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The World's Foremost Amusement Weekly

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Photo
by
Murray
Korman

**JUDY
CANOVA**

Appearing in Lew Brown
"Yokel Boy" at the
Majestic Theater, New York

Murray Korman Photo

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The Billboard

The World's Foremost Amusement Weekly

October 7, 1939

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ACTORS' AUDITION TAKES

Legionnaires Steal Show From Selves But Stormy Biz Just a Light Drizzle

CHICAGO, Sept. 30.—The Legionnaires came and went, and while they didn't cause any big slump either in theaters or cafes, the anticipated storm turned out to be only a drizzle. When the boys held their last convention here in 1933 the big show was the world's fair, but the spotlight this week was taken up by the former doughboys themselves, who carried on one continuous "Hells-poppin'" riot in the Loop and too many people were on the sidewalks to watch them.

Theater box offices boomed the day of the parade when tired mobs flocked into the temples to rest or to stay away from the morning rain. Cafes picked up a little extra change, particularly the top ones, such as the Empire Room of the Palmer House and Chez Paree, which entertained many parties. To the smaller niteries, particularly those located uncomfortably close to the Legion-crammed

hotels, the visitors proved a headache. As one small cafe up puts it, "They come in to spend a couple of bucks for liquor and get a feeling that they ought to wreck the joint."

A couple of the hotels airing bands over the networks complained of interference from the boys' clown bands at broadcasting time. At the Bismarck Hotel Phil Levant's Ork was in competition with a blaring Wisconsin Post outfit "entertaining" in the lobby just outside the Walnut Room, which kept the Levant company in jitters every time it went on the air.

Due to adverse weather conditions the big show at Soldier's Field Wednesday (27) didn't attract even a third of the emporium's 100,000 seating capacity. Under the direction of Will J. Harris almost \$25,000 was spent for talent and other expenses, and it's doubtful whether (See **LEGIONNAIRES STEAL** on page 19)

Outlook for Fairs, Shows in N. C. Brightens; Resuming Weed Sales

RALEIGH, N. C., Sept. 30.—Sales of tobacco in North Carolina will be resumed on October 9, according to present plans of warehousemen, who stopped auctions two weeks ago when the Imperial Tobacco Co., of Great Britain, withdrew its buyers because of war conditions. This makes the outlook for fairs, carnivals and other tented shows brighter.

A crop control referendum to reduce the 1940 crop has been set for October 5, with the federal government pledging to pour between 30 and 40 millions of dollars into the market if growers carry the election in favor of curtailment.

Government plans to use Imperial buyers to spend its money, with tobacco purchased with federal funds to be stored under option to Imperial for delivery when and if Great Britain decides to purchase it.

Tobacco warehouses are scheduled to reopen regardless of the outcome of the referendum. Resumption of leaf sales will be welcomed thruout North Carolina and particularly in the tobacco auction centers which were hard hit when the multi-million-dollar flow of tobacco money was stopped. Business fell off and tax receipts dropped. Farmers couldn't pay their bills and lacked money they expected to spend for other things. Plans for the usual local fairs went ahead, however. Those scheduled to open after October 9 naturally will find spending freer than those fairs already completed.

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	24
Carnivals	40-47
Circus and Corral	32-34
Classified Advertisements	48-50
Coin Machines	72-100
Endurance Shows	25
Fairs-Expositions	35-37
Final Curtain	32
General News	3-5
General Outdoor	57-61
Hartmann's Broadcast	58
Legitimate	15-16
Letter List	37-38
Magic	24
Music	10-14
Night Clubs-Vaudeville	17-23
Non-Theatrical Films	26
Notes From the Crossroads	58
Orchestra Notes	12
Parks-Pools	38-39
Pipes	56-57
Possibilities	4
Radio Talent	7
Repetitive-Tent Shows	25
Rink-Skaters	39
Orchestra, page 10.	20
Units and Attractions, 20	and 60.
Grand Stand and Free Attractions	60.
Dramatic and Musical, 50.	Carnival, 61.
Circus and Wild West, 61.	Miscellaneous, 60.
Show Family Album	49
Sponsored Events	51
Thru Sugar's Dominion	4
Wholesale Merchandise-Pipes	52-57
World's Fair News	30-31

Overstraining, Unpreparedness, Inability To Take Criticisms Main Faults, Talent Execs Say

NEW YORK, Sept. 30.—Talent trying to get into radio frequently over its own greatest handicap, making simple and seemingly obvious mistakes that tend to militate against clicking in the first active step toward radio, the audition. Interviews with NBC, CBS and WOR—Mutual officials show that their reactions and criticisms run along similar lines. Highlights of these criticisms are that talent too often tries to outdo itself on auditions; comes without preparation; doesn't know its own best meters and, probably the most important of all, doesn't realize that being good, or even very good, is not enough. Because there is such a plethora of talent and because radio is supersaturated with talent, an act must be really so good and different if it is to hit the ball.

Marjorie Loeber, who has been auditioning talent for NBC for years, pointed out that too many dramatic players essay dialect which they should avoid. NBC's actor files include those of practically every known dialect, and when an actor fails to do a dialect with complete authenticity a natural discount on the actor's entire audition follows. Earl Mc Gill, who auditions all dramatic tal-

ent for CBS, said, "We don't care if an actor can do a back-country Swallow. We've got all the dialects we can ever use now. All we want to know is whether the actor or actress can perform with simplicity and sincerity. Too many actors forget that the microphone is more sensitive than any audience and blazes mistakes in playing."

The interviews with Miss Loeber, McGill, Julius Steebach, WOR vice-president in charge of programs, and Robert E. Smith, who conducts NBC's auditions for other than dramatic players, all disclosed that lack of microphone experience was a liability. Executives agree that if an actor shows enough stuf he'll be taught how to work the mike soon enough. Likewise, it is agreed that many auditionees make a mistake in claiming mike experience they do not have. The minute they start the audition directors can see if they've really had the radio experience they claim. Best thing auditionees can do, it was said, is to forget about the mike completely. Engineers and production men will always check balance. "Radio acting is simply talking." (See **ACTORS' ADDITION** on page 6)

Dorothy Bryant AGVA's Sec'y; Officer Selection Criticized

NEW YORK, Sept. 30.—Mrs. Dorothy Bryant was appointed executive secretary of the American Guild of Variety Artists yesterday by its executive board, which in turn was set up by the Associated Actors and Artists of America. Mrs. Bryant succeeds Mrs. Malda Resade, who resigned last Friday from the \$6,000-a-year key job in AGVA. The job is appointive. In the APA, which had been attacked by the Four A's as "undemocratic," the secretaryship was elective.

The Four A's, which organized AGVA, made the secretaryship appointive with the explanation that if a secretary turned out badly he or she could not be removed until the next election if the position were elective. The present AGVA administration, all appointed pending AGVA's first election, for which a date has not yet been set, consists of Mrs. Bryant, secretary; Alex McKee, treasurer; Jay C. Filppen, new president who succeeded Eddie Cantor Tuesday; and an executive board composed of Cantor, Mrs. Emily Holt, Bert Lytell, Paul Dullzell, Lawrence Tibbett, Leo Fischer, Ralph Morgan, Milton Berle, Kenneth Thomson, Jean Greenfield, Heben Quinlan, Filppen, Eddie Dowling, Eddie Kay. (See **DOROTHY BRYANT** on page 24)

U. S. Acts Staying in Europe To Cash In on Talent Dearth; Some Performers Come Home

NEW YORK, Sept. 30.—American performers who have remained in Europe since the outbreak of the war are reported to be working now in the British provinces and the neutral areas of the Continent and drawing proportionately higher salaries than before the hostilities.

Opinion is divided as to how long flesh will be able to continue, since transportation to England has become a major headache, or how much money will be permitted to leave the country. But those who stayed behind do have, it was unanimously conceded, more work than heretofore.

Most of the American acts have banded into units and are playing the provincial theaters in England, Ireland, Scotland and Wales on percentage arrangements. Some U. S. citizens are also

playing Berlin, which has been totally unaffected by the war as far as theater conditions are concerned, and also Norway, Italy, Denmark and the French provinces.

Included among the American artists who remained behind to cash in on the war are Ben Lyon and Bebe Daniels, Condos Brothers, the Badminton Players, Cantor's Steeplechase, Jimmy Hadravsky, Nice, Florida and Lubow; Pierce and Harris, Peg Lee Bates, Stafford and Louise and Bob Vernon and Jesse Draper. All are playing in England.

Willie West and McGinty are playing dates in Glasgow, Scotland; Gene Mullchay, Emily Loewen and Bertie Deane, Monroe and the Adams Sisters and Lydia Sue are in Berlin; Mathea Merryfield is in Italy; Bobby Joyce and Sylvia Dean

(See **U. S. ACTS** on page 19)

Denmark Bars Foreign Acts

COPENHAGEN, Sept. 30.—Beginning tomorrow no foreign acts or entertainers will be permitted to work in Denmark. Foreign acts or artists now in the country will be allowed to remain for six months. This step is taken to provide work for Danish artists who, on account of the European situation, are unable to find work in foreign countries.

Undoubtedly this ban will be modified as soon as conditions warrant. Logically, the ban cannot be maintained for any great length of time, as there are a limited number of good Danish acts and a limited number of spots for them to play, most of which are in Copenhagen. Acts soon play themselves out under such conditions and Denmark will soon discover this, as have Germany and other countries which have tried to oust foreign talent.

N. Y. BOOKERS' 70 WEEKS


Booking 133 Houses Regularly And Hundreds More On and Off; Vaude Boom Sweeping the East

NEW YORK, Sept. 30.—Despite the impression last season that vaudeville was dead and buried, a survey reveals that 18 local booking offices are supplying regular and occasional stage shows for 133 theaters accounting for 70 weeks of playing time, with many more houses and time slated to debut within the next few weeks. This compilation does not include the several hundred theaters booked on and off by Lou Goldberg for his Major Bowes units, and by Martin Wagner, of the William Morris Agency, for film cowboy names and novelty acts. Goldberg and Wagner each claim their bookings, ranging from one-nighters to full weeks, have covered 2,000 different playing dates the past few years. The survey also does not take into account the many houses to which Music Corp. of America often sells its bands and acts direct, including the Lyric, Indianapolis; Denver, Denver; Riverside, Milwaukee; Rivoli, Toledo, and Tover, Kansas City. In other words, the 70 weeks booked

out of this city is an understatement. But few people are aware of the extent of vaude time available because the time is spread out among almost 25 different offices and it is almost impossible for any act to dovetail the various dates so that they are consecutive.

Local Skouras houses, including the Brook, Bound Brook, N. J., a two-day stand, are also picking up low-priced vaude bills. In addition, scores of theaters throughout the New York territory use small-time acts in "amateur" contests and all sorts of special stunts.

