Program Gets Under Way in Norfolk, Va.

NORFOLK, Va., Nov. 11.—Closing the season in Emporia, Va., on October 28, Art Lewis Shows shipped into quarters at the Army Base here and equipment had hardly been stored when work for building a new and modernized show for 1940 got under way. Plans call for construction of 44 wagons and oak and other necessary materials, including rubber-tired wheels, are on hand. A crew of 18 is assembling preliminary parts for wagons, etc.

Organization's steel train is due soon and railroad sidings near the show's (See ART LEWIS on page 41)

Question:

Is Latin America Good Territory Now for Amusements and Merchandise?

For the answer see special article by Rob and Teresa Ortiz de Seyfer in the

Christmas Number Of The Billboard Dated December 2



SOME OF THE OFFICERS, who, with President George A. Hamid, are active for success of the second annual Banquet and Ball of the National Showmen's Association in the Commodore Hotel, New York, on November 18. A colorful program has been arranged and the event will be attended by delegations representing fairs and parks in addition to outdoor showmen. Left to right: Art Lewis, second vice-president of NSA; Max Linderman, first vice-president; O. C. Buck, third vice-president.



R-C Finishes Well in Texas

BEAUMONT, Tex., Nov. 11.—Closing a successful season here with a 10-day stand at South Texas State Fair last Saturday, Rubin & Cherry Exposition shipped equipment into quarters in San Antonio, Tex. With good weather here, the stand resulted in good business, reported Sam L. Ward.

However, the show received little co-operation from the local school board on Children's Day. As it turned out, kids came out after school hours and were able to remain only a few hours. All rides did well, with the Skooter and Whip leading. Swing Revue and French Casino topped shows.

Fatty Burrell, police sergeant and showfolks' friend, co-operated.

Cold Hurts Strates In Savannah Finale; Winter Work Starts

SAVANNAH, Ga., Nov. 11.—Cold weather curbed business of James E. Strates Shows' closing stand of the season at Georgia-Carolina Coastal Fair here. Fair Manager-Director G. Hodges Bryant worked hard to put the week's stand over, but weather hampered his efforts. Equipment was placed in the fair buildings for winter and Manager James E. Strates retained painters and builders and, after a week's vacation, they will begin reconditioning activities. A number of the personnel will winter here.

General Agent William C. Fleming was back on the shows for the final stand. Mr. and Mrs. James Gline left for Dayton, O., to spend the winter with their daughter, Dick O'Brien will winter here. Fred J. Thomas took his rides to Jacksonville, Fla., and George Christoffer, cookhouse operator, left for Chicago. Elvin Blackmon went to Oneonta, N. Y. (See STRATES on page 43)

Numerous RAS Winners Score; Season Is Shortest in a Decade

TAMPA, Fla., Nov. 11.—The 1939 season, which saw Royal American Shows roll up the best year in their history and the establishment of new midway records at Minnesota, Alabama and Tennessee State fairs, also their tour was the shortest by two weeks in a decade, also witnessed winning seasons for the various attractions carried by the organization. Watercade, which even show officials did not expect to win this year because of the production cost, came in with a profit.

Marjorie Kemp's Thrill Arena, consistent winner each season in its six years with the shows, grossed nearly three times as much during the 1939 tour as it did at a Century of Progress, Chicago. It was second only to Watercade in the total gross for the season. Kemp attraction has chalked average net increases in its gross for six years with the shows of more than 12 per cent.

Cetlin-Wilson Tour Is 20% Above 1938; Winter in Virginia

KINSTON, N. C., Nov. 11.—Lenoir County Fair here, October 30-November 4, marked close of Cetlin & Wilson Shows' season, which saw the organization play 12 still dates under auspices, two celebrations and 16 fairs and chalk a 20 per cent increase over 1938. Secretary George Hirschberg said, "alho the still dates were considerably better than last year, (See CETLIN-WILSON on page 41)

Weather Cuts Into Wallace Bros. '39 Biz; Barn in Miss.

VICKSBURG, Miss., Nov. 11.—Concluding a 33-week season, Wallace Bros. Shows ended the 1939 tour here last Saturday and immediately departed for Jackson, Miss., where they will winter on the colored fairground. Shows had their poorest season since their inception seven years ago and were plagued by bad weather until late in June. Opening at Dyersburg, Tenn., last March, their route carried the organization north and east thru Tennessee, Kentucky, Indiana and (See WALLACE BROS. on page 43)

Endy Bros. Re-Sign Wilno

CLINTON, S. C., Nov. 11.—David B. Endy, president of Endy Bros. Shows, said here this week that he had re-engaged the Great Wilno, cannon act, for the third consecutive year. Shows had their best season this year and officials believe it was because of Wilno's drawing power, good weather and "some good luck and management." Organization, which has closed in four years, went from Miami, Fla., to five weeks in Canada and back again in the 34-week season. President Endy plans to enlarge the shows for 1940.

Marks Shows Store In Richmond, Va.; Showfolks Scatter

RICHMOND, Va., Nov. 11.—After a 30-week tour John H. Marks Shows closed in Fayetteville, N. C., and returned to home base here, where equipment was stored in new quarters at the old Locomotive Works building on Valley Road. Closing stands in Florence, S. C., and Fayetteville resulted in good business despite cold weather. Opening here in April, shows traveled an estimated 8,000 miles and covered 10 States, including Virginia, West Virginia, Ohio, North and South Carolina and Georgia.

Mayor J. Fulmer Bright in a personal letter to John H. Marks extended a civic welcome to return here with a promise of active co-operation. At the close Cash and Gerie Miller went to Manchester, N. H., to attend graduation of their son, Jackie, from school. C. Jack Schafar and Abe Wolf, respectively, left for (See MARKS SHOWS on page 41)

Fox Leaves Wallace Bros.

VICKSBURG, Miss., Nov. 11.—Walter B. Fox, for the past three years general agent of Wallace Bros. Shows, tendered the management his resignation, effective at close of the show's final stand here last Saturday. He plans to vacation in Biloxi, Miss., and Mobile, Ala., for a while before planning for the future, it was learned.



G. H. MESSMORE, left, and Joseph Damon this year celebrated 30 years as partners by creating and designing Old New York, top grosser among the villages of the recently closed New York World's Fair. Expos are old stuff to Messmore & Damon, who have created, designed, produced and operated from Coast to Coast. Among their better-known projects were The World a Million Years Ago, and Medieval Tortures at Chicago's A Century of Progress and the Paris Exposition of 1937. At present the veterans are working on plans for possible attractions at the New York fair next season.

Club Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, Nov. 11.—A pleased smile greeted the face of President J. C. McCaffrey at the November 9 meeting closed, it being one of the most interesting at which he presided. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streibich and Past Presidents C. M. Fisher and Ernie A. Young. Committees are working at top speed and all indications an active winter is ahead.

Membership committee presented applications of David M. Schwartz, Sam Spillberg, Russell E. Lewis, David Mayman and Milton Stipanovich and they were elected to membership. Relief committee reported Brother Hadji Delgarian is resting as well as can be expected after having two fingers amputated. Mrs. L. E. Roth writes that Brother Eddie Ross is resting and showing improvement following his operation in a Rochester hospital. Harry Cloe is ready to leave the hospital, but Brother R. F. Trevelick is still confined. No late news from Jack Lydick. Colonel Owens, who is expected to return to the club still confined in their homes. Ben Beno writes he arrived safely on the West Coast and is set for the winter. News of the death of Brother John D. Starkey was received with regret by members and his recovery is reviewed in our prayer. Bill Carsky and his president's party committee are doing some good work. Brother S. T. Jessop has his registration and badge committee ready for the first arrivals at the December meeting. Chairman Sam J. Levy and his banquet and ball committee clicking.

Brother Dave Picard assumed a new role when he delivered the obligation of the order to Brothers Harry Bert, A. Bodinot, Aut Swenson, Elmer Byrnes and Fudd Bowman. Brother Dooban is still in Hot Springs, Ark., but the memorial service committee is carrying on in good style during his absence. Past President J. W. (Patty) Conklin has expected to be at the November 16 meeting. November 23 meeting was transferred to November 24 because of Thanksgiving Day. Members voted to hold open house at the league rooms from November 26 until December 3. Young brothers are invited to come in when in town. Lease committee going along with its work and promises an outstanding report for the next meeting. Nat Green is doing good work on banquet and ball publicity. Relief committee has been instructed to contact the wife of Brother John D. Starkey in order to make arrangements for internment. Albert R. Cohn is chairman of the greeters committee, which will function during open house and remainder of the winter. Assistants are John O'Shea, Lou Leonard and Leo Hirsch. Bob Hickey, Rube Lieberman, Arthur Hopper, John Sloan, Richard Miller, Francis J. Bligh, John P. Courtney, Flash Wynn, Jack Duffield and A. L. Rossman attend first meeting of the year. Each responder will receive suggestions when called upon for remarks. Nat Hirsch, William Jerry Stephens, Lou Leonard, Leo Sennett and Tom Logan are back from the summer's trek and are regulars at the rooms.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on November 2 at the Sherman Hotel, with the following officers presiding: Mrs. L. M. Brumleve, president; Mrs. Ida Ghase, first vice-president; Mrs. Edith Streibich, second vice-president; Mrs. Phoebe Geller, third vice-president; Mrs. Miller, secretary. The meeting was moderated by Chaplain Clara Harker. Nell Allen, Kathleen Riebe, Mrs. Anna Beland and Mrs. Charles Driver are recuperating at their homes from recent illness. Letters were received from Virginia Kline, Viola Parry, Josephine Bostwick, Beth Yearout, Virginia Harris. Nell Allen acknowledged flowers sent during her recent illness. Marie LePors and Ethel Galle also lettered.

Club sale all books are sent in on the (See SHOWMEN'S LEAGUE on page 43)

NEW YORK, Nov. 11.—November 8 meeting turned into a melee of enthusiasm for banquet, sale of coupon award books and contributions to the advertising year book. All other matters were held over until the first meeting in December. President George A. Hamid instilled his own enthusiasm into members and during the meeting year book space program advertising was sold. Many members took an additional supply of books.

While plans were made to take care of 1,000 at the banquet, with a reserve accommodation for 200, it looks as the Hotel Commodore Grand Ballroom and mezzanine will be filled to capacity. Program, being handled by Ray H. Lesson, was approved by the committee and a special order of cover stock is being forwarded from the mills. It will be of suede leather in royal blue with an overlay of yellow. Since proceeds from all revenue received from advertising donations a generous response has resulted. It will probably reach a total of 100 pages.

Next meeting will be held on November 19, with a final wrap-up on November 16 with special meetings of all committees. Ladies' Auxiliary has set the pace for the club by having new photographs made of officers and groups for the year book. List of distinguished visitors who will be in attendance at the second annual Benefit Banquet and Ball reads like a "Who's Who" on an international scale. President George A. Hamid read a few of the acceptances at the meeting. Harvey D. Gibson, of New York World's Fair, sent in his reservation for his party.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Nov. 11.—Second regular meeting drew a large attendance and members are taking more interest in the meetings than has been the rule in the past. It is important that all who can should attend these meetings. Officers present were Brother Art Brainerd, who presided in the absence of President Mellor; G. C. McGinnis, secretary, and Harry Altshuler, treasurer. Reading of the minutes of the last meeting was heard and approved and the secretary's report revealed the club was in good standing financially.

Brother Neil Walters was host to his committee for the After Toronto Meeting at a luncheon at Miss Ryan's Cafe with the following attending: G. C. McGinnis, Ellis White, Bill Wilcox, Neil Walters Jr., George Howk, Harry Altshuler and Mel Vaught. Committee made final arrangements for distribution of prizes to be awarded at the event and vigorous attempts to induce fair secretaries, outdoor showmen and manufacturers to attend. It is said to be the first of its kind ever held by a showmen's club. House Committee Chairman Brother Howk commended Brother Altshuler on the efficient manner in which he filled the chairman's office during Howk's absence. The matter of custodian again was discussed and left to the discretion of Brother Howk.

Brother Capp, entertainment committee chairman, reported that reservations for the Annual Banquet and Ball, which will be held as usual on New Year's Eve, were coming in well. He also talked of serving refreshments at the next meeting. He infoed that the Ladies' Auxiliary desired to unite with the club in its (See HEART OF AMERICA on page 43)

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Nov. 11.—Officials on the rostrum at Monday's meeting were President Hargrave, Past Presidents Wright and Craft, Vice-Presidents Glacey, Armstrong, Ward and Krekos, Treasurer Davis and Secretaries Miller and Johnson. Attendance totaled 102. Meeting opened with an examination of cards and Tyler C. Gooding found all in order. President Hargrave followed with an explanation of Article XVIII, Section 3, of the By-laws relative to dues. These may be accepted any time up to November 1, but in view of the uncertainty of mail delivers the Board of Governors has seen fit to extend the time to November 15. After that date, however, those in arrears must be classified as delinquents and are subject to the provisions of reinstatement. Board action is intended as a friendly gesture to give all the benefit of a doubt and should meet with a like measure of co-operation from all concerned. Club has mailed delinquent notices to the last known address of all members who are in arrears.

Each meeting brings in a number of road members. Among those present were Vice-President Mike Krekos, who delivered to the secretary duty for every member on the West Coast Shows, with an application for a new member thrown in for a good measure. Orville Crafts related the details of a deer hunt in Utah. Nate Miller made a brief talk on Homecoming Night, whereupon President Hargrave remarked that Brother Miller was making a continuous speech for the club every day in the year. Frank Ward, of Zeiger's Shows, came in and approved club facilities. Fred Trauberg, ride owner, registered for an indefinite stay and reported a good season. A nominating committee, to select a ticket for the ensuing year, will be appointed on November 19. A special meeting of the Board of Governors will be held at 3:30 p.m. and the committee report will follow.

Chairman George Coo, of the Annual Banquet and Ball Committee, talked on the forthcoming event. Altho invited (See PACIFIC COAST on page 43)

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 11.—Club's first fall social meeting on November 2 was a great success. Cards, bridge and Frisco, a game introduced by Mrs. Ivy Rice, prevailed the first part of the night. At the conclusion of the games and distribution of prizes, doors were opened to the members of the International Association of Showmen and a buffet supper was served. Mrs. French Deane was official hostess, and Irene Burke, Ciela Jacobson and Peggy Smith served.

Among those present were Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Francis Deane, Mr. and Mrs. John Francis, Mr. and Mrs. W. B. Wecker, Mr. and Mrs. Leo Lang, Mr. and Mrs. Noble O. Fairly, Mrs. Ethel Hesse, Mrs. Lillian Sheppard, Mrs. Emily Frinhaber, Mrs. Clara Jackson, Mrs. Anna Jane Pearson, Mrs. Irene Burke, Mrs. Peggy Smith, Elizabeth Yearout, Mrs. Kathleen Riebe, Harry Moore, Pete Hest, John K. Maher and Emil Schoenberg. Attendance prize went to Peggy Smith. KATHLEEN RIEBE.

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35' x 50' GIRL SHOW TENT
CHARLES DRIVER—BERNIE MENDELSON
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8 CAR SPILLMAN PORTABLE AUTO SPEEDWAY
First-class condition. Can be seen in operation
Honey Jones Highway, Jacksonville, Fla., Fall, Nov. 10 to 20.
R. E. HANEY
Care Johnny J. Jones Shows, as per route.

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Anyone having this knowledge communicate
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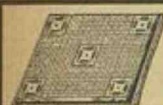
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Size 48x48",
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PARK SPECIAL WHEELS
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BINGO GAMES
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Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

NOW store shows and stored shows.

F. H. BKE JR., owner of the shows bearing his name, cards from Cleveland that he is taking medical treatment there.

T. A. (KID) STEVENS was recently glimpsed on the streets of Biloxi, Miss. He's with Blue Ridge Shows.

AMONG SHOWFOLK wintering in Biloxi, Miss., are Mr. and Mrs. Ernest Dalrymple.

MR. AND MRS. CARTER BLEVINS, of Fairly & Little Shows, are wintering in Tampa, Fla., where he is working in a drug store.

"THAT town was n. e. Couldn't sell any banners."

DR. R. GARFIELD advises from Bushnell, Fla., that he and wife have contracted their Hall of Science to play Florida dates this winter.



PHOTOGRAPHED by a candid cameraman while taking a stroll in downtown Hot Springs recently were Sam Solomon (left), owner of Sol's Liberty Shows, and Alton Pierson, cookhouse operator with the same organization. They are vacationing and taking the baths in the Arkansas city.

MR. AND MRS. JACK BERRY and Mrs. Betty Williams, formerly of Hansen Shows, are with Blue Ridge Shows, playing Mississippi.

RETURNING to his home in Goldsboro, N. C., for winter was T. E. (Shorty) Davis, who recently closed a successful season with Ideal Exposition Shows.

AFTER handling promotions for Blue Ridge Shows at McComb (Miss.) Community Fair, Elmore Yates returned to Memphis to winter.

FAMOUS last words: "Don't snatch until you see the green in their pokes."

PROP. JACK HAMILTON and wife, Mercedes, are in St. Louis, where they are exhibiting their Hall of Living Human Oddities.

DANGER and physical culturist, Bunny Venus, cards from Terra Haute, Ind., that she played the Shrine convention there on November 3.

FORMERLY with Wallace Bros. and J. T. McClellan shows, Mr. and Mrs. Frank Sparks now have their cookhouse with Joe Karr's Blue Ridge Shows.

MR. AND MRS. ED O'BRIEN, after closing Wallace Bros.' shows, returned to Helena, Ark., where they again will manage the Ritz Hotel.

HE who believes the word "work" means something besides labor should not be recognized as a midway showman.—Cousin Peleg.

FORMER general agent of Blue Ridge Shows, Bob Fox, is doing special advertising in Alabama and Mississippi for Walter B. Fox.

AFTER a successful six-week tour on Littlejohn Fair Circuit, Al and Alice Alfredo went to Brunswick, Ga., for a vacation and bit of fishing.

IT'S RUMORED that Charles G. Reed, who resigned as general agent of Barker Shows, will return to Zimdars Greater Shows next season. Reed now is a patient in a Memphis hospital.

RANGOON & ROWENA, wonder workers, who closed their third season with Goodman Wonder Shows on October 14, opened at the Lincoln Theater, Brooklyn, Ill., on October 25.

REASON the boss and his wife did not invite the general agent and his wife to the farewell party was that they won't need the g. a. next season.—Whitney Cooks.

WHILE en route from Los Angeles to Florida, E. Ted Nubson (professor Zirk), palmistry stand operator, sustained a broken leg and is now in Yaleta (Tex.) Hospital.

"IT'LL BE oranges and not snowballs this winter," cracks E. H. Rucker, the Chocolate Colored American, from Baldwin, Fla., "for I'm down here with the other millionaires."

HAVING closed a profitable season with Rogers & Powell Shows in Canton, Miss., Jake Miller opened a winter show in



HARRY L. GORDON, vet general agent, as he appeared in Seattle recently, as he was about to complete his 20th year in outdoor show business. One of the better Amuso agents on the Pac. Coast, this year he was in advance of Douglas Greater Shows. In past years he has agencied such organizations as Levitt-Brown-Huggins, Bernardi Greater, Mel Vaughn's State Fair, Bowen's Joyland and W. O. Huggins shows.

Kosciusko, Miss., with four rides, five shows and a line-up of concessions.

WILLIAM (BILL) HARDEN writes that he has returned to his home in Chattanooga after a successful tour of fairs on the front of the Royal Russian Midget Show on Johnny J. Jones Exposition.

TEACHER (to bright son of carnival owner): "Johnny, what are the duties of a special agent?" Johnny: "His duties are to keep his nose out of the g. a.'s business and to stay ahead of the show."

MR. AND MRS. TOMMIE HENDERSON arrived in Paris, Tex., to spend the winter in their new home there. Mrs. Henderson has been out of a sanitarium since July and is almost recovered, they report.

HERMAN (IKE) FREEDMAN, veteran in outdoor show circles, writes from Oak Forest, Ill., that he is in the infirmary there and that he would appreciate reading letters from friends.

MR. AND MRS. GEORGE LIDER, who conducted profitable season with Jolly Jaiilet Shows, report they have purchased a new trailer and are wintering in St. Petersburg, Fla.

Down Yonder

TWO RIDE BOYS who had been buddies all season wound up broke. Came their parting hour. Said the first, "I'm going to hitch hike north. If I locate a job I'll send for you." Said the second, "I'm going to hit the highways south. If I get set I'll send you word." Suddenly the first woke up with, "Say! If we're both hitting highways in opposite directions how will one know where the other is?" "I've got it," declared the second. "This is a surer bet. If neither of us gets anything we'll meet at the Florida fairs."

FOR THE past few years with Ripley's Odditorium, Charles W. All cards that he closed with the organization recently in California and plans to return to Morris Miller's Museum for the winter.

ARCADE eavesdropping: "Hey! Don't hit the punching bag while it's up. Put a penny in the slot. And quit shaking that machine! Drop something in it."

GEORGE MEYERS cards from Bushnell, Fla., that Mr. and Mrs. Ernie Woodward have joined Crescent Amusement Co., where Woodward will be in charge of all concessions for Mr. Husted in 1940.

TINY GOULDSBERRY, outdoor showman, is in Warren Candler Hospital, Savannah, Ga., suffering from asthma, high blood pressure and heart disease, reports Mildred Gouldsberry. She adds that he'd like to read letters from friends.

DURING Wallace Bros.' Shows' final stand of the season in Vicksburg, Miss., Abe Frank, corn game operator, was afflicted with a bone felon on his left hand, which requires medical treatment five times in two days.

ROBERT PARKER, field manager for Bartlett Diggers, spent several days with Wallace Bros.' Shows in Vicksburg, Miss., and arranged to store his arcade and diggers in Jackson, Miss., before proceeding to Florida for winter.

TRAVELING stick (to owner of Great Sweet Potato Show): "If you winter on those fairgrounds I will have a bigger show next spring that you will unless you tie everything to the ground."

WITH Mighty Sheekey Midway eight years, but lately with O. C. Buck Shows, Jimmy Hicks letters that he's seriously ill at his home in Myrtle Island, Brunswick, Ga., and would like to read letters from friends.

CLOSING HIS third successful season as foreman of the Speedway and mechanics on Sam Prill Shows, Joe Hollander has settled in Newark, N. J., where he will remain for awhile to take care of his garage and truck work.

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WANT INFORMATION

As to the present whereabouts of

DEWEY J. CONAWAY

Anyone having this knowledge contact MR. A. F. HOPKINS, 98 Ottawa, Grand Rapids, Mich.

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\$20.00—Genuine Eight-Legged Pig, money take.
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Wherever you are, we have a BIG ELI Wheel to meet your needs. No. 10 Model, for larger Amuso Shows, 48" x 36" high, 10 seats. No. 12, for the smaller divisions, 48" x 36" high, 10 seats, and completely portable. Buy a BIG ELI Wheel for long-term profit.

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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.

The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making it suitable for smaller shows. The 18 ft. tower has shorter sweeps, consequently can be operated on smaller most trees and over head wires. Newly arched exit and entrance area and improved ticket booth have been added at no extra cost. We save for price and convenience.

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Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Mildew, Ark.

Week ended Nov. 11, 1939.

Dear Mixer:

The show train's arrival here created quite a stir among the natives and was described by *The Mildew Daily Parasite* in this manner: "Arriving on a series of railroad carriages late last evening, Ballyhoo Bros.' Shows started the unloading of a number of lorries, buggies, monkey carts and vans immediately. The pitching of many canvas lodges to provide temporary shelter for their personnel continued thru the night. Many evening papers were sold on the grounds upon their arrival, proving that show people lead a normal life, are interested in the news of the day and are able to read the papers."

Naturally, a story like this having broken for the show, it was no more than fair that we invite the editor to the grounds to enjoy a one-man-guest-pres-dinner in our circus-style cookhouse. This good move again caused the show to score heavily with the press by getting a page-one story that was finally located in the classified ad section, reading: "A sleek, well-kept number of showmen, packed in a heavily roped-in train, always believed that they lived out of the cans or on sandwiches, being immune from ptomaine poisoning. I was surprised to see them using knives, forks and spoons, proving that they are members of the human race."

Having gained all the publicity necessary for the week, the bosses had the midway ready to open Monday night but it was kept dark because the office had run out of paper. The bosses, not wanting to offend the free list, gave orders to keep it closed until the passes arrived. Tuesday morning the writer was amazed to see a solid wall of block ice 40 feet high, eight blocks thick and 200 feet long, piled across the entire front of our gate arch. The local ice man stood close by with a bill in his hand

Gray said, "In the meantime, good-by: I'll be hunting for deer."

WALTER LEHMAN, former partner of the late J. O. McCart in operation of Lehman & McCart Shows, in William Beaumont Hospital, El Paso, Tex., with broken legs, sustained in a bus accident several weeks ago. The 60-year-old showman is in Ward 9 and D. H. (White) Rodenburg says Lehman would greatly appreciate visits or letters from outdoor showfolk.

"PURCHASE of several raccoons, a pit of small alligators, a dozen dancing mice, three monkeys and an armadillo has given the midway quite a circus atmosphere as well as justifying the lions, tigers and elephants on our leaherds."—Duke O'Shilling's Odorous Midway.

SINCE closing with Monte Young Shows at Utah State Fair, Salt Lake City, R. Lawrence Lalonde has had an independent unit, and is playing schools and theaters under title of Lalonde's Oddities on Parade to good results. Currently in Twin Falls, Ida., unit will play eight more schools before starting a seven-week store show tour in Montana.

BARNEY O'BARE, better known as The Duchess, pencils in Quitman, Ga.: "Played the fair here under Future Farmers of America auspices, doing my novelty dancing as free attraction in addition to presenting upside-down baby buggy on street ball. Will also play American Legion Fair, Valdosta, Ga., and then Jacksonville (Fla.) Fair."

"VISITED Puzell's United Shows at Stamps, Ark. At Fairgrounds here and found a swell line-up," pencils Curley Reid from Prescott, Ark. "Much credit is due Tom Puzell and Concession Man, Fred C. Oddie, one for the swell reputation they have established during the show's first year's tour. Am on my way to the Rio Grande Valley."

PUNLAND SHOWS' NOTES by Ted C. Taylor: "Good weather but poor business prevailed for the shows at Marion County Fair, Buena Vista, Ga., and little cooperation was forthcoming on kids' day. Mr. and Mrs. Dick Harris have a new top on their Merry-Go-Round. Mrs. Heib's rides and concessions did okay. Charles

for 15,000 tons of ice at \$10 a ton, as well as a receipt for \$7.50 for a banner, made by our special ice man. The ice man insisted on the bill being paid or the ice would stay there. It being his ice and delivered as ordered, no one could legally move it. And if left there our front was blocked off entirely.

While the bosses were dickering with the ice man, 15 trucks laden with ladies' hats arrived on the lot and were unloaded. It was then that the bosses learned that our billposter had informed the milliner that the showgirls were in the market for that many hats and had given her the contract in return for use of a window in which to hang lithos. By noon a steady stream of trucks arrived on the lot, loaded with coal, lumber, paint, wood, hay, groceries, gas, nails, bolts, electrical supplies, furniture, car parts and plumbing fixtures. These were unloaded and strewn all over the midway. We then discovered that Agent Trucklow had promised our businessmen committee our trade and had pictured the amount of material that the show would use in exchange for the contract. But he still claims it was only a mental picture, without any orders being placed.

Due to our front being blockaded and the midway cluttered with merchandise, it was impossible for the show to open. When the passes did not arrive the press turned sour, so we decided to tear down and blow the town. The merchants played a waiting game, knowing that if we didn't buy the stuff we couldn't open. But they waited too long. We tore down and loaded out during the small hours of Friday night and, with the aid of several chartered box cars, the show enjoyed the largest single-night merchandise gross in history. Daylight found the show train well over the Texas border.

MAJOR PRIVILEGE

Miller and wife purchased a new cement-living trailer.

TO DISPEL rumors that Joseph C. Turner, owner-manager of the late Rock and Roll Shows, had passed away, J. D. (Blackie) Wilson reports that Joe is still in Eastern Oklahoma Hospital, Vinita, Okla., where he has been for the past three years. Resident physicians there, says Wilson, report that Turner's mental condition has not shown much improvement altho his physical condition is excellent.

ART LEWIS

(Continued from page 38) quarters have been cleared. Secretary P. Percy Morency said that the organization will be rebuilt from the ground up, with massive front and lantern lighting devices. It will be fully modernized and carry a large array of attractions.

Business on the season, he said, was nothing to write home about, because of prevalent conditions, and that Manager Art Lewis deserves plenty of credit for undertaking the construction of a railroad show in these times.

CETLIN-WILSON

(Continued from page 38) the fairs did not hold up so well because of conditions in States played. Shows, which will be quartered on the fairgrounds in Petersburg, Va., traveled about 8,000 miles and played in 39 cities and five States. Attractions carried during the season were: Rides, Merry-Go-Round, Twin Ferris Wheels, Chairplane, Tilt-a-Whirl, Scooter, Bidee-O, Octopus, Rolloplane, Dipsey Doodle, Jitterbug, Whip, Pony Track, Kiddie Auto and Kiddie Plane.

Shows, Motordroma, Miss America, Circus Side Show, Paradise Revue, Illusion Show, Harlem Hot Shots, Monkey Circus, Television, Crime Show, Frozen Alive, Dugongs, Hall of Science, Pat Show, Funhouse and Glass House, with a few concessions. "Zoochini, cannon act, and Bantanelles were free attractions. Sound car was used for street advertising and Willie Lewis' Harlem Band for the midway. A 10-cent pay gate prevailed at still dates. Harry Dunkel was a financial agent, and E. L. Eyer, special agent.

JIMMY HELLER, electrician, closed with Hilderbrand's United Shows in Corona, Calif., with the Whirl-A-Whir. He will vacation a few weeks before returning to his home in Kansas City, Mo., for winter.

JOINING staff of Karl McKinley's Side Show on Hilderbrand's United Shows in Corona, Calif., with the Whirl-A-Whir is Fred Bozell, brother of Billy Bozell. He was formerly with Foley & Burk Shows.

A PERSON often hard to find is a concessioner who will accept of the office staff that he had a big week.—Juice Bowl Shorthy.

MR. AND MRS. AL GRIEER closed a successful season with their illusion show on Kaus Exposition Shows in New Bern, N. C., on November 11 and headed for Winter Haven, Fla., where they will remain until January 1 before making several Florida spots.

"FINISHING the season with Dick Best's Side Show, my manager, Tex Putnam, and I came to Tampa, Fla., for the winter," pens Louis-Louise Logsdon. "We purchased a new car and trailer, and have been signed with Best for 1940."

AFTER CLOSE of a successful three-month trek with Lorror Bros.' Illusion Show on Hennle Bros.' Shows, Prof. L. Levitch went to Charlotte, N. C., where he opened at the food show, with palmistry. Later he will play a number of food shows and theaters.

WHILE Texas Longhorn Shows were playing final stand of the season in Durant, Okla., Mrs. Roy Gray, wife of the owner, was called to Indianapolis because of illness of her new mother. Latest reports from Mrs. Gray indicate her mother is improving.

COOKHOUSE gossip: "Can't understand what the boss sees in him. If given a chance I'll bet my husband would make a better general agent."

MRS. H. F. (CONNIE) PRUD is in at the home of her mother, Mrs. J. S. Van Hook, in Morrisville, Mo., where she has been under a doctor's care for the past 15 months, the latter reports. She would like to read cards and letters from friends.

SCOTT BROS.' Shows' winter-quarters notes by A. R. McCampbell: "Over 16 at work in quarters on fairgrounds in Jackson, Tenn., has just finished a new catwalk and platform for the Tilt-a-Whirl. Huey Walters, painter, completed work on two semi-trailers."

RAE-TERRILL scribbles from Wichita, Kan.: "Opened at Old Heidelberg Taproom here on November 6 with a new novelty dance act, assisted by Chigneta Montez and Carla Navarro. Am getting ready for winter and will operate a museum. There is a number of showfolks wintering here."

AMONG visitors to Hilderbrand's United Shows in Corona, Calif., were Ed Walsh, Joe Gray, Mr. and Mrs. Charles Heim, Frank Babcock, John Hobday's mother and Mrs. Van Auckers, Camille Hobday and Bob Olsen, who joins the organization soon with his patented machines gun concession.

MANY flop tent talkers like to be concealed. Instead of keeping their fronts hot with conspicuous ballys they occupy their time in collecting audiences of showmen in front of the ballys platform to "explain why their shows are not getting any money."

ROB (DOC) SEYFFER cards from Fort Smith, Ark., that he has accepted a position with Miller's Modern Museum as general press representative. His wife, Treva Ortiz, will join the unit in Wilson, N. C., having returned to the United States after a trip to Mexico, where she visited her mother.

MELVIN (ROSCOE) BIGGS, who is in Corpus Christi, Tex., after a successful season with Ben Benson's All-American Shows as Merry-Go-Round foreman, says Bendixen and Peterson are good fellows to work for and adds that he plans to spend the winter in the lower Rio Grande Valley.

WHEN Texas Longhorn Shows wound up their tour in Durant, Okla., last week, manager Roy Gray said the wooden hobby horses would be put on a strict sawdust diet for the winter. "We hope to have a brand-new crop of ponies by next spring."

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8-Car, Whip, in A-1 condition. Reason for selling, need new rides in my territory. Will deliver anywhere in Louisiana or Arkansas. Want, capable Advance Man. One who can work with instructions from office. Must be able to put out paper and have own car. Address

C. W. Nail, Nail Shows
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WHIP FOR SALE

8-Car, \$300.00 cash. Now stored Winter Quarters, 802 Joseph Ave., Nashville, Tenn. Write or wire W. J. WILLIAMS, above address.

MARKS SHOWS

(Continued from page 38)

Augusta, Me., and Boston. Mr. and Mrs. Jimmy Baferly went to Asheville, N. C., as did Nick Stepp, secretary-treasurer. John Robinson Military Elephants were shipped to quarters in Terrace Park, O. Mack and Blanche Glynn, cookhouse operators, left for California, with Bert and Stella Britt heading for Charleston, S. C. Tommy and Evelyn Rice, advertising agents, are managing a tourist camp here, and Trainmaster Al Palmer and brother, Henry, will winter in Florence, S. C. E. A. (Red) Shultz and Harry and Jerry Ramish will winter in a tourist camp here. Local papers devoted much space to shows' return.

RAS WINNERS

(Continued from page 38)

American, Larry Banthin's Monkey Town, Pontiac's fat girls and Lorror's Look attraction, the latter among the unusual winners for the year, all produced exceptional increases in business. Claxton's Colored Show was on a par with last year, but experienced difficulties that could not be circumvented in the face of an array of powerful midway offerings. One of Claxton's inventions was an animated bally wherein he used girls on high pedestals to display photographic scenes of his performance.

Among the ride units, Roll-o-planes exceeded early expectations and Hurt Show's miniature steam railway was a consistent winner. Kid ride, operated by Charlie Coben, exceeded last year's grosses by nearly 33 per cent. Carl J. Sedlmayr and Elmer C. Velare, general and business managers, respectively, have arranged workshops in the various fairground buildings here. All attractions will be renovated preparatory to the Florida midwinter fairs. Among show units that will enter theaters for the winter, returning in time for the Florida fairs, are Raymond and Her Gang and William Aldrich's Imperial Hawaiians.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Dee Lang's

(Motorized)

San Augustine, Tex. Week ended November 4. Show and County Fair. Weather, cold. Business, fair.

This was shows' first stand here and fair business was recorded despite cold weather all week. Fair-sized crowds turned out and spent fairly well, although they came late and left early. Saturday was the big day, with the Minstrel Show and Scooter obtaining top money. Fair association co-operated. Bubba Cowser visited from Center, Tex. Mickey Farrell added a penny pitch to his string of office concessions. Pat Girl, Deep Sea and Sex shows augmented the midway.

Corona, Tex. Week ended October 28. Houston County Fair. Weather, show business, good.

Date marked shows' second successful year here. Fair board, under direction of Staley W. Mims, secretary, co-operated. Good crowds prevailed nightly and spent well, except on two secondary days when inclement weather curtailed attendance. A fairly large crowd turned out on Colored Day, despite heavy showers which flooded the midway. Minstrel Show got top money, with the Ferris Wheel and Scooter close behind. J. Whelsh and with two concessions, and Jackie Alexander, C. Lear and C. R. Vanderford, with one each, joined here.

JOHN PARABOUS.

Hilderbrand's

(Motorized)

Corona, Calif. October 31-Nov. 4. Location, Third and Victoria streets. Weather, good. Business, good. Pay rate, 10 cents.

Opened Tuesday to good crowds, mostly Mexican nationality, but remainder of week found Caucasian race strongly represented. Opening day gate receipts were best until Saturday, which topped the other days. Last day changed the week from a fair to a good one. Rides, shows and concessions did well on the final day. Twin Ferris Wheels topped rides. Betty Thumberg's Kolloplano, second. E. Utke's Baby Auto Ride led children's rides and Jack Arnott's Posing Show was best among grind shows. Jimmy La Rue was next in line. Karl McKinley's Side Show led the big shows and Wildcat McCann's Athletic Arena was second. Because of the proximity to Los Angeles, numerous showfolk attended meetings of the Pacific Coast Show Association and visited relatives. Shows also had numerous visitors. Clarence and Lora Rhinehart left here for their home in Pomona, Calif.