The Mutual Booking Office, booking 48 houses for 60 days playing time, provides the most work to acts. The units sell for \$65 to \$100 a day and salaries range from \$40 to \$150 a week. Arthur Fisher is the biggest local indie booker, handling 11 houses for around eight weeks of time. Eddie Sherman is second with nine houses amounting to six and a half weeks, but also has four more on—
(See N. Y. SUPPLIES on page 17)



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Possibilities

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BILLBOARD STAFF

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

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

For LEGIT MUSICAL

CALYPSO DANCERS—group now appearing at the Village Vanguard, New York night spot. Directed by Bill Matons and featuring Alies Gilmer, offer satirical acts on the most important issues of the day, and present a fast and entertaining show. Matons appears capable of creating routines to fit any situation, and Miss Gilmer is a young and talented lass who would be a distinct asset to any show. Rebecca Brody, of the group, is also a fine dancer. The troupe, if given various spots in a revue—particularly a topical revue—would be sensational.

JUNE LORRAINE—Chicago mimic caught recently at the Cuto Theater, Chicago. Has all the assets—class, looks and a polished delivery—needed to fit perfectly into a revue. Goes out of the usual formula on many of her imitations, the best being of Bette Davis. Works with assurance and ease, and is capable of handling lines not included in her own act.

SLC Open to Legit

SALT LAKE CITY, Sept. 30.—Because of heavy grosses pulled in by the touring (or John Barton) company of Tobacco Road, which played the local Roxy Theater for three days starting September 10, Manager A. B. Floor of the Roxy has announced that he will book in any good legit road attractions, no matter what the admission price. Road went into the film theater at an advanced scale and played to capacity for its three evening performances and one matinee.

During the run of Road a poll was taken of Roxy patrons, who voted almost unanimously in favor of the booking of legit attractions, the dearth of which has always been keenly felt locally.

JUDY CANOVA

(This Week's Cover Subject)

JUDY CANOVA, currently starring in Lew Brown's Broadway production, "Yokel Boy," is a native of Starks, Fla., first she is a Georgian by adoption. Her first professional appearance, with her sister Anne and her brother Zeke, took place in a night club in Greenwich Village, New York, where that attractive and novel draw that has subsequently brought her prominence in pictures and on the stage made an instant hit with diversion seekers.

Further engagements in most nocturnal rendezvous followed for Judy, Zeke and Anne, after which the trio made a Coast-to-Coast vaude tour. Back in New York, Judy got a call from Lew Brown for his "Calling All Stars," and as a result of her comedy performance therein she was presented with a Warner picture contract. Her next Broadway appearance came with a Shubert production of "Ziegfeld Follies," and not long after this engagement she joined Paul Whiteman's radio commercial.

Returning to Hollywood, she appeared in several movies for Paramount, which led finally into her current role in the successful "Yokel Boy" musical comedy.

Thru Sugar's Domino

VAUDEVILLE is in the throes of the greatest revival of activity since it started hitting the skids about seven years ago. In the flesh industry this is sensational news. For the thousands who will be affected in their various roles of actor, agent, producer, booker, vendor, etc., this news is as welcome as a breath of spring. It seems that, after all, we may yet in our time return to a semblance of the old days when work was plentiful in the vaudeville industry and when everybody connected in any way with the field drew proportionate returns.

Yet it is important to call to the attention of those who might become too encouraged and thereby throw caution to the winds that the revival of activity in vaudeville—while it is real and practically assured so far as continued accretion is concerned—is mostly in the planning stage. That is, the total effect of plans announced definitely by responsible factors is to delude one into thinking that the goal has already been reached. As a matter of fact, however, the ambitious plans which have been announced and which in most cases have started to be carried out are yet to be executed to the point where one can say with certainty that vaudeville's revival is a phenomenon of proven stability and that it has a bright future.

There were many factors, unnecessary to discuss here, responsible for the rather sudden interest in vaudeville on the part of exhibitors. Regardless of whether these factors are transitory or of a nature bound up with the theory to which we have consistently adhered—that popular-priced theaters in most situations must employ stage attractions to attract trade—it is as certain as anything can be that vaudeville will take another year or more from which it might take many years to recover if its detractors fail to give of their best.

Vaudeville is being watched much more carefully than ever before by the men who pull the strings in Hollywood and by the equally important agents who carry out their orders in the country's leading circuits. The film industry has plenty of headaches and the most penetrating Rosencranzes of mechanics. At this writing it is quite evident to the film industry that radical steps have to be taken to keep box-office figures above danger levels. A radical step, indeed, considering their apathy in the past toward stage shows, is the support shown in the present conservative way of stage policies in theaters that have been bereft of living entertainment for anywhere from 5 to 10 years.

It is our firm conviction that Hollywood will benefit from a tremendous rise in vaudeville's activity index. The vaudeville people can do their share by applying every inch of the way the knowledge they have gained thru years of being kicked around and relegated to the backdoor of the show business. Hollywood will benefit from guarding carefully against the natural tendency to dump its cast-off talent merchandise on the country's stages. The public likes screen stars mixed with its stage fare, but how much more than ever before the offerings of these stars must possess substantial qualifications in the form of talent, material, physical background and mounting. Hollywood can benefit incalculably from the backwash of favorable public reaction to personal appearances of film players. In inverse ratio it can hurt itself irreparably by using theaters as a junkyard for its has-been talent and for screen material that is not adaptable to stage work. The theaters in which it has such a tremendous financial interest will suffer at the box office and the result will be just as disastrous, although not as easily traceable, in the film industry itself.

A FRIENDLY warning is in order to the American Guild of Variety Artists. It hasn't yet held an election. It has not yet started functioning as an organization responsible to members who have voted officials into office. Such being the case it should not be criticized.
(See SUGAR'S DOMINO on page 23)

ACTORS' POOR H'Y'D SEASON

Accent on Serial Shows Cuts Turnover of Thesps' Pay Rolls

HOLLYWOOD, Sept. 30.—One of the leanest years for radio actors since Hollywood joined the radio big time as an other production center is believed in the office here. Discarding of several of the larger variety shows will put a dent in the pocketbooks of ether thespians. Current trend toward serials has had a great deal to do with lack of employment this season. Casts for these shows are more or less the same week after week, and there isn't the chance for a turnover as was the case when Hollywood was alive with variety shows.

"Notable in the swing toward strip shows is the J. Walter Thompson agency with One Man's Family and Those We Love.

Both these shows are now under the Standard Brands banner, replacing the Rudy Vallee hour. Same agency has I Love a Mystery for the same account as a five-time-a-week show.

Agencies and sponsors are waiting to see the reaction to serials in the after-dinner brackets. If they prove popular it is expected that more bank-rollers will follow in the footsteps of Standard Brands. One point in the favor of serial shows from a sponsor point of view is the comparative cheapness of such productions as against the five-figure budgets formerly demanded for variety shows.

Broadway Beat

By GEORGE SPELVIN

WHILE the Associated Actors and Artists of America is trying to get back on an even keel, it is gratifying to know that the execs are not completely foregoing life's niceties. The tropical brigade, for instance, has become active again—word filtering thru that Kenneth Thomson has sailed for a Hawaiian vacation. Frank Gillmore and Paul Turner, Thomson's colleagues in the labor movement, are partial to Curacao, whereas Mrs. Dorothy Bryant, erstwhile chief of Chorus Equity, favored Haiti. . . . Thomson's trek, in addition to making possible an exotic sabbatical, also incidentally enabled him to dodge a summons naming him a defendant in a libel suit brought by Ralph Whitehead, of the American Federation of Actors. Harold Koenigsberg, of the AFA, who has the papers, missed the boat, but will undoubtedly try to catch Thomson as he rebounds off the Gulf Stream. Tide waits for no man.

Thomas Patrick Dillon says that when he was a youngster playing in stock an old actor said to him, "Act if you must, my lad—but don't ever let anybody see you working at it." It's advice that should be posted in the harbors of every

self-conscious personality player now on the boards. . . . So you want to be an actor? Despite the increase in legit box-office returns, acting jobs are so scarce that when Clarence Taylor started casting for his forthcoming show he received a complaint from the management of the office building. There were so many applicants that it was impossible to force a way thru the halls, which were filled with about 1,000 actors putting in bids for a place in the all-male cast. . . . Maybe Dudley Digges doesn't know it, but there was a Dudley Digges in Parliament in the time of Charles I. he went down in history because he suggested that if Parliament were going to do nothing more than talk it might just as well go home. . . . Party thrown by Young & Rubicam for Fred Allen at the Rainbow Grill recently was ostensibly for the purpose of discussing changes in the program's format. But the laughs were so frequent that all the talk came to nothing. According to a cast member, program will probably start off with something new, but will gradually revert to the old form.

Face in the Cash Box Story No. 456: The secretary of the owner of a prominent night club has been given one week to make good all the dough she "borrowed" from the receipts, and all she really borrowed from everybody in the joint. . . . Abby Froburg, space grabber for the Hotel Taft, is marrying into the Fourth Estate next month. But he can't do a thing for her professionally. He's associated with a paint trade paper. . . . Bob Ripley is reading another round-the-world safari. . . . Charles Henderson's book, *How To Sing For Money*, contains the following fly-leaf variation of the old bromide: "All characters in this book are strictly fictitious, except those who like what we say about them."

Jim O'Neill, who now spends only a few hours a day at Actors' Equity, is devoting much of his leisure to the cultivation of and educating his pet Indian hill mynah. A mynah is the cleverest of all talking birds and resembles a crow. Jim's comes from Frank Buck's collection. One of the bird's better influences is on Ben Atwell; while the lat-

ter was discussing the European situation last week the bird piped, "War! My God! My God!"

Ballroom teams are being coated with glamour in the public prints. *Saturday Evening Post* recently had a Paul Gallico yarn about a terp team's troubles, and *The Daily News-Chicago Tribune* strip, *Winnie Winkle*, pictures his heroine and husband as a ballroom duo in night clubs. . . . Velox and Yolanda drew \$7,500 a week for their Chicago Theater, Chicago, date last month, compared with \$8,750 for their previous appearance at the same house. This is the answer to squawks from other teams that there is no money in ballroom dancing. . . . Gray Gordon, the maestro, is conducting

nation-wide auditions on his current road tour in order to find a femme vocalist. At each dance Gordon sets aside a half-hour period during which hopefuls may appear on the band stand. . . . When Bob Crosby finishes his half-hour commercial for Camel on Tuesdays, he and band entertain the in-person audience by playing killer-dillers for 15 or 20 minutes. He was about to give the downbeat for one of them last Tuesday when a woman rushed down the aisle of CBS's 53d street playhouse to plead with him to arrange and play a tune she had written. One of her arguments was "What thing did for Mercedez Rose, you can do for my song." A couple of ushers firmly eased the embryo Carrie Jacobs Bond up the aisle and out of the theater.

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ACTORS' AUDITIONS: MISTAKES

Overstraining, Unpreparedness, Inability To Take Criticisms Main Faults, Talent Execs Say

(Continued from page 3)

ing to people," Miss Loeber said. "Sincerity and simplicity are most important. Play acting or scenery chewing is fatal. Talent execs also said that auditions should forget as much as is possible about the control room and the people sitting there.

Lack of originality in audition scripts is more or less the rule, although it is true that many dramatic auditions deserve good audition scripts to show themselves. Miss Loeber said that too many ingenious use scenes from *Acorn on Youth*. Other threadbare favorites, worn thin because of constant use, are *Rain* and *Anna Christie*. McCall added to these favorites others that are jammed down directors' throats, including *Springtime for Henry* and Julie's speech from *The Royal Family*.