3000 BINGO

Heavyweight cards, black on white. Wood markers, printed two sides. No duplicate cards. Pat 100 cards, \$2.50; 50 cards, \$1.50; 25 cards, \$1.00; 10 cards, \$0.50; 5 cards, \$0.25. Remaining cards, \$0.50 per 100. No. 142—Extra Heavy Green Back Sides. Per 100, \$5.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the table—put up and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lento sets are complete with wood markers, tally and direction cards. All cards size 3 1/2" x 5 1/2".

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be replaced or discarded. \$2.00, size 3 1/2" x 5 1/2". 100 cards, \$1.00; 50 cards, \$0.50; 25 cards, \$0.25. Remaining cards, \$0.50 per 100.

2,000 Jack Pot Slips (strips of 7 numbers), per 1,000, \$1.00; 500, \$0.50; 100, \$0.10.

2,000 Small Thin "Bennies" Bingo Sheets, in letter pack, per 1,000, \$1.25; 500, \$0.60; 100, \$0.12.

2,000 Featherweight Bingo sheets, 5 1/2" x 3 1/2", \$1.25 per 1,000. Stapled in pads of 25, \$1.50 per 1,000.

Postage extra on these sheets.

Bingo Cards, Markers, in Cases, \$5.00 per 100. Dice boards and pads, wardrobe checks, coupon books, subscription books, menu, tents. Day and night cards for sale. C. O. D. free. No personal checks accepted. Instant delivery.

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Special on House Trailers

Charles A. Lenz

AT3 Insurance Exchange, CHICAGO

They will return in the spring. June Pickard, after departure of Clarence Rhinehart, took over the handling of the mail. She's also The Billboard agent. Manager Pickles Pickard's son, Gordon, joined and installed his nameplate concession. He was formerly with the Shorty Wrightman Amusement Co.

Lucille King visited briefly from her southern booking tour. Owner O. H. Hilderbrand was busy supervising transfer of another portion of his property to quarters, assisted by Lot Superintendent Fred Stewart. Free acts, comprising the Hollywood Skyrockets, Capt. Charles Soderberg and the Glenn Henry Duo, were popular. Tommy Pierson, of the Hoopla, took a week's vacation, but will rejoin in Huntington Beach, Calif. Crowds here were orderly. Local police ported good business with their popcorn stand. Mrs. Ida Pickard took over the duties of chief ticket seller on the

Crystal Expo

(Motorized)

Waterboro, S. C. Week ended November 4. Colleton County Fair. Weather, mild and cool. Business, very good. Shows' fifth year here showed an appreciable increase over last season and, though each year was good, date was shows' best so far. All chalked good or better-than-average results, with the Minstrel Show showing a record-breaking week. Tearing down started Friday midnight instead of Saturday as in previous years, because Saturday is never so much here. Also the run to Marion, S. C., shows' next and last stand, made the tearing down practical. Owner Bunts was signed to play here in 1940 and preparations are under way for new buildings and a \$3,000 expenditure for improving the present fairgrounds. Messrs. Heirs and Jones, president and secretary of the fair, co-operated.

H. NELLA.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right way of evicting a patron.

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

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

When sending 6 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

marquee here upon the departure of Lora Rhinehart. JOHN H. HOBDAY.

World of Mirth

(Railroad)

Anderson, S. C. Week ended November 4. Great Anderson Fair. Weather, extremely cold. Business, fair.

Grosses here this year ran pretty close to last year's despite cold weather, which prevailed through. Coldest weather hit Saturday night, forcing the Monkey Show, Dugong and Bill Goll's Water Show to close early. Rides took box office honors for the week. Ferris Wheel led, followed by the Silver Streak. Earl Purdie's Motorfronte led shows. Space here would not permit erection of the Old Tyme Movie Show. Jean Walker is formulating plans and appointing committees to handle details in connection with a farewell get-together and dance. Proceeds from the event will be donated to the National Showmen's Association.

Edgie Tarjan rejoined here. Mrs. Jimmy Simpson joined with her sister-in-law, Lula Getson, for the remainder of the season. Mrs. Simpson has a photo gallery. Dave Linderman, was confined in his room here most of the week. Gerald Snellens, contracting agent, had the midway looking spick and span and used plenty of shavings. JIM McHUGH.

Western States

Jennings, La. November 1-5. Jeff Davis Parish Fair. Weather, cold. Business, good.

Two good days, Friday, Children's Day, and Sunday, were recorded here despite a prevailing cold spell. Some 10,000 turned out Sunday to witness the grandstand program, resulting in good midway business. Fair President Charles H. Housier co-operated. Show received favorable publicity in local and surrounding newspapers. Leo Simon's high dive was popular. Concessioners Tony Kitzerman, Hypo Denecke, Larry Woods, Les Schotlen, Bill Aldrich, Bill Gooch and Benny Hyman did well. Owner Jack Ruback was guest at a political rally here.

LARRY MULLINS.

L. J. Heth

(Motorized)

Americus, Ga. Week ended November 4. Apsucpes, Sumter County Fair Association. Location, fairgrounds. Weather, cold. Business, poor.

With a new fairgrounds, a co-operative committee shows could not get a break with a single warm day. Wednesday, Children's Day, drew more than 11,000, giving shows their best and only day's business. Saturday, which hereto-

fore always gave good business, found showmen and ride men dismantling the attractions at 8:30 p.m. and shows were loaded and en route to Roanoke by 3 a.m. Sunday. Many of the organization drove over to Albany Sunday night to catch Henry Busee's Orchestra at the Albany Theater. Pecan merchants and farmers got a break from the showfolks, as many shipped this native nut to their folks and friends almost everywhere. O. F. Johnson and Mrs. Johnson had Joe and Jean Fontana as guests for dinner Monday night. Johnson is an old-time showman and now owns a prosperous billposting plant here. He is recovering from an infected arm.

H. B. SHIVER.

15 Years Ago

(From *The Billboard* Dated November 15, 1924)

Brown & Dyer Winter Show was in the Southeast, having headed out of New York quarters with three rides, seven shows and a line of concessions. . . . Great White Way Shows closed their tour in Nitro, W. Va., and went into quarters there. . . . Carl V. Noid closed as special agent with Bernard Greaser Shows in Charlotte, N. C., and returned to his home in Pittsburgh for winter. . . . James F. Murphy was named general manager of Nat Reiss Shows for 1925. . . . Enterprise Shows went into quarters in Warren, Ill., after a successful 24-week season.

Samuel Shuman, concessioner with Bernard Greaser Shows, was in the East forming a 10-people taxi show for winter. . . . Smith Greaser Shows were meeting success on a tour of Southern dates. . . . Heart of America Showmen's Club held its first winter and fall meeting on November 8 in its rooms in the Coates House, Kansas City, Mo., to good attendance. . . . Staff and employees of Bill Bridge Co. held their yearly banquet in Jacksonville, Ill., on October 30. . . . E. M. Polker, Polker Bros.' Circus Side Show, joined Morfoot Exposition Show in Tallapoosa, Ga. . . . Babe and Dolly Kuhlman closed with Elinman Amusement Co. and returned home to Hamilton, O.

James Watson was at his home in Dayton, O., after a successful 26-week tour with Wade & May Shows. . . . Walter E. Sibley began his second year in Concepcion, Chile, on October 13. . . . After arranging for housing Greaser Shows' equipment in quarters in Alexandria, Va., Albert J. Linck, special agent, returned to his home in Racine, Wis.

Princess Mite left Burns Greaser Shows and joined Mau's Greaser Show in Chattanooga, Tenn., with her 10-in-1 show. . . . Mr. and Mrs. E. L. (Spook) Kelley, concessioners, closed with Greaser Shows in Goldsboro, N. C., and began a motor trip to Los Angeles. . . . Mr. and Mrs. Harry Freeman were with Will Wright's store show in Seattle after closing with Levitt - Brown - Huggins Shows.



EXTENSIVE AND NOVEL BINGO LAYOUT as operated by Ben Weiss at recent Orangeburg (S. C.) Fair. The widely known operator reports the present season as his best since beginning of depression years. He and his personnel are in Jacksonville, Fla., where they will winter after playing the coming Duval-Jacksonville Fair.

Los Angeles

LOS ANGELES, Nov. 11.—This week marks the close of almost all carnivals which winter in Southern California. Mike Krekos, of West Coast Amusement Co., visited briefly and left for Porterville, Calif., where shows played the Amistice Celebration. Edith Walpert came down from Porterville, Calif., for a brief visit and then returned to West Coast Amusement Co.

Skip Fordyce, of the Death Dodgers, stopped over for a short stay on route to play northern dates. Topsy Gooding and Ross Ogilvie are in the east of the Munchkins current in a downtown department store. Irene McAfee has the Hollywood Canines at a downtown department store and Jack McAfee is performing at same spot. Dot Denny, who has been seriously ill, is much improved and at home in Venice, Calif.

Jimmy Dunn is with the Al M. (Minnie) Miller squadron at Ocean Park Pier. George Burtees with Ted Metz is at Long Beach Pike. Frank Henlon is at Rainbow Pier, Long Beach, and Andy McIntire is with Mickey Rooney. Dan Dix is working on locations for a major studio. Jack Beach has disposed of his frozen command and is working local theaters with Murray Penneck. Jack Greenhough is out of a temporary retirement and promoting special events.

Sammy Dolman is operating a concession on Ocean Park Pier. Fred Haynes is covering promotions. Cliff Clifford closed his candy float units and returned to Ohio. Mr. and Mrs. A. W. Scott are making special events with their glass house. Mr. and Mrs. Glen Atherton and son came in from Philadelphia and made the beaches and sailed for Honolulu.

Philadelphia

PHILADELPHIA, Nov. 11.—Museum business continues satisfactory. South Street Museum has Walter Smith's Hot Chocolate Revue; Jesse Huguely, armless performer; Jimmy Durant, stonemason; Pops Plastigich, Myrtle Smith, magic, and Mme. Camille, mentalist, in the main hall. In the annex are dancing girls. Eighth Street Museum has El Cayote and Co., Western sports; Charles Moran, magician; Ed Callahan, human skeleton; Pops Plastigich, Myrtle Smith and Headless Woman illusion. Dancing girls in the annex.

Bobby Hanson is manager. Recent visitors included Justin Wagner, Bill Sylvan and Sandy Hogan.

Weather Hampers Hutchens

CLINTON, La., Nov. 11.—Cold weather cut attendance at John T. Hutchens' Modern Museum, playing a week's stand here, reported Mrs. J. H. Evans. Messers. Hutchens and Gowdy went to New Orleans to wind up details preparatory to opening in the Mardi Gras City. After a few stands with Duke Show, Owner Hutchens plans to play several more dates before going into New Orleans.

PACIFIC COAST

(Continued from page 39)

tions have been forwarded to everyone on the mailing list, anyone who didn't receive a bid is asked to advise the club of his address and one will be forthcoming.

Back report showed almost everyone improving. Doc Hall was present, for the first time in weeks, and got a big hand when he praised the sick committee for kindly visits to hospitals and to his room. International saw Brother Joe Horwitz win the popularity contest. It marked the second time in the last 60 days he was honored. Refreshments served by Moe Levine followed adjournment.

Ladies' Auxiliary

November 6 meeting was called to order by President Marie LePore, and other officers present were: Chaplain Minnie Fisher, Second Vice-President Margaret Farmer and Secretary Edith Bullock. Meeting was well attended. Members attending their first meeting were Fern Cheney, Verna Schorg, Hazel Fisher, Marie Jessup, Lillian Schug, Edith Walpert, Mrs. Hayden, Helen O'Brien, Lucille King, Mabel Stark, Lucille Zimmerman, Ethel Chase and May Stewart. President LePore presided and talked about the activities and efforts made by the club during the summer. She also said she would be active in the club for the remainder of the season.

First Vice-President Mors Bagby re-

turned from a six-week motor trip thru the East, where she visited many Eastern clubs. Mike Krekos presented the club with an oil painting of a tiger, which was highly appreciated. A vote of thanks was given Topsy Gooding for entertainment and floor show she presented at the Halloween party October 30. Letters were read from Estella Hanscom, Anna Stewart, Rosemary Loomis, Virginia Klein and Edna Miller, secretary Ladies' Auxiliary of the Showmen's League of America, Chicago. Ester Carley, Tilly Palmateer and Marguerete Rapland are on the sick list. Secretary Edith Bullock returned to her desk after a two-week hunting trip in Utah. Vera Downie acted as secretary during her absence. Ruth McMahan will winter in the East.

Plans were completed by House Chairman Nina Rodger to serve luncheon to 450 at the home-coming on November 15. Plans also were completed for the birthday party late in December, when a huge cake will grace the guest table for all members having birthday anniversaries in October, November and December. Last Monday in November has been set aside as nominating night.

SHOWMEN'S LEAGUE

(Continued from page 39)

diamond wrist watch so it may be disposed of on November 30. Address all mail in care of the Showmen's League of America, 165 West Madison street, Chicago, Ill. On November 9 club held a social, with Ann Steyer as bar desk after large crowd attended and beautiful prizes were awarded. Party was a huge success. Open house will be held from November 30 until December 6. Installation dinner is set for the Bal Tabarin December 6.

Many activities are being formulated for the next month and club invites all to visit. November 16 will be a regular bi-weekly meeting.

HEART OF AMERICA

(Continued from page 39)

Thanksgiving entertainment and this was opened by all. Brother Ellis White was placed in charge of the ticket distribution for the Annual New Year's Banquet, with Bro. G. J. White as assistant. Club voted to appropriate \$100 for advertising the event in *The Billboard*. It also voted to place a large Christmas tree in the lobby of the Reid Hotel, as has been his custom in past years. New members admitted at this meeting were Grover G. Loar, Gene Slagitt, Max Wetner, W. E. Walters, Archie Boyd, Neil Walters Jr. and E. G. Daventon.

Brother George Hewk brought in dues from 10 members while on his tour thru the South. He was assisted by Brother Phil Little. Move for adjournment brought an interesting meeting to a close. Mrs. Bill Wilcox arrived recently, coming in from the Bud Anderson Circus to join her husband. Brother Frank Ellis visited while en route to Hannibal, Mo., as did Morris Ventling, who is en route to Florida. Brother Percy Jones and wife returned from a visit in Minneapolis and Brother and Mrs. Roy Marr here for the first time, coming in from the All-American Exposition Shows. Brother L. K. Carter and wife and Brother Bert Davenport, also off the All-American Shows, are here for the winter. Secretary again called attention to the payment of dues and asks all to advise of their present address. Members who contemplate attending the Annual Banquet and Ball should send in their reservations as early as possible.

Ladies' Auxiliary

Because Number 3 was a regularly scheduled social meeting was held. An amusing game of scrambled questions and answers brought forth many humorous situations and all reported an enjoyable time. Bridge and pinocle were the main features, with Rose Lee Wilcox holding high score. Night's award, a beautiful pin, donated by Bird Brainerd, was awarded Jess Nathan.

An unusual incident was reported by Lettie White. When the Al Baysinger Show played Oswego, La., Mrs. White stumbled on a key sticking out of the ground. After digging the keys out and cleaning them it was found to be a bunch of keys lost by Hattie Howk in 1917 when Mrs. Howk played Oswego with the Parks Show.

Refreshments of doughnuts and coffee were served by the entertainment committee. Vice-President Ruth Ann Levin and Mr. Levin returned Saturday night from an extended vacation trip.



CONFIDENCE

—has been won by Kozy Coach through its policy of never sacrificing quality. The new 1940 line of big roomy coaches—with that marvelous towing ease for which Kozy is famous—includes seven brilliant models. Every one has superior construction from stem to stern—plus special Kozy extra-quality features like fibre-glass insulation and double floors. The NEW TURRET TOP is an optional feature on all models. Lengths range from 18' to 24', all with new roomier width of 7'. Ingeniously designed interiors provide the last word in comfort.

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Music, Dancing—Stars of Stage and Radio

Showmen's League of America

27th ANNUAL BANQUET and BALL

To Be Held Tuesday Night, December 5, 1939
In the Grand Ballroom, Hotel Sherman, Chicago

Tickets \$5.00 per plate.

For Reservations Write or Call Banquet Committee
SHOWMEN'S LEAGUE OF AMERICA, 165 W. Madison St., Chicago.

WANT

ORIENTAL AND SPECIALTY DANCERS

Prefer Girls with Carnival and Circus Experience for all winter's work in Chicago spot. Six days a week. Salary \$25. Will furnish transportation for those who have worked for me before if necessary.

LEE SLOAN, 526 So. State St., Chicago

STRATES

(Continued from page 38)

and Eddie Davis left for Jacksonville, Fla. L. D. Powers has been released from the hospital and will winter in Fort McCoy, Fla.

Bobby Mansfield went to Miami, Fla. Mineral Springs, Dothan, Ala., for a few weeks before heading for Florida. Electrician Clifford Rayles will winter here and overhaul electrical equipment and build four new light towers. Scenic Artist F. A. Litzman goes to Philadelphia for two weeks and then returns to quarters. Ed King, former trouper, assisted Bryant in handling fair details. Dinty Moore, of Skooter note, visited. C. Guy Dodson's tea room and tourist cabin, across from the fairgrounds, was a mecca for showfolk.

WALLACE BROS.

(Continued from page 38)

Ohio before turning around at Zanesville for the long trek back to Dixie. Nine fairs and two celebrations were played in the States and total mileage was 2,871 miles.

Closing weeks of the season were marred by the serious illness of Owner-Manager E. E. Farrow and costly opposition from local theater managers at Aberdeen and Beizomi, Miss. Mr. and Mrs. Abe Frank and Mrs. W. B. Fox were severely shaken up and bruised when the car in which they were riding overturned near Nortonville, Ky., last July. Accidents and only a few slight mishaps with trucks. Show closed with same

staff with which it opened and there were but few changes in the personnel. Walter B. Fox concluded a three-year contract with the management here and will vacation for a while before making plans for the future.

Staff and personnel gave the following destinations: Mr. and Mrs. E. E. Farrow, to Jackson and then to Hot Springs, Ark., for a much-needed vacation; Mr. and Mrs. Miller, to Biloxi, Miss.; Jack L. Oliver, Gulfport, Miss.; Mr. and Mrs. F. F. Tillotson, Mobile, Ala.; Mr. and Mrs. William Wallace, to quarters and then to Kentucky; Mr. and Mrs. Maurice Hellman, to Louisiana; Mr. and Mrs. Abe Frank, to their fishing camp at Gauthier, Miss., and Mr. and Mrs. Newell Taylor, to Clarksville, Ark.

Mr. and Mrs. D. L. Hall, to West Bros. Shows; Mr. and Mrs. William Lathrop, Brazos Valley, Tex.; Mr. and Mrs. Foreman, Forrest, Miss.; Harry Kimmel, Biloxi, Miss.; R. L. Grisom, Memphis; Mickey and Beale Dale, Tampa, Fla.; Johnnie and Emma Ford, undated; Great Jacqueline, Columbus, O.; Charles Q. Troop, quarters; James L. Reed and wife, quarters and then to Atlanta; Roy Edison and Harry and Ruby Zimmerman, quarters; Mr. and Mrs. Billie Wolfe and Adam (Pop) Erbe, Canal Point, Fla.

Lee Houston, to Arkansas to play school dates; Edw. Logan, quarters; Mr. and Mrs. Gordon Adams, Jackson; Edw. Welsh, Mobile, W. M. (Geely) Harrell, Moss Point, Miss.; James Owens and crew to Orlando, Fla., and then to Tampa, Fla.; Mr. and Mrs. W. T. (Gabe) Freed, White River, Ark.; Mr. and Mrs. Gus Little, Baton Rouge, La.; Ross Crawford, undated; Mr. and Mrs. Walter B. Fox will go to Biloxi and then Mobile.

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AGENTS AND SALESMEN—WRITE US FOR INFORMATION on a brand-new fast-selling item. Every man buys them. For information write the **REMARK MFG. CO.**, Dept. P, 106 N. Broadway, Butler, Ind. **x**

AGENTS—TELEPHONE BOOK HANGER FOR the home, office desk and stores. Installed in 10 seconds. A fast 25c seller. Each on individual display card, \$1.00 doz.; \$8.00 gross. Cash with order. Postpaid. **TELE PRODUCTS CO.**, 1144 Mission St., San Francisco, Calif. **x**

AGENTS—KEEP AMERICA OUT OF WAR. Colored Cardboard Posters, 11" x 17". Don't sell, place in stores and homes for contributions. Vets can't miss on this. \$4.00 per one hundred. Free sample. **C. OPLAK**, 3803 S. Division St., Grand Rapids, Mich. **x**

BARGAINS—DRESSES, 10c; SUITS, \$1.50; Coats, 25c; Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT**, 164-B Monroe St., New York. **no25x**

BEST YET—CHRISTMAS CARDS SELL FAST by the hundreds. Also Photos and Fast-Selling Novelties. **LA FRANCE STADIUM**, 55 Hanover St., Boston, Mass. **x**

BIG SPARETIME PROFITS TAKING SUBSCRIBERS—All magazines published anywhere. Complete starting supplies free. **D. PINES AGENCY**, Dept. 252, 583 Monroe, Brooklyn, N. Y. **x**

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CANVASSES—\$20.00 TO \$65.00 WEEK selling "Million Dollar Home Coffee Pots." Two qts., lock top, fireproof porcelain. Holds hot through meals, no sawdust, sanitary acid proof inside. Sells itself at \$3.95; two sends sold. Send \$1.50 prepaid sample, prices, etc., to work where you are. **F. S. MARTIN**, 632 Belmont, Chicago. **x**

COPYRIGHTED HITLER NEW PUZZLES—FIND Fifth Gangster, Dog, Babe. Distributors wanted. **LEWIS**, 2991 Dundas St., West Toronto, Canada. **x**

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED DECEMBER 2. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 22. INCREASED CIRCULATION. MAKE YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

DISTRIBUTORS, SALESMEN, PREMIUM MEN— \$5.00 profit on each deal; some of our men clearing from two to five deals a day. Proven fast-selling Christmas items. Exclusive territory to producers; full credit on repeat orders. Write today for sample and particulars. **GLADIER COMPANY**, 3128 W. 49th Place, Chicago. **no9x**

DISTRIBUTORS—PIPE SMOKERS, SENSATIONAL New Lifetime Alcolored Metal Pipe. Beautiful gift, bingo, salesbrags, \$27.00 doz. 60c each. Board with four pipes \$10.50; 10c in \$21.00, pays out \$14.00, profit \$7.00. Exclusive \$99.00 dozen boxes. **W. J. CASH**, WAGNER, 411 Manufacturers' Bldg., Rock Island, Ill. **x**

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READY FOR LOCATION—1938 TRACK TIME- \$69.50; 1937 Sports, \$45.00; 1938 Bangalins, \$39.50; Square Belts, perfect, \$75.00; SP Chief, \$12.50; Mustang DIP, \$9.50; Quarter Cherry Belts, \$37.50; Quarter War Eagle, \$12.50; 1/3 deposit. **WINTON BROWN**, McMinnville, Tenn. **x**

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WANT—1c MERCURY, \$14.00; SPARKS, \$18.00; Large Game Center, \$10.00. State condition, number you have. **ROCKPORT NOVELTY CO.**, Rockport, Tex. **no25**

WANT USED A. B. T. CHALLENGERS, MODEL F. Target Skills for cash; or will give good trades on Cash and Ticket Model One. Balls, 10c each. Free Game Machines. **TRI-STATE NOVELTY CO.**, 141 S. Elizabeth, Wichita, Kan. **no25x**

WURLITZER 312, \$95.00; Q. T. A. BLUE Fronts, Bally Teasers, \$25.00; Peanut Vend-ors, \$2.95; Jeannot Converters, \$15.00. 1/3 deposit with order, balance C. O. D. **R. Y. GUM CO.**, 3406 Garland Ave., Louisville, Ky. **x**

WURLITZER MODEL 24, \$139.50; 616, \$87.50; 412, \$45.00; Game Center, \$29.50; Seaburg 12 Record, \$30.00. **COLEMAN NOVELTY**, Rockford, Ill. **x**

8 1/2 BALL GUM, FACTORY FRESH, 12c BOX; Tab, Shick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, N. C. **x**

200 LIKE NEW TWO-COLUMN 2c VENDERS, \$7.50 each. Formerly \$18.00 each. **BUREL & CO., INC.**, 679 Queens, Chicago, Ill. **no18**

50c 1c SNACKS 2c EQUIPPED WITH LATEST ads like new. Just for merchandise compartment. \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC.**, 679 Orleans, Chicago. **x**

COSTUMES, UNIFORMS, WARDROBE

BARGAINS — COSTUMES, WIGS, MINSTREL supplies, Mess jackets, Silk Hats, Derbyes. Free catalogue. **KLEIN COSTUME CO.**, 66 Shawmut Ave., Boston, Mass.

BEAUTIFUL VELVET CYKE, JEWELLED, \$100.00—Orchestra Coats, Jackets, \$2.00; Costumes, Sweaters, Tuxedo, Overcoats, Fur Coats, \$10.00. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Request catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

FORMULAS — ALL KINDS, GUARANTEED. Catalog free. **KEMICO**, 51, Parkrides, Ill.

THAXLY FORMULAS FOR PERFECT PRODUCTIONS. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C.

FOR SALE—SECOND-HAND GOODS

CARAMELCOAN OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all-electrics; Burners, Tanks, Stoves, Popping Kettles. Formulas free. **NORTHSIDE CO.**, Indiana, Ia.

FEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. **HARDY CHICAGO SALVAGE**, 509 S. State St., Chicago.

FENNY ARCADE—WITH ALL ELECTRIC Picture Machines, Punching Bag, complete with 20x40 Top. Suitable for road work. \$350.00. **W. H. HARRIS**, Dept. 1, P. O. BOX 331, Peapack Bluff, N. J.

ROLO FUN HOUSE—1938, PORTABLE, WITH Sound System. Cost \$5,000; price, \$2,700. **PERFECT BAKERMAN**, 77 Highland Blvd., Kamsburg, N. J.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIRPLANE — ADULTS, SIXTEEN SEATS. Used three seasons, \$300.00 for quick sale. **FRANK DUDGEON**, General Delivery, East Liverpool, O.

FOR SALE — TUMBLE BUG, 50-FT. PARK Merry-Go-Round, Ocean View. Want Used. **PRETZEL RIDE or Lark in the Dark. A. KARST**, Forest Park, Hanover, Pa.

ONE HUNDRED THEATRICAL CURTAINS— Various sizes, colors and designs. Used. Price \$2.00 to \$5.00. **PAUL TAVETIAN**, 61 Rutgers St., New York.

THE XMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED DECEMBER 2. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 22. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WALKING CHARLIE—EIGHT FIGURES. ALSO Twenty-Four Light Figures. Both with or without sound. **COPELAND**, 149 Oak St., Manchester, Conn.

4-For-A-Dime PICTURE MACHINE — Mounted in large, beautiful Living Trailer Studio. Complete outfit, \$150.00. **SWENSEN**, 532 Township Line, Elkins Park, Pa.

HELP WANTED

ACTS FOR STAGE UNITS—FIFTY WEEKS' Booking for Girl Singles, Sister Acts, Western, Hibity, Musical, Novelties, Four People Bands with Specialties. Rush photos, details. **BOX C-329**, Billboard, Cincinnati.

AERIALIST — FOR WINTER AND SUMMER work in standard act. Not over 110 pounds. Will consider girl with athletic ability willing to learn. Address **BOX C-328**, The Billboard, Cincinnati, O.

GIRL MUSICIANS — ESPECIALLY TRUMPET and Piano. Experienced dance work. Steady position, organized band. Details, photo. **BOX C-327**, Billboard, Cincinnati.

PIANIST, ACCORDIONIST, XYLOPHONIST. String Bass, Cello — Must double concert, dance, season hotel job. **MUSICIAN**, 415 Avon Road, West Palm Beach, Fla.

TUNEMISERS, NOTICE — NEED COLLABORATORS to write music, 50-50 share. Plenty ideas, lyrics, titles, connections. **ERNEST FORD**, Box 315, Buak, Tex.

WANT FOUR-PIECE GIRL ORCHESTRA or Sackelitz Band or Three-Piece Male Orchestra with Girl Singer. Write **BOX C-325**, Billboard, Cincinnati.

WANT — GOOD NON-UNION ORCHESTRAS Irregular, Novelties required. **JAY McCONKEY**, Hotel Reid, Kansas City, Mo.

YOUNG GIRL DRUMMER FOR GIRLS' BAND — Good character. Steady work. State all. Send picture first letter. **BOX C-315**, Billboard, Cincinnati, O.

Show Family Album



HERE are some members of the K. G. Barkoot Shows, both back with the show and in advance, photographed season of 1939. Show is now operated as Barkoot Bros., Shows, Inc. From left to right are K. G. Barkoot, owner-manager; Isaac Benyacker, Mike and Ralph Smith, Zebbie Fisher, Charles Williams, Sam Rich, K. M. Nasser, "Jew" Murphy, Abdo Abdenor, Mrs. Zebbie Fisher, Mrs. Babe Barkoot and Babe Barkoot.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddhas, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale prices. World's largest stock. Now 150-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O.

DICE, CARDS, INKS, STRIPPERS AND BOOKS of the latest exposures. Literature free. **VINE, HILL & CO.**, Dept. B, Swanton, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

MISCELLANEOUS

NEW \$45.00 UNICYCLE—\$35.00. ALSO TANDEM and \$15.00 Unicycle. **WALTER NIELSON**, Winter Garden, Broadway between 50th and 51st Sts., New York.

RUBBER STAMP OUTFIT, VALUE \$100.00; (Burch Popcorn Machine, value \$125.00; Trade for P. A. Sound System. **COVINGTON SIGN CO.**, Box 181, Covington, Va.

SPECIAL RATES FOR THEATRICAL FOLKS — Trailer, Meador Camp, Danja, Fla., Highway No. 1, near Miami. Beautiful shade trees. \$25x ocean.

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 NEW CATALOG READY FOR MAILING— Over 100 Pictures to select from. All types Roadshow Attractions. 35MM, only. **BUSSA FILM EXCHANGE**, Friendship, O.

ACME PORTABLE 35MM. SOUND PROJECTORS with 1,000-ft. magazine, \$150.00; with 2,000-ft. magazines, \$175.00; Victor 16MM. Sound Projector, excellent condition, \$175.00; Western Electric Sound Screen in Truck, \$37.50. **SUPER SOUND SERVICE**, Box 924, Cincinnati.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold, \$5.00, \$7.50 reed. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS CommemHens, Sound Equipment, Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO.**, Ltd., 131 S. Wabash, Chicago.

OPERATE ROAD SHOWS — WE RENT AND Sell Sound Projectors and Pictures. **SOUTHERN VISUAL**, Box 2404, Memphis, Tenn.

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SENSATIONAL PICTURES — WESTERN, AC- tions, Roadshows, Short Subjects, 35MM, only. Offered for first time to roadshow men. **STANDARD**, Box 782, Charleston, W. Va.

SPECIAL LATE SOUND 35MM. WESTERNS. Features, like new, \$35.00; Silent, \$3.00. Programs rented, \$7.50; Silent Machines, \$25.00. Also Silent Features, \$5.00; Odd Reels, 1,000 feet, 50c. Like new Bell Howell 16MM. Sound Machine, \$300.00. **SIMPSON**, 1275 S. Broadway, Dayton, O.

WESTERN, SPECIALS, ROADSHOWS—SELL OR rent. Circuit rates. Projectors for sale. Complete Tent Outfit. **LONE STAR FILM COMPANY**, Dallas, Tex.

8 16MM. FILMS—RENT, SALE, EXCHANGE. Silent-Sound. Complete rental library. Free catalogue (with sample art film, 10c). **GARDEN EXCHANGE**, 317 W. 50th, New York.

35MM. PORTABLE PROFESSIONAL TALKIE Outfits Cheap—Send for 100-page catalog. World's largest house. **S. O. S. CINEMA SUPPLY CORP.**, New York.

PARTNERS WANTED

PARTNER WANTED WITH CAPITAL FOR Special Show—Florida all winter. Big opportunity. Need pair Camels, Donkeys, 16MM. Projector, Oriental Restaurant. **R. W. EVANS**, 35 E. 27th, New York.

PERSONALS

A REAL 1940 PRESS CARD, 25c—(SIGNED and registered in your name). Reporter's Badge, 25c. "PRESS," 1481 Washington, Boston, Mass.

YOU CAN WIN CONTEST MONEY — IN- formation from our staff of winners shows you how. **PERSONAL CONTEST CLUB**, Station P, Brooklyn, N. Y.

PHOTO SUPPLIES AND DEVELOPING

ALL 4-For 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. **WABASH PHOTO SUPPLY**, Terre Haute, Ind.

FREE — 1940 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER**, Inc., Dept. BC-33, Rochester, N. Y.

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos. Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write **HASSAN**, Box 971, Parkerburg, W. Va.

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo.

SALESMEN WANTED

CHRISTMAS 21-PIECE DOLLAR BOX ASSORT- ments as low as 25c! Holiday Goods, Calendars, Wreaths, Wrappings, etc. Big profit! Catalog free! **ELFKO**, 440 N. Wells, Chicago.

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Book Matches, Advertising Gummed Tape, Restaurant Necessities, Salesbooks, Office Supplies, Advertising Specialties, Calendars, Christmas Cards. 40% commission. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. PK, Chicago.

SCENERY AND BANNERS

FOR MUSEUMS, STORE SHOWS—ATTRACTIVE Pictorial Displays on Masonite, 30x48 inch, \$12.50. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago.

TATTOOING SUPPLIES

TATTOOING MACHINES—CHROME PLATED, \$3.50 and \$5.00 each; also Engravers' Tubes, 50c. Prompt service. **OWEN JENSEN**, 412 S. Main St., Los Angeles, Calif.

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS— 12'x12', 20'x30', 20'x40', 30'x50', 30'x60', 40'x50', 40'x60', 40'x80', 40'x100', 40'x200'. State size. Stamp with inquiry. **SMITH TENTS**, Auburn, N. Y.

THEATRICAL PRINTING

ATTRACTIVE 2-COLOR SHIPPING LABELS, Business Cards, \$1.00 thousand. Quantities cheaper. Stickers, Blotters, Hammomill Bond Letterheads, Envelopes, Display Folders, etc. Cut prices, prepaid. Free samples. **CERTIFIED PRINTERS**, 705-K Madison, Chicago.

NO CUTS NEEDED IN PHOTO-OFFSET PRINT- ing—Illustrate your advertising literature profusely at less than cost of printing. Write for information. **ROBERTS SERVICE**, 246 W. 49th St., New York, N. Y.

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SPECIAL—500 WHITE WOOL 6 1/2 ENVELOPES or 1000 3 1/2x5 1/2 envelopes, \$3x1 1/2, \$1.00. **ARTCRAFT PRESS**, 1105-B E. Clay St., Richmond, Va.

WINDOW CARDS — 14x22 1/2, 10, 52.50, 2 Colors Ink, \$2.95; Bumperettes, 50 6x20", \$1.50; 100, \$2.25; Handbills, 1,000 6x9", \$1.75. **SOLLIDAYS**, Knox, Ind.

WINDOW CARDS—14x22. ONE COLOR, 10, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

WANTED TO BUY

HASSAN CRESCENT DOUBLE PHOTO MA- chine—Trade Schulz Trailer, Fish Pond or cash. **HARTON STEVENS**, 4725 John R. Detroit, Mich.

HOUSE CAR—LATE MODEL, DELUXE, FULLY equipped, accommodates two or three. Give full details first letter. **HARLOW HALE**, Glenside, Pa.

LONG-RANGE SHOOTING GALLERY — Mounted on truck. No junk. Must be priced right for cash. **PHILIP BENDER**, Billboard, Cincinnati, O.

USED EVANS PARI-MUTUEL WHEEL—LARGE size. Wire or write **JAS. A. McCABE**, 26 Fairchild St., Pittsfield, Mass.

WANT TO BUY — TRICK BICYCLE. LOWEST price condition, dimensions (26" wheels). **GEO. INNIS**, 54 N. Fitzhugh St., Rochester, N. Y.

WANTED TO BUY—TILT-A-WHIRL. ALSO want Free Acts for June and July. **HOWARD AMUSEMENT CO.**, Howard S. D.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

45,000 Draw Sets La. Rice Fete Mark

CROWLEY, La., Nov. 11.—A. E. Seldon, "The Stratosphere Man," was free act at third annual All Nations Rice Festival, sponsored and sold 45,000 here on November 7 and set a new attendance record, reported Orville E. Priestley, publicity chairman. Funds to stage the event were raised by contributions from merchants and sale of space to concessioners, many of whom were members of Western States and Ralph Miller shows. A balloonist, booked for two sessions, failed to appear.