"An appalling lack of preparedness" marks the attempts of many singers trying to sell themselves to NBC, Smith stated. They come to auditions without music and then, when their time is near, flounce around the studio, making a terrible burrah about what they should sing and has the accompanist get it in his right hand and will Mr. Woods on the audition become like this song or that one better? The same lack of preparation is noticeable, Smith pointed out, when many singers ask him what songs they should sing on their audition. Seebach of WOR and Smith both pointed out that singers are themselves the only ones to decide this. If they have had any experience they will know what songs are best for their voices and audition accordingly. Asking this question is a tipoff that the auditionee is inexperienced and "hasn't found himself," Seebach declared.

Smith also declared that it is a mistake for singers to use opera arias on their auditions unless they have had actual opera experience. When they do sing an operatic aria the strain always shows in their auditions, and never involves strain. Smith also pointed out that if a sponsor, or NBC, wants an opera singer, they have their choice of many Metropolitan members. An equally serious mistake is for classical singers to try to sing a pop number. It's as much of an art to sing pop as it is to do classical, he stated, and a classic singer always tips his mitt, showing a lack of feeling and rhythm in handling a pop tune.

Singers likewise display lack of originality in picking audition tunes, Smith said. They seem to concentrate on arias from *Madame Butterfly*, *My Heart at the Sweet Voice*, the third act aria from *La Tosca*, *Sweet Mystery of Life*, *Tell Me That You Love Me*, *Tommy and Son of Songs*. Another hackneyed audition tune is *The Glory Road*.

Bulk of singers come for auditions with insufficient experience, according to Smith and Seebach. Few of them seem to realize the importance of getting a good experience in some field. Work on smaller stations is of great value. New York radio can't possibly use all the good talent that is available, and the best course a singer can follow is to audition as often as the lines best individually suited. NBC frequently has calls for singers who have been auditioned, but is unable to get in touch with them, Smith said, adding that it always pays to give NBC an address and telephone number. When talent is wanted, he commented, it's always wanted in a hurry.

Execs interviewed agreed that they always take into consideration the psychological strain imposed by auditions and that if an actor is too nervous and tense they'll give him another chance. McCall said breathing always shows nervousness, and that when an actor breathes quickly and gaspingly it's the tipoff.

McCall explained that directors look, in addition to the sincerity and con-

viction with which an actor reads a part, for accuracy, warmth and overall credibility in projecting characterization. The audition script should show a well-rounded picture of what an actor can do. Some advertising agencies prefer use of excerpts from daytime strip shows in auditions, he said, rather than excerpts from plays. McCall also added that an actor should never ask a director what to do as an audition.

In connection with audition nervousness, Seebach said that allowances are made for the strain of an audition, and an actor should immediately in his auditions what kind of a performer he will be. An actor who tips by extraneous events in the studio and who worries about others is likely to blow up any time during a show. Seebach also said that some directors and talent buyers pay considerable attention to an actor's deportment while arranging the audition appointment. The ease with which an actor understands instructions and the general tone of the director's conversation frequently indicates the ease with which he will take direction on a show. Another common error is the inability to know "when to stop, and the inability to take criticism," Seebach said. Many performers, after an audition, ask for criticism, but when it is given resent it and charge the director with personal animosity. The result is that the actor retains the idea he has been subjected to persecution, that he's better than he really is and that the "director had it in for him." Seebach pointed out that the criticism is impartial and if followed will usually help the actor improve his work. He also said that actors rejecting suggestions made this way hinder their own progress. The men who make these criticisms are experienced and, while "the truth may be unpalatable, it is healthful," he said.

Landis, League Heads Send Squawks to NBC

NEW YORK, Sept. 30.—NBC incurred the wrath of organizers of baseball this week. Two squawks were made against the network, first when it broadcast the first game of a double-header between the Cincinnati Reds and St. Louis Cards, violating baseball's first rule of broadcasting by putting the game on a network. NBC further incurred squawks by allegedly freeing Mutual out of getting re-assignment rights from Western Union for the deciding game, Thursday (29). It is understood that Judge K. M. Landis, baseball czar; William Harridge and Ford Frick, American and National League heads, all beefed to NBC.

Baseball leagues have banned network broadcasts of all games but World Series because, they object, such games have on minor league box-office receipts. Theory is that major league broadcasts on chains will hurt the take in towns with minor league games. Sports execs were angry at Mutual's being unable to contact Cincinnati execs Thursday in view of Mutual's exclusive coverage on the World Series starting Wednesday (4). They figured Mutual should have had the game as a build-up for the series.

Yankee Network Squawk Causes Chiropactic Jump

BRIDGEPORT, Conn., Sept. 30.—Connecticut Chiropactors' Association program, *Miracles in Health*, which was all set for a weekly commercial over WICC here, has been switched to WELI, New Haven, and WNBC, New Britain.

Change was made after Yankee net ordered cancellation of program on WICC, following beefs by medical associations.

Producer and writer is Larry Chamberlain.

Looking for Tenants

LINCOLN, Neb., Sept. 30.—*Dream House*, a program which started on KPOW recently and which continued with the building of an actual residential home, is off the air. The house has been completed.

Petrillo Jams AFRA Chi Machinery With WBC Speliers' Pact

CHICAGO, Oct. 2.—James C. Petrillo threw a monkey-wrench into AFRA's local announcer machinery late Friday when he effected an agreement with World Broadcasting Co. which calls for all speliers cutting shows here for WBC to be members of Petrillo's musker local. Move immediately extended Petrillo's activity among all local announcers since heretofore he has held out to WBBM-CBS announcers. But this blanket agreement with WBC means that any station or agency working with the ET outfit will have to employ speliers belonging to Petrillo's union.

When queried to whether this move meant an attempt to take over all Chi announcers, Petrillo stated: "I'm not saying anything, except that if AFRA wants a fight it can have it." With WBC giving in to the music chief's demand, he denied that AFRA's announcers working NBC and Mutual shows made at WBC will have to join or drop out of the shows. This will lead into the problem, tho, of how agencies can hire Petrillo's announcers if they have already signed the AFRA code.

CHICAGO, Sept. 30.—Hostilities broke out again this week between musician and announcer groups. The American Federation of Radio Artists' local over the two-year-old problem of the WBBM announcers, who are still members of the AFRA.

Clash took place Tuesday on the repeat airing of Columbia's *We, the People*, specially broadcast from the Auditorium Theater for the American Legion convention. Young & Rubicam agency had arranged for a WBBM staff spelier to replace the regular Ziegler who had to go back to New York after the first show, but AFRA objected on the grounds it was a network show and called for an AFRA man under the code.

Y. & R. said okeh and hired Franklyn McCormack instead of Jay Sims, but up until the last minute nobody knew who would do the spot, WBBM saying Sims and AFRA saying McCormack. AFRA execs ushered their man in, tho, and sent word of what he said. Matter of pay is still a question, however, Petrillo insisting that Sims be paid because he was called first.

Situation is due for a climax Wednesday (4), when Paul Whiteman airs his *Chatterfield* show from the City Theater here. Petrillo has wired Whiteman that if the maestro does not bring his own announcer a WBBM staff man must be used. AFRA is just as adamant that no members be used. Petrillo's comment was: "If these guys (AFRA) want to play that smart stuff, they will find that I am an old master at it." Possibility exists that Petrillo could pull the musicians off the cliche broadcast.

Paralysis Epidemic Stops Buffalo Shows

BUFFALO, Sept. 30.—Infantile paralysis stopped the launching of several new programs. *Village School*, a show which was to start on WBSN September 2, has been postponed until the current threat of infection among youngsters has subsided. A new *Junior Amateur Show* also is off until further notice. Health authorities have taken desperate measures to check the dread disease.

Big Brother Bob, on Buffalo Broadcasting and WEBB's Children's Hour have been suspended after many years of continued success on local airwaves. Both are children amateur programs, with youngsters up to about 14 years of age participating. The latter show is piloted by Al Zink, WEBB's drama director, and has been on for seven years.

Talking Shop

By JERRY FRANKEN

Finale

You went to the last Vallee broadcast figuring there might be a story around in how Vallee and the others acted on this signoff. You thought, too, that maybe Dan had a sort of cavalcade of the songs and people the program has made since it started 10 years ago. Instead you sat thru a pretty dull show, with most of the music repeated from recent broadcasts and you Hilde and Jimmy Durante either repeating ancient gags or gags that shouldn't have been used in the first place.

The woman sitting next to you said, "I hate to think of him going off, I can't understand it. I wonder what the inside story is." At the end of the show, wish Vallee made his farewell speech, the woman was almost crying.

Regardless of what you thought of this last program, you couldn't help thinking back over 10 years and realizing that this was the end of something pretty historic in the radio trade. A show that made people and songs and a style in programming and then was killed by the competition in its own style. You could see that this last show accepted being licked. You thought that a lot of people you know in radio now weren't even thinking of business when this series started and that a lot of them were in school when it started.

When the show was over Vallee ran to the wings and a crowd started milling about the stage entrance. A lot of people in the studio just stood and stared at the empty stage. When you went down to the stage and talked to some NBC guys. One of them said, "It's funny to see him go. Thursday night won't seem the same." Then others agreed, shaking their heads slowly. You felt silly and sentimental and ashamed because you felt that way. But you agreed, too.

Television Review

Reviewed Wednesday, 8:30-9:30 p.m. Style—Quiz, variety. Reviewed WABC Television Receiver, Station—W2XBS.

This program, titled *Tele Quiz*, was very experimental in nature, much of the time being devoted to a quiz and gag session between emcee Tex O'Rourke and some half-dozen non-professionals. This routine was varied by just two personal bits. Prince Mendes, a musician, and Leo Quatros Russos, Chilean instrumental and singing quartet. Program was supposed to have been unrehearsed.

O'Rourke, who photographs well on tele, proved very deft. After brief questions as to where the different quizees came from he launched into a series of questions combining elements of surprise and humor. Persons of both sexes were called upon, and some of them proved much more interesting than others. One man in particular, from Massachusetts, displayed such an unusual assortment of knowledge, which he delivered in such hokey fashion, that the business seemed all premeditated. NBC denies this, however.

To vary his straight quizzing, O'Rourke had a couple of parlor puzzles on table and each of the persons questioned was asked to take a crack at the trick. He also attempted to have his people do charades, describe things without using hand motions and attempt to draw while blindfolded.

Prince Mendes, in formal dress, did paper tears and card, cigars, from Mexico. He was silent during most of his turn. Impressed as an ace prestidigitator, his manipulations seeming all the more baffling owing to camera close-ups.

Leo Quatros Russos, current at the Chilean Pavilion of the World's Fair, played guitar and sang native music. Useful stuff.

Show in general was entertaining, and work of the camera men seems to have improved. None of cast of this show, for instance, appeared as frightfully ugly as those on previous tele programs. Ackerman.

Radio Talent

New York By JERRY LESSER

JAY JOSTYN, Milwaukee actor who changed his name from Jean Jostyn because radio listeners mistook "Jean" for a feminine moniker, landed the title role in *Mr. District Attorney*. . . **PAUL STEWART** has the berth of "Sammy" on *The Goldbergs*. Spot was formerly filled by **EVERETT SLOAN**, who left for the Coast to appear in **ORSON WELLES'** RKO picture. . . *The Star Theater* issues regular theater playbills to the audience attending the dramatic portion of the program. Cast is listed in order of appearance before the mike. . . Shortest job in radio is held by red-headed **SID SLON**, who has a 30-second commercial line on **BOB CROSBY'S** ciggie show. **SID** says four words, "Prince Albert Smoking Tobacco," and gets paid **AFRA** per word. **Sid** has also penned a script titled *Phantom Footprints* for *The Shadows*, to be produced October 8.

JACK NORWORTH, who repeated as guest star on "Horse and Buggy Days" on NBC last week, claims to have given *New Jersey* its only State song. It's called "Over on the Jersey Side." He introduced it in the "Ziegfeld Follies of 1907." . . . An actor walked into **Billy Liebberg's** office the other day as it was being repainted. The painter obligingly called out, "Sorry, no casting today." . . . **Fibber McGee** says about the recent fight, "Galenio performed a neat piece of dentistry. His certainly got *Nona Cain*." . . . **Walter O'Keefe** is rounding up a permanent company of stooges. To date he has **Keenan Wynn**; his brother, **Jack O'Keefe**, and **Arthur Brown** and is still look-

ing for the right femme stooge to round out the company. . . **Tommy Epps** has one of the biggest stooge companies in radio. No less than six are used weekly, with the number still growing. **Tommy** uses **Mircea Plous**, **Teddy Bergman**, **Hope Emerson** and **Charles Kemper** pretty regularly and about a half dozen more who alternate.

ZEKE MANNERS, whose hillbilly tunes used to be heard via **WHN** for two complete hours daily, is no longer with the station. . . **JOHNNY PRENTISS** (**Irving Kaufman**) has replaced **ED EAST** at the helm of the daily *Houseparty* show over at **WHN**. **PRENTISS** also handles the *Children's Theater* of the Air program each Saturday. . . **CBS** vocalist **BEA WAIN** is organizing a femme bowling team, with **ORA NICHOLS**, **CBS** sound technician, as first recruit. . . **BILLY M. GREENE**, who recently made his first appearance on **CBS'** *Gay Nineties* show, did a return guest spot October 1. . . Friends of **HARRY MacFAYDEN**, director of *Horse and Buggy Days*, will be glad to know that he is feeling much better and is back on the job again. *Horse and Buggy Days* may be sold any day now, as there are several nibbles for the show. It's still my favorite show on the air. . . This is the season for new shows, so you'd better get out your lists of directors, both new and old, and start making the rounds. Make it your business either to see them or drop them a line at least once every two weeks but no oftener, as you may offend some of them who may think you are becoming a pest.



Usually austere WOR treasurer brazenly gloats over our file of more than 60 success stories

COME AND BE ASTOUNDED

by our

AMAZING COLLECTION

AND OTHER

MARVELS!

Have you seen our bulging file of WOR success stories? Not yet? Oh but Sir! But Madam! For goodness sake come quickly for we have never been quite so proud before. We are probably at our proudest. The following is from the galaxy...

CUTS COSTS—INCREASES SALES... a lively tale!

Most interesting yarn, this. All about a man who used everything BUT radio. Dumped it all and bought WOR only. Shortly after first WOR broadcast sales rose 10%, while advertising costs dropped 50%. Full details in WOR success story #43.

May We Tell You More?

WOR

AT 1440 BROADWAY IN NEW YORK

Chicago By HAROLD HUMPHREY

OLAN SOULE has been commuting between here and New York in an effort to interest a sponsor in a new show written especially for him. . . **FRANKIE MASTERS'** Chi theater date set for next week was called off so the maestro could take up the baton at New York's *Boxing House* Tuesday. . . **TOM, DICK** and **HARRY** trio formed a quartet with **RUTH DRING** and made their debut Wednesday on the *Asylon Time*, but had to change the name of it from the *Four Puffs to Four Smoke Rings* because the announcer made it sound like "punks." . . . Announcer **DON HANCOCK** is suing a former sponsor for damages received in an auto accident. Seems that he got in a crack-up with another car, owner of which had insurance with the company sponsoring **Hancock's** show at **WLW** but would not settle, hence the suit. . . **BOB BARRON** has joined the **Jack Armstrong** show, but will continue to practice with his degree in drugless therapy and is opening up offices in the Mart.

Franklyn MacCormack is still the object of a fan club organized on his

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100,000 . . . 15.00				100,000 . . . 20.00	
200,000 . . . 34.50				200,000 . . . 34.50	

UNION LABEL • BONDOR TICKET PRINTERS FOR N. Y. WORLD'S FAIR 1939

Held Uncwise Industry Policy, Radio Enters "Bank Night" Era

NEW YORK, Sept. 30.—Radio finally entered its Bank Night era this week. Two programs, *Pot o' Gold* and *Musico*, both of which give away money, started. *Gold* is on the NBC Red, sponsored by A. H. Lewis Co., and *Musico* is on WGN, Chicago, sponsored by National Food Stores. Debut of *Gold* had been doubted by the trade for some time on the belief that NBC wouldn't risk a possible FCC call-down. Washington okes is said to have been given to both programs.

Reaction in the trade to *Gold* was generally unfavorable. Start of the program was held possibly indicative of a trend which, as one executive put it, "might mean the end of producing programs for entertainment. Who wants to listen to a show," he asked, "when another one on the air at the same time is giving away money?"

Programs of the *Musico* type have been on the air before. WGN recently had a show called *Ludwig B*, sponsored by Ludwig Baumann, which used the same principle.

Reviews of *Pot o' Gold* and *Musico* follow.

"Pot o' Gold"

Reviewed Tuesday, 8:30-9 p.m. Style—Musical, with cash awards. Sponsor—A. H. Lewis Co. Agency—Stack-Coble, Station—WEAF (NBC-Red network).

Pot o' Gold attracts its listeners in the same stogie way that picture exhibitors did, and do, by giving away money. Only this program even goes *Bank Night* one better by making it unnecessary even to go to a movie house. All you have to do is be home and have a telephone. Spinning a wheel determines what number on what page of what phone book is to be called. If the phone subscriber is home he gets \$1,000 and if he isn't he gets \$100 and \$500 is added to the following week's jackpot.

It was more or less inevitable for radio to go into this kind of stuff. Programs of this nature have been kicking around for ages. But it's shortsighted of NBC to take the program, shortsighted of

Musico Corp of America to produce it. It's also shortsighted of Horace Heidt to take the program, because it makes him run strictly number two to a wheel. The sponsor, Tums, can't be blamed, after all, because the show can't help but get an audience. They probably needed something like this against *Information, Please*.

It's bad programming and it's bad for radio. Franken.

"Musico"

Reviewed Friday, 8-8:30 p.m., CDST. Style—Listener participation quiz. Sponsor—National Food Stores. Agency—H. W. Kastor, Station—WGN (Chicago).

Invented by John H. Farwell, of Chicago, this "musical air bingo" game makes its debut here after several weeks tryout on WROK in Rockford, Ill. Stunt has also been framed in a few night spots around town by Farwell with the assistance of the Louis G. Cowan Co., publicity office which is now handling promotion for the air shot.

Cards similar to "bingo" are distributed free by the sponsor's chain stores and WGN. Each has 25 song titles printed on it in five rows of five titles each. When Harold Stokes and his WGN ork swing out on a tune it is the biz of the card-holding listener to guess the title and see if it is on his card. Five tune titles in a row spell "Musico" for the player, who is then to pick up the telephone, dial a special number and howl "Musico." Special tie-up has been made with Postal in this connection, and a messenger is on his way with the cash prize before the winner hangs up.

Three of the rows on the card are given over to \$25, \$50 and \$100, respectively, and the remaining two spell a bag of groceries for those filling them. These latter winners do not phone but take their cards to the grocery stores the following day. Show is given special promotion by the sponsor, who plays the deal up in the newspaper ads, and also by Postal, placing dodgers in its office windows.

Thanks to the swiny arrangements of Stokes' muskies and the affable prattle and hints tossed out by Bill Anson, the half hour proves entertaining even for those not holding the cards. Many of the guesses come easy, but a few are really tough. Whole biz looks like a cinch to catch on big. Bob Eison announces. Humphrey.

Bob Hope

Reviewed Tuesday, 10-10:30 p.m. Style—Variety. Sponsor—Pepsodent Co. Agency—Lord G. Thomas, Station—WEAF (NBC Red network).

Inaugural show on Bob Hope's second year for Pepsodent was a good one, all things considered, but nevertheless a bit below his standard. There were numerous lagging moments and the closing sketch, dealing with Hope's picture chores for Paramount, was weak. Format has been slightly revised, dropping the song-sketch comedy spot that formerly closed. Likewise, Patsy Kelly is out, and Judy Garland has been added as the singer. Jerry Colonna, Ekinney Ennis and his orchestra, announcer Bill Goodwin and a fellow named Hope have been held over. Ditto a half dozen writers.

Hope's opening monolog as usual was the best spot on the show and set a speedy pace that lasted until about mid-way, when the dawdling began. Crossfire with Judy Garland was fair. The youngster is a heck of a good reader, as good a reader as she is a song salesgirl. Over *the Rainbow* proved that she socked it over, even tho she has no voice. Jerry Colonna doesn't have much to do, which is a seeming waste of good comedy ability. Hope, of course, has his crockerjack delivery and timing as invaluable assets. Seemed to be only one ad lib. on the initial program; he usually gets off a couple of nitties in this direction. Goodwin is both a good stooge and a good salesman.

Orchestra assignments seem to have been cut down, same applying to the pleasing harmonies of Six Hits and a Miss, choral group. There's also some exhaling by Ennis, exhaling which someone has been brash enough to call singing.

Indications are that Hope and his writers aren't quite set as to the latter part of the show. Last season's song-sketch certainly should have been dropped, altho the substitute so far is

not impressive. The program is an entertaining one but still has the principal weakness of failing to reflect Hope's personality, a reflection which is the prime requisite of all radio comedy shows. Franken.

"Alec Templeton Time"

Reviewed Monday, 9:30-10 p.m. Style—Musical. Sponsor—Miles Laboratories. Agency—Wade Advertising Agency. Station—WEAF (NBC network).

The following quotes are from *The Billboard* July 15, 1938: "Johnson's Wax has an excellent summer show . . . the program is good enough to pinch hit in any kind of weather . . . it's Templeton all the way . . . one of the most talented of present-day performers." The review was written by the same reviewer who caught the first in Templeton's series for Alka-Seltzer. And that first Alka-Seltzer program was just about everything the Johnson Wax premiere wasn't. It hurts to say that Templeton's starter-offer for Alka-Seltzer was a stinker.

Bogged down by inept, vapid, forced and insane dialog, the production was diffuse and clumsy. Templeton himself seemed under this influence, for his own stuff, which is usually so brightly satiric, didn't muster near standard. There was really only one good musical number, the opening treatment of *In an Eighteenth Century Drawing Room*, done in classic and pop styles. The rest, except for some fine baritoneing by Donald Dixon, was from hunger. And that dialog! It was Gaston and Dumont stuff, stuff you still can't believe. The old olio, in the way of commercials, was putrid, except for one fairly nice one Templeton did in rhyme but which he shouldn't have done. Seemed out of place. And why did announcer Fort Pearson have to be introduced with a slighting comment on his militaristic first name?