Program was arranged by J. Bruce Bannase, committee chairman, and included selection of junior and senior queens, three prize parades, contests, concerts by eight bands, dancing and rice displays. One-hour broadcast, featuring French Creole songs, was made over KWEL. About \$3,000 was spent for prizes and in boosting the affair. Publicity was centered on radio announcements and stunt pictures, many of which were distributed to photo services.

100,000 Draw Is Expected At N. C. Expo.; Acts Booked

CHARLOTTE, N. C., Nov. 11.—Opening on November 8, 14th annual Food Show and Exposition here is expecting attendance of 100,000 during its 10-day run. Arrangements with labor unions, Bob Meriton was a recent visitor. He will return later to direct the show. Frank Jenkins, B. C. Maguire and J. C. Harlacker are handling promotional details.

HARRY E. WILSON, the past season with Bantley's All-American Shows, reports he holds a five-year contract as general chairman of annual charity ball of Jacksonville (Fla.) Moose Lodge and is serving his third year. Previous affairs have been successful. Advance sale has been tied in with a Miss Jacksonville contest. There have been 12 entries to date.

Canton Show To Be Revived

CANTON, O., Nov. 11.—Shrine Circus here, abandoned three years ago because of adverse economic conditions, will be revived for six days in City Auditorium for benefit of crippled children's hospital and welfare fund of the sponsoring group. Matinee and night performances will be given daily. Advance ticket, advertising and contest promotion campaigns are already underway. Floyd V. Casper is general chairman.

Shorts

BUTTE (Mont.) Miners' Union and Ladies' Auxiliary will sponsor a 10-day horse carnival and plan shows, free acts and concessions, reports Anthony Cononica, assistant manager.

EDNA ALKE and Company, trick shots, are working dates for the Bert Pittman circus for a number of months. 1940 sportsmen shows, reports Ralph Alke, manager. Ho Mender recently joined the act as human target.

ACTS at the eighth annual Harrison County Tobacco Festival and Fair, Cynthians, Ky., October 17-21, in the new four-acre Harrison County tobacco warehouse, were Three Famous Russells, Bevel Sisters and Hube and Bridget. These acts and each awards nightly. President John L. Cummings is heard over radio as a tobacco auctioneer.

DANNY (MAJOR) DANIELS reports he recently closed his season as comic with Lucky Teter's Hell Drivers and will reopen soon with the show for a week's stand in Boston Garden.

C. A. KLEIN, of C. A. Klein Attractions, reported he booked Robert's Animal Circus for annual Kiddies' Christmas Show of the May Co., Cleveland. Show will be staged six times daily for 30 days.

J. R. MALLOY CIRCUS has been booked for a one-day free circus in City Auditorium, Canton, O., under auspices of Retail Merchants' Board, said Charles M. Isaac, executive secretary. Show will

be an all-day affair, replacing annual Santa Claus parade and will be augmented with several feature acts. Theater dates and indoor events are to follow.

PLANS for a major colored exposition, which will use leading colored talent, are under way in Detroit. Theme of the event will be 75 Years of Negro Progress and Emancipation. Exploitation plans are being handled by Milton Herman.

J. C. HARLACKER has been signed again to head the New England Candy Show under auspices of New England confectioners in Mechanics' Building, Boston.

THREE name acts will headline a stage show at 10-day New England States Indoor Exposition in Mechanics Building, Boston, under direction of Charles Gordon.

HERE DOTEN, ahead of Lucky Teter's Hell Drivers, booked for American Legion National Convention Committee Circus in Boston Garden, was in Boston recently on an advance publicity. He worked in collaboration with Floyd L. Bell, who is doing publicity for George A. Hamid, booker of Teter and Clyde Beatty, who will follow Teter. Paul Danish, of the Hamid office, is making arrangements with labor unions. Bob Meriton was a recent visitor. He will return later to direct the show. Frank Jenkins, B. C. Maguire and J. C. Harlacker are handling promotional details.

HARRY E. WILSON, the past season with Bantley's All-American Shows, reports he holds a five-year contract as general chairman of annual charity ball of Jacksonville (Fla.) Moose Lodge and is serving his third year. Previous affairs have been successful. Advance sale has been tied in with a Miss Jacksonville contest. There have been 12 entries to date.

CONEY, ROCKAWAY

(Continued from page 36)
not do so because of unfavorable things they had heard. They went mainly because they had not heard enough positively favorable things to excite their imaginations and interest to the point where they would come to the fair instead. Approximately half did not react to the midway or had only gone once. More than three-fourths even at these resorts do not take rides, while four-fifths do not go to the side shows. Games of chance drew 14 per cent of the crowd, and spent half their time just sitting on the beach and sunning. Occupational breakdown at seashore was close to that of country as a whole.

People who go to a popular seaside resort, such as Coney Island, like to be in a crowd where there are lots of shows and rides. One-third had not visited the fair's Amusement Area. Another third had only been to one show. In other words, two-thirds of the people, who were already amusement-area conditioned, had either not bothered to go to the midway or had only gone once. More than three-fourths even at these resorts do not take rides, while four-fifths do not go to the side shows. Games of chance drew 14 per cent of the crowd, and spent half their time just sitting on the beach and sunning. Occupational breakdown at seashore was close to that of country as a whole.

EXHIBITS STRAIN SPACE

(Continued from page 36)
R. S. Uzzell, secretary AFEA, 130 West 42d street, New York.

List of Contractors

Schedule of hours during which exhibition halls will be open: Tuesday, December 5, 9 a. m. to 1:30 p. m.; Wednesday, December 6, 9 a. m. to 1 p. m.; 5 p. m. to 11:30 p. m.; Thursday, December 7, 9 a. m. to 1 p. m.; 5 p. m. to 11:30 p. m.; Friday, December 8, 9 a. m. to 1:30 p. m. In releasing this list of exhibitors, Secretary Hodge said it was not completely known there are still demands pending for space and no exhibitor is listed as definite until contract has reached the secretary's office; Allan Herschell Co., George D. Barok, Norman

Bartlett, Beach and Pool, William B. Berry Co., Bisch-Rocco Amusement Co., S. Blecher & Son, J. L. Campbell & Co., R. E. Chambers Co., Convention Binder Service, Cramer Specialties Co., Deodgers Corp., Eagle Machine and Tool Co., Ekl Bridge Co., Eyerly Aircraft Co., Fred Fansher, Frederick Bros.' Music Corp., General Equipment Co., General Register Corp., Globe Ticket Co., Grant Photo Corp., Greater Show World Co., Hand, Inc., Paul H. Huedepohl, International Fireworks Co., International Mutoscope Reel Co., International Parachuting, Inc., Lauterman Bros., Inc.; Lussip Bros., Inc.; W. P. Mangels Co., Metropolitan Amusement Co., Mission Dry Corp., Moderne Amusements Mfg. Co., Money-Meters, Inc.; William Morris Agency, Inc.; Mike Mueves Corp., Music Corp. of America, National Amusement Device Co., Orange Crush Co., Pacific Electric Products Co., Park and Beach Supply Co., Inc., Peda, Boat Co. of America, Percy Mfg. Co., Philadelphia Toboggan Co., Pittsburgh Reflector Co., Port Morris Machine and Tool Works, Scientific Machine Corp., Seltzer Mfg. Co., Spitzer Engineering Corp., Yoram Scientific Commercial Attractions, Inc.; Swan Ride Associates; Theatre-Duffield Fireworks, Inc.; R. S. Uzzell Corp. Mr. Hodge said there was always room for a few more exhibitors.

Message From Alexander

Directors will hold a special meeting on December 5 to put the last touches on convention arrangements. Entertainment committee under Harold B. Alexander said the social side of convention activities goes over the top, and the banquet committee, headed by George A. Hamid, promises a menu of food and entertainment which will eclipse all preceding affairs in history of the association. Chairman N. S. Alexander, public liability insurance committee, has written the secretary's office that he will have a message of particular interest to the industry at the convention and urges that all interested in this important subject, whether they be owners, operators or concessioners at amusement parks, pools and beaches, bend every effort to attend.

New England Section, NAAAPP, and Pennsylvania Amusement Parks' Associations are to attend this convention of General organization of manufacturers are urged to attend the meeting of the American Recreational Equipment Association, the manufacturing and sales division of NAAAPP, which will be held at 1:30 p. m. Monday, December 4, in the General Sessions, Hotel New Yorker, to be followed by an executive meeting.

KRASNER HAS BEST

(Continued from page 36)

Bernie Cummins, Herbie Kay, Anson Weeks, Ted Weems and Happy Pelton. Topping the season in business was Ted Weems, who packed them in nightly early in the season and who was brought back in August. Weems hung up a new high attendance record of more than 3,000 on the first Saturday night of the engagement, then topped it by almost 200 the following week. Former record was established on opening night of the season by Jimmie Oyer, Jurgens and Kay. Latter appearing here for his sixth straight season, also turned in nice grosses. Phil Harris played a one-nighter, doing about 200 admissions more than he drew years before last in the same spot. Spotted program and circus helped first attendance. Creation of a "college advisory board" of young people voting on bands of their preference and other park policies, attracted attention and favor of the school set, which in Denver is anti-harvest moon dance, smooth dancing. Parties for the bands, weekly College Nights sponsored by various sororities in conjunction with a contest to select Miss Colorado Co-Ed; such events as "Flower Night," harvest moon dance, Fourth of July fireworks and dance, radio and newspaper picnics, football dance, nickel night, Two-for-One Night and Music Nights provided plenty of live publicity and advertising angles.

Tourist Influx Seen

Midget auto racing went to town in its second year in the park. New Fifth-mile track surfaced, oval track was 'de-located' and drivers to be one of the best in the country. New grand stand has seating for 5,000 and capacity crowds were the rule all summer, as local and visiting drivers competed two weeks. In the afternoon, when the steady play, the weak in daytime when tourist crowds normally pour in. On basis of heavy increase in local business noted this season, Manager Krasner predicts

INTERNATIONALLY FAMOUS FLYING BEEHES

"Greatest Flying Trapeze Act in the World Today"

Featured at London — Vienna — Paris
Berlin — Copenhagen
Now Appearing With Bob Meriton's Winter

Booking Indoor Dates
Address: GEORGE A. HAMID, Inc.,
1560 Broadway, New York City

WANT IMMEDIATELY PHONE SALESMEN

Start Work Now
BOOK AND TICKETS
Sponsored by Retail Grocers and Food Dealers Association
Benefit Christmas Basket Fund
Endorsed by Chamber of Commerce and Other Civic Organizations
Address:
R. R. PEDEN
25 Vice-Presidents, Retail Grocers Association,
20 East Washington Street, New Castle, Penna.

WANT AT ONCE FOR CANTON SHRINE CIRCUS

DEC. 10-21, INC.
Benefit Crippled Children's Hospital and Welfare Fund at regular general sessions.
Book Men, Contest Men, Come on without delay.
SHRINE CIRCUS HEADQUARTERS,
Hotel Belden, Canton, O.

banner season in 1940 when, he believes, with novelty of world's fair worn off and European war keeping tourists at home, prospects are bright for a big tourist year here.

POOL WHIRL

(Continued from page 37)

Commissioner Robert Moses, genius who beach-mans Jones Beach, Ritz Park, Orchard Beach and a handful of municipal pools in New York City, has written an Open Letter was addressed to Commissioner Moses last week urging him to attend the convention and address the members. If and when F-C Moses speaks at the meeting it will be on "The Building of New York Swimming Facilities."

General Sessions

While swimming will be given three days of this year's get-together, the aforementioned papers being read during pool sessions on Wednesday, Thursday and Friday of NAAAPP week, equally interesting papers on aquatic will be discussed at regular general sessions. One topic sure to excite interest is "The Doctor Looks at Swimming," which is being written by Dr. J. Howard Beard, director of University of Illinois Health Service, Urbana, Ill. The medical paper will be read by Harry A. Ackley, Pittsburgh. Another pool problem to be aired at a general meeting is "Conforming Swimming Pool Construction, Maintenance and Operation to State and Municipal Laws and Regulations." No one has been assigned up to press time. Final paper, a humdinger, is entitled "Shoemanship Magnified as Demonstrated by the Aquacade. Understand Lincoln G. Dickey, who worked with Billy Rose on his water show and prior to that was head man at Cleveland's Great Lakes Exposition, is scheduled to read this paper.

Sorry to hear that High Diving Frank Cushing broke an arm recently during an engagement but glad to hear he is fully recovered. A few indoor swim meets are slated to be televised this winter by NBC.

AREA

(Continued from page 37)

Toronto. He is booked until well toward spring with the circus in large cities but expects to take time out for our New York convention. He spends each summer as public relations man for an amusement park, having been with Charles Rose in Milwaukee the past summer. He appreciates the value of our conventions in keeping him up to date.

Speculation is rife as to how many new attractions the New York World's Fair will add for 1940 and what the gross attendance will be. It is a good bet that with lower prices all around the first month of 1940 will exceed the first month of 1939.

Wholesale Billboard PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

A MECHANICAL TOY XMAS

Biggest Season in History Looms for Boys in Field

New Items seen as biggest money-makers in recent years as standbys offer competition for top place—orders must be filed early, as supplies are limited

NEW YORK, Nov. 11.—This is a mechanical toy year. This is a year of profits for pitchmen, door-to-door workers and members of the demonstrating fraternity, because the public is buying mechanical toys. Indications for one of the biggest seasons in the history of walking and jiggling toys is seen as orders and requests for price lists and circulars come flowing into Chicago and New York. Never before have jobbers received such a deluge of mail and never before have these numbers exhibited such potentialities for reaping a rich harvest for workers. Demand is so

Since mechanical numbers lend themselves so well to street demonstrations and doorway pitches, scores of new numbers have been introduced to get the boys more money. To the advantage of the worker is the fact that some old stand-bys will stage comebacks and offer a stiff battle for top selling honors. Mechanical toys are wanted by every kiddie and a wide variety of them affords the worker unusual opportunity to sell gross upon gross of the numbers. Prices are right but there is a chance for some orders not being filled because of the lack of supply. Eager to bring the items and new prices before the boys, a number of firms are offering mechanical toys in this issue of The Billboard.

Oh-U-Dogs Back

A sure-fire hit this season is the Oh-U-Dog. The item is basically the same as last year, but several sizes are now available. Smaller sizes either wag the tail and shake the shoe held in the mouth or bob up and down and wag the tail. Larger models wag the tail, shake the shoe and walk. The boys know they can't go wrong on this item and there is a rush to secure them along with other items.

Mechanical Seal

One firm is offering a mechanical seal this year. The large-size cloth-covered toy bobbles up and down in true seal manner, while a ball held on its nose revolves. There is such demand reported for the item that the firm is having trouble filling orders. The seal has been so well received that those in the know unhesitatingly predict it will roll up new records in the mechanical toy field during the holidays.

Cat Chases Ball

Turn-over cats are now on the market and have already won a berth in the line with top items. Tried out at the Dan-

bury (Conn.) Fair, the cats scored a small hit. This sturdy built item consists of a black cat with white tail that rolls a ball it holds with its paws. In addition to this, the cat turns over several times as a real household pet does. The item is so realistically designed that it makes those who see it wonder how so perfect a toy is manufactured. Several colors will be blended give the cat plenty of flash.

"Salesman" Sells

Another item, the Traveling Salesman, bids fair to be a topnotcher on the holiday market. Simple in design, the salesman has what it takes to make sales. The salesman walks—or rather struts—across the floor carrying a suitcase. Item provokes many laughs and is flashy.

Mechanical Monkeys

Mechanical monkey, combing its hair and holding a mirror, seems to be a sure-fire number for the Christmas shopper. While it has been on the market before, it still has plenty of appeal. This item has also increased demand for other monkey items—the band leader, which wags a baton and wags its tail, and the monkey playing banjo. Sales on these three items already reflect the hit they are destined to make during the Christmas rush.

Stand-Bys Rally

The newer items, halled as top novelties by all who have seen them, will have plenty of competition from old stand-bys. Running turtle, crawling baby, prancing penguin, hula dancer, tumbling clown, cowboy with lariat on horse, monkey on skates, dancing couple, hiking bear, walking Charlie McCarthy and skater bug car will offer newer numbers stiff competition when takes are tabulated. The Marks Tricky Taxi is sure to make many new friends this season, the boys say, and the item is being stocked and plans made to push it here.

Some new entrants are expected in the field, as the films Wizard of Oz, Pinocchio and Gulliver's Travels are bound to influence manufacturers. These items will be welcomed by the boys because novelties with a motion picture background are always top sellers.

The boys are taking advantage of the political situation looming in 1940 and plan to push mechanical donkeys and elephants. These amuse children and afford adults the opportunity to own something which shows their political affections.

Designers of mechanical toys have definitely turned to animals this season. The cycle seems to have left such toys as tanks, dump carts and tractors. While the war in Europe seems to have exerted little influence, some expect to see the popularity of toy tanks revived. It is understood that a submarine is now

Philly People To Get Christmas Checks Nov. 19

PHILADELPHIA, Nov. 11.—Of interest to pitchmen working the Philadelphia area is the fact that the second largest distribution of Christmas Club savings in the history of the city will be mailed during the week of November 19, when \$8,880,337 will be sent 172,187 members. The 1939 total is \$397,187 in excess of last year's distribution and is second only to the 1937 total of \$8,637,000.

Western Saving Fund Society for the second consecutive year will divide the largest amount, \$1,250,000 going to 24,900 members. Other large distributors include Corn Exchange National Bank, \$755,000; Beneficial Saving Fund Society, \$720,000; Integrity Trust Co., \$580,000; Germantown Trust Co., \$400,000, and City National Bank, \$397,200. Philadelphia is also the center of an increasing building boom. The Philadelphia Electric Co. has announced that it has decided to build a new \$45,000,000 power plant in South Philadelphia and several large construction jobs are in progress.

Rib Ticklers Seen As Good for Dough

NEW YORK, Nov. 11.—Indications are that tricks, jokes and rib-tickling cartoons will be in for good money this fall and winter and the boys are looking forward to cashing in with the novelties.

The five-pig puzzle, which forms a picture of Hitler when folded, is still enjoying its reign of popularity, and the boys are pushing the number in many centers.

Joker soap looms as a top-selling article and new low prices are attracting the boys right and left. The item, which looks and smells like soap, will not last and is hailed as a good convention and factory item. Discounts are offered on the product, which allows boys a large margin of profit.

Rib tickler cartoon books have been announced by a Midwestern firm, which reports that it has a large assortment of fun items that are full of pep and laughter. New low prices allow quick turnover and many of the boys are planning to buy along streets to entice the holiday shopper.

Seen as one of the latest laugh getters is the membership card and button for those in the dog house. This combo is sure to appeal to men and women and has potentialities of being one of the top items the boys will offer this season.

The various firms are offering new low prices on these fun-getting items and many of the pitch boys will be kept busy selling them along busy thoroughfares.

being designed and will make its appearance in time for the boys to add to their Christmas money.

Honored by "Fraternity"

The Oh-U-Dog's popularity is not to be underrated. One streetman sold so many of these dogs that he is now known in mechanical toy circles as "Poochie Dog" Sassano. While he is recognized as a high-standing member of the demonstrating fraternity, he receives much competition from Charlie Zacker, Sam (Pat) Zuddick, Sam Frank Schankin, Jimmie Piccolo and brother, Patay; Irving Charzen and Julius (Colonel)

Demonstrators Set for Xmas

Return of electric shavers and debut of new presser point to big business

NEW YORK, Nov. 11.—With America set to embark on its grand annual Christmas spending spree one week earlier because President Roosevelt proclaimed November 23 Thanksgiving Day, demonstrators are busy lining up goods for themselves in department stores over the country. With a wealth of items that lend themselves to demonstrations, the boys are anticipating the biggest season in history of the business.

It is at this time of the year that workers make their money and find little difficulty in getting a place in any store that has the space. Even stores that generally bar demonstrators welcome workers during late November and December.

Electric Razors Back

During the last few weeks electric razors have been staging a comeback. The chances are high that the boys will push this item during the holiday rush. Given to demonstrating, the item offers a chance to cop off big money.

The dem has become an American institution, and it is his spiel and demonstrations that get him a higher markup on goods he's selling than would otherwise be possible. Manufacturers in recent years have slanted items to the demonstrator because they know how their output can be increased by the story that a dem weaves about the item to be sold.

One item that lends itself to demonstration is the electric presser that actually presses 'em while you wear 'em. Since there is no delay in building up a high item clicks immediately. Jerry Berns, demonstrator, is reported to have sold 15,000 pressers last Christmas at a stand in a New York department store at more than twice the wholesale price. The item also presses men's sleeves, collars, lapels and the press of a lever brings instant and abundant light—a flash or a constant beam. Because of its many uses, this item has potentialities of putting the demonstration boys over the top on 1939 takes.

Lights Handy

On the heels of the presser number comes the batteryless flashlight that gets its power from a permanent magnet flywheel operating on special field coils. The light uses a standard make of bulb, and the press of a lever brings instant and abundant light—a flash or a constant beam. Because of its many uses, this item has potentialities of putting the demonstration boys over the top on 1939 takes.

More dems are reported making appearances in stores here, in Chicago and other cities. Most of them are using a line of ordinary goods but expect to turn their talents toward holiday merchandise right after Turkey Day. This means that some of the boys will get a week's start on those in States where Thanksgiving will be observed November 30. Anyway, regardless of when the turkey is eaten, the boys are getting primed to extol the merits of Christmas merchandise and to make some cash.

Zoup and others in the New York area right now.

With the buying public now mechanical toy conscious, the boys hounding these items are looking forward to a banner season. Since these items appeal to all, there are profits awaiting those alert fellows who push mechanical toys this season, but they must be ordered early.

CHRISTMAS MERCHANDISE THRU THE YEARS

By SAM ABBOTT

Watch for this article in the

Christmas Number Of The Billboard

Dated December 2

MAGNETIC TRICKY ELEPHANT and DONKEY



HOTTEST SELLERS IN YEARS

Elephant and Donkey mounted on bases of General Electric Atomic Magnet Motor. They will run together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

No. B1N41 Per Gross Sets **\$14.40**
Per Dozen Sets **1.25**

Same as Above, But

TWO SCOTTY DOGS

No. B1N30 Per Gross Sets **\$14.40**
Per Dozen Sets **1.25**

MEN OF WAR

Two Soldiers Fighting. Ant. Same as Dogs.
No. B1N46 Per Gross Sets **\$14.40**
Per Dozen Sets **1.25**

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

REPEAT ORDERS ASSURED BY OUR FREE CATALOG

FUR COATS

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money-making styles). GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 30 days. Same day deliveries. 25% Disc. Bal. C. O. D. **LOWEST PRICES.**

H.M.J. FUR CO.
150 W. 28 ST.
N.Y.C.

HANDKERCHIEFS

Ideal Christmas Gift. Extra fine quality. Direct From Manufacturer.

GENTLEMEN'S OR LADIES' Price \$1.00 per dozen

Cash, Money Order or C. O. D. Orders Filled, Postage Prepaid.

S & W MERCHANDISE CO. New York, N.Y. 512 E. 10th St.

ELGIN, WALTHAM, BULOVA

Renowned Guaranteed, **STARTS AT \$2.95**

MEN'S WRIST AND POCKET

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

START YOUR OWN BUSINESS!

FREE! SILK LINED TIES, 15.00 Gros. \$50.00 Doz. Custom Made TIES, 18.00 Gros. 1.80 Doz. **NEW FALL LINE!** Features Hand and Machine-made Ties, 3-piece Knives, Ties and Kerchiefs. NEW! Multiple Tie and Jewelry Sets; New Slide-On Ties. The Fall and Holiday trade is waiting for you. GET STARTED NOW!

EMPIRE CRAVATS

22 West 21st St., Dept. H-25, New York, N. Y.

WATCHES ELGIN OR WALTHAM REBUILT

GUARANTEED LIKE NEW

MEN'S WRIST AND POCKET WATCHES \$2.95

20% WITH ORDER. BALANCE C. O. D.

Write for Catalog of other MEN'S and LADIES' Watch Services.

JOSEPH BROS., Inc.
53 E. MADISON STREET, CHICAGO

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.

Batteryless Flashlight

Powerful flashlight in new pocket size operates without batteries because of a simple mechanism which generates current and transforms it into light. Powerflo Co. reports. All one has to do to operate the light is to press a lever and there is instant and abundant light. Generator is permanent magnet flywheel operating on special field coils. It never loses generating capacity and is smooth running and noise-free. Genuine Mazda bulb incased in an aluminum head is used. Item is assembled in attractive case of glossy black molded Tenite and lasts indefinitely regardless of amount of use. Demonstrators and prize users will find this a valuable item and should secure samples early. Low introductory prices are offered, firm reports.

Electric Shears

Even scissors are streamlined nowadays, and General Transformer Corp. reports its Ziphear is an item that brings shears up to date. It combines chrome-plated high-carbon steel blades, precision ground, fitted and hardened, hand-fitting ivory plastic handle, simplified power unit, approved, underwriter's code and plug and operation on 105-125 volt, 50-60 cycle AC line. A press of a button makes the blades glide thru any material with perfect precision and safety, giving a better cutting job than ordinary shears. Light in weight, Ziphears costs less than 10 cents a year to operate. Since the shears is guaranteed for a year and comes attractively packed, it is an item sought by prize users at new low

A MONEY MAKER!

For Strueton and Pitchman

PLAYFUL PUSSY

This cat is one of the fastest selling mechanical toys ever placed on the market. It is full of action, colorful and attracts large crowds wherever worked. There is a small metal varicolored ball between the front paws. When wound up the cat chases after the ball, then rolls over and over as if dead and natural as any live cat could ever do. The toy is well made, having a powerful spring and an all-metal body covered with plush.

1/3 Deposit, Balance C. O. D.
Send 25c for Sample Pussy or \$2.00 for 10 of Our Best Selling Mechanical Items, Postpaid. NO CATALOG.

\$27.00

CROSS

COHEN BROS.
108 PARK ROW, NEW YORK, N. Y.

ANNOUNCING

NEW LOW PRICES

LARGE BINGO SHEETS

Newspaper Thickness Paper, 7 1/2 x 25 1/2", in series up to 3,000, \$3.00 per 100. High class sheets, 7 1/2 x 25 1/2", in series up to 3,000, \$7.00 per 100. In series up to 3,000, \$7.00 per 100. Lap Boards, with high grade Bingo Sheets pasted in corner or center, 9 1/2 x 12, \$4.00 per 100.

These prices we know are the lowest anywhere in the U. S. Take advantage of them NOW.

OTHER BINGO SUPPLIES

Write for low prices on BINGO SPECIAL GAME CARDS, 7 different colors, 1,500 Beta BLACK MARKERS

GRAND AWARD CERTIFICATES
DOOR ATTENDANCE COUPONS
CONNECTICUT NOVELTY CO.
471-473 Main Street, MIDDLETOWN, CONN.



THE Lullaby
BED LAMP - RADIO

COMBINATION BED LAMP and RADIO

RADIO

and the orders keep pouring in!
proof that "LULLABY" is clicking.

Telegraph, telephone and air mail keep the orders for "Lullaby" piling in. Production schedules have been stepped up to meet this tremendous demand. Orders going out same day received. If you haven't already lined up with "Lullaby" get on the wagon now—it's hot.

IT'S VALUE "GALORE"

NET ONLY

\$12.95

F. O. B. CHI

Bed lamp and radio in one. Has tremendous novelty appeal with practical utility value. Seventube performance, brings in distance like local. Dynamic Speaker for perfect tone. No serial or ground needed. New G. E. tubular-type bulb for reading—easy on the eyes. Beautiful plastic cabinets in Walnut or Ivory. Looks and performs like four times the money. Free display stand—gorgeously colored—tells the Lullaby story—shows it in a natural setting. Rush a sample order.

Send 25% Deposit on C. O. D. Orders. **WRITE, WIRE OR PHONE—NOW!**

D. A. PACHTER CO. NATIONAL PREMIUM REPRESENTATIVES
MERCHANDISE MART -- CHICAGO, ILLINOIS

NOW READY!

A NEW WAR MAP OF EUROPE

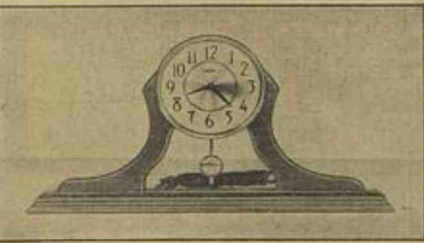
At a New Low Price!

Just off the press! A new, up-to-date War Map of Europe, size 21"x34", nicely printed on heavy stock. Price to you—5c each or \$4.00 per hundred. Order from our nearest branch. Supply strictly limited, so RUSH your order today. Ask also for our BIG FREE CATALOG of money makers.

B & N SALES

CINCINNATI, OHIO—1005 Vine St.
CLEVELAND, OHIO—1444 West 3rd St.
DALLAS, TEXAS—2010 Commerce St.
DETROIT, MICH—533 Woodward Ave.
ST. LOUIS, MO.—112 No. Broadway.

HOUSTON, TEXAS—707 Preston Ave.
KANSAS CITY, MO.—310 W. 9th St.
MILWAUKEE, WIS.—1006 N. 3rd St.
PITTSBURGH, PENNA.—625 5th Ave.



Very Special!

ONLY \$3.45 NET

Sensational New Electric Clock!

Here is a combination of beauty, utility and value unequaled in the clock market! An appealing new "swinging pendulum" Electric Clock that everyone will go for! A modernization of the traditional tambour mantel style. The graceful, curved uprights and pyramid base are expertly fashioned of select gumwood with an exquisite dull satin gold finish, giving it that rich appearance, usually found in only the more expensive clocks. Has the famous Howard precision-made electric movement. Accurate and dependable. Large numerals on a beautiful 5" silver dial, 17 1/2" long, 9" high. For 110 volt, 60 cycle A.C. List Price \$6.00. A steal at \$3.45 each! Order by No. 105G. 125% Deposit. Balance C. O. D.

EVANS NOVELTY COMPANY
800 Washington Blvd., Chicago, Illinois.

SOMETHING REALLY NEW AND SENSATIONAL MAKES ITS APPEARANCE

Introducing "ZIPI SHEAR" and "SNIPPIE"

What a natural for PROMOTERS, DEMONSTRATORS and PREMIUM BUYERS—it's the answer to that something you've been looking for. Cash in on the biggest holiday buying spurge just ahead of you. Every woman and child is a prospect.

SEND TODAY FOR SAMPLES AND QUANTITY PRICES ZIPI SHEAR (RETAIL PRICE \$2.95)



- ★ Beautiful hand-fitting ivory plastic handle.
★ Ground hardened steel blades.
★ Safe-underwriters approved cord and plug.
★ No bearings—no oiling.
★ A.C. Current only.
Simple and absolutely safe—a child can operate.
SAMPLE Sent Postpaid \$2.00
DOZEN LOTS, EACH, \$1.77

★ SNIPPIE (THE TOY) (RETAIL PRICE \$1.95)



- ★ Beautiful hand-fitting plastic handle decorated with Snippie's picture.
★ Simplified power unit—no rotating parts.
★ Safe-underwriters approved cord and plug.
★ A.C. Current only.
Absolutely safe—child cannot cut himself. Complete in colorful box with cut-outs of Snippie and his pals.
SAMPLE Sent Postpaid \$1.35
DOZEN LOTS, EACH, \$1.17

25% CASH WITH ALL ORDERS FOR DOZ. OR MORE, BAL. C. O. D. GENERAL TRANSFORMER CORP. (manufacturer) 1250 W. VAN BUREN ST., CHICAGO, ILL.

prices. Snippie, hailed as the world's first electric action toy is another item that looks like a winner, the firm states. Children are said to go for it in a big way. It is said to be outstanding for cutouts of all kinds and absolutely safe. Features of the toy are: Hardened steel blades, hand-fitting plastic handle decorated with Snippie's picture, amplified power unit with no rotating parts, no bearings that need oiling, no radio interference, works on 105-124 volt, 50-60 cycle AC current and is equipped with underwriter's approved cord and plug. Low cost per unit in quantity portends a wide market for the item among prize users, it is said.

Para-Shooter

The Para-Shooter is an item designed especially for demonstrators, pitchmen and streetmen and is already high up the sales list despite the fact that the Christmas season is not yet under way. Larens Co. reports. The number consists of a parachute with toy man in it and small blow gun to shoot the parachute into the air. Since the item sells on sight and low prices are available, now is the time to cash in with the Para-Shooter, the firm states.

De Luxe Table Radio

A de luxe table model superheterodyne which meets every requirement of the average listener, appeals to prize users and incorporates many features usually found in consoles in the Lafayette Model D-33. Radio Wire Television, Inc., formerly Wholesale Radio Service Co., Inc.



MAGNETIC TRICK DOGS Genuine Alnico G. E. Magnets. Quality guaranteed. Large size dogs. Each set to box. SAMPLE PREPAID 15c Doz., \$1.30—Gr., \$14.50

BENGOR PRODUCTS CO. 876 BROADWAY, NEW YORK, N. Y.

SENSATIONAL OFFER JEWEL LADIES' BAGUETTE WATCH With 50 Sparkling Faceted Diamonds

SPECIAL: No. 150—HIGH GRADE 18 K. Brand New Movement. Guaranteed to keep accurate time for 3 years. Modeled from a \$800 Article. In Lots of 5. Each. LADIES' WHIST WATCH—G.J. Fine Chrome Case. Wonderful Premium Item. Based. \$2.00 Complete. Each. Retail \$4.50 Extra. 25% Deposit. Balance C. O. D. SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY FRANK POLLAK 72 BOWRY, NEW YORK CITY.

NEUTRALITY PINS Cash In Now While They Are Hot No. B41-215—Yellow Gold Finish. Enamelled in Red, White and Blue. Everyone is a prospect for this one. Cut actual size. Individually carded. 12 on display. Price Gross \$1.00 Net \$1.00 No. B41-216—18kt Yellow Finish. Enamelled in Natural Colors. Every patriot will want one. Individually carded. 12 on display. Price Gross \$1.00 Net \$1.00 3 Sample Cards, One Dac. Each, Postpaid \$2.00. Ask for latest Catalogue 395 with Big Holiday Line and the price. Mention your business; we do not sell retail. JOSEPH HAGN COMPANY "The World's Bargain House" 217 & 233 W. MADISON ST., CHICAGO

Elgin and Waltham RB and GUARANTEED SPECIAL VALUES O. Stone, 7-Jew., Star Case, \$9.00 12X9. 7-Jew., Gold Color 2.90 10 X 8. 7-Jew., Gold Color 2.75 Med. Size 7-Jew., Gold Color, Free Chain \$2.25 Pocket Watches with Kentucky Cases, 25% with 50c. Extra. M. FRIEDMAN - 74 FORTYST ST. N.Y.C.



PROFITS UP TO 85 PER CENT Just show Wienie-Chef, name the amazing low priced—and pocket up to 85% profit for yourself. Write for details!

BIG BUSINESS—Big Earnings for You! You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. W. Burke, of Iowa, was in 23 orders in three days—over \$600. In Pacific, J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. At the lowest priced, efficient, GUARANTEED Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that is BEING BUSINESS. MAKE MONEY FOR YOU. WIENIE-CHEF MANUFACTURING CO.

Sensational Opportunity AMAZING NEW ELECTRIC "WIENIE-CHEF" At Lowest Price In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager to Increase "Hot Dog" Profits

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" in a minute—up to 250 in an hour! And what a satisfaction! Because cooked, they are INSIDE OUT by electricity, they taste utterly different. You taste them, mustard, ketchup, mustard. WIENIE-CHEF around and prove how SWEET and NEW TASTE THIRILL combine to increase profits fast for restaurants, taverns, roadstands, drugstores, tourist camps, and hundreds of other places!

RUSH POSTCARD FOR DETAILS! Just paste the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can MAKE MONEY for him, and you tell a dramatic sales story that tops everything else. Try 25—then for permanent. Use MONEY-BACK GUARANTEE! OFFER makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details NOW. 2301 W. Hubbard St., Dept. L-14, Chicago

FAST-SELLING MECHANICAL TOYS ... at New Low Prices. List of toys including Large Crawling Baby Doll, Large O-D-Dog With Sock, Small O-D-Dog With Sock, etc. with prices per dozen and gross.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Powercells 6 Beaming - Noiseless - Extra Bright Batteryless FLASHLIGHT. Has Hundreds of Uses. A demonstration sells it! Price \$1.85. Includes a coupon to request a sample.

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS. List of toys including Prancing Penguin, Oompedd Monk, Looping A Vplane, etc. with prices per dozen and gross.

LEVIN BROS., Terre Haute, Ind.

JUST OFF THE PRESS. CATALOG No 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.



TOPS FOR FLASH

• GORGEOUS SUBJECTS
• HAND-DIPPED CHOCOLATES
Full 8 Lbs. of luscious hand-dipped Chocolates in 16 1/2 x 22 1/2 inch beautiful gift box with assorted gorgeous pictures of natural colors. Lovers of eye velvet. It's the prize hit of the season.
LOTS OF SIX EACH ASSORTED COVERS **\$1.85**

Freight Prepaid on Lots of 24



• PACKED ONE POUND HAND-DIPPED CHOCOLATES.
• ELEGANT OF FLASH.