Templeton can carry his own program, as he's shown before, but he better forget about this first Alka-Seltzer episode and start all over again. Sponsor has heretofore been a corn devotee (National Barn Dance at all) and the appeal to the Templeton audience is a smart merchandising approach. But the audience won't listen to the series if there isn't plenty of improvement pronto. Franken.



AL PEARCE

★ ★ ★ ★ Returns ★ ★ ★ ★

WITH HIS NEW RADIO GANG

WEDNESDAY • OCT. 11 • 8:00 P.M. • EST

REPEAT FOR THE COAST • 9:00 P.M., E.S.T.

Sponsored By

HAWAIIAN PINEAPPLE CO., Ltd.

Exclusive Management FANCHON & MARCO

SUSTAINERS, KISS OF DEATH

Grand Guignol Plays May Land on U.S. Air

PARIS, France, Sept. 23.—American radio rights to the noted Grand Guignol horror plays were granted to Aubrey Wisberg, an English writer now in New York, two weeks before the second World War broke out. Negotiations with the French dramatists' group had been going on some time, and if the deal hadn't been settled when it was, very likely it would have been held off indefinitely because of the European situation.

Most of the plays are short, running about half an hour at the most. Grand Guignol Theater was noted for its horror productions.

NEW YORK, Sept. 30.—Aubrey Wisberg states that both NBC and CBS have expressed interest in the adaptations he is writing of the Grand Guignol plays. Author also said his prize light radio play, *The Gomback*, first done on NBC, has been bought for rebroadcast by the British Broadcasting Corp., Canadian Broadcasting Corp., Holland broadcasting stations and Radio Diffusion d'Etat (French).

NBC pays 15 guineas (\$75), CBS pays about \$25, Radio Diffusion pays 1,000 francs, or about \$20 at current exchange rates.

Hayes Tops WOR Production Staff

NEW YORK, Sept. 30.—John Hayes has been named production chief at WOR by Julius Seebach, vice-president in charge of programs. Hayes succeeds Harry Carlson, who asked to be transferred to the announcing staff.

Hayes, who was formerly Carlson's assistant, will have Charles Godwin as his aide. Godwin formerly was in charge of the station's Newark studios, this spot now going to Arthur Whiteside.

Advertisers and Agencies

NEW YORK:

RUDY VALLEE is reported to have signed a Procter & Gamble 30-minute show. He opens at the Coq Rouge on the Coast in November and is set for a spot on the Fitch Bandwagon October 15. . . . J. Walter Thompson, without the Vallee program, now has no variety show emanating from New York. . . . *One Man's Family* and *I Love a Mystery* will probably come out for several performances next month. . . . *The Showers*, debuting Sunday over WOR, will be "streamlined" new angle being to ashen the horror stuff in favor of some *This Man* atmosphere. . . . Dunhill's *News Three* on the Mutual net switches from Wednesday to Saturday, beginning November 11. WBAL will be added next month. . . . Robert Hotz has been added to staff of Dillingham, Livermore & Durham. He will do radio. . . . William Norcia, ace of novelist Kathleen Norris, has replaced Dick Spencer on the night press desk at NBC and will work with Jack McTigue. Spencer is back on the day side.

Jack Banner, former radio editor of *Motion Picture Daily*, now operating his own publicity office. Doing blurbs for Paul Whiteman, Jimmy Lunceford, Connie Boswell and Lynn Murray. . . . Harry Bennett and Craig Davidson, of Compton agency, on a trek to Middle West and New England for Procter & Gamble. . . . "We the People" gang back from Chicago, including Helen Samish, Sandy Stronach, R. W. Reuschle, Dave Leep, Mark Warnock, Tom Lane and Virean Skinner. . . . Richard Marvin, radio director of *William Eddy*, flies to Chicago Friday (29) for Burns and Allen opening October 4. . . . John Gordon, *Ruthrauf* & Ryan, left for Minneapolis Friday (29) to open "Quits of Two Cities" for Bauer & Quack over W.P.O. NBC Blue network for the month of August, 1939, has had a time sales increase of 123.8 per cent over the corresponding month

Shave and a Ball Game

NEW YORK, Sept. 30.—Gillette razors, sponsoring the World Series on Mutual, starting Wednesday (4), is sending a flock of newspaper men tickets and a razor. They're sure one of them will be used.

Young & Rubicam May Hike Billings

NEW YORK, Sept. 30.—Young & Rubicam, with a raft of shows returning to the air between now and the end of October, figure it will have its best season in years. In addition to shows returning, three or four advertisers are discussing new programs. There is a good possibility that the agency will add more script writers and production men.

In addition to Fred Allen and Kate Smith programs, which return next Wednesday and Friday, agency has Ben Bernie and Lew Lehr, October 8; Siffer Theater and Jack Benny, October 8. On October 9 Kate Smith comes on with her daytime show, and on October 9 the agency also debuts its new serial, *My Son and I*, with Betty Gardie and Kingsley Carlson. Joyce Jordan and Aldrich Family come on same week.

WPEN's Language Deals

PHILADELPHIA, Sept. 30.—WPEN, making a series of tie-ups with foreign-language papers, has set a deal with the *French World*. Paper will air a nightly 15-minute news program beginning October 7. M. Hebert Syme, labor attorney; Jacob Hoffman, local politico, and Henry Potter, associate editor of *The World*, will take turns at airing the news. The station expects to sign soon with other language sheets.

in 1938. . . . Charles Laughlin makes one of his infrequent radio appearances October 8 on *Chase & Sanborn*.

LEIGHTON K. BRILL, for 16 years assistant to Oscar Hammerstein II, has sold a script, *One of the Finest*, to Young & Rubicam. Gordon's Bread will sponsor. . . . Leo A. Pollock has been appointed publicity director of Wire Broadcasting Corp. of America. Pollock is a former radio editor of *The New York Evening Journal*. . . . Hicks Advertising Agency is handling advertising for Day Bros, retail furriers. . . . Maxine Sullivan, booked for an engagement at the Famous Door by Columbia Artists, Inc., beginning October 24, has a contract calling for not more than two performances per evening. She will be doubling in rehearsal for a *Midsummer's Night's Dream*. . . . SESAC has acquired the composition of the *Audubon* Publishing House, Minneapolis. . . . Mrs. Dinty Doyle and Mrs. Luther Heid drove to Maine last week. Their husbands are staying in New York.

CHICAGO:

EDWIN FOREMAN, head of the local RCA recording studios, left that position this week for an unannounced new connection. A. E. Hirdle, assistant to Foreman, takes over. . . . General Mills switches its *Carolyn's Golden Store* show from NBC to CBS when it returns to the air October 9. . . . Pat Dolan, ex-Chicagoan who has been working for Louis Ruppel at CBS, New York, is back in town and starts handling special events for WBEM under Frank Rand, public affairs director. . . . Evans Fur Co. set Dr. Preston Bradley on a 52-weeker on WBEM for an analysis of the news. . . . Settlement finally came thru on AFRA's NLRB case against WAAP, awarding the "unfair to labor" charge decision to the union and giving the two boys in question a total of \$1,150 in back pay. . . . Henry Rammel and Betsy Trebal, both of the Blackett-Sample-Hummert agency, were married last week. H. H.

NBC Admits They're No Good For Building Talent or Time

NEW YORK, Sept. 30.—National Broadcasting Co. and advertising agency executives do not see eye to eye regarding the status and potentialities of the Blue network. According to NBC, the Blue is set for the best season in its history. But whereas last year NBC tried to hype the Blue with a strong layout of sustaining talent, the accent this year will be on commercial programs.

Agency people argue, however, that NBC will have to sink a lot of money into good sustaining shows in order to make Blue time a good investment for advertisers. As one agency spokesman put it, "Commercial shows on the Blue are apt to come in cold, without a good show either preceding or following."

Last season NBC tried to give the Blue more appeal with the Doc Hockwell and other sustainers, but the attempt admittedly flopped, NBC now believes that a good net is built by commercial rather than sustaining programs.

Claim is made by NBC that the Blue will be in a very good position, some shows having already switched from the Red. These include the Philip Morris program, Lewis Howe *Quickstep* program, *Detriot* Attorney, and *The Aldrich Family*. *Aldrich Family* is the summer Jack Benny replacement. *Quickstep*, 15 minutes on the Red last year, becomes a half-hour show on the Blue October 25.

Other sponsors on the Blue include Colgate-Palmolive-Peet, starting October 26; Ward Baking, October 8; Musterole,

October 13; Adam Hats, which began August 22, and Sloan's Liniment, beginning October 28. *Hobby Lobby* has switched to CBS from the Blue.

Regarding NBC's expenditure for talent on the Blue, an official said this would naturally depend upon how much commercial time is sold. He added that NBC Blue has always had the "cream of sustainers." This view varies with those of some agency people, who feel NBC has not matched CBS in the matter of building good sustaining shows.

Admission that network prestige cannot be built by sustaining shows is held tantamount to admission that by the same token sustaining shows can no longer build talent to major proportions and that guest spots on commercials, plus personal appearances and an extensive bill, are the only measures which are now successful. *Information*, Please is held to be an exception, rather than the disproof of this theory.

Revise "Show of Week"

NEW YORK, Sept. 30.—Mutual's *Show of the Week*, starting tomorrow (Sunday) with seven sponsors in nine cities, will have Horace Heidt, Ozzie Nelson, Al Goodman and Judy Garson, Phil Silvers and Buddy Ebsen in successive weeks following Hal Kemp's opening. Emcee job will probably go to Budd Huleik. Two news spots on the program will be done by Jerry Lawrence.

Believe it--or Not!

FRED ALLEN

Returns to the Air

ON

OCTOBER 4, 1939

THE GUEST STAR

NED SPARKS

The Vocalists

Merry Macs
Wyn Murray

The Actors

Portland Hoffa
Minerva Pious
John Brown
Charles Cantor

The Orchestra

Peter Van Steeden
and his
Paid-Up Swingsters

The Writers

Arnold Auerbach
Herman Wouk
Fred Allen
Joseph Miller

The Quiz Participants

Any three people
who are awake in
the studio.

The Director

William Schorr

The Station

WEAF
9-10 P.M. EST

The Agent

Walter Batchelor
RKO Bldg.
New York City

The Announcer

Harry Von Zell

The Products

Ipema and Sal
Hepatica

The Crossley

!!!!!!

THE SPONSOR — BRISTOL-MYERS CO.

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

Adair, Ace: (The Villa) Toledo, La., no.
Adams, Verne: (Hollywood) Pineville, La., no.
Adler, William: (Ambassador) NYC, B.

Albert, Jule: (Shell Chateau) Wilkmanite,
Alcin, Jimmy: (Van & Bill's) Glens Falls,
N. Y. B.

Adison: (Ace of Clubs) Odessa, Tex., no.
Angelo: (Bertolotti's) NYC, no.
Aristonazi, Tati: (Blackstone) Chgo., B.

Armstrong, Louis: (Cotton Club) NYC, no.
Austin, Harold: (Cristal) Buffalo, B.

Baker, Jim: (Myrtle) Boise, Ida., B.
Barnes, Max: (Ramona Gardens) Grand
Rapids, Mich., no.

Barnes, Jackie: (The Oaks) Winona, Minn.,
no.
Barrett, Bob: (Cavern Castle) Chattanooga,
Tenn.

Barst, Gene: (Lexington) NYC, B.
Basil, Conno: (Palomar) Los Angeles, B.
Basil, Joe: (Rodeo) Phila., B.

Bass, Charles: (Cotton Club) Irvington, N. J., P.
Bass, Paul: (Chateau Moderne) NYC, no.
Bauer, George: (Evergreen Gardens) Pitts-
burgh, Pa.

Baum, Charles: (St Regis) NYC, B.
Baum, Howdy: (Schenck) Philadelphia, B.
Baum, Sam: (Maxwell) Philadelphia, NYC, no.
Bernard, Nat: (Lighthouse) Norfolk, Conn.,
B.

Bever, Don: (Faxon) Omaha, B.
Bliss, Paul: (Bagamotte) Lake George, N. Y.,
B.

Billmore Boys: (Stevens) Chgo., B.
Biresco, Lou: (Adolphus) Dallas, B.
Bishop, Len: (St. Paul) St. Paul, B.

Bishop, Johnny: (Broadside Rest) Ocean Side,
L. I., B.
Bishop, Roger: (Club Chicago) Columbus, O., no.
Bischoff, Nat: (Park Central) NYC, B.

Bryant, Howard: (Top Hat) Douglas, Ariz.,
B.
Buckley, Rudy: (Colonial) Rochester, Ind., B.
Buckner, Johnny: (Bluegrass) Lexington,
Ky., B.

Bull, Eddie: (Seven Seas) Hollywood, no.
Bucher, Charlie: (Green Tree Inn) Wichita,
Kan., no.

Campbell, Jack: (Royal Oak) Detroit, no.
Campbell Trio: (Turf Bar) Indianapolis, no.
Cansy, Fernando: (Colony Club) Chgo., no.

Cantel, Art: (Candy) Chgo., no.
Candulla, Harry: (Albany-Biltmore) Alaba-
ma, B.

Cantel, Benny: (Savoy) NYC, B.
Carwright, Charlie: (Cagliari) Peoria,
Ill., B.

Carry, Reggie: (Musie Club) Englewood,
N. J., no.
Carry, Lou: (Grove) Baton Rouge, La., no.
Carry, Paul: (Lanoy) Eau Claire, Ind., no.

Cas, George: (Old Mill) Salt Lake City, no.
Cass, King: (La Salle) Salt Lake City, no.
Cass, Sam: (Muller) San Francisco, B.

Orchestra Routes

Following each listing appears a designation, fill in the individual's or organization's address corresponding to the symbol when addressing organizations or individuals listed.

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

Polin, Larry: (Willow Grove) Phila., P.
Pez, Ryan: (Marina) NYC, no.
Pfeiffer, Maxton: (Broome) Louisville, B.

Preman, Bob: (Seven Gates) Millard, Conn.,
no.
Punk, Larry: (Deshler-Wallick) Columbus,
O., h.

Gagen, Frank: (Staller) Detroit, h.
Gamble, Jack: (Lincoln Terrace) Pittsburg,
Pa.

Gargano, Jimmy: (Northwood Inn) Detroit,
no.
Gart, John: (Ciro's) NYC, no.
Gaspare, Dick: (Ambassador) NYC, h.

Gates, Bill: (Black Cat) Wilmington, Del.,
no.
Gentry, Tom: (Rivers) Lake Geneva, Wis., h.
Gibson, Eric: (Frederick's Lounge) Santa
Monica, Calif., c.

Gibson, Larry: (Skyrocket) Canton, Ill., no.
Gibson, Peter: (Bisleyder) Saint Ste. Marie,
Mich., h.

Gelden, Neil: (DeWitt Clinton) Albany,
N. Y., h.
Gelden, Neil: (Suyevans) Buffalo, h.
Goodman, Henry: (Walder-Astor) NYC, h.

Gordon, Herb: (Omni) Albany, N. Y., P.
Gordon, Herb: (Omni) Syracuse, h.
Graham, Roger: (Aussable Chasm) Ausable
Brook, N. Y., h.

Gray, Len: (Pinehill) Westport, Mass., no.
Grayson, Hal: (Casino Gardens) Los An-
geles, B.

Groff, Percy: (Pier) World's Fair, NYC, no.
Groff, Percy: (Silver Beach) Waits Lake,
Wash., B.

Halg, Hal: (Ray-Oh) Niagara Falls, N. Y., no.
Hall, George: (Top Hat) Union City, N. J.,
no.

Hammilton, Johnny: (Trionon Club) Santa Fe,
N. M., no.
Hamilton, Dave: (Villa Bee) Jackson, Mich.,
no.

Hart, Al: (Club Paroo) Omaha, no.
Hardy, Bob: (Flamingo) Boston, no.
Harriott, Harold: (The Farms) Scarsdale,
N. Y., h.

Harris, Ken: (Frost) Rockford, Ill., h.
Harris, Carl: (Chamberlin) Old Point Com-
fort, Va., h.

Hartman, Hal: (Cawthon) Mobile, Ala., h.
Hanser, Harold: (Mayflower) Akron, B.

Hayes, Edgar: (Victoria) NYC, B.
Heldt, Horace: (Biltmore) NYC, B.
Henderson, Horace: (1100 Club) Chgo., no.

Herbeck, Jay: (Schroeder) Milwaukee, h.
Herbert, Arthur: (Dupont) Wilmington, h.
Higgins Band: (Walden) N. C., C.

Hill, Tony: (Rainbow) Denver, B.
Hills, Worthy: (Baybrook) West Haven, Conn.,
no.

Lerant, Phil: (Muehlebach) Kansas City, Mo.,
h.

Leitch, Enoch: (Taft) NYC, h.
Little, Little Jack: (Elyton) NYC, h.
Livingston, Jimmie: (Music Box) Omaha, no.

Locher, Carl: (Lookout House) Covington,
Ky., h.
Loveland, Archie: (Olympic) Seattle, h.
Laker, Bill: (Rusia Tavern) Vetsburg, Mich.,
no.

Loring, Billy: (Club Maxine) Bronx, N. Y., no.
Loynd, Abe: (Blue Paroo) Chgo., no.
Lynn, Deb: (Cave Under the Hill) Omaha, no.

McClellan, Jack: (Trionon) Chgo., B.
McCoey, Clyde: (Beverly Hills) Newport, Ky.,
no.

McCone, Bill: (Carlson) Washington, D. C.,
h.

McGrane, Don: (Paramount) NYC, h.
McIntire, Dick: (Hula Hut) Hollywood, no.
McLean, Connie: (Kil Kall) NYC, no.

McLennan, Gus: (Continental Club) Ches-
apeake, O., no.
McPartland, Jimmy: (Off-Beat Club) Chgo.,
no.

McRae, Brock: (Havana Casino) Buffalo, no.
McManis, Eddie: (Boswell) Brooklyn, h.
Maclean, Walter: (Del Seore) Chgo., no.

Mameo, Don: (Gig-Gallico) Peoria, Ill., no.
Marcelino, Missy: (Wildfire Bowl) Los An-
geles, no.

March, Freddie: (Hay Loft) Concord, N. H.,
no.

Marshall, Fred: (El Club) NYC, no.
Marshall, Bill: (Troadero) Henderson, Ky.,
no.

Martin, Dave: (St. George) Brooklyn, h.
Martin, Freddie: (Astrodome) Detroit, h.
Martin, Eddie: (St. Francis) San Francisco,
no.

Martin, Lou: (Leon & Eddie's) NYC, no.
Masterson, Eddie: (Green Room) NYC, h.
Maul, Herbert: (Westwood Club) Little Rock,
Ark., no.

Maxwell, Stewart: (Capitol) Capitola, Calif., B.
Meekin, Fran: (Wisconsin Roof) Milwaukee, h.
Mellen, Earl: (Oh Henry) Chgo., B.

Messner, Johnny: (McAlpin) NYC, B.
Miller, Bob: (Nell) Columbus, O., h.
Miller, Al: (Palmer) NYC, B.

Miller, Walter: (Cavalier) Virginia Beach,
Va., h.
Mills, Dick: (Nati) Amarillo, Tex., no.

Mitchell, Dal: (Long Beach) Gloucester,
Mass., h.
Mitchell, Dal: (Lakeside Outing Club) Ips-
wich, Mass., no.

Prado, Jose Del: (Rose Hotel) Chgo., no.
Prado, Louis: (Hickory House) NYC, no.
Purcell, Don: (Pappy's 68 Club) Dallas, Tex.,
no.

Quarrel, Frank: (Colosseum) Chgo., no.
Quintana, Don: (El Chico) Miami Beach,
Fla., no.

Ramona: (Leon & Eddie's) NYC, no.
Ramos, Ramon: (Ambador) NYC, B.
Rand, Lloyd: (International Casino) NYC, no.
Rapp, Barney: (Barney Hagg's) Cincinnati,
no.

Ravaza, Carl: (Sir Francis Drake) San
Francisco, h.
Rave, Don: (Casa Nevada) Franklin Square,
L. I., re.

Read, Kemp: (Stonebridge) Tiverton, R. I.,
no.

Reed, Ted: (Club Mayfair) Yatesville, Pa., no.
Reichman, Joe: (Palmer House) Chgo., h.
Reisner, Nick: (Cosmo) NYC, no.

Rines, Joe: (Book-Cadillac) Detroit, h.
Riss, Case: (Hills) Bridgeport, Conn., h.
Roberts, Bill: (Pierotina) Gardena, Holly-
wood, c.

Roberts, Chick: (Tally-Ho) Albany, N. Y., P.
Robt, Sam: (Ya Gode) Chgo., no.
Roccaforte, Joseph: (Valenti) Far Rockaway,
L. I., h.

Rodriguez, Nono: (Havana-Madrid) NYC, no.
Rogers, Rogers: (Roosevelt) New Orleans, h.
Rogers, Harry: (Half Moon) Coney Island,
N. Y., B.

Rollins, Adrian: (Troadero) Los Angeles, no.
Roith, Alton: (International Casino) NYC, no.
Roith, George: (University City) Albany, N.
Y., no.

Royalties, The: (Walt's) La Crosse, Wis., re.

Salmon, Jimmie: (Club Rustique) Presen-
burg, Ky., no.

Saunders, Fred: (Montparnasse) NYC, re.
Sawyer, Len: (Palace) San Francisco, h.
Scamps, Three: (Syracuse) Syracuse, h.

Schreiber, Carl: (Parkway) Chgo., h.
Schuler, Leo: (Cosmo) NYC, no.
Sears, Will: (Palm Gardens) Columbus, O., no.

Sellari, Pete: (Hollywood) Alexandria, La., no.
Senatore, Tom: (Cotton Club) NYC, no.
Serenader: (Village Vanguard) NYC, no.