No. 325 **\$1.75** EACH
LOTS OF 6 OR MORE

FREE FREIGHT ON 36 OR MORE VANITIES

TERMS: 2% CASH DISCOUNT
25% Deposit, Bal. C.O.D.
No Shipment Made Without DEPOSIT
ZENITH SALES CO.
529 So. Franklin St., CHICAGO

announces. In a cabinet of selected woods of contrasting grain, 18 1/4 inches wide, 10 1/2 inches high and 9 inches deep, set is appropriate for table or mantle mounting. Has built-in loop aerial for local stations, connections for outside aerial to get foreign stations and short wave. Operates from 110-volt light lines, either AC or DC, and provision may be made for 220-volt operation. Has six-inch dynamic speaker and comes equipped with tips, jacks and switch to permit connection for phonograph or television sound reproduction. New low prices are offered on this model, which makes it especially attractive to bingo and salesboard operators and concessioners who are getting set for a big Christmas trade, the firm reports.

Auto License Key Chain

A new type of key chain in three colors that has space for the stamping of the auto license number is manufactured by Identification Plate and Machine Co. In addition to this the firm carries a line of blanks, key chains and stamping machines and a complete identification plate line. Workers are invited to send for wholesale price lists on items, as it is a good chance for them to make cash, the firm reports.

Novel Card Game

A new card game, Silver Strike, combines in full color the fruit and bell symbols with numbers so that an unlimited number of card games may be played. T-P Card Co. reports. Each deck has 54 cards, including Joker, which adds to interest of the game. Cards have fol-

Extra Value! **\$2.25 EACH**
5 for \$10.50 5 for \$10.50



No. 88 9583 - Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Case in assorted elegant designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each of attractive gift case. A amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B" Chicago

GLAMOROUS FUR COATS BOLOERS, CHUBBIES AND SCARFS

Foxes in all lengths. Our 1940 creations in style and value unsurpassed. A.C.T. immediately and make your selection from our assorted range of Sealines, Lepins, Coats, Scarves, Marminks, Minks, Beveries, Men-fur, Skunks, Pekings, Krimmers, Persis, Skunkskins, and every other top cost.

WE ALSO HAVE THE MOST SENSATIONAL FUR SELLING CARD DEAL EVER OFFERED. Baloo Cards are \$7.00 per 100. WRITE today for Illustrated Catalogue, Sample Baloo Card and Price List, without obligation.
S. ANGELL & CO.
Manufacturing Furriers,
226 West 27th St., New York City, N. Y.

Your Cost \$1.00 EACH COMPLETE

YOUR PROFIT \$4.00 ON EACH SALE
Packed in sturdy, handsome 3-color lithographed carton.
TO RETAIL AT \$5.00



Patent No. 2,139,136

- FEATURES**
- EXCLUSIVE UNDERWOOD DOUBLE-ACTION CUTTING HEAD.
 - MULTI-WAY BEARD PICKUP.
 - DISTINCTIVE STREAMLINED DESIGN.
 - PRECISION BUILT MOTOR.
 - EQUIPPED WITH SIMULATED PICKS-KIN POUCH.
 - SELF-STARTING . . . SELF-SHARPENING.
 - NO RADIO INTERFERENCE.
 - 110-120 V. - 60 CYCLE A. C. OPERATION.
 - APPROVED BY UNDERWRITERS LABORATORIES.
 - LIFETIME GUARANTEE.



THE NATIONALLY KNOWN GENUINE

UNDERWOOD ELECTRIC DRY SHAVERS

IVORY RUBBER GRIP

At Last! A Dry Shaver of Distinction Priced To Meet the Requirements of Mr. and Mrs. Average Customer With EXCLUSIVE UNDERWOOD FEATURES THAT ARE EQUAL IN QUALITY AND PERFORMANCE TO ANY SHAVERS SELLING FOR MANY TIMES YOUR LOW COST!

PRICE IN LOTS OF 50 OR MORE, EACH 90c
25% Deposit With Order, Balance C. O. D.
DEANE SALES CO. 134 WEST 32ND ST., NEW YORK, N. Y.

SPECIAL--ELGIN & WALTHAM



AMERICAN MADE DUBER. H.A.M.P.D.E.H. WRIST WATCH. ES in Yellow Cases. Strap and box with price tag. Lots of \$ **\$2.50** Each.
12 1/2, 7 1/2 Elgin and Waltham Knite Edge Model. Each \$2.75; 15 1/2 Each. \$3.25
16 Size, 7 1/2 Elgin with New Yellow Cases. Lots of 6. Each. \$2.25
18 Size, New R. R. Model, Waltham 95 Elgin, 7 1/2. Lots of 6. Each. \$1.75
New-1941. Lots of 6. Each. \$2.25
Special Prices for Quantity Users. 25% Deposit. Estimate O.O.D. Sample 50c Extra. Send for Catalog. Estimate O.O.D. Sample 50c Extra. Send for Catalog.
N. SEIDMAN New York, N. Y.

CHOCOLATES

Real Bargains in Candy "Buys"
2-Layer 5-lb. Christmas Boxes—69c, 79c, 89c; 6 boxes to shipping case. Double Extension—Two-Layer in 1, 2, 3 and 5-lb. Size Boxes. 1-Layer Fancy—1, 2 1/2 and 5-lb. Size Boxes.
Write for further information and quotations. State your requirements. We can and will save you money if you write today.
WM. C. JOHNSON CANDY CO., 76 E. McMicken St., Cincinnati, O.

Holiday Goods--Big Profits!
XMAS CARDS WITH ENVELOPES--UNUSUAL VALUES!
SEND 69c FOR 3 SAMPLE BOXES.
Xmas Wreaths, Beads, Ribbons, Turkey and Pith Cards, Perfumes, Electric Clocks, Lamps. FREE CATALOG. Hundreds of New Items for Wholesalers, Agents, Premium & House Cartographers.
CHAMPION SPECIALTY CO., 814-D Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVERS
Sensational Value
\$1.00 Each Plus Postage (25% Deposit)

BULOVA - GRUEN - ELGIN - WALTHAM



2,500 ON HAND POSITIVELY LOWEST PRICES
Wrist & Pocket Watches FOR LADIES AND GENTS
Reconditioned, Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.
NORMAN ROSEN Wholesale Jeweler PHILADELPHIA, PA.
501 SANSON ST.

CLIPPER-SHIP LAMP

IT'S CAPTIVATING
A Natural Salesboard and Premium Item. The deck is so constructed that when the Lamp is lit a myriad of magnificent colors shoot upward and reflect on the brightly polished chrome-plated sails. This beautiful Ship Lamp is 16 1/2 inches high and 17 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut, Swedish Modern or Mahogany. Complete with Bulb, Cord and Switch.
PRICED LOW!
No. 9637—\$3.85 Each.
In Lots of Three **\$3.75**
FOR REAL PROFITS WRITE! WRITE! NOW



WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



SENSATIONAL PRICE REDUCTION ON CONTINENTAL BLADES

No need to sell cheap nondescript blades now that CONTINENTAL BLADES are on sale everywhere at the LOWEST PRICES IN THEIR HISTORY. It's easier to sell this guaranteed blade because of its fine quality. Stock up at your nearest jobber.

NOT SOLD DIRECT TO AGENTS
Continental Blade Corp., 66 Court St., Brooklyn, N. Y.



SELLING LIKE H---
GOLDWYN'S ORIGINAL SWING MIRROR VANITY CHESTS

The Season's "Hottest" item. A million-dollar flash, with plenty of profit. Each chest packed with delishious 1-1/2 lb. box quality home-made assorted chocolates. BUY THE ORIGINAL—IT'S THE BEST.

New Merchandise Plan Given With Each Chest Ordered. BLUE AND SILVER CUBE. ALL MIRROR, WITH CENTER SWING MIRROR.

ONLY \$1.80 EACH CASE LOTS (6 TO CASE) SAMPLE, \$2.00

• WRITE • WIRE • NOW •

FREE! Freight allowance up to \$1.50 per hundredweight on orders of 24 Vanities (filled) or more. Terms: 1/3 Cash With Order, Balance C. O. D., F. O. B. Chicago.

GOLDWYN CO., 440 S. DEARBORN ST., CHICAGO, ILL.

Write for New Circular Showing Complete Line Mirror Vanity Chests.



OAK RUBBER CO. RAVENNA, O.

MICKY MOUSE HEADS

Reliable money maker at all times. Genuine Walt Disney Mickey Mouse face on front, picture of Mickey or Donald Duck on back.

Sold by Leading Jobbers



PUSH-A-MATIC
It's New • Transparent • Novel

Plungers • Combos • Sets
JOHN F. SULLIVAN, New York City

ORIGINAL SLIP-NOT-TIES
New XMAS Line, \$2.50 Doz. REAL BOX SELLERS, Resellers, Send for Sample Dozen and be convinced. Free Catalog.

Original, Patented, 13 N. 13th St., Phila., Pa.
GILT-EDGE MFG. CO.



UNDERWOOD

PENS • PENCILS • COMBOS
BUY DIRECT FROM MFG.

PLUNGERS—SPECIAL \$14.50 Gross
GRODIN PEN CO., 693 Broadway, New York City

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

lowing values: bar, 7 points; star, 6, bell, 5; plum, 4; orange, 3; cherries, 2, and lemon, 1. Any number of players may engage in games in which these novel cards are used. Application for patent on cards has been filed and attractive prices are offered. The item is a natural for bingo operators and concessioners, the firm reports.

Mechanical Seal

Harry Kelner & Son, Inc., announce the arrival of a shipment of mechanical seals that are destined, the firm says, to net pitchmen much cash during the holiday rush. Item is a large-size cloth-covered toy that bobbles up and down in true seal manner, while the ball it is holding with its nose revolves. There is such demand already for the toy that Kelner is urging the boys who want to cash in with the mechanical seal to place orders early. New low prices are offered on the item and Kelner predicts that the item will revolutionize the mechanical toy business this Christmas.

Knight-in-Armor Lighter

Hailed as the hottest item in 1939, the new satin-metal finish Hamilton Knight-in-Armor Lighter is going strong on salesboards and with bingo operators and concessioners, Gold Seal Novelty Co.



HITLER JOKES

LAST WILL & TESTAMENT, outside the 5 Pig, 75c a 100 or 8.00 M. & Pig Puzzle, 30c 100; 2.00 a M. Ball of Toilet Paper, 80c Doz. Jewish Food Letter, 80c a 100. XMAS CARDS, FOLDERS, Novelties, 100 1000

Ast. 1, 17 off, in 3 colors, 80, 2.00
Ast. 3, 25 off, Vellum stock, 75 4.00
Ast. 4, 25 off, Baronial size, 1.00 8.50
Ast. 5, 50 off, Folders, 2.00 10.00
Ast. 6, 15 off, De Luxe Fold, 2.00 5.00
Santa Claus Band Card, large, 80c Gr. 5.00
Santa Card with Rubber Glove, Doz. 80c Gr. 4.50
New Xmas Gift Envel., 4 Off, Doz. 80c Gr. 4.00
DIPLOMAS, Self Fast, Doz. 20c Gr. 2.00
Best Grade Magnetic Dog, Doz. 1.50 Gr. 15.00
BAGS of Fun, Magic, Puzzles, Doz. 1.50 Gr. 15.00

COMIC GIFTS Per Doz.
E. L. Matches, 25
No. No. a 1000
Times, 1.25
No. No. in Pkg., 70
To Doz. De Luxe Dog 1.50
HappiChat (Frans) 1.50
Emergency Dial 1.50
Gifts for Uncle, 1.25
Award of Merit, .50
Brandy, 1.00

PERFECT WORKERS
Red Box, Matchbox, Metal
Sides, with Red Box, Doz. 7.50 Xmas
Ast. 25c; refunded with First Order. Samples, 50
Ast. & Catalogue, 2.00.
MAGNETRIX NOV. CORP., 130 Park Row, N. Y.

reports. The item is useful, extremely ornamental and ideal for desk, den or office. With the holiday season just ahead, it is an ideal gift. Immediate delivery is made on all orders, and new low prices are offered which allow a good margin of profit, the firm reports.



BIG HOLIDAY HIT!
OPERATORS CLEANING UP

★ FLASH ★ QUALITY ★ APPEAL ★
CALIFORNIA FRUIT BOWL
3-PC. CHROMIUM SET FILLED WITH 1 L.B. FINEST CALIFORNIA GLAZED AND STUFFED FRUIT.

PACKED 12 TO SHIPPING CASE

EXTREMELY LOW PRICED \$1.10 ea

In Doz. Lots or More, \$12.50 Per Doz. in C. O. D. Lots.

Sample, \$1.75 Each.

Sales Plan "Free" With Each Set. Terms: 1/3 Cash With Order, Bal. C. O. D., F. O. B. Chicago.

WRITE & ORDER TODAY
GOLDWYN CO.
440 S. DEARBORN ST., CHICAGO, ILL.



WALTHAM & ELGIN POCKET WATCHES—Yellow Enamel Remounting Case, with Yellow Chain to Suit.

Swiss Jewell Re-conditioned movement.

In lots of 25, Doz. 8.00, C. O. D. SPECIAL PRICE FOR LARGE QUANTITIES. Send for Free Catalog.

PLYMOUTH JEWELRY EXCH.
103 Canal St., New York, N. Y.



PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

DAVID THOMAS . . . "We just put in a successful summer in Minnesota, Wisconsin and Iowa, and now are doing okeh in Austin. Found the Indian part of Oklahoma no good. North Texas was also n. g. for us, but I saw evidence of money there. There are many street workers in Austin, which is a 100 per cent football town. Anyone working that line should do well."

THE PITCHMAN doesn't have to resort to gyp methods to sell his wares. He knows there are enough honorable items to sell and he sticks up on 'em.

PITCHMEN were well represented on 42d and 34th streets in New York on election day, pencils Carl Herron. The closing of the fair brought an additional 100 or so out to work on the one day when John Law would not molest them, Herron says.

JACK KING AND CO. . . with radio plugs, and Art Predette, with mouse layout, were top money-getters in New York on election day, according to report received here last week.

SINCERITY in your efforts and the sale of your item, more than anything else, promotes confidence among members of your tip.

ROY WYANT . . . drummer and entertainer with J. H. Ward's med opry,inks from Ponca City, Okla., "Haven't met any med shows, except Alfred Larkin's, which closed here

recently. He showed in the Mexican settlement to good biz. We have been showing uptown, but the weather has been too cold for the natives to come out. I am going back up into Oklahoma for the winter. What has become of the Babetta med company?"

PITCHMEN SAYS: "Wherever that wheel turns, moves, circles or rotates, that's where the glass breaks."—George Hanley.

GEORGE F. POLTZ . . . "I will scribble from La Fayette, Ind.: "I will work gyroscope tops for Christmas. After closing a good carnival season with novelties, I have been working football games with souvenirs. Purdue won't let anyone work."

JUST PREPARING . . . to leave for sunny California after having spent a week in Southern Colorado coal fields," tells Jack Darie from Trinidad, Colo. "Mines are working day and night and there is plenty of long green in sight. I am still on the sheet.

PITCHDOM attributes the success of its members to the fact that they are good citizens, square-shooters and aggressive business men.

BILL GRANT . . . is in Chicago with waffle irons and doing well. He just finished Davenport and Moline, Ia., and found them both good.

ART ROBINSON . . . was visited in Chicago shortly before he left on his Western tour by Bob Marsh.



Just Out! NEW CATALOG No. 24

FEATURING . . .

- New Engraving Pins with either 1/16 or 1/32 inch super-precision that are click-in, cleanly cutters like football, basketball, roller-skating and bowling pins . . . also all the best selling pocket stries, featuring 6 1/2 inch, 1 1/2 inch, 2 1/2 inch, 3 1/2 inch, 4 1/2 inch, 5 1/2 inch, 6 1/2 inch, 7 1/2 inch, 8 1/2 inch, 9 1/2 inch, 10 1/2 inch, 11 1/2 inch, 12 1/2 inch, 13 1/2 inch, 14 1/2 inch, 15 1/2 inch, 16 1/2 inch, 17 1/2 inch, 18 1/2 inch, 19 1/2 inch, 20 1/2 inch, 21 1/2 inch, 22 1/2 inch, 23 1/2 inch, 24 1/2 inch, 25 1/2 inch, 26 1/2 inch, 27 1/2 inch, 28 1/2 inch, 29 1/2 inch, 30 1/2 inch, 31 1/2 inch, 32 1/2 inch, 33 1/2 inch, 34 1/2 inch, 35 1/2 inch, 36 1/2 inch, 37 1/2 inch, 38 1/2 inch, 39 1/2 inch, 40 1/2 inch, 41 1/2 inch, 42 1/2 inch, 43 1/2 inch, 44 1/2 inch, 45 1/2 inch, 46 1/2 inch, 47 1/2 inch, 48 1/2 inch, 49 1/2 inch, 50 1/2 inch, 51 1/2 inch, 52 1/2 inch, 53 1/2 inch, 54 1/2 inch, 55 1/2 inch, 56 1/2 inch, 57 1/2 inch, 58 1/2 inch, 59 1/2 inch, 60 1/2 inch, 61 1/2 inch, 62 1/2 inch, 63 1/2 inch, 64 1/2 inch, 65 1/2 inch, 66 1/2 inch, 67 1/2 inch, 68 1/2 inch, 69 1/2 inch, 70 1/2 inch, 71 1/2 inch, 72 1/2 inch, 73 1/2 inch, 74 1/2 inch, 75 1/2 inch, 76 1/2 inch, 77 1/2 inch, 78 1/2 inch, 79 1/2 inch, 80 1/2 inch, 81 1/2 inch, 82 1/2 inch, 83 1/2 inch, 84 1/2 inch, 85 1/2 inch, 86 1/2 inch, 87 1/2 inch, 88 1/2 inch, 89 1/2 inch, 90 1/2 inch, 91 1/2 inch, 92 1/2 inch, 93 1/2 inch, 94 1/2 inch, 95 1/2 inch, 96 1/2 inch, 97 1/2 inch, 98 1/2 inch, 99 1/2 inch, 100 1/2 inch.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.



DOUBLE ACTION PLUNGER PENS

\$15.00 PER GROSS, WITH DURUM POINTS

Finest Low-Priced Pen on the Market—Quality and Appearance.

3 Assorted Samples, Postpaid 50c.

ASS'D PEN. Mfrs., 187 Lafayette, N. Y. C.



COMIC XMAS CARDS

OVER 20 CARDS AND FOLDERS
All in 4 to 6 Orders.

COST 2c; SELL FOR 10c.

Send 15c for Sample Cards and Folder.

WEIDEMAN'S
718 JAY ST., SACRAMENTO, CALIF.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

MECHANICAL O-U-DOG

Special Value. No. 2300.
Small Size.



All Guaranteed Perfect

Dz. 70c
Gross \$7.50

Send For New Free Bulletin of Latest Mechanical Toy Specials. Just Out **GOLDFARB NOVELTY CO.**
20 West 23rd St., NEW YORK CITY
Coast Branch: **ROME NOV. CO.**
712 So. Los Angeles St., Los Angeles, Calif.

OPPORTUNITY KNOCKS!

At the Operator's Door. It's a Natural, Fellow. First Time To Be Put in the Hands of Operators. It's the Nation's Fastest Deal. All Records in Sales Have Been Broken.

BOOK YOUR SALES FOR SINDERELLA HOME WAVE
No Demonstrators Needed for Sales. It's a Repeater at All Locations. Retail 59c — Promote Dept. Stores.

SINDERELLA HOME WAVE

Packed "Beautiful" Boxes—50 Curlers, 50 Tin Foil Waving Powder, Shampoo—Also Mats. Free Coupons With Gross Orders—\$30.00 Gross. Send Money Order—Wholesale to Operators Only.

THE SINDERELLA CO., 1162 Broad St., AUGUSTA, GA.

FREE BE A DEALER

BIG NEW CATALOG
KASER & BLAIR

No Printing or Sales Experience Needed!
No House-to-House Selling, Just Call on Merchants.
Nothing for You to Buy—Nothing for You to Study.
CASH PROFITS DAILY
SEND NO MONEY
No Charge for Samples
Send Name

1100 Fast Selling BUSINESS NECESSITIES

If you can give your spare time or full time to calling on retail stores, business offices, etc., throughout your territory, we will send you a complete line of business necessities. Printing, Advertising, Stationery, Book Matches, Office Supplies, etc., send your name today and we will make good money in this field. Send name quick for the K & B plan—all free—pay only few cents delivery charge.

KASER & BLAIR, INC., Dept. 1931-B, 400 Park St., Cincinnati, Ohio

SOCIAL SECURITY

Start in business for yourself. Stamp names and numbers on Social Security cards with key cut in 10 seconds. For as little as \$3.00 you will give you a standard order, consisting of a complete set of dies, including alphabet and numbers and sizes and 50 coins and 50 chains all for \$1.00. When you need more coins and chains we will sell you 100 coins for \$2.00 and 100 chains for \$1.00. A small deposit is required on C. O. D. orders.

RELIABLE SALES CO.
Dept. BW, 1153 Broadway, New York City

NEW HIGHER COURT DECISIONS AFFECTING ITINERANT MERCHANTS

By **LEO T. PARKER** (Attorney at Law)

Watch for this article in the **Christmas Number Of The Billboard**
Dated December 2

FUR COATS

We offer Wonderful Values in Coats, Sweaters, Chubies and Jackets. A Complete Line of Fur Coats, Coonys, Sealines, Minkettes, Sabletons, Skunkettes, etc. in Stock. We are equipped to handle Bingo, Seaboard and Agents' Trade.

Send for our Latest Price List and Compare

B. WEISS
305 7th Ave., N. Y. C.

ELGIN & WALTHAM REBUILT WATCHES

17 Jewel, 18 Size, in 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. \$1.75

Send for Price List. Money Back If Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.**
113 B. Broadway, St. Louis, Mo.

From Des Moines, Robinson writes that he met George H. Allen, the Velvetex man, there, working tie comes to good takes. Art says Des Moines is one of the toughest spots there is.

Two Outstanding Values

OH-U-DOG Big, or White, Wavy Tail. Doz., 75c. Gross \$7.00

LARGE SIZE RECHANG CA & E & L with Balance. Doz. \$2.00. Gross \$20.00

Thanksgiving Day Specials

Mason Aprons	30c Each	Gross \$4.00
Large Cat Balloons	25c	
10 No. 10 Gas Mickey Mouse	3.75	
3 in 1 Balloons	2.00	
Inflated Toys—Pineapple, Pop Eyes, Ferdinand, Lone Ranger, etc.	0.00	

1/2 Deposit on All Orders.
Send \$2.00 for Samples and Price List. New Price List on Request.

HARRY KELNER & SON, INC.
50 BUREAU, NEW YORK CITY

Comic Xmas Greeting Cards

The kind hard to get. Sell like hot cakes at 10c. 200 classic, flashy designs in two colors, with envelopes, 100, \$2.50; 500, \$10.00; 1,000, \$18.00; 20 Samples, \$1.00.

COMIC SHOP
2403-E Kensington Ave., PHILADELPHIA, PA.

BOB POSEY tells from Kennett, Mo., that the cotton country hasn't been any too good for him this fall. Says he is changing his territory, and would like to see pipes from Jack (Gummy) Currant, Al Decker and Melvin Sproat.

PAUL, THE POKE MAN, SEZ: "In England the word grafter means pitchman, street men or canvassers. To our cars grafter has a bid ring; still our own Mr. Webster defines a grafter as "a hard worker."

OUR NEW

SENATIONAL!!! LATEST in White-Stone and Ring Lockets. CROWDS, RELIGIOUS ITEM, COSTUME JEWELRY, ENGRAVED JEWELRY, \$2.00 for samples or write for FREE NEW CATALOG.

MAJESTIC BEAD & NOV. CO.
307 5th Ave., New York, N. Y.

CARTOON KICKS

REAL RIB TICKLER CARTOON KICKS Full of Pep and Laughter. We have a large assortment. Order today and get some real Bally Lugs. 25 assorted (all different), 50c; 100 assorted, \$1.00; Special, 1,000 for \$10.00. All orders prepaid. None Free. (Postage extra on C. O. D. orders.)

FRANK SALES, Dept. B-2, Oshkosh, Wisconsin

CHIEF GRAY FOX tells from Hill Station, Harrisburg, Pa., for the winter. Season's business was just fair. He will winter in Hoetetter, Pa.

NEW TURN SIGNAL

FLASHES FROM REAR WINDOW—DASH Control

AGENTS A whirlwind action. Drivers buy on Dash demonstrations. Dealers buy 5 to 12. Your profit mark-up as high as 254%. Biggest amputation of year. Rush name quick for facts and demonstration. **WATCH-MYTURN SIGNAL CO., Dept. W4311-B, Walnut Blv., Des Moines, Iowa**

PERFUMES

Buy in bulk direct from the Manufacturer. Make \$3 Profits. Send \$1.00 for 10 Two-Drum Bottles of Assorted Perfumes.

LE-MAR LABORATORIES, New York City
37 West 20th St., New York City

AL MILLER . . . has been doing fair with peelers in Indianapolis and says that other pitchman and paper men there are doing likewise.

EDDIE REED . . . worked pens to good results in Trinidad, Colo., recently. He is now headed for San Antonio for the winter. He writes: "I just read with great interest Jimmy Wells' pipe. After having shot a few (See PIPES on page 55)

PAINT YOUR OWN SIGNS

Use letter patterns—avoid messy work and wasted time. No experience needed. For complete information and samples and to see how easy it is to paint your own signs

JOHN F. RAHN-B130 Central Ave., Chicago, Ill.

BIG PROFITS

Get in a top-o'w Business Stamping Key Checks, Social Security, 1 & 2. Sample with Name and Address, 25c. Send for Catalogue No. 39.

MART MFG. CO., Brooklyn, N. Y.
311 Depece Street, New York City

Para-Shooter

BRAND NEW PATENT ITEM

For Demonstrators Pitchmen Streetmen \$10.00 Gr. \$5.00

Work Dept. Chain Drop Stores

Sample, 10c in Coin

LARENZ CO., 5713 Euclid Ave., Cleveland, O.

WHOLESALE CATALOG 4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

It has 260 pages, check-full of unusual values. It contains selling plans; suggestive stimulants; a tested fast selling articles to double, store and direct to the non-competition. Use your mind in just off the press. Cost about 25c. If it's not what you want, send for your copy today.

SPORS CO., Le Center, Minn.
11-38 Superior St.,

Key Check Stamping Outfit

Key Checks, Key Rings, Key Chains, Key Stamps. Sample check with name and address. **KEY SOCIAL SECURITY PLATES KEAP**

403-B East 178th St., NEW YORK CITY

A SENSATIONAL NEW SELLER!

Get this while it's NEW! 4-Color Audio License Tag to be stamped with individual name. Sample with Name and Address, 25c. Send for Catalogue No. 39.

Identification Plate & Machine Co., Inc.
World's Largest Distributors of Identification Plates and Stamps. 1540 Broadway, New York City. Dept. BB CHICAGO, Ill. 35 S. Dearborn St., CHICAGO, Ill.

WHY WEAR DIAMONDS?

What a Diamond! Dazzling ZIRCON (Mazara Diamond) from the Mines of Faraway Stars are so effective and inexpensive. Round and cut glass' true backs; out-glass' exquisite mountings. Write for catalogue, enc. Address: **THE ZIRCON CO., Dept. 109-A, Wheeling, W. Va.**

SELL SIGNS

To Stores, Taverns, Gas Stations, new 25c Sparkling (1000 Signs, 100 So. in 100 lots). Big assortment. Novel illustrations. Also the biggest Martens, Hand \$5.00. Now and turn it into \$25.00 with good setting of the hundred signs we will send you postpaid anywhere in the U. S. A.

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40

Send for Descriptive Circular **H. SPARBER & CO.**
108 North 7th St., St. Louis, Mo.

NEW TROUSER HANGER

A real-time hanger for pitchmen, agents, salesmen. New. The one better. Nothing else on the market. Spring extra pressure from side to side, straining creases, smooth and wrinkle-free. Fits all sizes. —\$8 to 24 in cuffs. Sells at night.

REB-30c EA., 3 FOR \$1.00.
Send \$1.00 for 3 (if you are a dealer, send \$2.00 for 3). **THE REMARK MFG. CO., Dept. S, Butler, Ind.**

Miller's Acme: (Pa.) Great Dunn, N. C.; (Piemont's Celebration) Lillingston 20-25. Hildebrand's United, El Monte, Calif. Hyde, Eric H. Harlowe, S. C. Jones, Johnny J. Albany, Ga. Lacy, H. P. Switzer, Ind. Magic Empire: Wynns Wood, Okla. Mills Am. Co.: Polky, Ala.; Robertdale 20-25. Ohio Valley: Villa Platte, La. Ohio Valley: Georgetown City, Ga. Paradise: Glendora, Pa. Peas: (Colored Fair) McCrae, Ga. Raleigh Am. Co.: Bay Springs, Miss. Rock City: Kirbyville, Mo. Santa Anita: (Colored Fair) Calif., 14-19. St. Harry J. Jasper, Tenn. South: Browler, Ind. S. C. Sparks, J. F.: (Mouree Co. Fair & Hog Festival) Monteville, Ala. Tassell & Hazzard: Leland, Miss. Tassell, Barney, Unit Shows: Fernandina, Fla., 16-20. Tins: Kidd: Rosebud, Tex. West Coast Am. Co.: Delano, Calif., 14-19. World of Pines: Greenville, S. C., 14-20. Zimlar's Greater: Hardeeville, S. C. Zimlar's Greater: Redessa, La.

Farewell Party Marks Lawrence Wind-Up in S. C.

CHESTER, S. C., Nov. 11.—Sam Lawrence Shows, which rounded out their eighth season with a successful stand in Anderson, S. C., have moved into quarters on fair grounds here. Manager Lawrence said the season was satisfactory, despite expense for new equipment. Shows traveled an estimated 5,000 miles and played 10 States.

A farewell party was staged the night before closing in the Mayfair Grill in Anderson and after dinner a floor show was offered. Dancing then prevailed until early morning. Celebration and fair dates offset a poor spring start hampered by inclement weather, said Edward K. Johnson. Three rides and several new trucks were added during the tour. Mr. D. Crund, general agent, will work with the organization in 1940, it was learned.

After shows have been stored, Manager and Mrs. Lawrence will make a business trip north and wind up in New York for the holidays. Johnson said he will announce a connection for 1940 from his home in Philadelphia, where he will winter.

Siegrist Club Holds Round-Up

CANTON, O., Nov. 11.—The tempo of the circus predominated at the first annual fall round-up of the Siegrist Showmen's Club in Hills and Belden here Sunday night, November 5, with everything from a hot circus concert band, which included many former circus musicians, led by Roy Wild, and clowns to plenty of peanuts, pop corn, balloons and side-show banners adding to the big top atmosphere.

Approximately 150 persons, former and present trouper and circus fans, attended the event, arranged as a home-coming for district residents who have returned from the road.

Ted Deppiah, club's official photographer, started off the program with several reels of movies, including Cole Broca' and Parker & Watts' parades of the current season, entire routine of Power's Elephants, J. R. Malloy Circus, Billy Siegrist's flying act, Nancy Darnell, J. R. Edwards' Shows and backyard circus, side-show, ring-around circus and other outdoor attractions.

Sterling (Duke) Drukenbrod, president of the club, introduced 50 former and present trouper and circus fans, who took a bow. A feature of the event was the presentation of a life membership in the club to Edythe Siegrist by J. R. Edwards, of the J. R. Edwards Shows.

Entertainment included two specialty acrobatic and tap dance numbers by Lillian Strook, a feature of Klein's Circus unit; accordion specialties by Melville Sutter and whip-cracking by the Marion Wallick Duo, from the Halzer & Wiles circus side show. Several members of the Madge Kinsey Players, guests of the club on this occasion, responded with specialties, after being introduced by Madge Kinsey. H. G. (Honey) Bauman acted as Ringmaster.

The round-up was the first of a series of monthly events to be held in district towns during the winter. Rex McConnell, secretary of the group, was general chairman for the round-up, assisted by Jack McNulty, vice-president of the club; Maynard Mast, treasurer; H. G. Bauman, J. R. Malloy, Ralph Peters, Jay Myers Jr. and Roy Wild.

Hallock Closes With Miller

NORFOLK, Va., Nov. 11.—Bob Hallock, who closed as general agent of Miller Bros.' Shows in York, S. C., said here this week that he plans a much-needed vacation in Florida. This year marked the seventh time Hallock has been with the Miller company since 1927. He also was general agent of Ideal Exposition Shows from January until July this year and has been general agent and special events director of Mighty Shows Midway, James E. Strates Shows and Knepp & Dehnert Combine Exposition in Hallowell, Me. Hallock said he would announce his connection for next season later.

WORLD'S FAIR MUSEUM WANTS

Freaks and Working Acts for all winter's work. Best treatment. No woman or office boy for boss. Good Mind Act. John and Zola Williams, Frank Russell, Rosa Lee, Bob Schlosberg. Half and Half, Punch and Judy, Sword Swallower. Nelson, write or wire by Western Union quick. Tickets if I know you.

OPEN ATLANTA NOVEMBER 25.

Address all mail and wires to 133 Whitehall St., Atlanta, Ga.

INTERNATIONAL CONGRESS OF ODDITIES

Can place to join at once Advertising Banner Solicitor. One who is unincumbered and can produce results; one who will not burn up a spot and blow with the dough. I would like to hear from Fenton, Grovold or Ellis. "Doc" Heff-Fense, have place for you for the winter. Can also place Man capable as Show Carpenter and Sign Writer.

WARNING: Apate with the opening of the fall and winter season a number of museums will take to the road. Some will operate successfully, while others will "open and close in the alley." REMEMBER the fiascoes of other years caused by inexperienced persons who had a "run" to troop a turkey. Everyone has the right to better themselves and operate their own business, but when people are left stranded and towns closed because of the nefarious practices of some so-called store show operators, then it's time to stop and heed a warning. If you're an oddity or novelty act and must be with a museum protect yourself, irremediably before you jump in a cotton patch town or a tobacco sales barn. We can always place real freaks who enjoy playing population profitably. INTERNATIONAL CONGRESS OF ODDITIES—MIGHTY MONARCH OF ALL MUSEUMS NOW PLAYING Galesburg, Ill., 7 E. Main St.; Peoria, Ill., 320 S. Adams St., week Nov. 20.

WANT FOR BOSTON GARDEN

NOVEMBER 15 TO NOVEMBER 25

Biggest affair ever held in Boston. Pitchesmen, Demonstrators and Grand Concessions. No Games. Wire complete details what you have. Time is short. Refreshments and Novelties already sold exclusively. Wire all communications to

EDWARD L. McMAHON

60 Tremont Street, Boston, Mass.

HAMPTON COUNTY FAIR AND THANKSGIVING CELEBRATION

Brunson, S. C., week November 20 to 25. Last fair in the Carolinas. Want Shows of all kinds with own outfits and transportation. Want Kiddie Auto Rides. Concessions, no exclusive but Corn Game. All come on, we will place you. Grand Stoves, \$20.00; Wheels, \$30.00. All winter's work in Florida. Wheels and Coupees Stores, wire Tommy Carsons. All others address J. P. BOLT, this week Florence, S. C. P.S.: E. C. (Humpty) Evans, get in touch.

WANT FOR FERNANDINA, FLA., LEGION FAIR

NINE BIG DAYS, STARTING NOVEMBER 16

Rides, Shows and Concessions. Must be clean. Write, wire or come on Fernandina.

BARNEY TASSELL UNIT SHOWS

EVANGELINE SHOWS

Out all winter. Can place good Geek Show, good Girl Show, any Small Attraction. Will furnish 20x30 Tents, Banner Poles, no Banners. Concessions open: Corn Game, Hit and Miss, Ball Game, Fish Pond, String Game, Floss Candy, Balloon Darts, Scales. Address EVANGELINE SHOWS, Opelousas, La., week Nov. 13. C. R. Leggett, Mgr.

PIPES

(Continued from page 53)

bloomers myself, I am convinced he is about right."

J. R. Edwards, of the J. R. Edwards Shows.

MAJOR SULLIVAN'S . . .

Animal Show is continuing to draw fair crowds in Indianapolis, and the Major is reported to have a separate unit operating in Ohio under supervision of his protégé, James O'Brien, former ride mechanic.

THINGS WE NEVER HEAR: "The itinerant merchant who works on a corner or in a doorway or rents a store room is entitled to respect of the citizens of the city in which he happens to be working, because in almost all instances he respects their rights. He gives the populace merchandise of value equivalent with his talents, thereby earning that respect."—A Citizen.

Events for 2 Weeks

November 18-18

OALIP.—Hemet, Turkey Show, 18-19.

COLO.—Durango, San Juan Basin Expo., 18-19.

ILL.—Chicago Antiques Expo. & Hobby Show, 18-19.

MO.—Kansas City, Auto Show, 18-25.

N. C.—Charlotte, Expo. & Food Show, 9-18.

N. Y.—Schueneady, "Ike's" Indoor Circus, 18-19.

PA.—Philadelphia, Hamid-Morton Circus, 18-19.

S. C.—Florence, Armistice Celebration, 18-19.

November 20-25

OALIP.—Los Angeles, Great Western Livestock Show, 18-24.

CONN.—Hartford, Auto Show, 23-28.

N. C.—Lillingston, Piemen's Celebration, 30-25.

N. Y.—New York, Hamid-Morton Circus, 20-25.

S. D.—Humboldt, Turkey Day, 23.

FRANCES EXPOSITION SHOWS WANT

Ferrie Wheel and Kiddie Ride. Girl Show, have complete outfit; Minstrel Show People, Sound Truck and Apert. Want one or more of Blue and will book same, or will book one. Lead Gallery, Ball Game, Penny Pinch, Pop Corn, Gandy Puffs, Rat Game, Pan Game, Wheels and Grand Shows. Out until Christmas.

Wire this week, Summerville, S. C.; next week Charleston, S. C.

WANT

For Brunson, S. C. Fair, week Nov. 20th, Cook House, Bingo, Cigarette, Shooting Gallery and Legitimate Concessions all kind. Want Loop-Plane and one Flat Ride. Charleston, S. C. to follow. Uptown location; out until Christmas week. All address

EUREKA SHOWS

McCall, S. C. THIS WEEK.

HAAG BROS.' CIRCUS

Want capable Boss Concessions. Must be good reputation. Big Show Band Concert and Truand. Ring Game, Fire Joe, Leader, band leader. Chief Two Hoops, wire. Route: Louisa, Va.; 18th; Mississippi 18th; Schueneady, N. Y. Charleston, S. C. to follow. Address: JOE DALEY, ROY HAAG, Gen. Manager.

WM. H. BROOKS

Have winter's work for you! Good proposition. Get in touch with me immediately, Smoky.

Care The Billboard, 900 Arcade Bldg., St. Louis, Mo.

South Street Museum

WANT For All Winter—Colored Revues, Freaks, Novelty Acts, Oriental Dancing Girls, 1419 South St., PHILADELPHIA, PA.

St. Louis

ST. LOUIS, Nov. 11.—Fidler United Shows pulled into quarters in East St. Louis, Ill., last week, making this the fourth show put to bed there for the winter. Owner Sam Fidler, during a visit to The Billboard office, advised the shows chalked a good year, closing at week end of November 4. Joseph P. O'Brien, general agent, and Mrs. O'Brien will winter here, making the first time in many years they will not go to Southern California. Fidler and O'Brien plan to attend the Chicago meeting of O. Ray Spencer, general agent, United American Shows, in charge of quarters in East St. Louis, Ill., and plans to winter there, as does Joe Baker, legal adjuster. Earl Shipley arrived this week in a successful season with Jimmie Lynch's Deed Dodgers, with whom he played 26 fairs. He has assumed his duties in charge of Toyland at a local department store, where he will remain until the day before Christmas.

Johnny Hoffman, concession manager of Dodson & Baillie World's Fair Shows, arrived this week and will winter with relatives. Mrs. Elizabeth Yearout, secretary Greater Exposition Shows, left Thursday for Kansas City, Mo., for the winter. Mr. and Mrs. Barney Williams, who closed with Ralph E. Miller Amusements last week, came in and will sojourn here with friends.

Lou Leonard, good-will ambassador of the Showmen's League of America, visited The Billboard office on Tuesday, while en route from Beaumont, Tex., where he closed with Rubin & Cherry Exposition, to his home in Chicago. Sunny Bernet, Globe Poster Corp., came thru last week, en route from a trip south to Chicago. Charles Humphrey, of Greater Exposition Shows, came in with other members of that troupe, and will winter here. J. C. McCaffery, general manager, Amusement Corp. of America, visited The Billboard Thursday. He was in the city on corporation business.

WANT

Information as to Present Whereabouts of

MRS. KATHERINE (KITTY) SWISHER

Please Write

BEN L. WATTS

Box 840, Charlotte, North Carolina

ACTS & FREAKS

Want Outstanding Working Acts and Freaks for Museum, opening Nov. 18, St. Louis. Address

H. W. SMITH,

Care St. Louis Museum Co., St. Louis, Mo. Maryland Hotel.

ALBERT BYDACK

From Mt. Carmel, Penna., Get in Touch With Me Immediately; Important for you.

BOX D-32,

The Billboard, Cincinnati, O.

AMUSEMENT CO. WANTS

Shows, Rides and Concessions of all kinds, also Out all winter. Also booking for 1940. Write or wire Knoxville, S. C., this week.

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.

ELECTIONS

The elections of November, 1939, would ordinarily be studied for indications of trends toward the national election a year hence. But because of the war in Europe anything may happen between now and the national election, so the recent elections are not very good straws for judging future history.

The coin-operated machine industry was not interested directly in the elections, except that mayoral elections in a few cities may have a direct bearing on the trade.

The amusement games industry was indirectly and vitally interested in two questions being voted on in States, however. The industry was very much interested in the popular vote on pari-mutuels in New York; and the industry has become very much interested in any vote on old-age pensions, such as that in California and Ohio.

Perhaps the most interesting question before voters was that of making pari-mutuel betting definitely constitutional in New York State. This vote and the campaign preceding it was one of the most significant and revealing elections in recent political history.

It brought out into the open the fact that betting in New York State was not permissible under the State constitution, no matter how many statutes were passed to make it so. But, as such influential newspapers as The New York Times had said, such betting had gone on within the State for a long time, also everybody knew it was unconstitutional.

When the New York State constitution came up for its regular modernizing recently, strong effort was made then to get an enabling act into the constitution which would permit people to vote on various questions of legalized gambling. Partisan politics defeated the move then. But now a popular election has been held and the people have indicated that they want legalized betting. In other words, they want to end the subterfuge and make betting constitutionally legal.

Elections are such tricky things that it is not possible to read the minds of those who voted on the issue in New York. It does indicate that betting on the races is a very popular form of gambling in New York. But would the same voters that asked to make pari-mutuel betting constitutional also vote to legalize such minor forms of gambling as bingo, bank nights, salesboards, contests and the like.

Mayor La Guardia, in opposing the pari-mutuel cause, brought into the open the fact that the idea was setting up legal partiality, for one thing. It proposed to make one form of gaming legal but said nothing about many minor forms. How would the people have voted on a general question, such as was proposed when the constitution was modernized?

The Chicago Tribune has advanced the idea that when people vote on any question of gambling they vote their personal prejudices. That is, racing fans vote for legalized betting on races, but will vote against most other forms of gambling. Probably this question has never been put to an actual popular vote, but may get a local test in Los Angeles on December 12. One of the three or four questions for a popular vote in Los Angeles, in a special city election on December 12, is that of licensing pinball games as they have

been licensed there for years. Pari-mutuels are also "legal" in California, so the Los Angeles city election will be an index to how prejudiced people are when they vote on minor questions of games.

Another interesting factor in the New York vote on pari-mutuels was the generally favorable attitude which newspapers took toward pari-mutuels. Influential newspapers frankly admitted that pari-mutuel betting as it had been allowed in New York State was unconstitutional, and that the amendment should be made to remove the hypocrisy. Newspapers that engage in moral crusades against such minor things as salesboards supported the pari-mutuel amendment. So far as I could observe, no newspaper frankly admitted that newspapers have a big stake in the increased popularity of gambling on the races.

The influential New York Daily News is much more frank than other newspapers, supported the pari-mutuels amendment with vigor, and also has repeatedly urged less legal partiality against other forms of gambling.

So New York apparently becomes the twenty-third State to permit pari-mutuel betting, altho it appears to be unconstitutional in many of them—just as "legal" betting has been previously unconstitutional in New York.

Perhaps the most significant thing is that newspapers will support those forms of gambling from which they profit, but will not support those minor forms from which they cannot expect to profit. But about the time the New York campaign was in the air, a jury in Chicago was once again putting its finger on the legal partiality and hypocrisy which has so long prevailed in the country, supported strongly by newspapers, and a breeder to all kinds of racketeering. At least one Chicago newspaper was also openly saying that keeping gambling illegal breeds racketeering.

The amusement games trade has in more than one State been considered as a source of revenue to help pay old-age pensions, and for that reason the games industry is indirectly interested in all votes on the question of pensions. About all that can be said about the vote in Ohio and California on pensions is that a strong popular verdict against wild schemes was indicated. This will probably help to eliminate further wild schemes and to strengthen solid pension plans—and the hunt for needed revenue.

The difficulty is that any pension plan will mean a serious shake-up to, if not the end of, the American profit system. For that reason big business will oppose pension systems until the annual army of two million or more young people who grow up to look for jobs force the retirement of the older generation. Then big business will make a rush for the use of lotteries or something to get revenue. The danger to all minor forms of chance is that an attempt will be made to enforce a government monopoly of gaming. Big business thinks in terms of monopolies and the movement is almost certain to come.

Thus, the betting issue and the pension question makes the otherwise unimportant elections of 1939 really vital to an industry.

KEENEY DID IT AGAIN! BIG SIX

There must be a reason!

- why** ① AFTER 4 WEEKS OF VOLUME SHIPMENTS —THE DEMAND FOR BIG SIX IS GREATER THAN EVER!
- why** ② SAMPLE ORDERS HAVE ALWAYS RESULTED IN BIG RE-ORDERS!
- why** ③ THE KEENEY FACTORY HAS ALWAYS BEEN KEPT 3 DAYS BEHIND IN SHIPMENTS!

*All we can say is—
THIS NEW KIND OF
FREE GAME
MUST BE MAKING
MORE MONEY FOR
OPERATORS!*

J. H. KEENEY & COMPANY (NOT INC.)

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

SEX

BY SPECIAL REQUEST . . .

. . . We are repeating the ad we ran November 5, 1938, in which we pointed out that Sex is not the only human motivating force. VANITY is also important and vanity is the trait that makes people love pictures . . . and that makes the PHOTOMATIC so important a money-maker.

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th st., Long Island City, N.Y.

Trade Hails New Bally Legal Line

CHICAGO, Nov. 13.—As distributors from all sections of the country boarded trains and planes for home, after a three-day convention at the Bally Mfg. Co. factory, Ray Moloney revealed that the meeting was primarily called to show Bally's new line of legal equipment.

"Many of those attending the daily meetings from Thursday to Sunday were comparative strangers to the Bally factory," said Moloney. "These men came at our invitation because they saw

USED CONSOLES

Lucky Lucie	\$175.00
2 1939 Galloping	130.50
Domino	130.50
3 1938 Galloping	129.50
Domino	89.50
1 1939 Riviera	129.50
1 1938 Buckley Girls	79.50
1 Mills Square Ball	79.50
1 Four Horseshoe	39.50
1 Rollator Jr.	29.50
1 Redhead Track Time	22.50
1 Long Champ	22.50
2 Roulette	15.00
2 Stone Turf	15.00
1 Silver Ball	15.00

2 Liberty Bell	\$ 15.00
1 By-a-Bye	15.00
3 Western Dewey Jr.	12.50
5 Rays Tracks (Serial 3500)	12.50
2 Domino	10.00
3 Deluxe Ball	10.00

2 Big Race	\$ 15.00
2 Fleetwood	15.00
3 Freshness No. 8	12.50
2 Rover	12.50
3 Gullion Multiple	12.50
3 Sportage	62.50

PHOTOGRAPHS

1 Rack-Oie (10 record)	\$65.00
1 Mills Zephyr	35.00
3 Rack-Oie No. 8	30.00
6 Mills Do-De-Mi	30.00
3 Gullion Multiple King	19.00
20 New Silver Ball-Gum Vendors	\$15.00

USED TABLES

Pacemaker	\$139.50
Horseshoe	99.50
Thirteen	84.50
Man-O-War	65.00
Figaro	55.00
3 Klondike	25.00

MAYFLOWER NOVELTY COMPANY

1507 UNIVERSITY AVE.

ST. PAUL, MINNESOTA.

in the new Bally line of legal equipment an opportunity to serve dormant territory. Many were old friends of Bally who are now happy to enroll again under the Bally banner.

"First and foremost among the new Bally games is Bally Alley, the most realistic bowling game ever created. In addition to scoring strikes and spares, the rolling of hooks and back-tips in the duplication of all bowling thrills by the game's revolutionary new kinetic-energy ball-throw principle, insures not only the sweet satisfaction of smashing the pins, but also the satisfaction of laying the ball down with just the right 'English' and the right aim—and the right speed.

"Next there's Bull's Eye—the ray-gun that solves the repeat play problem in the target-skill class. Everybody knows that the big problem of target game design is to create a play system easy enough to attract the amateur, but not too easy to hold the skill-shark's interest. Bull's Eye solves that problem and thus insures repeat play month after month. See Bull's Eye, shoot Bull's Eye—and you'll see what I mean.

"The Bally Heart-o-Meter is a high-class scientific automatic heart-beat machine that, not only tells you whether your pulse is fast, slow or normal, but also takes your blood pressure by an automatic adaptation of the method used by physicians and insurance examiners.

"The Bally Beverage Vender, of course, needed no introduction, but last week's get-together did result in several new large operations."



"I'M IN THE MIDDLE," says Carl Tripple, of Ideal Novelty Co., St. Louis, as he checks his blood pressure and pulse beat on Bally Mfg. Co.'s Heart-o-Meter. At right is the West Coast's Jack Moore, and at the left is the East Coast's Jack Fitzgibbons.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature
★
GREATEST MONEY MAKER EVER BUILT
★
ALL MECHANICAL OPERATION

E. R. KIRK CO.
2650 W. WASHINGTON
BOLINGMEAD
CHICAGO, ILLINOIS

Order These Bargains!

WURLITZER 24	\$139.50
WURLITZER 618	69.50
WURLITZER 412	39.50

TWINKLE, F. P.	\$ 65.00
RAGTIME, F. P.	19.50
1-2-3, F. P.	97.50
CHIPS, F. P.	35.00
SUN BOW, F. P.	55.00
STOP & GO, F. P.	24.50
COWBOY, F. P.	35.00
PYRAMID, F. P.	92.50
KLICK, F. P.	10.00
ASCOT DERBY, F. P.	12.00
CHIEF, F. P.	29.50
WESTERN BASEBALL, F. P.	210.00

WE ARE ALSO DELIVERING TEN STRIKE AND MULTI RAY-O-LITE.

SEIDEN DISTRIBUTING CO.
1100 Broadway, ASBURY, N. Y.

BIG MONEY MAKERS!

MIDGET BASEBALL
1¢
Bingo
Crisis-Cross
A. B. T. Challenge
Target Gum Vender
Penny Basketball
Write for Catalog

COUNTER SKILL GAMES

D. ROBBINS & CO. 11418 DEKALB AVE. BROOKLYN, N.Y.

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike

Charleston, F. P.	\$57.50	Stationmate, F. P.	\$19.50
Arrowhead, F. P.	30.00	Big Ten, F. P.	19.50
Dim. by Case	2.50	F. P. Consoles	24.50
Deuces Wild	7.50	16 Cigarettes	5.00
3 Stars	10.00	Challenger, 16	19.50
P. Races, Inv.	24.00	5 Reel 21	3.00
2 Mills 1-2-3, F. P.	Very Latest Model		67.50

Smoky, Solank, Dux, Fleet, Reverses, Bawley, Rocket, Stratton, etc. . . . \$30.00 Up

NE. Shoppers Without 1/2 D. Deposit.

Write for Catalogue Marston, Ltd.
MARION COMPANY, Wichita, Kansas.

A. B. T. CHALLENGER

\$24.50
LEGAL EVERYWHERE!
Hottest and Biggest
Money-Maker in History!
10 Shots for 1¢!



FREE PLAY

Alphonse	44.00	Kick	51.00
Davy Jones	46.00	Booby	18.00
Mail Champ	35.00	Triple Play	18.00
Fortress	49.00	Rapline	16.00
Up & Up	32.50	Shuttle	27.50
Fair	43.00	Choveron	35.00

FREE PLAY—LIKE NEW

Avallon	\$59.50	Davy Jones	\$48.50
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NOVELTIES

Alphonse	\$42.50	Big Inning	24.00
Avallon	32.50	Piranoid	22.50
Bali, Choveron	20.00	Speedy	18.00
Bank	22.00	Box Score	17.50
Big	25.00	Choveron	25.00
Contact	25.00	Chubbe	18.00
Fire Alarm	15.00	Majors	19.00
Request	15.00	Scissors	19.00
Green Lights, Flight, Rob. Hood, Hi-Lo, World's Fair, Handicap, Palm Springs, Nags, Review, Zaphy, 44-Hi, Bulls, Eps, Yarf, Queen, Junco, Oned, Swing, Daily, On, Sneezy, Spins, Oiled Ball, Flecko, Peppy, Ballyverg, Gay-time, Expedition.			

1/2 Box Order, Balance C. O. D.

Write for Free Catalog!
MIKE MUNVES CORP.
593 10th Ave., NEW YORK
Cable: MUNMACHINE

THIS WEEK'S BEST BUY!

Mills 1-2-3, Latest Model, With Fruit and Animal Reels.....\$87.50
In Lots of Five.....80.00
Wire Deposit, All Shipped
SUBJECT TO INSPECTION!
Send for Our Complete List of Bargains.

AUTOMATIC SALES CO.
416-A Broad St., Nashville, Tenn.

HERIT ODDS PRICES ON

Continents, Choveron, Eps.....	\$21.00
Contact, Eps.....	29.00
Majors, Rinks, Box Scores, Eps.....	27.50
Red Head, Handicap.....	22.50
Pool Races, Repaired Brown.....	32.50
Fair Grounds, Dory, Eps.....	17.50

HERIT MUSIC SERVICE,

622 N. Eulaw Street, Baltimore, Md.

EASTERN FLASHES

NEW YORK, Nov. 11.—Many prominent coinmen paid visits to the city during the past week. The banquet of the Automatic Music Operators, Inc., at the Waldorf attracted many out-of-towners. Ernie Petering, Ed Wurizer, Mort Twilliger, Johnny Schwartz and Robert Connors headed up the Wurlitzer delegation that came in from North Towawanda and other points. Jack Nelson, of Rock-Ola, made a special trip to be on hand for the affair. Other coinmen seen in town this past week were Art Olson and Sherman Pate, of Permo Products; Leo Kelly, of Exhibit Supply; Jimmy Johnson, of Western Products, and Fred Mills, of Mills Novelty.

Olson and Pate were seen at the Park Central having dinner with Johnny Fuller, Joe Fishman, Al Schlesinger, Marvin Liebowitz, Cliff Bailey, Mr. and Mrs. Bill Cooper and Bill Gerah.

Leo Kelly brought Exhibit's latest game along with him. He was kept plenty busy showing it to local distributors and ops.

Jimmy Johnson drove here in his big Cadillac and then went back to Chi via the Southern route. "This was one of the biggest selling trips for Western Baseball I've ever made," he said.

Fred Mills spent his time surveying the local situation while here.

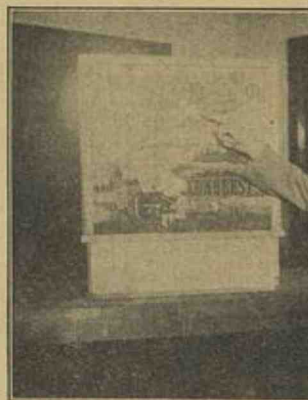
MODERN SLOGAN

"Look forward to '40 with Modern" is the banner which Modern Vending Co. has lifted over its business in preparation for the coming year. It's a taking slogan, all the operators say. Nat Cohn, of the Modern firm, says: "We will once again have the outstanding surprise for operators here in 1940. 'We have never

their legitimate share of the tax burden of each municipality, which in return will assure them of a legal status in that community, but excessive burdens will drive us from those towns and in the long run everyone concerned, including the taxpaying residents of those localities, will be the losers. It is for the good of those towns as well as the industry at large that we will fight any exorbitant high levies.

"Marks simultaneously issued an invitation to all operators in that area to join the South Jersey Amusement Association. This association has already prevented the imposition of one tax in Camden and no doubt can make its presence felt sufficiently to prevent added levies in the communities around Camden.

To be able to accomplish this we need the co-operation of every operator, not only in the communities most likely to be affected but in Camden itself, which is the focal point of the coinmen in this area."



HARRY MOSELEY, OF THE MOSELEY VENDING Machine Exchange, says: "The 'last horizon' feature on Exhibit's Conquest is IT." Moseley is located in Richmond, Va., and recently opened another establishment in Charlotte, N.C.

yet failed to give the operators the best equipment at all times. This coming year we have something which is just about the last word in coin-operated equipment. It will be approved by us and we will be ready to make speedy deliveries when we present it to our trade."

ALL SMILES

This week was George Ponsler. The reason? George says it's all due to the way his free round-trip fare offer to the convention has clicked with operators in the territory covered by his many offices. "Orders have been piling in on us for our Mills Throne of Music ever since this announcement," he reports. "We believe we'll hit a new sales record before the year is over."

PARTY OF THE WEEK

was the Automatic Music Operators' affair at the Starlight Roof of the Waldorf Astoria. Music ops turned out in grand style, most everyone in soup and fish... did the industry proud. We even noticed a top hat—Marvin Liebowitz sporting the skimmer... The officials and committee worked hard and the results showed it... There were more top-notch band leaders and vocalists present than you could find in Lindy's on a busy night... Al Bloom and Lee Rubinow were all over the place greeting the guests... Lee even made a short speech. Charley Engelman, who worked on the arrangement and entertainment committee, neglected his route for some four to six weeks, but claims it was worth it. Oh Engelman, unfortunately, wasn't feeling well and couldn't attend.

Charlie Sachs claims he is on a diet, having lost some 15 pounds. Wouldn't even eat that sumptuous meal... Milty Green, who recently invested some money in another business, said: "The music machine operation is doing fine and there is where I belong."... Babe Kaufman, Sam Rabinowitz and their Atlantic Highlands manager, Louis Mandia, with his wife, Mary, arrived late. Babe's boys were driving Sam's car and were blown over by the northwester that raged along the Jersey coast. Fortunately the youngsters were uninjured.

A group of fun seekers wound up in Chinatown in the wee hours of the morning... The distributors and manufacturers were heavily represented, as well as the disk manufacturers... Harry Rosen, Nat Cohn and Irving Sommer, the Modern Vending execs, filled up five tables with their staff and friends... The Rock-Ola bunch, Marvin Liebowitz, Joe Fishman and Al Schlesinger, were looking on as promo distributors for the first time and seemed to enjoy it... George Ponsler and Jack Mitnick, the Throne of Music distribs, were moving around all evening; in fact, Jack's Southern dialect stories could be heard way into the early-morning hours. Sam Kressburg, Seeburg distributor, was accompanied by his pretty wife. Sam was his usual chorful self and seemed to be having one wonderful time. And it must have cost him plenty. He was seen entertaining quite a large party at the bar after the entertainment was over.

Charlie Aronson and Bill Alberg, the Brooklyn ops, had a good time, particularly Bill, who must have consumed

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a gallon of milk... The big thrill of the evening was listening to Eddie Lane sing his Bless You, Eddie is one of the coin boys, and even his friends didn't know he could chirp like a canary... It was a great affair. Those responsible are entitled to take a bow.

NEW DISTRIB

Dave Stern, of Royal Distributors, has taken over the distribution of Jimmy Johnson's Western Baseball. Dave reports he's plenty enthusiastic over the possibilities of the game and claims it will be one of the topnotchers for the year... Dave spent some time in Chi last week. He had Bernie and Murph Schreier along. Reports are that the boys went big for Bally Beverage Venders and are all set to do a big job on these merchandisers in Union and Essex counties.

RAY MOLONEY

exalted high chief of the Bally O'Toole Indian tribe, is expected to be in the Big Town any day now. Ray has remained away entirely too long. Many look forward to his visit, for it always means something of real importance to the trade here.

FROM PHILLY

Joe Ash chimes in: "There's no doubt any more that the ops want only the very best equipment they can get. The boys choose the finest machines and are giving locations better service, better machines and are making bigger profits as a result."

AROUND THE TOWN

Louis Goldberg and Al Litschay, of the Amalgamated Operators' Association, report the association is going ahead at top speed... Leon Takson has been talking about the opening of his Rochester, N. Y., offices all the past week... Murray Simon, of Savoy Vending Co., Baltimore, spent a few days in town during the early part of the week while visiting his brother, Al, over at Savoy Vending Co., Inc., Brooklyn.

PUNCH

Demand for Genco's Punch has Bert Lane, of Seaboard Sales, groggy these days. "I can't even keep a sample on the floor," he says. "But with the net set-up at the Genco factory I think we'll beat the record for Mr. Chips in two-thirds the time."

PLANNING PLANS

Mike Munves is burning the midnight oil these days over the plans he's preparing for the arcade boys. "With our new quarters on 43d street combining all our former arcade offices, we're all set to spring some plans that will mean more money than ever for the arcade ops," he says.

COINMEN

who visit the swank *Esquire* magazine gift center at 605 Fifth avenue to see what's what in Christmas giftware will see some of Earle C. Backer's games on display. They will be the only games featured, according to reports.

OFFICES

of Bill Rabkin at the new International Mutoscope headquarters in Long Island City are still the subject of much comment. "Everything about the place is tops in the opinion of coinmen who have seen it."

A BIG SMILE

adorns the face of Jack Fitzgibbons these days. "Everything is clicking fine," he reports. "Our novelty games are doing a nice job for the ops, and our Bally Beverage Vender trucks that Tony Hax has running all over New York are busy all day long."

N. J. Assn. To Resist High Levy In New Tax Move

CAMDEN, N. J., Nov. 11.—With the legalization of pinball games in New Jersey, officials of numerous townships in the vicinity of Camden have been quietly making a survey of the revenues derived from the machines with the view of imposing taxes upon them. The survey, which has received no publicity in the press, has been going on for several months now and it is believed that new levies will be added shortly.

South Jersey Amusement Association, according to Ted Marks, secretary-treasurer of the group, will not oppose a fair and equitable tax which will allow operators to realize a fair profit on their investment. But he let it be known that the association will fight any attempts to force punitive impositions upon the games.

"Every operator in this city who has placed machines on locations in the suburban area," he said, "realizes that a fair levy upon each machine is beneficial to the industry, since taxation is the most logical method of maintaining the legalization of the games. However, excessive taxes which have driven many industries from the State will produce a similar effect on the pinball field.

"The coin machine men are willing and even anxious to assume

N. Carolina License Fees

State finds needed revenue source — 33 operators buy licenses

RALEIGH, N. C., Nov. 11.—North Carolina has collected \$194,360 on amusement devices since June 1, it is reported. This figure covers the license on approximately 9,000 machines and the occupational fee required of all persons or firms who would distribute machines in North Carolina. Thirty such fees have been paid to the State by individuals desiring franchises to distribute machines.

Newspapers have characterized the machines in operation as the "play-for-fun machines" and have commented enthusiastically on the revenue derived from coin machines as an aid to balancing the State budget and carrying out projects for which the funds had been earmarked.

The license law was passed in the last session of the Legislature and estimates on revenue had varied considerably with some legislators estimating from \$100,000 to \$150,000. The revenue department in its estimate, reported that all devices, including beverage venders, merchandise and cigaret vending devices, as well as amusement devices should yield \$200,000 in 1939. Revenue already collected has exceeded this estimate by \$50,000.

Klamm Joins Milwaukee Coin

MILWAUKEE, Nov. 11.—"Another step in our program for a greater Milwaukee Coin Machine Co.," said Sam London, president, "is the addition of George Klamm to our staff as traveling representative."

"George is especially well known to the trade in Wisconsin and adjoining territory, and his reputation, knowledge and helpfulness will make Milwaukee Coin Machine service still more valuable to our customers."

Jenkins Is New Bally Sales Chief

CHICAGO, Nov. 11.—Bally distributors attending a three-day sales party at the Bally Mfg. Co. factory were reported as enthusiastic in their endorsement of George Jenkins' appointment as Bally sales manager, following the resignation of Jim Buckley.

"Altho I introduced George as the new Bally sales manager," said Ray Maloney, president of the Bally organization, "he needs no introduction to the trade. The men all know Jenkins and are confident he will continue in his new job to give his usual fine co-operation to the men on the front line of sales. Responsibility for the sale of Bally's new enlarged line is a big job. I share the new trade's confidence in George

Indiana Notice

The board of directors of the Indiana State Operators' Association, Inc., met at 2 p.m. November 12 in Indianapolis to complete the program and other arrangements for the State meeting.

Important notice was also given of a change in date of the State meeting. The new date has been announced as Saturday and Sunday, December 2 and 3, and the convention will be held in Indianapolis. Invitations have been extended to manufacturers and distributors to have displays of machines at the two-day meeting.

Jenkins and expect the 1939-40 season to be the biggest in Bally's history."

Jenkins' business career has been entirely in the field of sales and sales promotion. He was formerly secretary-treasurer of Central Amelite Mfg. Co. and vice-president of Central West Construction Co., both prominent in the paving industry. He joined the Bally organization in 1935, and has gained a reputation among coin-machine men for his ability to combine aggressive salesmanship with conscientious concern for the customer.

Fun Begins in '40, Says Lee S. Jones

CHICAGO, Nov. 11.—Discussing the outlook for 1940, Lee S. Jones, president of American Sales Corp., Chicago, predicted a big year for legal amusement machines.

"If I may paraphrase a famous phrase," said Jones, "the fun begins in 1940. By that I mean that fun, amusement, skill practice or whatever you want to call it will be the dominant theme in 1940. My company is in constant touch with operators throughout the country, and I know that the demand for legal fun equipment is increasing like a tidal wave."

"I am pleased to note that leading manufacturers are beginning to supply the demand, and I predict a prosperous year ahead for them, as well as operators who get into the fun business."

Container Football Boards Sensational

ST. LOUIS, Nov. 11.—Container Mfg. Corp.'s new football boards, recently released to the trade, have been sensations, according to officials. The three boards, the 928-hole Pigskin, the 1,064-hole Triple Threat and the 3,490-hole Plunge have been moving as a terrific pace as a result of *The Billboard* advertising.

The plant is now on double shift turning out these three new numbers, which combine unusual player's appeal and satisfactory operator's profits and are designed with special football tickets, it was revealed.

Container has been striving to establish itself as individualistic, designing special numbers which are original in design and idea. This has resulted in great dividends thru re-orders being received from its fast-growing list of customers, firm heads report.

"Space has already been reserved for the big coin machine show in January, and the industry will see a great number of surprises to be presented by the Container Mfg. Corp."

Avon Novelty Stages Party

CLEVELAND, Nov. 11.—Avon Novelty Sales Co. held a combination Halloween and anniversary party for its employees October 31. Led by Art Nagel, all present enjoyed a hilarious evening.

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

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LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate.		1/3 Cash With Order, Balance C. O. D.	
Sesburg 1938 Regals	\$165.50	Rock-Ola Rock-a-Balls, 12 #1	\$70.50
Wurlitzer 1938, Model 24 1/2	132.50	Wurlitzer Six-Ball Late Model	69.50
Rock-Ola 1938 Windors	139.50	Sesburg Ray-o-Lights	69.50
Sesburg Brass, 1937	109.50	Western Baseball	59.50
Rock-Ola Imperial 20", Illuminated	89.50	ABT Ray-Light Squirrels	49.50
Wurlitzer, Model 41 1/2"	44.50	Bally Eagle Eyes	49.50
Mills De-Luxe	29.50	Exhibit, No. 10	35.50
Mills Dance Master De Luxe	22.50	King's Eye Balls	29.50
Mills Regular Dance Master	18.50	Grasshopper Skill Jumps	16.50

Write for our New Bargain List, listing over 500 Reconditioned Machines. Used Phonograph Records.

All usable. Our choice per hundred, \$30.00.

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PRICE PLUS SERVICE	QUALITY	SAISFACTION	MISCELLANEOUS
FREE PLAYS	NOVELTY TABLES	SMOKE	SMOKE
Klicks	Parameints	Smok' Reels	10 Cigarette Machines
Fifth Innings	Olives	Kentucky Clubs	5.00
Major	Bubbles	Low Chorus	45.00
Chiefs	Bally Royals	Tanferns	19.50
Bushy Springs	11.75	Darby Chorus	27.50
Bobbes	RIZ	Mills Blue Front	16.50
Circuit	Zeta	Cherry Ball	99.50

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MACHINE CLOSEOUTS

AIRPORTS	\$32.50	MAJORS	\$15.00	HIGH LITES	\$27.50
BANGS	35.00	SMOKES	20.00	SPOTTETS	30.00
CHERRY	17.50	EXHIBIT CHIEF	17.50	SKY ROCKETS	17.50
CHUBBIES	17.50	BUBBLES	15.00	PYRAMIDS	19.50
FIFTH INNINGS	22.50			KENTUCKY CLUBS	40.00

Write for Prices on 5 Keen-A-Ball and 5 Trinkets.

All games thoroughly reconditioned and ready to operate.

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2995 GRAND RIVER, DETROIT, MICH.

Games in Divorce; Papers Pull "Man Bites a Dog" Act

MANITOWOC, Wis., Nov. 11.—According to well-versed authorities one out of every seven marriages ends in the divorce courts. Justifications of divorce are many, a few of which are desertion, incompatibility and non-support. These are commonplace and unless the principals are well known little publicity is given the case.

However, as in the case of the "man biting the dog," when coin machines enter into the divorce picture it is news. Such a case came before the Circuit Court here recently and was played up in the papers. "Fair testify as to losses in machines—divorce action in Circuit Court reveals story of slot machine taker," declared the headlines. This was based on testimony that both husband and wife liked to play the machines and had lost some money in them.

"This is one of those cases in which the court must act," the judge declared. "The marriage was a mistake. The plain-

tiff at the age of 26 married the defendant who was 42. There was too much difference in their ages. Both, however, are clean, wholesome people and the court is justified in granting a divorce."

However, the "man bit the dog" and news must be served with sensational "slot machine" headlines. The judge's opinion stated reason for divorce was incompatibility and differences in age.

Firm Celebrates Sixth Anniversary

HOUSTON, Nov. 11.—Employees and owners of the Coin Machines Sales Co. will soon celebrate the sixth anniversary of the firm. A. H. Shannon, owner and manager, has been in the distributing business just six months. "Business is so good we celebrate an anniversary every month," declares Shannon.

"We carry a large stock of all Bally equipment," continues Shannon. "Business is fine and we had exceptionally good runs on Variety, Champion—and above all, Scoop."

M. Ray James, regional distribution manager for Bally in the South Texas section, is at present making the firm's offices his headquarters.

Hershey Shows Gain

HERSHEY, Pa., Nov. 11.—The Hershey Chocolate Corp. and subsidiaries report for the September quarter a net profit of \$1,926,306. This is equal after dividends paid on \$4 convertible preference stock to \$2.44 each on 669,749 shares of no par common and compares with \$1,051,396 or \$1.16 a share in the preceding quarter. The firm reported a net of \$1,355,980 or \$1.61 a share on common in the third quarter of 1938.

Penner in the Cash-Box

CHICAGO, Nov. 11.—In his broadcast of the *Tip Top Show* over NBC on Thursday, November 2, Joe Penner was indulging in a comedy cross-fire with a stooge who was trying to sell Joe on some fast money-making scheme. Finally the stooge asked, "Now I ask you—where can you get a bigger return on your investment?" Whereupon Joe said: "With a pinball game."



KNOWN AS THE FINEST CAFE in San Antonio, the Kit Kat Klub caters to folks who enjoy the best in food and music. This is the main dance floor where music is supplied by two Mills Throne of Music phonographs. Another jukebox music for the bar. Still another phonograph is located on the terrace.

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Cigarette Merchandisers' Associations

Meetings and plans have occupied the attention of CMA of New York members during the last few weeks. The boys are extending their co-operation to the members of the CMA of New Jersey on the occasion of their banquet which is scheduled for the first part of next year. With so much efficient work behind this event it is certain to be a success and New York is wishing New Jersey its best in this affair.

Copies of the recent changes in the by-laws of the New York group were mailed out early this week to members. The boys are urged to take good care of these copies and to familiarize themselves with the contents of the pamphlets. No organization can function properly unless everyone is familiar with the by-laws. As a rule, the members follow the changes in the set-up very closely and this pamphlet will be no exception.

Rumors are circulating about the king's size cigarette. Boys, don't believe all that you hear. The rumors about the new-size cig are no more than that. Mere news on them may be forthcoming, but for the time being sit back and take them as rumors.

Matthew Forbes, manager of the New York CMA, reports that the organization is meeting with much success with its plan to invite nonmembers to the organization's meetings. The men come to the gatherings and mingle with the members, which produces good fellowship among the ops. And, too, there are manufacturers' representatives generally present to address the group on matters pertaining them. This policy gives a personal contact between manufacturers and operators. Valuable information is secured by those present at these sessions.