Shaw, Art: (Strand) NYC, t.
Shelby, Ray: (English Village) Tulsa, Okla.,
no.

Sherr, Jack: (Capitol City) Atlanta, no.
Shelby, Ray: (Palace) San Francisco, h.
Shir & His Boys: (Marta's) NYC, no.

Shogel, Irving: (Hax's) White Lake, N. Y., ce-
lebrity.
Shonkoff, Irving: (Belmont Club) Miami Beach,
Fla., no.

Silvera, Eric: (White Rock Show Boat) Dallas,
no.

Singleton, Zetty: (Rick's) NYC, no.
Sisale, Noble: (Paramount) NYC, h.
Skinner, Al: (Rick's) Old Greenwich, Conn.,
no.

Skorch, Benny: (Town & Country) Milwa-
ukee, Wis., no.

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

Hayes, Edgar: (Victoria) NYC, B.
Heldt, Horace: (Biltmore) NYC, B.
Henderson, Horace: (1100 Club) Chgo., no.

Herbeck, Jay: (Schroeder) Milwaukee, h.
Herbert, Arthur: (Dupont) Wilmington, h.
Higgins Band: (Walden) N. C., C.

Hill, Tony: (Rainbow) Denver, B.
Hills, Worthy: (Baybrook) West Haven, Conn.,
no.

Hilton, Barry: (Hartitt Lake) Jackson,
Mich., h.

Holmes, Harmonizers: (Post Tavern) West-
bury, N. Y., no.
Hopkins, Len: (Chateau Laurier) Ottawa,
Ont., no.

Idera, Three: (St. Moritz) NYC, B.
Irish, Mace: (Chantelero) Milwaukee, N. J., no.
Irwin, Mary: (Churchill Tavern) Pittsburg,
Pa., no.

James, Harry: (College Inn) Chgo., h.
James, Harry: (College Inn) Chgo., h.
Jerome, Henry: (Childs) Paramount) NYC, re.

Jill, Jack: (El Tico) Dallas, B.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Coney Corral) Detroit, no.

Jordan, Louis: (Elk's Rendezvous) NYC, no.
Jude, Frankie: (Lion Lake) Leon Lake,
N. Y., h.

Jubeau, Tommy: (Show Boat) St. Louis, no.
Jurgens, Dick: (Aragon) Chgo., B.

Messner, Johnny: (McAlpin) NYC, B.
Miller, Bob: (Nell) Columbus, O., h.
Miller, Al: (Palmer) NYC, B.

Miller, Walter: (Cavalier) Virginia Beach,
Va., h.
Mills, Dick: (Nati) Amarillo, Tex., no.

Mitchell, Dal: (Long Beach) Gloucester,
Mass., h.
Mitchell, Dal: (Lakeside Outing Club) Ips-
wich, Mass., no.

Mitchell, Frank: (Ace of Hearts) Chambers-
burg, Pa., no.

Molina, Carlos: (La Coma) NYC, no.
Mooney, Art: (Henry Grady) Atlanta, h.
Morse, Earl: (Deacon) (Old Vienna) Cincin-
nati, re.

Morton, Hughie: (Anchorage) Pittsburgh, no.
Mott, Gerry: (Warwick) NYC, B.

Mossy, Snub: (Queen's Terrace) Woodside,
L. I., re.

Murray, Fred: (888 Club) Chgo., no.
Murray, Charles: (Ten Eyck) Albany, N. Y., h.
Murray, Charles: (Mon Parts) NYC, no.

Nagel, Harold: (Pierre) NYC, h.
Nance, Skipper: (Beverly Gardens) Little
Rock, Ark., no.

Nance, Skipper: (Greenwell Terrace) Louis-
ville, no.
Newell, Dick: (Ocean Beach Pier) Clark's
Rock, Mich., B.

Notke, Ray: (Beverly-Willshire) Los Angeles,
h.

Norris, Stan: (Waco) Lake Wawasee, Ind., h.
Nottingham, Gene: (Sul Tabarin) San
Francisco, no.

Oakes, Billy: (Main Central) Ashbury Park,
N. J., h.

O'Brien & Mayras: (Louis Joliet) Joliet, Ill., h.
O'Brien, Phil: (Elysian Gardens) Detroit, no.

O'Brien, Henry: (Country Club) Great Galton,
Fla., no.

O'Brien, Al: (Gaelic Hall) Detroit, Mich., B.
Ochs, Will: (Edgewater Beach) Chgo., h.

Owens, Merrill: (Marina Club) Madison, Wis.,
no.

O'Brien & Mayras: (Louis Joliet) Joliet, Ill., h.
O'Brien, Phil: (Elysian Gardens) Detroit, no.

O'Brien, Henry: (Country Club) Great Galton,
Fla., no.

O'Brien, Al: (Gaelic Hall) Detroit, Mich., B.
Ochs, Will: (Edgewater Beach) Chgo., h.
Owens, Merrill: (Marina Club) Madison, Wis.,
no.

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

IOWA DANCANTS' TEE OFF

Locations Increase
As Club Dates Slump
For Det. Musicians

DETROIT, Sept. 30.—Slump in club dates for bands finds local bookers turning to location jobs. Delroy Orchestras Office reports 50 per cent increase in location jobs over a year ago for the home guard. Single engagements for local dance bands have been skimpy in recent months, and present war situation is immediately responsible for a still further slump.

Deb parties and society shindigs, usually a backbone of the biz at this time, are being held up locally by the war crisis and college and school circles not spending as much as last year for bands. Bookings in this field are described as only about 10 per cent of 1938 figures.

Donny Demetry Orchestra opened this week at the new Club Royale, formerly the Chalet. Other bands making headquarters here got assignments this week. Art Mooney went to Henry Grady Hotel, Atlanta, for five weeks; Eddie Machin opened the Arcadia Ballroom; Ben Young, in Northwest, for two weeks, to be followed by Jimmy Gargano and Jack Campbell.

Smaller bands, especially those capable of playing shows, are in demand. Work for motor company sales meetings, conventions and special shindigs has been picking up, and the smaller bands are finding employment here.

Trend toward cocktail units is also being noted here, with several being booked into better class spots. Delroy Office has four units and is building up others. Three Laasas are on jobbing dates; Dondoliers (2) open this week at Fort Shelby Hotel; the Vocalions (4), at the Marine Grill.

Crosby Disk Gets
Oldsmobile Tie-Up

NEW YORK, Sept. 30.—Highly efficacious tie-up was effected this week on the Bing Crosby recording of Gus Edwards' oldie, *In My Merry Oldsmobile*, in a deal involving Oldsmobile car company, Decca, Crosby and Paramount Pictures, producers of *The Star Maker*, Crosby vehicle in which the tune is featured.

Agreement includes plugging the film in all ad copy put out by the auto firm and also purchase of platters by Olds for spotting to car dealers and automatic phonograph operators.

Armstrong and Breese-Andrews
Sisters Cop Celeron Park Cup

JAMESTOWN, N. Y., Sept. 30.—Pier Ballroom at Celeron Park, owned and managed by J. G. Campbell, wound up another summer, and a final resume of the season's activities shows bigger and better business over previous years.

Using name bands for Saturday night stands only proved to be a good idea, for out of the 15 attractions brought in, only three failed to make money for the promoter. Even with heavy competition on all fronts this year, Campbell packed his hall on several occasions, and had to turn 'em away in one instance.

Lou Breese (fronting Henry Busse's old band) with the Andrews Sisters topped all preceding records with a 1,900 draw (above capacity of hall). They were, however, only second in line in receipts and profit with their \$1,525 take and a \$623 profit. Biggest money-maker for Campbell was Louis Armstrong's Band (plus a show) drawing second best crowd of 1,600 persons, and grossing \$1,710, which left a swell \$800 net gain. Last season's top drawing card was Chick Webb with 1,700 and \$1,700 for the cash register. Second-best band in 1938 was Henry Busse with 1,300 dancers and a \$1,300 take.

Other acts that did right by Promoter Campbell were Ella Fitzgerald, drawing 1,300 customers to the tune of \$915. Elue

Who's Dragging Who???

DETROIT, Sept. 30.—Members of Karl Spaeth's Band, which opened a season's run for a vaude revival at Colonial Theater this week, are still wondering who was gagging who.

Jack LaRue, screen actor, introduced his sister, Emily, into the act "in her first appearance on any stage." Backstage, during rehearsal, Emily walked around to the musicians in the band to spend a survey of the LaRue music. As she came to each player, sitting right by his instrument, she asked what instrument he played!

Pay-off came when she came to the bass player and he asked for the harp music.

Wis. Dance Season
Off to Fresh Start

MILWAUKEE, Sept. 30.—Ballrooms here and thruout the State are waxing floors and dusting the band stands in to initiate the new season for dancers. George Devine's ballrooms here, the Eagles and Wisconsin, reported good biz on their fall openers, with Carl Loch at the former, alternating with house bandmaster Red Roberts, and Nick Harper at the latter, augmenting Fran Meekin's hot rodders.

Brisk biz was reported at the reopening of the refurbished Eagles Ballroom at Kenosha, with Red Rivers doing the initial musical duties. At Green Bay, Joseph N. Becker's Riverside Ballroom had Don Bestor for the fall formalities. Freddie Fisher, playing a pre-season session at Riverside on September 10, made it a gala night with 1,072 dancers on tap. Green Bay's Bay Beach pavilion shuttered for the season, with Ted Weems making the curtain call. Spot was managed by Cooney Essler, who reports biz has been consistently good all season with the traveling and territorial faves.

At Barron, District Attorney Lee C. Youngman has prepared a series of new dance hall ordinances to be submitted to the Barron County board of supervisors at its November session. Existing ordinances which regulate and license dancing in food and drink establishments, having no deputized inspectors, have been found inadequate, Youngman said.

EDDIE MINICH, Detroit maestro, changes his professional name to Eddie Martin. Under new cognomen, Eddie is in for an indie run at Arcadia Ballroom here.

Second clip on the chin was administered to Hill this month while passing thru town on his way west. Permission was obtained from the union for the ork to hold a rehearsal, but Hill then made the mistake of taking the boys out to the Melody Mill for the workout. Union has a rule prohibiting rehearsals in a public place unless that is the present status of the band. Result; Hill had to forgo 100 smackers.

Last spring the same danant was the scene of Hill's other soiree, when the plump stick-waver was discovered kicking back a C-note a week to the spot's op. This incident cost Hill \$1,000.

Ayres' \$547 Okeh at Ritz
BROOKFORD, Conn., Sept. 30.—With admission prices scaled at a low 55 cents, Mitchell Ayres, playing at Ritz Ballroom here last Sunday (24) drew a fair crowd of 996 persons. Crowd enjoyed his music very well; turned in an almighty gross of \$57.25. Harry Clifton comes in for the next Sunday session.

Cincy Topper Opens Season
CINCINNATI, Sept. 30.—Topper Ballroom in Music Hall cracked the fall season last Saturday, with the Don Bestor ork the first in. The mammoth danceery, managed by Art Dahman, will operate on Saturday and Sunday, using traveling name bands. Bestor attracted 1,367 dancers for the two days at 55 cents a head. John Philip Sousa Jr. is the feature this week-end, with Jack Denny set for next week.