The slug situation is reported about desired tip in New York due to the cooperation of the location men and the 50 reward signs that have been put out in the area. The operators are most grateful to the location men for helping them to end this vile practice. Still penalties have been meted out to the violators and the public is growing to

realize more and more that the law against slug users is not merely a statute but a law with teeth.

The idea of a State association is gaining momentum week by week and some real news, it is believed, will come out of this movement before very long. The State group would offer many advantages to the CMA members and be most beneficial in fighting State legislation that would be against the operators. With many new men elected during the recent voting, now is the time for CMA members to begin a campaign to let these officers-elect know the real size of the organizations. Officers are prone to look upon cigaret operations as a small business. If they knew the exact status of the operations it is safe to say they would change their tunes. The business has grown to such a point that it must be recognized among the leading institutions. Convince your officers-elect of this fact.

The boys have received the news of Arthur Neck's engagement and, of course, wish him lots of luck. Neck, who is connected with the Rowe Cigarette Service, is one of the most popular fellows in the field. However, no date has been set for the ceremony and the boys want to know about this. Rice, we understand, is getting cheaper and some of the boys anticipate that the ceremony will offer an excellent chance for them to clean out their supplies of old shoes.

Census To Check Cig Vender Sales

WASHINGTON, Nov. 11.—A census of the tobacco manufacturing industry will be taken next year by the Bureau of the Census in its biennial census of manufactures. Beginning in January the work will be part of the Decennial Census of 1940 and will include altogether 147 classification of industries, covering operations in 1939.

The general schedule of information sought will be practically identical for all industries and will determine principally such information as employment and pay rolls, cost of materials and other items entering into manufacture, value of products and distribution of sales, from factory to manufacturers' own wholesale or retail branches, to wholesalers and jobbers for resale, to retailers and thru other channels.

It is believed that the distribution of cigarets thru merchandise vending machines would also be investigated in the census.

Mass. Anti-Tax Body Files Petition

BOSTON, Nov. 11.—Opponents of the Massachusetts cigaret tax filed additional petitions seeking a referendum on the controversial emergency measure placing a 2-cent State tariff on each package of cigarets sold in the Commonwealth. The measure was passed by the first biennial Legislature shortly before adjournment and went into effect on September 1.

The first petition for a referendum was filed October 30 by Samuel Silverman, former corporation counsel for the city of Boston and now representing inter-

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Glassine Bags

Take this tip — before you buy any bulk vendors be sure to see Jennings In-A-Bag. It's an idea that clicks with the public everywhere. Hundreds of operators have reported the earnings on their In-A-Bags to be 3 to 4 times that of the conventional vendor. It truthfully is the vendor you can operate at a nice profit.

In-A-Bag is simple in operation and foolproof. There are a number of models to choose from —

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ests opposed to the tax. Over 40,000 names were signed to the original petition demanding the public be allowed to decide whether the tax will remain. Altho only 10,000 signatures are necessary, Silverman said other petitions would be filed.

Under Massachusetts law the tax question will be placed before the public in the 1940 elections. The emergency tax measure originally was passed for a two-year period so that repeal of the tax would come nine months ahead of schedule if the voters favored repeal.

Wrigley Profits Ahead A Million Over '38

CHICAGO, Nov. 11.—Well in excess of \$1,000,000 gain in net profit was reported by the William Wrigley Jr. Co. for the first nine months of 1939 as against the same period in 1938.

Net profit for the period this year was \$6,765,632 or \$3.38 a share, as against

\$5,464,485 or \$2.73 a share in the nine months ending September 30, 1938.

For the September quarter the company reported net income of \$2,204,623 after depreciation and federal income taxes, equal to \$1.12 each on 1,959,467 no-par capital shares, excluding treasury shares.

1939 Cigaret Sales Soar Over '38 Total

WASHINGTON, Nov. 11.—During the first nine months of 1939 cigaret production soared to a total of 129,828,193,777 units compared with 124,337,253,702 units in the same period last year, an increase of 5,495,910,088 units or 4.41 per cent. These figures are based on reports received from the Treasury Department, Bureau of Internal Revenue.

All classes of tobacco products shared in the general rise in consumption during the first nine months.



GEORGE JENKINS, who recently was appointed to sales manager of Betty Mfg. Co., Chicago.

MUSIC MERCHANDISING

New Orleans — the Home Of Hot Swing Classics

Writer finds N. O. very music conscious—credits phono ops as tunesmiths

NEW ORLEANS, Nov. 11.—Music is news—more and more the nation's tastes in music are being dissected to show the why and wherefore of public approval.

New Orleans has puzzled music experts in that it has customarily called for new popular tune hits weeks before any other section of the nation. In an article in the Sunday edition of The Times-Picayune R. G. Drown Jr. discussed the case of New Orleans.

"New Orleans, the city that gave jazz music to the world and launched a musical style that reached its peak with the universal acceptance of what the present generation more euphemistically calls swing, remains the barometer of the music industry," he writes.

Drown reveals that many of the top-starred instrumentalists began the trail which carried them to national popularity in New Orleans. "New Orleans, the city which gave the New World grand opera, remains hot music conscious," he reports. "Nowhere else does a hit tune catch on so quickly." New Orleans, he says, is to the music industry what the barometer is to the weather man. "These conclusions," he says, "are based upon the observations over a period of years by the manager of a record distributing company catering to automatic phonograph operators."

Ahead of Nation

Drown reports that the manager finds that a poll of the 10 top tunes in New Orleans would not coincide with the nation's top 10 tunes. He finds that the tunes the nation is clamoring for were favorites in New Orleans six to eight weeks ago and that national favorites would be only runner-ups in New Orleans.

"For instance, he relates that 'Over the Rainbow' excited interest in New Orleans as far back as last March, altho the movie, 'Wizard of Oz,' did not reach N. O. until September. 'South of the Border,' currently a top nation-wide hit, is now in a runner-up spot in the Crescent City and was rated as a possibility as far back as mid-August.

"Today's New Orleans favorite is 'In the Mood.' 'If you want to check up on New Orleans aptitude for picking the hits watch this one progress to the top,' says Drown.

Responsible for this phenomena, says Drown, are the local coin music box operators—and they're the boys whose fingers are on the real pulse of New Orleans' swing devotees. They say this smash hit may even surpass the "Beer Barrel Polka." Music machine operators, he reports, are the ones who promote and bring these new songs into popularity.

He further comments, "Glenn Miller, the fair-haired boy of the music boxes, has rocketed to the top since his appearance in New Orleans some time back."

Influence on Music

"Conclusively emphasizing the New Orleans influence on modern music is the fact that records of most of the old jazz classics—several of which were written right here—are

still in constant demand. Others, unrecorded until the current wave of hot music swept the continent, are now being recorded for the first time.

"You'll find the old New Orleans favorites ('Basin Street Blues,' 'High Society,' 'Maple Leaf Rag,' 'Sugar Foot Stomp,' 'China Boy,' 'Bugle Call Rag,' 'Tiger Rag,' 'Milneburg Joys') anywhere records are sold—because New Orleans has put its stamp of approval on them and New Orleans preferences guide the musical tastes of the nation."

Bleekman Leaves Chicago for Texas

CHICAGO, Nov. 11.—R. S. (Bob) Bleekman, long the popular Chicago district manager of the Rudolph Wurlitzer Co., has been returned to the South, where he was born and bred. He has been transferred from the Chicago district to head up the Wurlitzer organization in the State of Texas. Bob leaves the Chicago district after doing such an excellent job that he has made the Wurlitzer name mean the same thing as service and co-operation.

Wurlitzer management credits Bleekman with being one of the really big reasons that there are the excellent operators in the Chicago district who are owners of large numbers of Wurlitzer phonographs. Many of the operators are willing to admit that it was the leadership of Bleekman that has helped bring about their success.

Bleekman knows the South well, having lived there for 27 years, 15 of which he spent in the automatic music business. While his host of friends in the Detroit and Chicago area will miss his jovial smile and spirit of co-operation, their loss in that respect will be the gain of the Texas operators.

New Recording Artists

NEW YORK, Nov. 11.—King Sisters, vocal group formerly with Horace Heidt, have been signed to record for Bluebird.

Another group signed to a Bluebird recording contract this week was the Muggsy Spanier Orchestra. Spanier is a well-known trumpet player. His group specializes in torrid swing tunes.

Note From a Press Agent

CHICAGO, Nov. 11.—The Hoosier Hot Shots are very popular in Danville, Ill., thanks to an enterprising coin machine operator. This fact was discovered by the Hoosier Hot Shots when they played a personal appearance date there last week.

During the week that the picture made by the Hot Shots, in Old Montenegro, was playing at the local theater, this operator put a coin machine in the lobby of the theater and set it to play Hoosier Hot Shots records continuously. It played the records a total of 12,000 times and the operator sold 3,000 Hoosier Hot Shot records that week.

Trippe Says Biz Good in St. Louis

ST. LOUIS, Nov. 11.—Carl F. Trippe, owner and manager of the Ideal Novelty Co., of this city, advises that his sales of phonographs have gone way over the top during the past six weeks. "There's no depression in these parts when you look at our record of phonograph sales," says Trippe. In addition to the sales of phonographs, Trippe reports heavy sales of his two-tone light-up stands for the Rock-Ola counter model. This stand is made of the same wood as the counter model so that they match exactly.

Ops Well Off, Says Hammergren

NORTH TONAWANDA, N. Y., Dec. 11.—Operators are in a better financial position now than ever before in the history of the coin machine business. This is the opinion of M. G. (Mike) Hammergren, general sales manager of the Rudolph Wurlitzer Co., North Tonawanda division, resulting from observations made on his nation-wide trip during which he and his party held conferences with operators in 34 cities from Coast to Coast.

"I believe that this improved financial condition of the operators is not so much the result of general business conditions as it is due to the fact that the operators have more experience," said Hammergren. "Of course, conditions undeniably are better and the war is causing an upward trend."

"The promoter-type of operator to pretty well shaken out of the business. The Wurlitzer operators recognize the fact that this is a good, clean, legitimate business, and they are trying to keep it so. They recognize sound business principles and handle their business accordingly. Probably that is the chief reason they grabbed the Wurlitzer idea of Step-by-Step Modernization. That idea certainly did go over with a bang."

Hammergren referred to the plan un-

der which operators withdraw machines from the poorest locations, trade them in on the purchase of new Wurlitzers which they place in their best locations, moving their machines from the top down to make room for the new ones. This makes location owners happy, because it gives all of them new or improved models, compared with those withdrawn. Operators recognize, Hammergren points out, that this is in line with all good business operation, whether it is the small retailer who modernizes his store front or the large manufacturer who re-tools and brings his production facilities up to date.

He points to the proof of success in the practice as experienced by operators all over the country.

"For example," said Hammergren, "Sam Weinstein, of Philadelphia, followed our plan, and he reports that an immediate increase of profits showed not



M. G. (Mike) HAMMERGREN

only from the locations that got the new machines, but from every location. "The Winchansky Brothers, of Elizabeth, N. J., say they are 100 per cent sold on the plan. They installed Wurlitzer Models 500 and 600, moved the displaced machines into other locations, and all of the machines promptly began to take in more money. Victor Schmidt, of Buffalo, replaced 20 per cent of his phonographs, and he tells us his average net profit per machine jumped nearly 100 per cent. All of them have found, just as we predicted, that the net profit increase was obtained without any increase in operating overhead. And if that isn't good business we don't know what is."

Going back to the conferences which Wurlitzer sponsored in 34 cities, Hammergren said that the operators showed great appreciation for the opportunity of being able to talk with leading figures in each Wurlitzer department. "The plan of taking the factory to the operators and giving them the opportunity to work out answers to all questions on the phonographs, research and our operations generally, proved to be one of the best things we ever did," said Hammergren. "There were 12 of us on the trip most of the time, and in each city we gave the operators plenty of time to talk with all of the men in the party."

"We, at the factory, gained a mass of valuable information from these conversations with the operators," Hammergren went on. "They not only knew that we are trying to build the phonograph that the operators want and find the most profitable, but we picked up scores of worth-while suggestions."

"There was one interesting observation which is in line with what I have already said about the phonograph business being recognized as a steady, legitimate money-maker, and not a field for promoters or get-rich-quick artists. Operators everywhere are not having nearly as much trouble financing their business as in the past. The banks are recognizing the coin phonograph as established in the field of entertainment. They have concluded that this field deserves consideration on the same basis as any other recognized business."

Relations between the operators and the location owners have also vastly improved. The good operator is now keeping his locations sold on the basis of service."



BIRMINGHAM'S ROMANO BROTHERS purchased the Birmingham Amusement Co. only five years ago. Operating only a few phonographs at that time they have steadily increased their route to include 150 phonographs. Eight service men and a large office force keep their routes of Rock-Ola phonographs in operation. Above, some of the firm's personnel pose with a few of a recent large shipment of Rock-Ola phonographs.

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 sets best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Hemlock, O.

To the Editor:

Here's another letter from the hills of Perry County to tell the phono operators what is drawing the nickels in this section. This week's check shows that Tiny Tim's *Angry* tops the phonographs in locations where patrons may dance. You *Tell Me Your Dreams*, by Lawrence Welk, is second. Then in the order named are

Shadows; Oh, You Crazy Moon; 18th Century Dressing Room and White Sails. In other locations hits are the Mills Bros., *You Tell Me Your Dreams* and Bing Crosby's *In My Merry Oldsmobile*, also *Still the Bluebirds Sing* by Ring. Clyde McCoy's *Don't Look Now* is still in the money. Some old-timers are feeding the coin chutes nickels to hear *The Yellow Rose of Texas* and *Columbus Stockade*, Cliff Hobbs and Bill Cox also have some very good recordings.

About two months ago I wrote a letter that was published in your column and a few days later I received a letter from Tiny Hill. He asked me to try his record "Angry" and since I put them on they have made me some nice money, so I want to thank him for that letter.

Whenever I meet another operator the first thing I start talking about is records, for it is in that department, in the choosing of the records that we insure a steady draw of nickels into the coin chute. We must not overlook the fact that the best guide for keeping the best title strips in the phonograph are the record columns in *The Billboard*. The only objection I have against *The Billboard* is that it is only published once each week instead of daily.

RALPH McDANIEL,
Hemlock Music Co.

Natchez, Miss.

To the Editor:

Let me say that the records are doing all right for myself and the owners of the phonograph in my establishment. Let me also say that the records which are doing all right were recommended in your *Record Buying Guide*. The phonograph in this location is owned and operated by the Seramac Novelty Co., which is headed by Sam Serio and Sam McCabe.

I operate a place called the Parkway Inn on U. S. Highway 61 on the road leading to Baton Rouge, La. It is a popular gathering spot for the younger set as well as some of the older folks of Natchez. Naturally they like to dance and the phonograph furnishes the music and does it well.

Our dance hall has been newly decorated and, with the fine music furnished by the phonographs, is a wonderful place in which to dance. Dancers like such tunes as *Over the Rainbow, An Apple for the Teacher, Comes Love, In the Mood, Blue Orchids, The Man With the Mandolin*, and that ever popular favorite, *Beer Barrel Polka*. The bands best liked are Benny Goodman, Key Kyser, Horace Heidt, Bob Crosby, Jimmy and Tommy Dorsey, Hal Kemp, Glenn Miller and, of course, Artie Shaw. For vocalists the favor swings to Bing Crosby, the Ink Spots and the Andrews Sisters. Jan Gerber played a one-nighter across the river in Ferriday, La., recently and his

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.
Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.

\$13.66 COMPLETE

412—Made With 3-Column Plastic and Door Panel, Only \$9.45

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

WURLITZERS

REBUILT WITH NEW LIGHT-UP LOWEST PRICES
FRONTS AND GRILLS AT

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

tunes have been popular with phonograph patrons. All in all, I would say that the records are doing well for me.

LOUIE PHILLIPS,
Natchez, Miss.

Wilkes-Barre, Pa.

To the Editor:

While the *Beer Barrel Polka* is still going strong in this section, believe it or not, it seems that *South of the Border* is achieving equal popularity with the much-played *Polka*. Another record which we are getting a big demand for is *The Heiriger Schottische*. What's more I think the latter record will be the tops in the very near future.

We have been receiving an exceptional play on the Mills Bros. *You Tell Me Your Dreams*. It is drawing in those nickels. However, a better nickel drawing combination is the *Inksopas*.

We have been pushing Russ Morgan's recording of the *Johnson Rag* and we have found that it is getting a good play. We like to boast local musicians and a songs written by them so we have a

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write



THE ELDEN CO., 2000 174 W. Wisconsin PLAYS Milwaukee, Wis.

WANT

Mills Dancemaster De Luxe Phonographs

Any quantity. State condition, price and lowest price for cash.

Write Box 410, Billboard, Chicago.

A-1 EQUIPMENT AT NEW LOW PRICES

Seaburg 1936 Selectophones	32.00
Casehart Orchestra, 10-Record	10.00
Seaburg 1933 Selectophones	22.50
Mills Best Kings	22.50
Seaburg Model A, Green	19.50
Seaburg Model A, Walnut	25.00
Seaburg Model A, With Illuminated Grill and Moving Background	29.00
Mills De Luxe	29.50
Wurlitzer 400	39.50
Winkels 20-Record Imperial	79.50

All ready for location. Immediate shipments. Send deposit with order.

SOUTHERN AUTOMATIC MUSIC CO., 312 W. Seventh, 620 Massachusetts Ave., CINCINNATI, O. INDIANAPOLIS, IND. 542 S. 2nd St., LOUISVILLE, KY.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

AMERICA'S FINEST REMODELING

OF 616-616A-412-416, ETC., BY AMERICA'S LARGEST PHONO REMODELING FACTORY



YOUR 616 COMPLETELY REMODELED AT OUR FACTORY \$25.00 Brooklyn, N.Y.

YOUR 412 REMODELED With Louvers.....\$22.50

SPECIAL!! COMPLETELY REMODELED 616 (as illustrated above)....\$119.50

REMODELED 412....\$62.50 Completely Deluxe Remodeled 412 With Louvers \$67.50

With Order, Balance C. O. D., F. O. B., Brooklyn, N. Y. WRITE FOR CONFIDENTIAL PRICES OF PARTS FOR 616-616A-412-416 WURLITZERS

ACME SALES CO., 779 CONEY ISLAND AVE., BROOKLYN, N. Y.

NEW YORK CITY SHOWROOMS AND DEPOT - 625 10TH AVE.



HARRY MIFLE, Williamsport Amusement Co., Williamsport, Pa., says that the Mills Throne of Music phonograph and Mills Free Play 1-2-3 are great moneymakers. The head of the Williamsport firm is standing between the phonograph and 1-2-3.

to follow for it brings in those nickels, dimes and quarters.

HANS LINDEMAN,
Roth Novelty Co.

Detroit

To the Editor:

I have been a constant reader of *The Billboard* for some time and think your sections devoted to music machines and especially *What the Records Are Doing For Me* and the *Record Buying Guide* are a splendid addition to the paper. I never fail to read these columns and sometimes I agree with them and sometimes I don't. It is often hard to agree which records are the best on account of difference in tastes. But as a rule it is pretty good. Our customers sometimes don't want the very latest, they want the ones with which they are familiar. But I think it is a good thing to have these suggestions and it is especially helpful to new operators in the business, because it takes a long time to learn the records in this business.

If there is a number there that is apparently popular elsewhere that I have not been using I check and see if it is suitable to my locations.

I have some colored locations where the *Itterberg* music takes well—*Well, Take 'Em & Joe* is a popular number there—by Herman Silm and Slam.

The new recordings of *Missouri Waltz*, by Bing Crosby, also *Home On the Range*, are two very good numbers. Others that I find bring in lots of nickels are *A Man and His Dream*, by Bing Crosby; *Alas, Goodbye*, by Dick Jurgens; *If I Knew Then What I Know Now*, by Jurgens; *My Prayer*, by Ambrose, and *Day In—Day Out*, by Artie Shaw.

I change my records frequently and this maintains a lively interest by location customers.

Most of my locations are experiencing increase in business since the coming of the cool weather, and I expect a continued pick-up during the late fall and winter.

I hope other operators may find some help in selection of records from my letter as I have from letters which I have read in the column. BILL BURKE,
Modern Music Co.

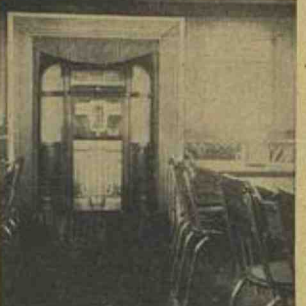
Spokane, Wash.

To the Editor:

This is my initial contribution to your column, altho I have been taking *The Billboard* and following your *Record-Buying Guide* for quite some time.

I agree exactly with what you said about *Scatterbrain* in the November 4 issue. The demand has been sudden for this novelty, with Guy Lombardo's disk favored, and already it is my second best money-maker.

Top nickel draw during the past week was *South of the Border*, with both Sammy Kaye and Guy Lombardo records getting about equal play. Third was Bing Crosby's *In My Merry Oldsmobile*. These are the big three in beer parlors where most of my machines are located. Chicken dinner places favor hot swing



"BUSINESS HAS INCREASED immensely since I installed the Rock-Ola Luxury Light-up phonograph," says L. E. Perkins of Newport, Vt., owner of the diner pictured above. In order to make room for the instrument it was necessary for Perkins to build a \$120 addition to the diner.

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.

Scatterbrain. Last week this department figured it would take this truly catchy, lifting tune another few weeks to achieve smash hitdom, but the progress it made in that direction during the last seven days has been amazing. Hardy a report received this week omits it, and it's mentioned in the top brackets on every report on which it appears. There's no question about this song any longer. If you haven't made it available to your patrons yet, you're making a grievous mistake that must be rectified immediately. Quite a few bands are identified with it in the machines, notably Frankie Masters (its co-author), Benny Goodman, Guy Lombardo and Freddy Martin. No matter whose disk you get, the song must be in.

Blue Orchids. The progress made by this lovely Hoagy Carmichael ballad has likewise been unusual, but in a slightly different way. It may come as somewhat of a surprise to see it listed here with the blue ribbon winners again after an absence of about three weeks from these columns, but the reports coming in this week can't be denied and *Orchids* is back as a strong number on nine out of 10 of them. As before, it's Glenn Miller, Benny Goodman, Henry Russell and Dick Todd who have the recordings apparently undergoing revival in the nation's phonos.

Oh, Johnny, Oh. The third surprise of the week is the enormous (and quick) jump this Orrin Tucker record took in the affections of the operators. It's happened in a matter of weeks, and over the heads of several more likely-looking items to land up here, and with both feet planted solidly in the field of hits. No doubt exists now as to its necessity in the boxes. Tucker is the only disk in the picture.

South of the Border. Shep Fields, Guy Lombardo, Ambrose, Sammy Kaye. Address Unknown. Ink Spots.

Day In—Day Out. Bob Crosby, Artie Shaw, Kay Kyser.

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? Still trailing a bit in the wake of more sensational advances made this week on the music front, this ballad still is climbing slowly but steadily to the point where it will have to be included among the top machine hits of the day. Benny Goodman's record this week forged slightly ahead of its nearest competitors, Bing Crosby's and Hal Kemp's.

Lilacs in the Rain. Possibly not as potent as its predecessor, *Deep Purple* (which was written and published by the same writers and firm), this exceedingly appealing romantic song may do very well in its own right, and definitely should not be overlooked in stocking the machines. It's proving profitable now for those containing it, in either Charlie Barnet's, Bob Crosby's or Dick Jurgens' versions.

In the Mood. More and more bands on the air are beginning to pick this number up, now that it has been released from a publisher, and chances are that the song itself may repeat the initial success that Glenn Miller's recording now enjoys in the phonos. Miller disk is currently a money-maker for ops.

My Prayer. Growing increasingly more popular on radio, over sheet-music counters and in the country's machines, this ballad will undoubtedly be a "must" sometime in the very near future. Presently, the Ink Spots and Glenn Miller have the edge on other available records as far as the boxes are concerned.

Yodelin' Jive. This great piece of merchandise—Bing Crosby and the Andrews Sisters on the same record—is already starting its march to the top, and it's a pretty foregone conclusion that it won't take long to get there. At present, this side has a slight advantage over the reverse, *Giribitris*, but ops are calling for both sides, and the important thing is to have the disk on hand.

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 selections are based upon the performance that music has shown 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.

Last Night. The latest Nick and Charles Kenny ballad is starting to emulate its noteworthy predecessors and as interest in the song increases the demand for it on phonos will naturally grow. Better be prepared.

Hot Dog Joe. A Van Alexander recording that was designed almost expressly for the phonographs, and it won't be the fault of the disk if it doesn't catch on. It's got the necessary makings of a machine hit and might be looked into to advantage.

Bless You. One of the newer ballads that is beginning to attract notice on the air. It has an appealing melody and lyric that would feel right at home in the machines, and is generally set up in a way to indicate possible record success.

Shadows. Altho nothing of a startling nature is happening to this one in its attempt to scale the musical heights, this department is still inclined to feel that it is a good possibility for the boxes, particularly in the Glen Gray arrangement. It was the Casa Lomas who made a hit out of its ancestor, *Sunrise Serenade*, written by the same composer.

Two Blind Loves. A picture song (from a forthcoming Metro-Goldwyn-Mayer film) that looks particularly promising for ultimate success in all directions of radio, sheet-music sales and automatic phonos.

(Double-meaning records are purposely omitted from this column.)

BOOST YOUR TAKE WITH THESE
LATEST RELEASES

BY

SHEP FIELDS

and his Orchestra
on
BLUEBIRD RECORDS



Each Disk Is
A Smash HIT!

- ★ SOUTH OF THE BORDER
- ★ BOY SCOUT IN SWITZERLAND
- ★ THE ANSWER IS LOVE
- ★ HAPPY BIRTHDAY TO LOVE

ORDER THEM FROM YOUR
BLUEBIRD DEALER
TO-DAY!



What
JIMMY
DORSEY

Records Are Doing for
PHILIP NEAL
Lake St. John, La.

"Jimmy Dorsey gets a good
play."

JIMMY DORSEY
World's Greatest Saxophonist

and His Orchestra
Featuring Bob Eberly
and Helen O'Connell

DECCA RECORDS

Your Biggest Nickel Magnet

ARTIE SHAW The Band
of the Year!

Mr. Operator: This week at the Pennsylvania Hotel, New York, where my band is appearing, the patrons have been requesting:

A TABLE IN A CORNER
WITHOUT A DREAM TO MY NAME
(10463)

Order Today

H.C.A. BLUEBIRD RECORDS

double in the fast Johnson Rog since Morgan halls from near-by Nantooke, Pa., while a local band leader, Guy Hall, and a friend have written the song.

Lately we have been getting some good suggestions from the various music publishing houses and orchestra leaders regarding current and coming songs. We have found them very helpful.

However, *The Billboard* deserves plenty of credit for we have found that the suggestions and ratings of records have also proved an excellent guide for our record buying.

More and more the patrons and spot owners have been making suggestions. We find it paying dividends because in addition to getting a bigger play on the machines we find that it creates plenty of good will both with the spots and the patrons of those spots. We have been making it a practice to give them the music they want rather than what we think will go over. It is the best policy

YOU'LL SING
"Shoot the Shekels
to Me, Lionel!"



WITH
Lionel Hampton's

NEWEST VICTOR RECORDS

He's swing royalty! Lionel Hampton, his vibraphone and his merry music makers cop the cream of the coin-spending crop for the machines that carry his Victor Records. This major swing star is an absolute necessity if you want to keep in with the swing fans.

New Victor and Bluebird Records on your "must" list

- 26393—Our Sweet Letter from You—(V.R.)
Early Session Hop—F.T.
Lionel Hampton and Orchestra
- 26371—Hot Mallets—F.T.
When Licks Are Low—F.T.
Lionel Hampton and Orchestra
- B-4051—You're the Greatest Discovery
(Since 1492)—F.T. (V.R.)
I Live Again (Because I'm in Love
Again)—F.T. (V.R.)
Ed Nichols and His Orchestra

If Pays to Use
**VICTOR AND
BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

DECCA
Hot Tips for Operators

**THESE ARE THE CURRENT
DECCA NICKEL-GETTERS!**

- 5800 CIRIBIDINI
YODLIN' JIVE
Bing Crosby and the Andrews Sisters
- 2700 MY PRAYER
GIVE ME MY LOVE
Ink Spots
- 2767 SCATTER-BRAIN FT. VC.
AT LEAST YOU COULD SAY HELLO FT. VC.
Guy Lombardo & His Royal Canadians
- 2732 MY PRAYER FT. VC.
SOUTH OF THE BORDER FT. VC.
Ambrose and His Orchestra
- 2788 SOUTH OF THE BORDER
DOES YOUR HEART BEAT FOR ME?
Tony Martin
- 2484 EL RANCHO GRANDE
IDA SWEET AS APPLE CIDER
Bing Crosby, Assisted by The Foursome
- 2671 WHAT'S NEW!
GIRL OF MY DREAMS
Bing Crosby
- 2758 SOUTH OF THE BORDER FT. VC.
OLD MILL WHEEL FT. VC.
Guy Lombardo & His Royal Canadians
- 2734 BLUE ORCHIDS FT. VC.
THE WORLD IS WAITING FOR THE
SUNRISE 1st. FT.
Bob Crosby and His Orchestra
- 2721 MY LAST GOODBYE FT. VC.
Ella Fitzgerald and Her Famous Orch.
- HEART OF MINE FT. VC.
Ella Fitzgerald, With Chick Webb and
His Orchestra
- 2763 LILACS IN THE RAIN FT. VC.
WHAT USED TO WALK USED TO WALK FT. VC.
Bob Crosby and His Orchestra
- 2810 MY PRAYER FT. VC.
YOU'RE THE GREATEST DISCOV-
ERY (Since 1492) FT. VC.
Jimmy Dorsey and His Orchestra

as played by Shaw, Miller and Fats Waller. Mostly young folks patronize these spots. Shaw's Day In-Day Out is tops.

I think the Beer Barrel Polka is finally on its way out. Most tavern ops are so tired of it they nearly go nuts every time someone plays it. What's New? Miller's Baby Face is a good number. Bing Crosby's To You, Sweetheart Aloha. Should be a honey. I have a few records on now and they are hollering for it.

Machine patrons are starting to ask for Charlie Barnett's Band. Local musicians hang out at one of my locations and they play Barnett's stuff over and over. Bing Crosby, Boswell and Frances Langford are favored vocalists.

Jimmy Davis' It Makes No Difference Now still is an almost every machine and next to it, I carry The Answer to It. Makes No Difference Now. While the latter is not as good a number as the former, folks play it out of curiosity and because of the popularity of the former.

WILLIAM J. MAY,
Spokane, Wash.

Buffalo

To the Editor:

Contributing to your excellent Music Section in The Billboard gives me a real pleasure since your fine service for operators has long been of help to me. Your various columns on the popularity of records contain valuable information, and I notice that your findings nearly always check with local conditions in the phonograph field.

Glenn Miller's disks, which have been rising steadily in their power as nickel getters, are still tops, and all indications point to continuation of this band's success. Over the Rainbow, Blue Orchids, In the Mood, Melancholy Lullaby, To You and My Isle of Golden Dreams are all doing well in my machine.

Bing Crosby has proved to be the outstanding vocalist with such fine numbers as An Apple for the Teacher and What's New, the latter is still climbing upward. His brother, Bob, tho he is by no means a bad bet, hasn't done much here as yet. His best recording was Especially for You.

Quite a few bands are now getting into the limelight due to particularly good recordings. Shep Fields has made a name for himself with South of the Border, which is getting a good play. Cab Calloway caught attention with Jumpin' Jive. Frankie Masters' version of Scatterbrain is swell and is helping our business. Horace Heidt is doing a nice version of Over the Rainbow and his Shadows is very promising. Al Donahue got some attention with To You, but hasn't done much with other numbers. It Makes No Difference Now is one of our best records and Dick Robertson deserves full credit. Charlie Barnett has stolen some of Bing Crosby's glory on What's New.

Bands that haven't clicked so well with me, even tho they enjoy a fine reputation in other sections, are Artie Shaw and Benny Goodman. My locations, for the most part, are taverns and I find the trend going toward the more mellow side of rhythm contrary to last season when everyone wanted hot stuff. In the colored section we have good success with Ella Fitzgerald,

**BOOSTING THE TAKE
FOR OPS
EVERYWHERE!**



FRANKIE CARLE'S "SHADOWS"

Reprinted from The Billboard's Record Buying Guide, November 4, 1939, Possibilities:

Shadows. If this is 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.

On DECCA by Glen Gray and His Casa Loma Orchestra.
On VOCALION by Al Donahue and His Orchestra.
On COLUMBIA by Horace Heidt and His Orchestra.
On VOCALION by Patricia Norman.

Watch for the ARTIE SHAW recording of

"SHADOWS"
on BLUEBIRD Records

JEWEL MUSIC PUBLISHING CO., INC.

1674 BROADWAY

NEW YORK, N. Y.

aid, Jimmie Lunceford and Cab Calloway, also with Glenn Miller and the Andrews Sisters. The Andrews Sisters are very popular everywhere for that matter, and besides scoring with their latest hit, Chico's Love Song, they have been getting good play on old numbers. We put their Rockabebe Baby on several machines, and did nicely. The Ink Spots, who showed excellent promise for a while, let me down a little with their new number, Address Unknown.

Last but not least, we are still using the Beer Barrel Polka on several machines, and can't take the number of without having someone request it right back.

TED MILLS,

Ted Mills Amusement Co.

**Tune "South of the
Border" Is Hit With
British in Trenches**

WITH BRITISH FORCES IN FRANCE, NOW, 11—British troops are keeping cheerful, not with the songs of their own homeland, as did the armies of 1914, but with a sentimental ballad hammered out in New York's Tin Pan Alley. The tune is South of the Border.

Why this song has become a favorite

**OPPORTUNITY KNOCKS WITH THE
YEAR'S GREATEST VALUES IN
RECONDITIONED PHONOGRAPHS**

Seaburg Selectophone \$ 19.50
Seaburg Selectophone Deluxe 29.00
Seaburg Symphonola Model A, in Illuminated Cabinet 75.00
Seaburg Symphonola Model A 30.00
Seaburg Symphonola Model H or J 45.00
Seaburg Symphonola Model G 85.00
Seaburg Symphonola Model G-2 175.00
Seaburg Melody King Model K-20 145.00
Seaburg Melody King Model Q-20 135.00
Seaburg Melody King, 15 Record 95.00
Seaburg Symphonola Model Rex 135.00
Wurlitzer 5-12 65.00
Wurlitzer 9-12 35.00
Wurlitzer 619 45.00
Wurlitzer 24 155.00
Mills Zephyr, Like New 65.00
Mills Dance Master 10.00
Mills De Ro Ni 35.00
Mills Studio 110.00
Mills Melody King, 20 Record 29.50
Rock-Ola Imperial, 20 Record 89.50

Two Seaburg Ray-o-Lite Rifle Ranges (Duck Shooting).....at \$75.00 Each

Terms: 1/3 Deposit—Balance C. O. D.

Write Address W.B.C.O.

W. B. C. O. NOVELTY CO., INC.
3800 N. Grand Blvd., 3105 Gilliam Plaza,
ST. LOUIS, MO., KANSAS CITY, MO.

is not known. It has nothing to do with England, France or the war. It has none of the appeal which is considered necessary in war-time tunes. Yet it is what they sing in their billets or in cafes where they gather for their ale.

All up and down the line it is heard and in one recent amateur show it was the song that soldiers roared most lustily between the acts.

Disk Sales To Set Mark

NEW YORK, Nov. 11.—Manufacturers of phonograph records last week predicted that sales of disks would exceed the 50,000,000 mark this year. This will be a 20 per cent gain over 1938.

Ad Girl Writes Book

CINCINNATI, Nov. 11.—Miss L. Marting, of the Applegate Advertising Agency, which handles the Werts Novelty Co. and other coin machine accounts, has written her first book, What Night Will Bring, a mystery thriller to be released by Doubleday, Doran & Co., New York, December 1. Miss Marting uses the nom de plume of Hilda Bailey.



OFFICIAL CAKE CUTTER JIM BROYLES, assistant Wurlitzer sales manager, cuts the cake at the guest table at distributor Benjamin Sterling's annual party held recently at Rocky Glen Park, Pa. Left to right: Joe Darwin, Wurlitzer district manager for New York and portions of Pennsylvania and New Jersey; Benjamin Sterling, Wurlitzer distributor with Sterling Service, Inc., New York; Jim Broyles; Ed Wurlitzer, Wurlitzer factory sales representative; and John Schwartz, assistant Wurlitzer sales manager.

Decca Records Inc.
Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

Madison, Wis., Planning Pinball License Ordinance

Fee of \$200 would cover 20 machines for year—novelty devices only

MADISON, Wis., Nov. 11.—The common council license committee is in the process of drafting an ordinance to license amusement devices which would, in effect, approximate a fee of \$10 per machine a year. This fee would cover only machines of the novelty class. Other types of machines would be banned.

The proposed ordinance provides for a \$200 annual license fee which would permit the licensee to maintain not less than 20 registered amusement devices. An additional fee of \$10 per year for each additional machine in excess of 20 would be charged.

The devices allowed under the proposed measure would include shooting, bowling, bumper, baseball games and similar machines which are operated by coins valued at 5 cents or less and which do not pay out coins, tokens, coupons, tickets, receipts, chips or other things which may be exchanged for money, merchandise or other articles of value.

Under the proposed measure the licensed machines could not be transferred to another location with-

out permission of the city clerk and upon payment of a \$1 fee.

The proposed ordinance also provides that no device shall be operated within 300 feet of a school building, nor shall the operator of such machines permit their playing by intoxicated persons or minors.

Owners of the machines are subject to a \$500 fine or imprisonment of six months for operation of unregistered machines.

Barok Reports He Has New Game

COLUMBUS, O., Nov. 11.—The Barok Co., headed by George Barok, reports that it will shortly release a new game which "is of high amusement value—the action being humorous and exciting." Barok will not disclose the actual theme of the game until it goes on display at convention time.

"The game is complete with the exception of trimming and a final touching up," says Barok. "It is one of the finest games I have ever built for parks and amusement places in general."

"It is a game which has a precedent for success in that it appeals to players, as did the feature attraction it is patterned after. It is hard to describe it without giving the secret away, but I can say that, to my knowledge, it has never been manufactured in the manner of the device we are now preparing to market," concluded Barok.

MERCURY

TOKEN PAYOUT



PENNY NICKEL PLAY

MERCURY is the classic counter game ever built. Such elegance never graced a location before.

No side handle. Bakelite Ball releases mechanism on the downward stroke. On winning combinations an Award Token is vended automatically.

MERCURY Discreet Model shown above displays Award Token behind mirror, plus deposits taken in cash box after award has been paid.

MERCURY will open your territory for you. Its earning power is a sensation.

GROETCHEN TOOL CO.
130 N. UNION, CHICAGO

65 MILLS 5c MYSTERY JACKPOT

AS SHOWN HERE—But with Future Play Indicator, all details over 300-000, offered at the most fabulously low prices in history. Precision rebuilt and guaranteed!



HURRY! WRITE! WIRE! PHONE!

FREE PLAY	NOVELTY
Obscure 5th Issue \$45.00	Trophy Disc \$15.00
Deluxe High Lives Contacts Each	Treasure Trove Bubbles Stop & Go Each

1/2 With Order, Balance C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

MILLER'S RECONDITIONED MACHINES

COUNTER GAMES	
MERCURY (Token Payout)	\$16.00
ZENITH	8.00
LUCKY PACK	5.00
INDIAN DICE	5.00
NOVELTY PIN GAMES	
CHUBBIE	\$15.00
ODD BALL (Reserve)	10.00
SIDE KICK (Reserve)	10.00
PALM SPRINGS	4.00
BALLY RESERVE	6.00
SPINNER	6.00
SNAPPY	5.00
CHICO BASEBALL	5.00
CRICKET	5.00
BAMBINO	5.00
FAIR GROUNDS (Automatic)	15.00

MILLER & CO.
4037 MANCHESTER AVE., ST. LOUIS, MO.

Large Clean Mutoscopes \$50.00 EACH

OR WILL TRADE FOR LATE MODEL SLOTS
DIXIE SALES
1168 CAMP, NEW ORLEANS, LA.

Phonograph Insurance Music Merchants Exchange

688 Lake Shore Drive, Chicago, Illinois.

Chi Jury Challenges Partiality

CHICAGO, Nov. 11.—A jury threw a bombshell into the plans for persecution of bookies in Chicago. The city of Chicago has been under fire from many angles recently and in such cases the bookies always come in for persecution. There are no pinball games or cigaret vending machines in the city to be the goat.

In four bookie cases that were supposed to be air-tight, a jury declared in their favor. Legal circles were astounded and then the foreman of the jury gave the reason for the jury decision.

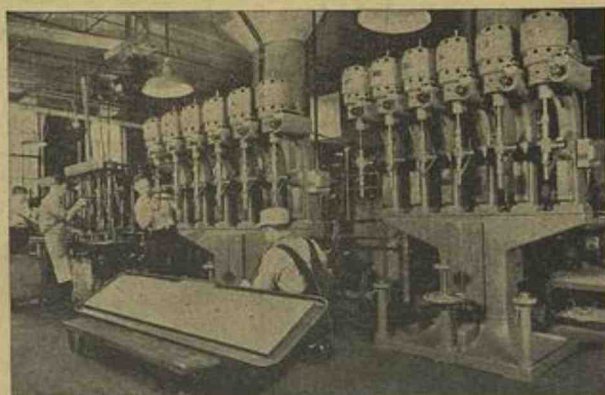
Legal Partiality

"We felt that the gambling law as it now stands is discriminatory against all except the wealthy," the foreman explained.

"People with money can go out to the track, even if they must travel long distances and take off much time from work. The poor people can't afford this. Nevertheless, a poor man likes to get a thrill now and then by betting 25 to 50 cents on the horses. He can do it in a handbook.

"While we were deliberating we could see the grand stand at Sportsman's Park from the windows of the Criminal Courts building. There you can bet on the horses and it's all right. Across the street, if you placed a bet, it would be illegal. We think that is wrong."

The jury deliberated 15 minutes to reach this decision.



"SAFETY IS VITAL IN OUR PLANT," declares Rock-Ola Mfg. Corp. officials, "and that is the primary reason for the installation of these expensive drill presses." Safety feature is that machines stop immediately when switch is pressed. Old-time presses run almost a full minute after power is cut off. This continued inertia often meant grievous injury to workmen whose clothing or arms may have become tangled in the drills. "Aside from being safer, these drills will furnish the finest precision work for Rock-Ola phonographs. It will also enable us to speed production," reported the officials.

ROCK-OLA OPERATORS



Invest in greater profits by installing STARK'S SUPER LIGHT-UP Ensembles and improved selector panel on our Imperial 20's.

Some features are: stainless steel trim, harmonizing plastics, beautiful over-sized plastic program selector buttons, inclined title strip holder that eliminates stooping and squinting, plus many other modern features.

Positively the most glamorous and appealing light-up ensemble yet created for any machine.

SPECIAL FOR NOVEMBER AND DECEMBER ONLY

Send for descriptive circulars showing prices and discounts, also special discounts for November and December.

STARK NOVELTY & MFG. COMPANY

1510 West Tusculum St., CANTON, O.

JITTERBUG BALL



7 DAYS' FREE TRIAL!

MINT VENDING CO. \$18.75

211 N. 17TH ST., BIRMINGHAM, ALA.

Distributors Admire Complete Line

CHICAGO, Nov. 11.—Distributors attending a national sales conference at the Bally Mfg. Co. factory were greeted with a large banner listing 15 different items of Bally equipment. Included in the list were the Bally Alley, target game; Heart-o-Meter, pulse-beat and blood-pressure machine; Bally Beverage Vender; Bally Bell, two-way three-reel jackpot bell; Royal Flush, five-reel poker payout console; Grand National, pins-and-pockets reserve-type one-shot multiple payable; Gold Medal, bumper type one-shot multiple payable; Gold Cup Console, one-shot free-play multiple; Tabby Model Gold Cup, free-play multiple one-shot or 5, 4, 3 or 2-ball play; Bally Baby counter game; Whammin' token-payout counter game; Scoop, combination spotted and high-score novelty game; Roller Derby, high-score game; C. O. D., spottem-type game with reserve.



PICK-A-PACK

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

Beautiful appearance!
Sturdy, long-life construction!

\$18.75

F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded.

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO



BALLY ALLEY, NEW BOWLING GAME, unveiled during the three-day sales meeting of distributors at the offices of the Bally Mfg. Co.

Lazar Announces Big Philly Party

PHILADELPHIA, Nov. 11.—The grand opening party of the Philadelphia branch office of E. D. Lazar Co., at 1425 North Broad street, has been announced for Saturday, November 25. Operators throughout Pennsylvania, New Jersey and Delaware are invited to be present and see what the firm says is the finest display room in the industry.

Refreshments and valuable door prizes will be part of the big entertainment, it is stated. But most important, the management says, will be the new games, the Rock-Ola phonographs and some new surprises that will be on display. Monte Spiegel, the manager of the branch, will be on hand to greet visitors.

E. D. Lazar made a trip to Chicago this week to attend the preview of the latest surprise offerings by the Bally Mfg. Co. Lazar has notified all his offices that the new machines, Bally's Alley and Bally's Bull's Eye, "are the greatest machines of the era."

The Pittsburgh and Philadelphia offices have display models already, and prompt delivery of machines is promised to this entire territory in a short while.

Philadelphia Okehs Evans' Ten Strike

PHILADELPHIA, Nov. 11.—"If deliveries could keep pace with the demand every location today would have Evans' Ten Strike bowling game," declares Jack Kaufman, head of the KC Vending Co. "The demand for this game has been unprecedented."

"As exclusive distributor for the State of Pennsylvania I can say that our sales force could obtain orders for a carload of Ten Strikes each week."

Evans' Ten Strike which has been on the market for only a short time already shows evidence of being one of the greatest selling games in the history of the industry, according to Kaufman. The greatest features, he said, are that the machine is 100 per cent legal, that the appearance is striking and that play appeal is a dominant factor.

"Our greatest difficulty," he declared, "has been in getting sufficient deliveries to keep pace with the demand. There has been an unprecedented demand for this machine, and the waiting list of those who have ordered Ten Strikes and are awaiting delivery is now as long as the Pennsylvania Railroad. Operators who have obtained machines report that collections exceed expectations."

Mayflower Showing Of New Equipment

ST. PAUL, Nov. 11.—Northwest operators in Wisconsin, Iowa, North and South Dakota have been notified that the Mayflower Novelty Co. will sponsor an exhibition of the latest coin machines at the Lowry Hotel, St. Paul, November 16 and 17.

"The exhibit will feature many of the latest coin machines," said Mayflower officials. "Among those to be shown are Mills' Throne of Music phono-

graph, Four Bells and Square Bell; Bally's Royal Flush and other Bally payout and free play games; Evans' Ten Strike, Galloping Dominoes and Lucky Lucere; Groetchen's New Metal Typewriter and many other new machines by the above and other manufacturers too numerous to mention.

"In attendance will be Ray Moloney and George Jenkins representing the Bally Mfg. Co.; Vince Shay and Charles Schlicht, of the Mills Novelty Co.; Dick Hood, of the H. C. Evans Co., and many other coin machine personalities.

"Benny Leonard, undefeated lightweight champion of the world, will act as master of ceremonies at the show."

"Every operator is cordially invited to attend this exhibit and mingle with the leaders of the coin machine industry. Participate in this advance showing of equipment which will be shown at the Chicago show."

NEW LOW PRICE \$40.00 40.00



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new real strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1888—Tel.: 606-Louis 2770, Cable address "WATLINGITE," Chicago.

SPECIALS

Dance-Pop, f.p., \$50.50	Zip, f.p., \$30.50
Sports, f.p., \$40.00	Dale Post, f.p., \$42.50
Champion, f.p., \$45.50	Major, f.p., \$22.50
Pyramid, f.p., \$39.50	Spotless, f.p., \$22.50
Big Game, f.p., \$37.50	Brubler, f.p., \$29.50
Regina, f.p., \$24.50	Step & Go, f.p., \$27.50
Alps, f.p., \$29.50	Gun Club, f.p., \$19.50
3-5, f.p., \$25.50	Chubby, f.p., \$24.50
Encore, f.p., \$19.50	Contacts, f.p., \$22.50
Crosby, f.p., \$43.50	Cluck, f.p., \$19.50
Aviation, f.p., \$39.50	Snocks, f.p., \$25.00
Hot Night, f.p., \$37.50	

K. C. VENDING CO.
415 Market St., PHILADELPHIA, PA.

FALL CLEARANCE SALE

1/3 Certified Deposit, Balance C. O. D.	
Mills Dance-Master	\$ 14.50
Mills Deluxe Domestaster	19.50
Mills Swing King	27.50
Seaburg Model A	27.50
Seaburg K-15	56.50
Seaburg Rex, 1937	105.00
Seaburg Model A	135.50
Seaburg Regal, 1938	175.00
Seaburg Queen, 1938	185.00
Rock-Ola Imperial 19	65.00
Wurlitzer 4-12	39.50
Seaburg Selectophone	14.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave., Milwaukee, Wis.

ATTENTION Oklahoma Operators

A. B. T. CHALLENGER

IMMEDIATE DELIVERY

LEGAL EVERYWHERE!

Minted and Blanked Money-Maker in history. 10 Slots for 1c.

Gilbert Amusement
217 West Otter, PONCA CITY, OKLA.



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 Imported 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. Simple Deal, prepaid, \$2.00. 6 or more Deals, \$1.50 Each.

Also Other Sure-Fire Deals. Write Today. (We Sell Only to Operators) S. & K. SALES, INC. Dept. B-104 N. Broadway, St. Louis, Mo.

ATTENTION! BETTER MACHINES — BETTER PRICES

Mills Melon Bells, 5c & 10c Plays	Each \$42.50	Mills War Eagles Bells, 5, 10 & 25c Plays	Each \$15.00
Mills Blue Fronts, 5c Bells, 1c Plays	34.50	Mills Sky-scrapers, D.J. Bells, 5c Plays	15.00
Mills Blue Fronts, 5c, 10c & 25c Plays	37.50	Mills Lion Head, D.J. Bells, 5c Plays	15.00
Mills Q.T.'s, Gr. Frts., 1c Plays, Bells 22.50		Mills War Eagles Bells, Mystery Payouts, 5c Plays	25.00
Watling Twin Jackpots, 1c Plays, Bells 12.50		Jennings Chief, 5, 10c Play	30.00
Pace Bantams, 1c Plays	10.00	Watling Roll-a-Tops, 25c Play	22.50

NOVELTY FREE PLAYS

Exhibit Chief	\$30.00	Genie Punch		PHONOGRAPHES	
Exhibit Zip	35.00	Exhibit Conquest		Rock-Ola's Luxury	
Exhibit Contact	32.50	Keeney's Big Six		Light-Up	
Bally's 5th Inning	30.00	Gottlieb Bowling Alley		5 Futz Champs, \$8.00 Ea.	
Bally's Paramount	20.00				

Send 1/3 Deposit With All Orders and Balance C. O. D.

GET OUR QUOTATIONS BEFORE BUYING NEW GAMES

D. & S. NOVELTY CO. 1005 BROADWAY, ROCKFORD, ILL.

A SUPREME SENSATIONAL NOVELTY GAME SALE!

MAJORS	\$14.50	BOX SCORE	\$14.50
SPOTLESS	27.50	BUBBLES	10.00
CHUBBY	14.50	TOPPERS	27.50
SNOWBITE	22.50	BY 60 HITZ	8.00
1/3 INNING	39.50	SIDE KICK	8.00
25c WITH ORDER, BAL. C. O. D. - F. O. B. BROOKLYN			

SUPREME VENDING CO.
557 ROGERS AVE. - BROOKLYN, N.Y.

Monarch DOUBLE VALUE SPECIALS!

ESPECIALLY SPECIAL

* MILLS ONE-TWO-THREE FREE PLAY *
* ANIMAL REELS, LIKE NEW — \$94.50 *
* Smash Hits on Free Play Games *

GENCO BANG	\$50.50	BALLY CHAMPION	\$50.50
GENCO RINK	27.50	BALLY EUREKA	67.50
GENCO FAIR	27.50	BALLY WAGLER	46.50
EXHIBIT AIRLINER	59.50	BALLY CHEVRON	44.50
EXHIBIT ZIP	49.50	BALLY ARROWHEAD	44.50
EXHIBIT AVALON	49.50	BALLY FIFTH INNING	39.50
EXHIBIT SKYROCKET	39.50	BALLY DOUBLE FEATURE	27.50
EXHIBIT CHIEF	39.50	CHICAGO COIN BUCKAROO	59.50
EXHIBIT BOUNTY	19.50	CHICAGO COIN MIAMI	29.50
EXHIBIT UP & UP	44.50	GOTTLIEB LOT-O-FUN	54.50
KEENEY HIT NUMBER	44.50	GOTTLIEB PYRAMID	37.50
DAVAL LIBERTY	42.50	GOTTLIEB SATTING CHAMP	49.50
DAVAL GEM	22.50	GOTTLIEB TAPS	39.50
		STONER OUBUSIE	30.50

STONER CHUBBIE REGULAR, Limited Quantity, \$24.50

I-3 deposit with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

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

Takes In 1000 R# @ 5c. . . \$20.00
Pays Out 49.49

Total (Average) Profit. . . \$36.51
Semi-Thick Board Complete With Goals.

10 DAYS' FREE TRIAL ON WESTERN'S DE LUXE BASEBALL

100% LEGAL

A model for every territory! Free Play, Plain, Etc. PROVEN one of America's BIGGEST and MOST PROFITABLE on LOCATION! This is the game you need! Eliminates all legal headaches! Beautiful, NEW Marble-Glo finish, NEW light-up backboard, NEW APPEAL, NEW ZIP and NEW ATTRACTION that will instantly ZOOM PROFITS FOR YOU! FULLY GUARANTEED! RUSH YOUR ORDER TODAY! YOU CAN'T LOSE! Enclose 1/2 Deposit, We Ship Balance, C. O. D.

EXCLUSIVE N. J. DISTRIBUTORS
ROYAL DISTRIBUTORS
409 N. BROAD ST., ELIZABETH, N. J.

STILL THE BEST

Plans To Buy Your Reconditioned Payables, Consoles, Novelty Games and Arcade Equipment.

1538 Track Times	\$85.00	Baseball Clubs (8 Colors)	\$35.00
1538 Kentucky Clubs	95.00	22 Snacks, like new	\$10.00
Red Oak Track Times	35.00	50 Automobiles	8.50
Red Road Track Times	45.00	25 Eveready	5.00
Shut, Derby Days	25.00	ONE-BALL AUTOMATIC	25.00
Billy Yastars	25.00	Sport Papers	\$45.00
Jack the Mount	25.00	Fairgrounds	25.00
Billy Saratoga	35.00	Pistawoods	20.00
Rage Tracks	30.00	Outlands	25.00
Pace Races	50.00	Electric Hoists	20.00
Rosemonts	20.00	Stoners CHAMPS	35.50
Jackey Clubs	30.00	HALF DEPOSIT, GABLET	GASSER CLEVELAND, Ohio

NATIONAL'S USED GAMES ARE EXPERTLY RECONDITIONED EVEN REPAINTED WHEN NECESSARY!

FREE PLAYS—Write for Prices on Day Jobs, Tanking and Late Models!		
NOW BANG-A-DEER, in Excellent Condition! Fresh Stock in Front Closed Summer Locations! Only \$67.50 Each, Plus \$7.50 For Crating.		

BANG	\$28.50
Chubbie	15.75
Dble. Feature	28.75
Five Inning	18.75
Liberty	22.75
Spouter	18.75
Topper	26.00
Zip	28.50

3% OFF On All Used Games When Full Cash Sent With Order!

YOU OWE IT TO YOURSELF to get on our Mailing List now! Write Today for latest Price Bulletin and Catalog.

EXPORT

"We Cover the World," Cable Address "NATNOVCO," Merrick, N. Y.

Western Products Game Sales Rise

CHICAGO, Nov. 11.—"Sales of all of our high earning equipment took a big jump this past week," reports Don Anderson, sales manager of Western Products. "Our new De Luxe Baseball machine has been selling well ever since offered. True, it embodies the same play principle that our original console Baseball embodied when it was first introduced about two years ago. But the new De Luxe Baseball has many refinements and improvements that have been made during its long life. Naturally as time progressed we have found that new ideas would be most advantageous from an operating standpoint, thus have added them to our new De Luxe Baseball.

"Today this machine is the most profitable and most mechanically correct machine of its type on the market. These factors, together with our new time-payment plan which is extended to responsible operators has made this game one of the biggest all-time sellers. Aside from the volume of sales, De Luxe Baseball, a marked increase in sales has been noted on our famous counter game, Jitterbug Ball. Orders have been arriving for this profit builder in greater quantities each day."

Len Brand Joins Baker Novelty Co.

CHICAGO, Nov. 11.—"Len Brand, a veteran of the coin machine industry and well known to members of the trade, has joined the Baker Novelty Co.," reports H. L. Baker, president. "He has always specialized in high-class machines of the console type and will concentrate on Baker's Pacers and a special line of equipment for operators requiring high-standard games. Len is not only thoroughly familiar with the needs of the trade, but he knows the profit possibilities of machines of that type and his advice and help are invaluable to operators."

Len Brand expressed delight in his new association. "The excellent machines and manufacturing skill of the Baker company has long commanded my admiration," he said, "and its ability and reputation has induced me to become a part of its organization. I will continue to give the same personal service that I have always given my customers and to extend a helping hand to every operator. I believe, in my new connection, I can be of still greater service to them than before and you can be sure I'm ready to assist to the fullest of my capacity."

Punch Gaining Favor, Says Genco

CHICAGO, Nov. 11.—Following in the footsteps of its predecessor Mr. Chips, Genco's new Punch promises to overtake and surpass the earnings records of the previous game, firm officials believe. "Reports from operators," the officials declare, "are unanimous in agreeing that Punch is an amazing, long-lasting

money-maker on every location where it has been placed.

"Much of the appeal of the game is based on the novel rotation scoring idea of the game. The player endeavors to light the five top bumpers in rotation. In doing so the player changes the scoring of the bumpers from 100s to permanent 1,000s," said firm spokesmen. "This is a constant challenge to skill and sportsmanship and causes player to stand on tiptoe as the balls take their course."

In addition, Punch features several roll-over switches which, when a ball passes over, change the scoring of groups of three lighted bumpers from 100s to 1,000s for the remainder of the game. Each of these groups is independent and individual.

"Two flashing 1,000-when-lit bumpers add to the action of the game, for there is an ever-present chance that the ball will hit one of these bumpers when it and add several thousand points to build up a large score."

Dave Gensburg, Genco official, was strong in praise of the game's money-making power. "Punch is a sweetheart if there ever was one," he declared.

Monarch Handling Large Game Stock

CHICAGO, Nov. 11.—Al Stern, sales manager for Monarch Coin Machine Co., reports that activity around the Monarch office is comparable to a toy department the week before Christmas.

"The stock of new and reconditioned equipment here at Monarch now is at one of the highest points in years. We've increased our stock in order to be able to supply all the needs of operators anywhere in the entire country. We believe that an operator desiring a certain game which he can't get anywhere else will become a regular customer of Monarch if we are able to supply him."

"Operators can secure almost every need at Monarch. This policy has helped us to increase sales during the past several months and we feel that it will continue to do so for many months to come."

Hoppe Finds Business Good

CHICAGO, Nov. 11.—"Business is mighty brisk in the territory I have just returned from," reports Harry Hoppe, of the Baker Novelty Co., upon his return to Chicago. "Everyone seems optimistic over the prospects for the future. My trip was a pronounced success. Operators everywhere were mighty glad to see me and the orders I booked show the tremendous response they are accorded the Baker games."

"Back in Chicago our new factory is operating at capacity to keep up with demand, and were it not for the advanced methods and stepped-up production of the new plant I don't know what we'd do. For the time being I've had to postpone my plans for another trip in order to be at hand to take care of things in the rush here. So drop in and see me while I'm in town."

"I'LL TAKE THE COUNTRY BY STORM," predicts Johnny Paycheck, contender for the Joe Louis heavyweight title, as he plays Evans' Ten Strike. Sam Teran, of Majestic Novelty Co., St. Paul, and Benny Leonard, former lightweight champion, study Johnny's bowling technique.

OPERATORS AND JOBBERS NOTICE!

Overnight delivery on any of the new games for the Southern Operators F. O. B. Richmond, Va., or F. O. B. Charlotte, N. C.

SPECIALS

- | | | |
|--|---|--|
| H. F. MOSELEY, Pres.-Treas. | 1 Bally Suspense . . . \$10.00 | 2 1937 Domino Chk. Sep. . . \$ 47.50 |
| 3-BALL FREE PLAY NOVELTY | 1 Congo . . . \$ 5.00 | 1 1938 Domino Cash 110.00 |
| 4 Majors, F.P. . . \$37.50 | 1 Bongo Recorder . . . \$5.00 | 1 1937 Evens Bang 110.00 |
| 1 Western Baseball . . . \$2.50 | 1 Bongo Ritz . . . \$7.50 | 1 Tall, Ca. Sep. . . \$ 47.50 |
| 1 Bally Chevron, F.P. \$5.00 | AUTOMATIC PAYOUT | 1 Derby Champ 19.50 |
| 1 Exalt Baseball, F.P. \$5.00 | 1 Mills 1-2-3 Cash . . \$ 75.00 | 1 Jennings Class Roll, Model V . . . \$ 77.50 |
| 1 Derby Flash, F.P. \$5.00 | 1 Mills 1-2-3, F.P. . . \$10.00 | 7 516 Wrappers . . . \$95.00 |
| 1 Bally System . . . \$4.00 | 1 Mills 1-2-3, F.P. . . \$9.50 | 3 Seeburg Selector Phone . . . \$ 19.50 |
| 3-BALL REGULAR NOVELTY | 1 Long Champ . . . \$ 57.50 | 4 Rock-Ola Regulars 29.50 |
| 1 Genoa 2-1 Orig. Mod. \$10.00 | 1 Keeney Tpl. Entry . 169.00 | 3 Mills Gamesters 19.50 |
| 1 Western Baseball . . . \$5.00 | 1 1938 Evens Bang Tall 110.00 | 1 Seeburg Day-o-Lite Gun . . . \$ 43.50 |
| 1 Key Lite . . . \$ 10.00 | 1 Nilesak Special . . . \$ 90.00 | 1 Junior Guide . . . \$ 15.00 |
| 1 Register . . . \$ 10.00 | 1 Bally Skill Field . . \$ 45.00 | |
| | 2 1938 8 Ball Time . . \$ 90.50 | |

15 Keeney Solitaire Winner, like new. Each \$19.50
 10 Jennings Class Roll, Model V. Co. guaranteed like new. Ser. 2300 to 2366. \$75.00
 10 Wrizzer 412, Sample, \$49.50. Lot of 5, each \$7.50
 The Above Used Machines Are Offered F. O. B. Richmond, Va.

NOTICE: Order Machines Listed Below From the Charlotte, N. C., Office

- | | | |
|---|--------------------------------------|--|
| 1 Bally Chevrans . . . \$35.00 | 2 Exhibit Zips . . . \$37.50 | 2 Mills Big Races . . . \$22.80 |
| 1 Bally Oostroms . . . \$4.00 | 1 Bally Champion . . . \$7.50 | 2 Bally Fairgrounds . 22.50 |
| 2 Bally Madisons . . . \$2.50 | 1 Exhibit Flash . . . \$9.50 | 2 Bally Peakers . . . \$ 15.00 |
| 1 Genco Qualifield . . \$2.50 | ONE BALL & AUTOMATIC | 1 Gottlieb Foto Finish 12.50 |
| 2 Keeney Up & Up . . \$2.50 | 2 Jeon Multiple Races \$2.50 | 1 Bally Arlington . . . \$2.50 |
| 1 Top Harry Hoppe Corp. . . \$ 20.50 | | 1 Bally Kintamas . . . \$ 19.50 |

NOTICE: Operators of North and South Carolina, bring us your Used Free Play Novelty Games and let us sell them for you, or we will give you a reasonable trade on a machine for a new game. The above machines are slightly used and offered subject to prior sale. These prices are effective November 18, 1939. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph Money Order. Write and ask us to put you on our mailing list for the latest list of used machine bargains. Write us for your price on any new machine coin operated that is released by the respective manufacturer.

MOSELEY VENDING MACHINE EX. INC., 300 BROAD ST. Richmond, Va.
 Day Phone 3-4511 Night Phone 5-5328

NOTICE
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 Day Phone, 3-8463-64 Night, Mecklenburg Hotel

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| 2 Grandstands . . . \$89.00 |
| 2 Pat Shots, Floor Sample . . \$9.00 |
| 5 Derby Clocks, 2 545 J.P. . . \$9.00 |
| 5 Derby Kings, 1 545 J.P. . . \$9.00 |
| 1 Derby Time, 6 Coin M. . . \$10.00 |
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| 1 Steiner Zippers . . . \$3.00 |
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| 1 Bally Stables . . . \$3.00 |
| 10 Peakers, Large Packs . . \$19.00 |
| 10 Derby Days . . . \$14.00 |
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| 5 Golden Wheels . . . \$14.00 |
| 5 Corons . . . \$12.00 |
| 3 Jennings Liberty Bells . . \$20.00 |
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| 2 Calliope Dominoes . . . \$5.00 |
| 2 Track Times, Keeney . . . \$5.00 |
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 Wire 1/3 Deposit.
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SALESBOARD OPERATORS
 Read
"DEALS"
 A column about new salesboard ideas, deals and personalities. In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK



BALLY DISTRIBUTORS KIBITZ, while Ray Moloney demonstrates his workmanship on Bally's Bull's Eye Ray-Gun, a target game. From left to right, George Jenkins, Carl Trippie, Jack Fitzgeralds, Al Sebring, George Moloney, Sam Taren, Jack Moore, Fred Key and M. Y. Blum.

Gottlieb Bowling Alley Hits Stride

CHICAGO, Nov. 11.—Bowling Alley, D. Gottlieb's new convertible free-play game, is creating a furor in the industry and causing a boom in business, reports the company. Many distributors have journeyed to Chicago to arrange for delivery of the games. Among those who flew here during the past few days were George Pommer and Dave Stern.

Dave Gottlieb, head of the company, was the busiest of busy men, but found time to comment, "The boys sure go for that hit, because it's the very thing that the industry was waiting for," he said. "It's simplicity in itself, everybody knows how to play it and where's the man or woman who doesn't like bowling? Best of all, you'd think it was easy to beat that game, but try it and see what skill it takes!"

In playing the game 10 pins light up on the backboard. As the ball strikes the correspondingly numbered bumpers the pin lights are put out. There are three ways to win, by putting out all pin lights, by high score or by getting ball thru special free game channels.

In view of the rush, production capacity has been increased to the limit, say company officials, and they're determined to keep up somehow. "Making delivery, in spite of booms and rushes, is right down our Bowling Alley," said Dave Gottlieb as a parting shot.

Iowa Operators See New Machines

CHICAGO, Nov. 11.—L. W. Beard and J. H. Reese, prominent operators from Iowa, have been in Chicago for several days to look over the new releases.

Much of their stay in the city has been spent at the offices of the Atlas Novelty Co., it is reported, and they have been able to see all the great variety of machines in which they are interested.

"Red" and "Jack," as Beard and Reese are known to their fellow operators in Iowa, returned to their home field ready to regale their neighbors with big tales of exploits in the coin machine capital. Eddie Ginsburg has recently returned from a two weeks' vacation at Hot Springs and is already buckling down to work.

AMERICA'S BEST BUYS!

Bubbles . . . \$12.50	Majors . . . \$17.00
Bang . . . \$2.50	Speedy . . . \$6.50
Box Score . . . \$5.00	Southern . . . \$8.50
Charvee . . . \$3.00	Slide & Go . . . \$1.00
Chubbie . . . \$5.50	Brooks, with new Steel Gears . . . \$9.50
Lot-o-Fun . . . \$2.50	

1/3 WITH ORDER, BALANCE C. O. D. WRITE FOR COMPLETE LIST!!

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America's Greatest Counter Game!
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Order Today! \$17.50
WESTERN PRODUCTS, Inc.
 925 W. NORTH AVE., CHICAGO, ILL.
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Chicago Coin's New Game, O'Boy

(New Game)
 CHICAGO, Nov. 11.—Following on the heels of their latest game success, Nippy, Chicago Coin Machine Mfg. Co. officials Sam Gensburg and Sam Wolberg have announced a new game. Quoting these executives: "It gives us great pleasure to be able to announce our newest game at this time. Its name is O'Boy, and that's just what operators from Coast to Coast will be shouting as soon as they begin to operate this game. O'Boy is one of the most unusual games we've ever produced and we are of the opinion that it will top earning records of many previous record holders."
 "Nippy was a great seller. Operators liked it and players liked it. But with O'Boy we feel that we have even more to offer operators. Operators will have more to offer players from an amusement angle. The theme of O'Boy is bowling. But it is worked out differently than any other game now on the market."

O'Boy features new pins, plus lighted bumpers that score 1,000 plus pin knock-out skill lanes. The pins, when lit, light up bumpers. Bumpers when lit register 1,000. Player is awarded a free game for each pin bumped after all seven are hit. Ball going thru skill lanes when high are lit puts out lighted numbers. All seven pin numbers can be put out with one or more balls. O'Boy is a 5-ball convertible, since player will win with one or more balls."

Rebound Has High Amusement Value

CHICAGO, Nov. 11.—"Rebound for amusement plus," declares Leo J. Kelly, vice-president of the Exhibit Supply Co. "The plus stands for the extra something that makes Rebound a sensation in all territories. The game has been a hit from the start. Even in the factory it's hard to get the boys away from Rebound at the close of lunch hour."

"In the display room Rebound gets constant play. Customers play the game long after all business has been taken care of. Players on locations comment that the game is worth a nickel to watch it operate."

"Merchants ask operators to put in the game with the loop-the-loop and the adder-upper because all his store customers want it. Operators put Rebounds in any spot with always the same splendid results—plenty of take and satisfied customers."

"Production has been constantly increased to take care of the unusual demand. Many departments are already on a 24-hour schedule—put the orders pour in. Exhibit's 1940 Rebound is indeed an amazing game."

ATLAS VALUE PARADE

THIS WEEK'S SPECIAL!!! DAVY JONES FREE PLAY — ONLY \$54.50

RECONDITIONED NOVELTY GAMES		REGULAR NOVELTY GAMES	
FREE PLAY	Gun Club	\$29.50	
Specimen	Liberty	\$2.50	
Chubbie	Major	\$7.50	Bubbles
Box Score	Rayline	19.50	Chubbie
Chevron	Across the Board	37.50	Gun Club
Cowboy	Beauty	19.50	Liberty
Fair	Centaco	37.50	Supreme
Flunk	31.50		Tomberrill
			17.50

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., 3151 Grand River Ave., Detroit, Mich.

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 Gives a high-gloss, lustrous finish in a jiffy. Used by leading operators while servicing their records as well as in their workshops. "Royal Polish" is an absolute necessity TODAY! PRESERVES the beauty and life of your records. TRY A SAMPLE GALLON and BE CONVINCED!
Only \$2.00
 Full Gal.
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BUFFALO'S
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Wurlitzer Phonographs
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 A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

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 WRITE—WIRE—PHONE OR CALL TODAY FOR FULL DETAILS!
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 1 Reel "24"
 \$2.75 | 1 New Deal | **\$4.75** | 1 Bally Baby | **\$5.75** || 2 Reel Spot | | 1 Daily Races Jr. | | 2 Joke Wild | |
1 High Slakes		1 Bally Reserve		1 Penny Pack	
1 Reel Slides				1 Deacon Wild	
6 Smoke Reels	**\$6.75**	2 Fruit Salad	**\$ 7.75**	1 Tally	
1 Zephyr Fr. Reels		1 Mills Dial	**14.75**	1 Pick-a-Pack	**\$10.75**
1 Zephyr Clp. Reels					

BARGAINS IN PIN GAMES
 1 Golden Wheel (1 Ball)
 \$ 7.75 | 1 Praline (1 Ball) | **\$ 7.75** | 1 Stone's Races | **\$4.75** || 1 Winner (1 Ball) | **14.75** | 2 Bally Reserve | **7.75** | 1 Spinner | **0.75** |
| | | 1 Ritz | **10.75** | | |

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OLIVE NOVELTY CO.
 3020 OLIVE STREET, ST. LOUIS, MO.

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 TAKE HOME A TURKEY
 60 Hole—F.C-5500—Takes \$11.45
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 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
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QUICK CASH FOR YOU
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 75 Hole—F.C-5063—Takes \$14.55
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 80 Hole—F.C-5062—Takes \$16.45
 Pays 1 10-Lb. Turkey—Price 85c Dz.
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"EVANS" TEN STRIKE
 WE ARE NOW DELIVERING THIS WINNER.
 Cash Pay Outs . . . Nearly New or Rebuilt . . . Excellent Condition.
 10 STEPPER UPPIERS
 \$65.00 ea. | 10 MILLS 1-2-3 (Rebuilt) | **\$22.50** || 2 WESTERN HORSESHOES | | 3 FEED BAGS | **\$2.50** |
5 DERRY CLOCKS	**\$50.00**	5 DERRY TIMES (New)	**\$2.50**
7 POT SHOTS (4 Coin)	**\$50.00**	8 KLONDIKE	**\$5.00**
2 POT SHOTS (Free Play, 3 Coin)	**\$50.00**	8 MILLER'S BISHES (Fruit)	**\$5.00**
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FREE PLAY
COMBINATION
99 50

Change from free play to Regular in a Jiffy! Right on Location.

5 BALLS 5c

INSTRUCTIONS

- * Bumper lights go out when bumpers are hit.
- * When all bumpers are hit, bumpers light up again.
- * Now every hit on any bumper will score 1 FREE PLAY.
- * **LOST HORIZON** window shows number of games played.
- * Numbers shown in window Reset To Zero when any free plays are scored.
- * When number 30 appears in lost horizon window **ALL BUMPERS AUTOMATICALLY BECOME FREE PLAY SCORING BUMPERS.**
- * Score void if machine is tilted. - - - This game for amusement only.

THE EXHIBIT SUPPLY CO. 4222 W. Lake Street
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50¢ and under each on more patterns, No. 2,109-410 No. 2,073,177

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H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

Introduce C. O. D. And Roller Derby

CHICAGO, Nov. 13.—"Only had thing about a distributors' get-together," said George Jenkins, sales manager of Bally Mfg. Co., as a three-day conference of distributors adjourned, "is that they get you in a corner and demand faster delivery of hit numbers. They laid down the law regarding C. O. D. and Roller Derby which already rank as hits also announced only last week. All I can say is that production is being stepped up to the highest rate consistent with quality."

Discussing the popularity of C. O. D., Jenkins pointed out that the machine introduces a new twist to the so-called spottin idea. "In other words," he explained, "C. O. D. has intermediate spottin awards—one free game per bump when three-quarters of the numbers are lit and two free games when all numbers are lit."

"In addition, C. O. D. has the famous reserve features and operators who cashed in on Bally Reserve are losing no time in getting C. O. D. on location. The beauty part of C. O. D. is the fact that the machine is adjustable with a steadily increasing reserve, at a set reserve or without the reserve feature. Complete operating flexibility will allow a premium re-sale price."

"Roller Derby is definitely the high-score game operators have been waiting for—with a board packed with score-zooming features, including the new complete-a-thousand bumpers, which have proven a powerful repeat play attraction. Roller Derby also features the skill-wave action so popular in Bally's Champion.

"On the sales chart in my office, Scoop continues to hold its own, thanks to the appeal of combination spottin and high-score play. Like C. O. D. and Roller Derby, Scoop is built in the new double-duty mode, which can be changed from free play to novelty or reverse in a couple of minutes."

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

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Takes in \$81.00
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AVERAGE GROSS PROFIT...\$40.21

CANDY FOR OPERATORS

24 1-Lb. Boxes of Chocolates. \$4.25

CANDY FOR THE HOLIDAYS

5 LB. BOX OF ASSORTED CHOCOLATES, Per Box70c
5 LB. BOX OF AMERICAN MIXED. Per Box50c
2 LB. BOX OF ASSORTED CHOCOLATES, Per Box80c
20% Deposit With Order, Balance C. O. D.
SEND FOR FREE ILLUSTRATED CATALOGUE.

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Jack Praises Ten Strike

INDIANAPOLIS, Nov. 11.—Paul F. Jack, president of Guarantee Distributing Co., praises Evans' Ten Strike as "the best legal machine we have had in years." "Indiana operators," says Jack, "have been visiting our showrooms in large numbers to inspect and buy the game." In addition to H. C. Evans & Co. products, the firm is also a distributor for Wurlitzer phonographs.

QUALITY SPEAKS FOR ITSELF

USED SLOTS	CABLE ADDRESS: MARCOY-CLEVELAND	GROUP, F.P.
1928 Tracklines \$87.00	Apparis, F.P. 42.50	Chief, F.P. 25.00
1928 Kentucky Clubs 55.00	Box Scores, F.P. 35.00	Bubbler, F.P. 25.00
Bankalls 82.50	Gun Club, F.P. 35.00	Ris, like new 17.00
Galloping Dominos 45.00	Pyramids, F.P. 35.00	Stone's Room 12.50
Fleeteroids 24.00	Harbor Lights, F.P. 27.50	Sidlick 17.50
Fairgrounds 24.00	Free Races, F.P. 18.00	Chief 25.00
Paroo Reemontis 17.00	Headlines, F.P. 40.00	Fire Alarm 22.50
Turf Specials 17.00	Chevrons, F.P. 45.00	Paraguns 12.50
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"A Real Gold Mine"
POSSIBLE WINNER WITH ONE OR MORE BALLS
NEW TYPE PINS THAT COUNT
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Paul Laymon, 1503 W. Pico, Los Angeles, Calif.

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AND OTHER SOUTHEASTERN OPERATORS!

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The greatest football board ever! Plenty of gorgeous colors for unusual finish—plenty of real football action. Order immediately and save in on the full football season.

Form 20-BT. Football symbol tickets. Take in 2000 tickets @ 2¢—\$100. Pays out (average) \$48.18. Profit (average) \$53.84. Semi-thick Board—Outstanding protection over jackpots. Protected winners.

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LUCKY LUCRE

Evans' Greatest Console

5 Coin Head

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SIMPLE AS A-B-C!
 3 WAYS TO SCORE
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 A MONTH'S PRODUCTION ALREADY SOLD!
FREE PLAY \$99.50
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IMMEDIATE DELIVERY

BUSTING ALL RECORDS WIDE OPEN!

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STILL IN PRODUCTION ON DE LUXE GRIP SCALE GREATEST LEGAL COUNTER GAME!

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BULL'S EYE

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RE-CONDITIONED AND GUARANTEED	
6 Paces Races, Serials Over \$500.	3 Paces Races, Bk., Ser. Over 3000 \$39.50
Payout 30 to 1	2 Keeney Red Head Skilltimes
5 Paces Marathon, Serials Over \$500.	2 Bally Skillfield
Payout 30 to 1	Triple Entry, Like New
69.50	119.50
SLOTS	
RE-CONDITIONED AND GUARANTEED	
Meion Bells, 5-10-25	Mills Q. T.'s, 5c Play
45.00	\$17.50
Cherry Bells, 5-10-25	Mills Blue Fronts, Single Jackpot
45.00	27.50
Jennings Silver Chief	Mills Blue Fronts, Double Jackpot
34.50	22.50
Jennings Crackle Finish, Serials 13c.	Mills Roman Heads, 1c & 5c Play
27.50	15.00
600, 5-25	Watling Diamond Bells
27.50	27.50
Jennings Blue Chief, Serials Over 117,000	Watling Rotatops
17.50	17.50
Mills Bwn. Frts., drill-proof, 5-10-25	Cattle Commanders, 5 and 10
49.50	1/3 Deposit Required With Order.

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TEXAS

OPERATORS SWAP WITH WILKY
Rock-Ola--Bally--Groetchen

Phone C-1631
UNITED AMUSEMENT CO.
310 SO. ALAMO, SAN ANTONIO, TEXAS

Tell the Advertiser in The Billboard
Where You Got His Address.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

NOVELTIES	LOTS
Western Baseball 1939, prac. new, Light-Up \$100.00	J. Sc. Div. Dis. Mel. Balls \$45.00
Blackboard 45.00	J. Sc. Silb. Chfs. 39.50
Ocean Park, F.P. 45.00	J. Sc. Ork. Frt. Chfs. 25.00
Cowboy, F.P. 45.00	J. Sc. Ork. Frt. Chfs. 25.00
Tigger, F.P. 45.00	Blue Chfs. same as Chfs. 25.00
Day Jones, F.P. 45.00	Blue Chfs. Sc. 19.50
Spotless, F.P. 25.00	Mills 50 Melon Balls, ... 45.00
Contact, F.P. 27.50	Mills Smoker Balls, new 40.00
Majors, F.P. 27.50	Mills Blue Frts., S.J.P. 29.50

WRITE FOR PRICES
On These Brand-New Games
Chicago Coin's OH BOY, F.P.
Chicago Coin's LUCKY, F.P.
Chicago Coin's NIPPY, F.P.
Baker's TWINKLE, F.P.
Genco's PUNCH, F.P.
1/3 Deposit With Order, Balance C. O. D., F. O. B.

SAVOY VENDING CO. 406 S W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

FREE PLAY	NOVELTIES	DAVEY JONES
Chicago Coin's NIPPY and LUCKY FREE PLAY	Box Score ... \$15.00	FREE PLAY Original Grates
Write for Prices	Chubbie 15.00	\$50.00
	Majors 27.50	SLIGHTLY USED
	Up & Up 37.50	\$45.00
	Cowboy 45.00	
	1/3 With Order, F. O. B. Brooklyn	

SAVOY VENDING COMPANY, INC.
651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. NEVING 3-1933)

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTIES	NOVELTY TABLES	SLOT MACHINES
Box Score Contact Carnival Game Dble. Feature Gun Clubs Majors Rinks Skyrocket Spotless Zip Hold Tight Up & Up Flash Champions Cowboys	Bally Reserve Buzzer Up Frt. Review Fleet Snappy Treasures Fights Old Ball Paramount Roulette Side Kick Stop & Go Rinks Chubbies	Melon Balls \$45.50 Mills 50 Bonus 52.50 So O. T. (like new) 40.00 10 & 50 O. T. 32.50 Billie O. K. Refreshing 30.00 Waiting Obey 30.00 Waiting to Quorumk. 12.50 Jenn. 1st Chief 17.50 Jenn. 4th Chief 22.50
\$27.50 EACH	\$6.75	\$145.00
	\$9.50	Triple Entries \$145.00 Brown Paces Races. 89.50 Black Paces Races. 49.50 Party Races 69.50 1937 50/10 Times 45.00 Jenn. Liberty Bell 22.50
	\$14.75	CONSOLES
1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md.		

WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
20th & Huntingdon Sts., Philadelphia, Pa.

EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stops--Cannot be Shaken or Chased. Phenomenal in Earning Power. Small, but made for big use and hard abuse.

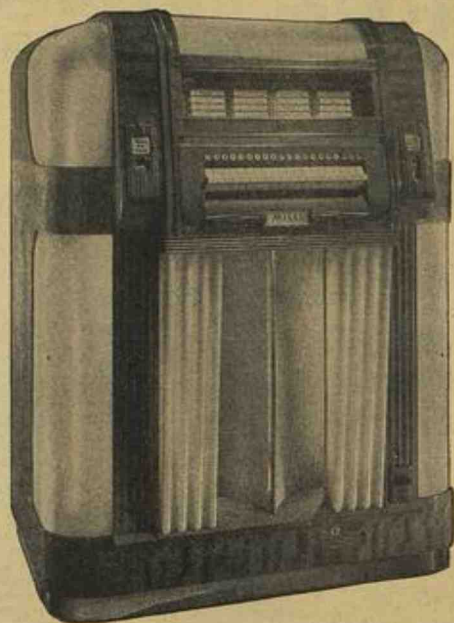


\$17.50

1/3 Deposit, **BALL GUM** 15c a Box (100 Pieces) CASE (100 Boxes) \$12.00

SICKING, Inc. 1922 Freeman, Cincinnati, O.

ADVERTISE IN THE BILLBOARD--YOU'LL BE SATISFIED WITH RESULTS.



HEAR!

The most beautiful music in the world on the newest of automatic phonographs.

➔ *Mills Throne of Music*

MY JOB IS TO HELP YOU!



THAT'S why Mills chose me as distributor for the "RICHEST AND RAREST OF PHONOGRAPHS" in VIRGINIA, NO. CAROLINA and SO. CAROLINA! To help YOU get started RIGHT in 1939 and help you keep GOING RIGHT in 1940 with Mills Throne of Music! Just WRITE, WIRE or PHONE ME TODAY! Let me tell you about the GREATEST DEAL WE'VE EVER MADE! A deal that will help YOU to STEADY, LEGAL, SUBSTANTIAL PROFITS FOR YEARS AND YEARS! This deal makes Mills Throne of Music the "No. 1" phone for YOU! It's a deal that REALLY HELPS YOU to realize BIG INCOME REGARDLESS OF WHAT CONDITIONS MAY ARISE TOMORROW!! ACT NOW!

Joe Calcutt

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. Cable Address: COINSLIDS

You can ALWAYS depend on JOE ASH — ALL WAYS
SPECIAL CLOSEOUT ON USED GAMES AND FLOOR SAMPLES!!
WE OVERBOUGHT! OUR MISFORTUNE IS YOUR GOOD FORTUNE!
WRITE, WIRE OR PHONE FOR LIST!

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



I. L. MITCHELL & CO.

OUR PIN GAME PRICES ARE LOWEST!
OUR MACHINES ARE ABSOLUTELY PERFECT!
GET OUR LIST BEFORE YOU BUY!

Cable Address: "MITCHAL, N. Y."
1070 Broadway, BROOKLYN, N. Y.

FREE ROUND TRIP TO THE CHICAGO CONVENTION BY TRAIN, PLANE OR BUS!



HERE'S HOW YOU CAN GET YOUR FREE ROUND TRIP

If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga); just purchase 10 or more of the "RICHEST AND RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. HEAR operators from all over the country acclaim Throne of Music. SEE how Mills features Throne of Music. KNOW you've bought the best in 1939!

for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

GEORGE PONSER COMPANY

519 West 47th St., NEW YORK, (11-15 E. Runyon St., NEWARK, N.J., 1001 E. Fayette St., SYRACUSE, N.Y., 754 Broadway, ALBANY, N. Y.)

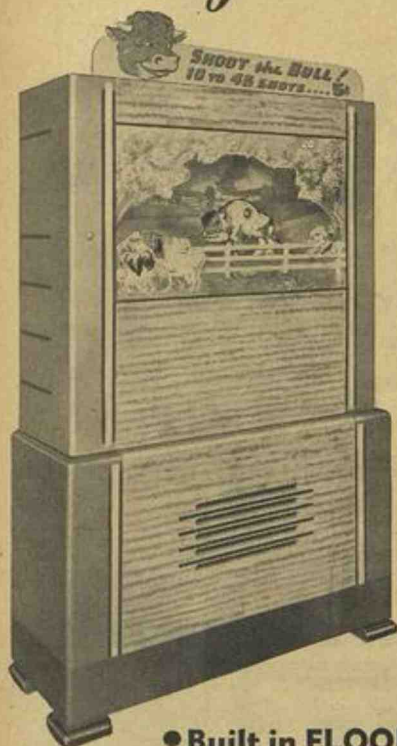
Grand Games by Grand National

Spotlam, F.P.	57.50	West. Horseshoe ...	89.50	Wurlitzer #16-A ...	85.00
Outlets, F.P.	37.50	West. Derbylines ...	45.50	Wurlitzer 24-Record	140.00
8th Tenning, F.P. ...	37.50	West. Derbylines ...	45.50	Euskas	37.50
Cherron, F.P.	37.50	West. Asterisks ...	21.50	Golden Wheel ...	12.50
Blup & Co. F.P. ...	37.50	Evans Quizzes ...	17.50	Clockwork	12.50
Chief, F.P.	36.50	Ex. Long Change ...	49.50	Stables	10.00

★ IMMEDIATE DELIVERY ON ALL THE NEW AND LATEST GAMES. YOUR USED EQUIPMENT ACCEPTED IN TRADE. ★

GRAND NATIONAL SALES CO. - 2304-06-08 W. Armitage Ave., CHICAGO, ILLINOIS

Bally BULL'S EYE RAY-GUN TARGET GAME



Clever new "SKILL-BONUS" feature insures continuous REPEAT PLAY

**100% LEGAL! NO AWARDS!
RAPID-FIRE MONEY-MAKER**

Here's the game that puts the \$ sign back in so-called closed territory! Bally's BULL'S EYE is designed to catch the play in a hurry . . . and to hold the play month after month. Designed to satisfy all players . . . amateurs and sharpshooters. Designed to fatten your bank-roll today and to be your meal-ticket machine for many months to come! If steady, substantial profit—and freedom from legal worry—is your aim, hit the bull's eye by ordering BULL'S EYE today!

FRANCHISE TERRITORY
Still Open in Many Sections.
WRITE! WIRE! COME IN!

• Built in FLOOR model and WALL model



TABLE MODEL GOLD CUP

Greatest 4-way multiple free play game ever built. Operate as one-shot or 5-ball game (or with 4, 3, 2 balls). Sensational money-maker either way, not only in free play territory, but also in payout territory, where GOLD CUPS in many spots earn more than pay-tables. Also built in Console Model for one-shot play only. Write for complete details and prices.

ONLY 3 IN.
DEEPER THAN
NOVELTY
CABINET

• METERED

14 HITS BY BALLY!

BALLY ALLEY bowling sensation. See advertisement on pages 78 and 79.

BALLY BABY 3-reeler. Interchangeable for penny-play cigarette awards or nickel-dime-quarter trade stimulator. Requires only 6 sq. in. counter space.

BALLY BELL 3-reel automatic payout bell-fruit game with double coinchute, choice of nickel-quarter, double nickel or double quarter. Double collections in average bell spot.

BALLY BEVERAGE VENDER vends 5-cent cups of pre-mixed, pre-carbonated ice-cold soft drinks.

BULL'S EYE Ray-Gun Target Game. See advertisement above.

C. O. D. "spottem" type game with Reserve feature. May be operated with Accumulative Reserve or with Reserve set at any desired amount or without Reserve. Change from free play to novelty or reverse in 5 minutes.

GOLD CUP CONSOLE, one-shot free-play 4-multiple. Actually out-earning paytables in many locations!

GOLD CUP TABLE MODEL, free-play 4-multiple, interchangeable one-shot or 5, 4, 3 or 2 ball play. Greatest free-play multiple ever built.

GOLD MEDAL, one-shot, 4-multiple, automatic payout. Three ways to win—bumpers, pockets, \$25 top Gold Award.

GRAND NATIONAL, pins-and-pockets one-shot 4-multiple automatic payout with \$45 top reserve.

ROLLER DERBY, the high-score hit of the year. Change from free play to novelty or reverse in 5 minutes.

ROYAL FLUSH 5-reel poker console, available in automatic payout model (with or without check separator) and ticket-vending model. A phenomenal money-maker.

SCOOP, combination "spottem" and high score. A Coast-to-Coast favorite. Change from free play to novelty or reverse in 5 minutes.

WAMPUM, 3-reel automatic token payout game with gum venter.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

ATTENTION!

EASTERN OPERATORS!

Boys, I'm heading home from Bally's 3-Day Pow-Wow with really big news about BALLY ALLEY and BULL'S EYE—the greatest LEGAL SKILL-AMUSEMENT GAMES ever built! Why, I saw distributors from every section of the country lay it on the line—five, ten, twenty-five grand at a crack—to insure immediate volume delivery. And I signed up the largest single order I ever placed in my life. With a juicy deposit, too. But I know the demand is going to exceed supply by at least ten to one. So it's first come, first served! Take my tip and rush right down and get your order and deposit in under the wire! For a short cut back to Easy Street, turn right up BALLY ALLEY, where you'll hit the BULL'S EYE of real prosperity! I'll be looking for you!

JACK FITZGIBBONS

453 WEST 47TH STREET,
NEW YORK

362 MULBERRY STREET,
NEWARK, N. J.

Get a "THREE-FINGER

1 GREATEST
PLAY APPEAL

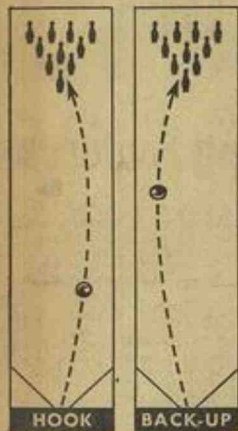
2 TROUBLE-PROOF
MECHANISM

with the sensational

3 SPEEDY
DELIVERY



2 OF THE MANY
BOWLING TRICKS
PLAYER CAN PERFORM ON
BALLY ALLEY



Scientific design of alley floor and 4-Way Swivel Ball Control permits player to duplicate every possible bowling shot . . . and, as in regulation bowling, skill is developed by continued practice.

DIMENSION: Cabinet 72 inches long, 20 inches wide, 38 inches high (at front); 64 inches high (to top of scoreboard).



New **GRIP-A-BALL**
4-WAY SWIVEL ACTION
AIM & SPEED CONTROL

Ball used in BALLY ALLEY is propelled on a revolutionary new Kinetic-Energy principle . . . permitting player to control accurately, not only the direction, but also the speed of each ball. Magnetized ball is spun at the terrific rate of 5,000 to 15,000 revolutions per minute . . . then released by special Thumb-Trigger in the Grip-a-Ball Control. 4-way swivel action of Control enables player to aim, to put "English" on the ball, to deliver perfect bowling shots.

Speed of ball increases as it nears the pins—but, whether the player delivers a crashing speed shot or a slow hook, ACCURACY determines the score. No words can do justice to the uncanny action of the ball and the sensitive control. You must see BALLY ALLEY in action and play BALLY ALLEY to appreciate the sensational appeal of the greatest automatic bowling game ever built!

GRIP on big bowling profits

BALLY ALLEY

**Revolutionary KINETIC-ENERGY Ball-Throw
duplicates all the "Umph" of real bowling**



At last! A bowling game that duplicates all the "umph" of bowling . . . not merely the thrill of smacking down the pins . . . but also the satisfaction of a realistic bowler's grip . . . and full player-control over aim, curve AND

BALL-SPEED! BALLY ALLEY is based on standard bowling rules . . . with STRIKES, SPARES and all the tricks of real bowling. Although plenty of skill and practice is required to build up high scores, BALLY ALLEY is so amazingly simple that anyone—man, woman or child—can step up and enjoy the thrill of real bowling. BALLY ALLEY provides all the excitement of actual bowling—with flying pins, HOOK SHOTS, crashing strikes, flashing lights, automatic scoring—plenty of action and suspense every minute. Scoring is based on bowling rules, but simplified in order to attract non-bowlers. Thus bowlers and non-bowlers flock to BALLY ALLEY for fun, thrills, excitement . . . insuring big steady profits to operators—and freedom from legal worry!

100% LEGAL!

STRICTLY SKILL! NO AWARDS!

BALLY ALLEY is the skill game coin-machine operators have been crying for! And thanks to the new Kinetic-Energy or Spinning Ball Principle—which puts the skill in the player's hand and eye—BALLY ALLEY is the first really new skill game in years . . . the game that puts all territory back on the big-money map!

FAST PLAY! BIG REPEAT PLAY!

BALLY ALLEY gives the player 6 balls for 5 cents, thus insuring full satisfaction to the player . . . plus high-speed earning power. And continuous repeat play is guaranteed by the fact that players can never become skilled enough to satisfy their own pride. BALLY ALLEY becomes a permanent fixture wherever you place it—a powerful money-maker month after month, year in and year out.

Special Money-Making Features

BEAUTIFUL CABINET with illuminated grilles.

3-PIECE CONSTRUCTION insures ease of handling and quick installation.

ILLUMINATED ALLEY adds to flash and aids player's accuracy.

AUTOMATIC SCOREBOARD registers every point scored, indicates number of balls played and signals all Strikes and Spares with an exciting flash of light. Pin set-up duplicated in

light-up design on back-glass; lights go out when corresponding pins are hit and light up again when frame is re-set.

ANTI-TILT prevents cheating.

BALANCED STEEL BALL.

HARD MAPLE PINS, exact miniatures of regulation bowling pins.

SIMPLE MECHANISM insures trouble-free performance.

FRANCHISE TERRITORY

STILL OPEN IN MANY SECTIONS COAST TO COAST

WRITE! WIRE! COME IN!

BALLY MFG. COMPANY

2640 BELMONT AVENUE,

CHICAGO, ILLINOIS

NOW THEY CAN BE SOLD!

MUTOSCOPE'S 3 NEW ANSWERS TO THE OLD, OLD QUESTION:

"When will we have machines that will make Big Profits-- Legally, Consistently -- year after year?"

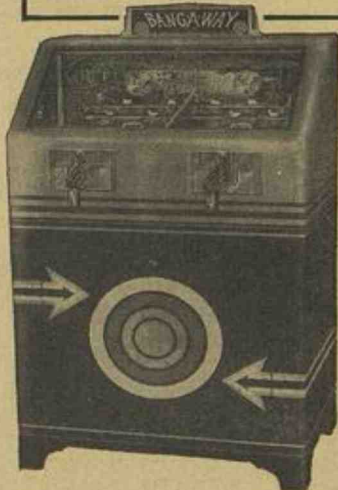
POST CARD VENDER

At last!—the vender that makes 'em ALL your steady customers. Vends novelty post cards, hundreds of different kinds—funny, exciting and intriguing. People like to collect them as gags. Big profits on every sale—repeat sales never stop! 22 cards in each series, such as SPECIAL LICENSES (Traffic Violator's Permit, Licenses To Do Anything, Anywhere, Anytime, etc.); CANDID POSES of gorgeous models; WILD WEST THRILLERS and PUZZLES 'N' TRICKS—surefire with the kids. And many other swell series. Counter and floor models. Very inexpensive to buy—a cinch to operate. No repair problems! SPECIAL INTRODUCTORY OFFER: Enough Cards FREE with each machine to bring in the original cost! GET STARTED TODAY!!!



BANG-A-WAY

Cash in on America's "trigger finger itch" with this thrilling two-gun target machine. Ducks and Rabbits shot down are recorded on high score. Bull's-eye hits are shown separately. A wonderful machine for personal play or for competitive play. Impressive example of fine cabinet-making. Made in two parts, top and bottom, for easy transportation. BANG-A-WAY boasts many great mechanical and play advantages: simplified series of recording devices that protect both player and operator . . . flexible coin mechanism equipped for coins of any denomination, giving five shots for a penny or ten for a nickel . . . slide resistor that permits speeding up or retarding the action of the guns. VERY REASONABLY PRICED for a machine of such tremendous earning power and long life!



SELECTOR MUTOSCOPE

Has 5 Movies

To Select From!

NOW you can get your share of the huge motion picture profit! SELECTOR MUTOSCOPE brings motion pictures to the doorstep of the millions of people who go to the movies every week. Offers five different subjects in a beautifully streamlined machine that will dress up all five pictures—and you keep them coming back every week by rotating the subjects. Mutoscope's extensive library includes news events, comedies, sport reels—everything under the sun—over 1000 subjects to choose from and more on the way! SELECTOR MUTOSCOPE shows motion pictures without the use of breakable film—so there's NO REPAIRING! Requires only 24" 110" film. EASY TO BUY. EASY TO OPERATE. The best long-run profit maker of the last ten years! It's a REAL business. INVESTIGATE TODAY!!



**GET ALL 3
AND YOU'VE
GOT SOMETHING**

Progressive Distributors of "ALL 3"

GERBER & CLASS DISTRIBUTING COMPANY,
914 Diversey Blvd.,
Chicago, Ill.

★

HANKIN MUSIC COMPANY,
258 Pryor St., S. W.,
Atlanta, Ga.

★

KEMO NOVELTY COMPANY,
1119-21 So. 16th St.,
Milwaukee, Wis.

★

MATHENY VENDING COMPANY,
1001 West Douglas,
Wichita, Kan.

★

NATIONAL AUTOMATIC EQUIPMENT CORP.,
122-124 West Mt. Royal Ave.,
Baltimore, Md.

★

NATIONAL NOVELTY COMPANY,
183 Merrick Road,
Merrick, L. I., N. Y.

★

ROYAL DISTRIBUTORS, INC.,
409 No. Broad St.,
Elizabeth, N. J.

★

SEIDEN DISTRIBUTING COMPANY,
1100 Broadway,
Albany, N. Y.

★

SHREVEPORT COIN MACHINE EXCHANGE,
414 Crockett St.,
Shreveport, La.

★

SICKING, INC.,
1922 Freeman Ave.,
Cincinnati, O.

★

SQUARE AMUSEMENT COMPANY,
88-90 Main St.,
Poughkeepsie, N. Y.

★

STERLING SERVICE,
Rocky Glen Park,
Moosic, Pa.

★

THE VENDING MACHINE CO.,
205-15 Franklin St.,
Fayetteville, N. C.

★

WEST COAST FACTORY REPRESENTATIVE,
Fred E. McKee,
Glendale Hotel,
Glendale, Calif.

CALL, AIR-MAIL OR WIRE FOR
SENSATIONAL DETAILS TODAY!

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

44-01 ELEVENTH ST., Mutoscope Bldg., LONG ISLAND CITY, N. Y.

EVANS LEADS the WORLD WITH

TEN STRIKE

ENTIRELY SKILL! REAL BOWLING! AUTOMATIC!

Get "FOXY"
before you
Get FOOLED!

**TEN STRIKE, the ORIGINAL
Bowling Game!**

Let's get this straight—you're entitled to know!
YOU CAN'T BUY ANY OTHER GAME WITH REAL
PLAY ACTION LIKE EVANS' TEN STRIKE!

That play action—which is the secret of the phenomenal success of this game—is fully covered by U. S. Patent D-116,550 and other patents pending!

TEN STRIKE STANDS UP!

Remember, there are no "bugs" in TEN STRIKE! Its mechanical action has been proven perfect by three months' actual operation on locations! You take no chances! Counterfeits rushed into production can only give you headaches! Why risk your money? DON'T BE FOOLED BY IMITATIONS!

YOU CAN "BANK" ON TEN STRIKE!

TEN STRIKE'S astounding record shows that, unlike any other game, its collections GROW BIGGER week after week! The reason is its ingenious, patented REAL play action, which holds the public spellbound! NO MAKE-BELIEVE PLAY CAN PRODUCE THE SAME RESULTS!

**NO MAKE-BELIEVE PLAY! NO PAYOFFS!
NO LOST LOCATIONS! NO LEGAL
ENTANGLEMENTS!**

OPERATE THE GENUINE EVANS TEN STRIKE AND SAVE
YOURSELF A WORLD OF GRIEF!



See It
At Your
Jobber

Write, Wire
or Phone
Haymarket
7630

H. C. EVANS & CO., 1520-1530 W. Adams St., Chicago

Nationwide Sales of ROCK-OLA *Luxury Light-up* PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ALASKA

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0460)

ARKANSAS

Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 40584-7924-22469

COLORADO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Twenty Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAH0

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

ILLINOIS

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA

Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA

A. A. Becker
4304 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

Monarch Coin Machine Co.
1731 W. Belmont Avenue
Chicago, Ill.

KANSAS

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

KENTUCKY

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
517 Canal Street
New Orleans, La. (Magnolia 2966)

Louisiana Amusement Company
822 Carondelet Street
New Orleans, La. (Raymond 1770)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO

Navarro Automatic Co.
Aguilares Sarden, 255
Mexico, D.F.

MICHIGAN

B. J. Marshall, Inc.
3726-32 Woodward Avenue
Detroit (Tel. Temple 1-4111)

MINNESOTA

La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

MONTANA

H. B. Brinck
827 E. Front St.
Butte, Mont. (Phone 6726; 2-4101)

NEBRASKA

A. A. Becker
4304 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

NEW JERSEY

Interstate Coin Mach. Sales Corp.
248 W. 55th Street
New York, N. Y. (Circle 7-2694)

B. D. Lazar Company
620 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

NEW MEXICO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK

Interstate Coin Mach. Sales Corp.
248 W. 55th Street
New York, N. Y. (Circle 7-2694)

Universal Vendors
788 Broadway
Albany, N. Y. (Tel. 4-1933)

Rex Amusement Company
710 South Salina Street
Syracuse, N. Y. (Tel. 2-3692)

OHIO

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

William Trau
1427 Lakeland Avenue
Cincinnati, O. (Tel. Valley 5902)

Art Nagel
2923-25 Prospect Avenue
Cleveland, O. (Prospect 4551-2)

OKLAHOMA

Boyle Amusement Company
522 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

PENNSYLVANIA

B. D. Lazar Company
620 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

SOUTH CAROLINA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE

Earl Montgomery
1074 Union Avenue
Memphis Tenn. (Tel. 2-1700)

H. C. Payne Company
314 Broadway,
Nashville, Tenn. (Tel. 6-4545)

TEXAS

Fisher Brown
2205 S. Harwood Street
Dallas, Tex. (Tel. 4-6131)

Stelle and Horton
1513 Louisiana Street
Houston, Tex. (Tel. Fairfax 4096)

United Amusement Company
310 South Alamo Street
San Antonio, Tex. (Cathedral 1431)

UTAH

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

WASHINGTON

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0460)

WEST VIRGINIA

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

R. N. Bender
425 W. Washington Street
Charleston, W. Va. (Tel. 36-813)

WISCONSIN

Badger Novelty Company
2545 North 30th Street
Milwaukee, Wis. (Kilbourn 3010)

La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

WYOMING

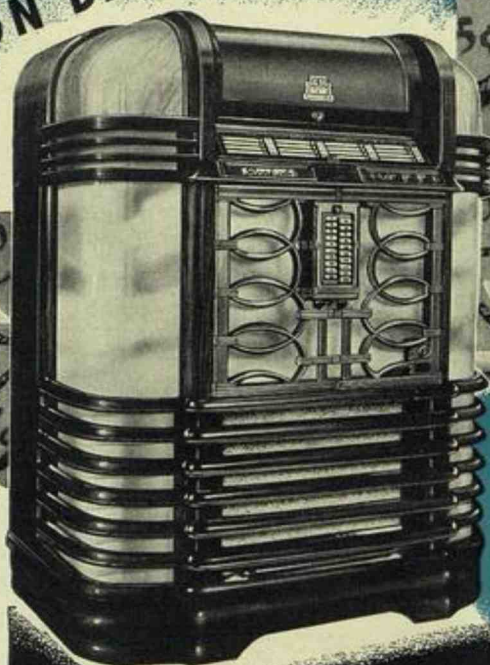
Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

CALL YOUR NEAREST DISTRIBUTOR TODAY — *Make more money with Rock-Ola*

MORE BEAUTY
 MORE COLOR
 MORE TONE QUALITY

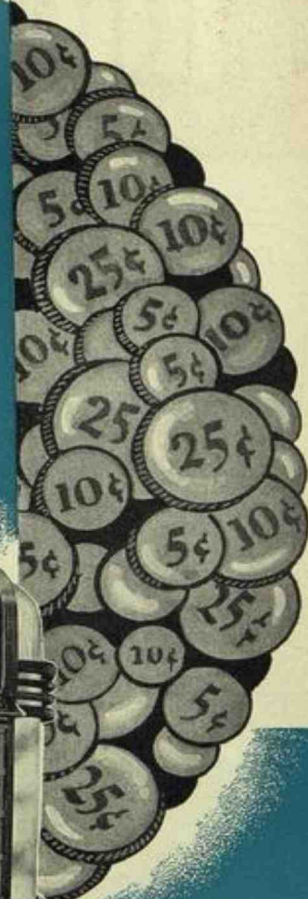
More Everything

THAT MEANS FULL COIN BOXES
 ON COLLECTION DAY



*Luxury
 Lightup*

THE STYLE LEADER IN THE
 COIN PHONOGRAPH FIELD



ROCK-OLA SELLS
 THROUGH DEALERS ONLY

Rock-Ola is the machine of the ages. Designed for the future, but paying off right now in thousands of choice locations everywhere. This musical salesman sells itself on every prospective patron and keeps a continuous chain of nickels, dimes, and quarters adding to your profits. Trouble-free, slug-proof, with clear, balanced tone and PLAY APPEAL make Luxury Lightup the perfect answer to more locations and greater earnings.

ROCK-OLA
 MANUFACTURING
 CORPORATION

800 N. Kedzie Avenue, Chicago

DE LUXE Model

Luxury Lightup designs
 also available in Standard
 and Counter Models.





**"REPLACED 30% OF
MY PHONOGRAPHS
BOOSTED MY
NET PROFITS"**

*Says N. E. Adams
Forrest City, Arkansas*

**YOU ARE LOSING MONEY
EVERY DAY YOU KEEP OLD
PHONOGRAPHS ON LOCATION**

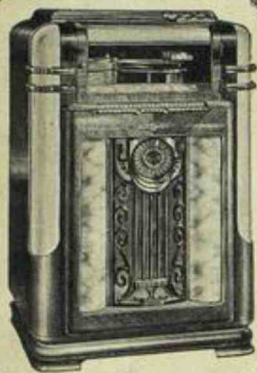
All over America, Wurlitzer's Modernization Plan is boosting profits for Wurlitzer operators. Why not for you?

N. E. Adams replaced 30% of his phonographs under this Plan — reports a very substantial increase in net profits.

Follow his example. Modernize your operation with big earning Wurlitzer Models 500 and 600. Place them in your best locations. Move the phonographs now there down to your second best spots. See your income increase right down the line.

Find out why Wurlitzer operators everywhere credit Wurlitzer's Step by Step Modernization—a tried and proven plan for keeping your entire operation modern in easy steps by replacing a certain percentage of your old phonographs every year. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*A Name Famous In Music
For Over Two Hundred Years*



**Only WURLITZER
MODELS 500 and 600
GIVE YOU ALL THE
BIG MONEY MAKING
FEATURES**

**24 RECORDS
TO GET MORE NICKELS**
**VISIBLE
RECORD CHANGER
THAT ATTRACTS THE CROWD**
**BRILLIANT PLASTIC
ILLUMINATION**

SOLED ONLY TO MUSIC MERCHANTS

STEP UP
YOUR PROFITS
WITH

WURLITZER'S

STEP BY STEP
MODERNIZATION
PROGRAM