Price of ducats varied this season in contrast to last year, when all tickets were pretty much the same. Admission, per couple, ranged from \$2.75 to 75 cents, but most commonly used scale was \$1 advance and \$1.25 and \$1.50 at the door.

State Still the Garden Spot
For Names on 1-Night Time

Only top-flighters and territorial draws—summer biz hit by weather—Duchin set record night for Archer—Barron consistently big—crop favors fall outlook

DIX MOINIE, Ia., Sept. 30.—Iowa and near-by Midwest ballroom operators teed off for the fall and winter season with high hopes after a summer session which found most spots reporting biz conditions on par, but bad weather hitting others hard. Iowa continued as the garden spot in the nation for one-night stands, according to a survey of ballrooms, with name bands continuing to pour into the State for one-night jumpers. Fall bookings showed no let-up of top talent for this territory. Name bands held their own during the summer, especially in Iowa, with most operators turning in nice profits on the higher priced outfits with large crowds.

AFM Gets Miller
Platter Dispute

NEW YORK, Sept. 30.—Deadlock between Glenn Miller, United States Record Corp. and RCA-Victor is expected to be broken this week, when El Oberstein, U. S. Record chief, takes the matter up with the American Federation of Musicians and also starts the legal ball rolling by applying for an injunction restraining Miller from recording for Victor. Oberstein, this week took initial steps with the AFM, apprising it of the controversy and ascertaining from it that his contract with Miller would be upheld if it were deemed valid.

Dispute involves contracts Miller holds with both U. S. Record and Victor. Oberstein claiming that his pact with the leader pre-dates the Victor agreement by a couple of months. Miller has been recording under the Bluebird label for Victor since last May. Oberstein believes that the matter can be adjusted with Miller coming over to his new company without too much difficulty, since his contract is allegedly legal and binding.

Petrillo Darkens
Hill's Path Again

CHICAGO, Sept. 30.—Melody Mill Ballroom, on the outskirts of Chi., has proved a two-time jinx to maestro Tiny Hill and his poke, which has been jilted to the tune of \$1,100 in fines levied by Jimmy Petrillo's Local 10, and all within the past six months.

Second clip on the chin was administered to Hill this month while passing thru town on his way west. Permission was obtained from the union for the ork to hold a rehearsal, but Hill then made the mistake of taking the boys out to the Melody Mill for the workout. Union has a rule prohibiting rehearsals in a public place unless that is the present status of the band. Result; Hill had to forgo 100 smackers.

Last spring the same danant was the scene of Hill's other soiree, when the plump stick-waver was discovered kicking back a C-note a week to the spot's op. This incident cost Hill \$1,000.

Ayres' \$547 Okeh at Ritz
BROOKFORD, Conn., Sept. 30.—With admission prices scaled at a low 55 cents, Mitchell Ayres, playing at Ritz Ballroom here last Sunday (24) drew a fair crowd of 996 persons. Crowd enjoyed his music very well; turned in an almighty gross of \$57.25. Harry Clifton comes in for the next Sunday session.

Cincy Topper Opens Season
CINCINNATI, Sept. 30.—Topper Ballroom in Music Hall cracked the fall season last Saturday, with the Don Bestor ork the first in. The mammoth danceery, managed by Art Dahman, will operate on Saturday and Sunday, using traveling name bands. Bestor attracted 1,367 dancers for the two days at 55 cents a head. John Philip Sousa Jr. is the feature this week-end, with Jack Denny set for next week.

A shining example of one-night stands for name bands in this area was the stop made by Eddie Duchin at the Val-Air here, clicking in a record crowd of 4,200 for Tom Archer. Val-Air was the only stop Duchin made on his jump to the West Coast.

Blue Barron turned in the most consistent performance of the big-time bands that toured this territory, with high grosses on all of his one-night stands. Barron's summer tour was so successful he was brought back for a return swing immediately on the opening of the fall season.

Most of the sweet bands, including Will Osborn, Ted Weems and Sammy Kaye, turned in good standard performance and netted profits for the operators.

The semi-name bands that play good standard music but lack a definite style seemed to be weak on the grosses. Territory bands were heavy on the net grosses for the operators. Some of the tops in this class were Willie Wallace, Hal Leonard, Doc Lawson, Paul Morehead and Al Menke.

The survey of business conditions revealed that resort spots which usually receive heavy play were off this summer, principally, because of cold and rainy weather. None of the spots were filled as usual.

Carl Fox's Surf at Clear Lake, which is recognized as one of the nation's most beautiful ballrooms, was slightly off at the door all season, but showed an increase at the fountain concession. Howard Turnley's Roof Garden at Ardsley Park showed a heavy loss because of the weather elements.

Archer's open-air Val-Air here outdid all other ballrooms in this area, with heavy grosses during its initial season. Name bands clicked against outside competition. Other dance places here were far off their usual grosses. Irving H. Grossman, Riverview Park manager, reported business down at his hall "due to terrific competition." Sycamore reported (See IOWA DANCANTS on page 14).

Tomlin Tees El Paso Stat.
Dancing With Swell \$825

EL PASO, Tex., Sept. 30.—Pinky Tomlin premed Hotel Paso del Norte's new Spanish Ballroom here last Saturday (23) with a satisfactory gross of \$825 for 250 couples at \$3.30 per twosome. Hotel will feature regular Saturday night dinner-dances with local bands, booking touring orchestras as available. William Tooley is manager of hotel and handles ballroom.

Jack Bell, assistant manager, said Tomlin gross was pleasing since ork bucked Ringling circus and college football game same night.

Lunceford Race Prom Hits
Neat \$700 in Charlotte

CHARLOTTE, N. C., Sept. 30.—Jimmie Lunceford grossed a neat \$700 for Promoter Reese Dupree, of Philadelphia, last Thursday (21). Approximately 600 dancers (race) paid 75 cents per ticket, while 300 patrefees added 50 cents each to watch. Weather conditions were good. This was the most successful Negro dance held here in some time and band manager hit with both dancers and spectators.

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C Gotham Gab

RICHARD HIMBER is starting a band for his vocalist, **STUART ALLEN**, who will step out on his own under Dick's sponsorship . . . replacement is still a toss-up . . . when Himber opens the 19th at the East Side Hotel Pierre, the song seller will either be **Barry McKinley** or **Joey Nash**, originally with the band but had to bow out when his moniker clashed on the auto air show . . . Brooklyn's Hotel St. George takes to big band tooting, with MCA setting **MITCHELL AYRES** first in on Thursday (5) for a four-month stretch . . . **COLEMAN HAWKINS** rehearsing a nine-piece band to open the same night at Kelley's Stable . . . another opener for the 6th night returns **JIMMY DORSEY** to Meadowbrook Country Club at Cedar Grove, N. J., staying for six weeks, with **GLENN MILLER** taking in only three weeks on his return November 17 . . . **FRANKIE MASTERS** makes good the Essex House call, opening Tuesday (8), with **LEIGHON NOBLE** moving up to Boston to open two nights later at Hotel Statler . . . **DESI ARNEZ** returns to La Conga on the 17th, Carlos Molina moving out . . . Hotel Piccadilly, instead of bringing in an unknown for the building, returned **JRMO BARTLE** to its Georgian Room . . . Coq Rouge has **NICKI RAYMOND** on Wednesday (4) taking over the post left vacant by George Stearny, with **DON MARTIN** also sharing the stand for rumba relief . . . same night returns **JOE LAPORTE** to the Old Roumanian.

Waxing Words

Much activity on the recording front with **ELI OBERSTEIN** signing up a bumper crop of artists for his U. S. RECORDS . . . **Bill** takes Clyde Lucas, Johnny Green, Mitchell Ayres and Griff Williams . . . also has pianist Jack Stracy carrying the label for the jam pancakes and has optioned Reggie Childs, Johnny Magee and Joe Frassetto . . . **DECCA** picks Teddy Powell and Vocalion returns Elin Gallford (without Slam) with a live gang.

Dixie Doings

HENRY BUSSE takes over the Ansay Hotel stand in Atlanta on the 9th, with **BUDDY ROGERS** on the follow on the 27th . . . Pickwick Yacht Club, Birmingham, reopened the season this week with **COLEMAN SACHS** on the stand . . . **JOHNNY BURKARTH** locates this week in Lexington, Ky., at Bluegrass Country Club . . . **BILLY VINCENT** opened for an indef stay at Club Woodland, Huntington, W. Va.

Chicago Chat

LITTLE JACK LITTLE moves into Hotel La Salle on the 27th to fill the spot vacated by the **MILT HERTH TRIO**, which starts a theater tour that night at the Lyric, Indianapolis . . . **ART KASSEL** into Blarneck Hotel this week, with **PHIL LEVANT** taking to other stands . . . Levant picked up two new singers for his road tour in Tony Gordon, tenor, and Bea Sarche, swingstress . . . **JOE REICHMAN** winds up at the Palmer House on the 11th to make way for **TOMMY DORSEY** . . . Reichman heads south to open the season on the 14th in Dallas at Baker Hotel . . . **LEN JOY**, Victor record chief, due in town Tuesday (9) to supervise a couple waxing sessions . . . **WAYNE KING** starts the Drake Hotel season on Saturday (7) . . . having wound up his summer stay at Chateau Ballroom, **JACK RUSSELL** lined up enough club dates to keep him in town for the next month or so . . .

Pen Patter

BERNIE CUMMINS gets the call for the fall opener Friday (6) at Ben Franklin Hotel, Philadelphia . . . and the following night finds **EDDY BRANDT** and the Rhythm Boys first in at William Penn Hotel, Pittsburgh . . . **WALT CONNORS**, new band formed in Philly, playing school and frat dances in the territory, as is **JOE HUDSON**, Wilmington, Del., ork . . . **FRANK MITCHELL** extended at Ace of Hearts Club, Chambersburg, Pa., to cover out a full year . . . band now in its ninth month.

California Clippings

Mark Hopkins Hotel, San Francisco, ushers in the fall season Sunday (8) with **ORRIN TUCKER** . . . and in the

Orchestra Notes

By M. H. ORODENKER

same city Palace Hotel gets **GLEN GRAY** on the 26th . . . **JIMMY WALSH** at Santa Monica for the Del Mar Club fall season . . . Sports Circle, new Hollywood nitery, made its bow with **BOB LEONARD**.

Western Wing

GLENN GARR, West Coast's first paleo-face combo and a comer, takes in the first two October weeks at Aragon Ballroom, Cleveland . . . band is set for a November 11 opening at Hotel Henry Grady, Atlanta . . . Statler Hotel, Detroit, gets **KAYE COGAT** on the 17th and Cleveland's Statler has **RICHARD BONO** coming in the following night . . . **LITTLE JOE HART** taking in a month of Midwest one-nighters, including the Archer chain . . . begins his barnstorming in Clinton, Ia., his home . . . **HENRY SENNE** draws a holdover duet at Hotel Lowry, St. Paul . . . **WARNEY RUHL** back for a second season at Lincoln Ballroom, Hancock, Mich. . . **TUDY KALDHAL** includes Benson for his dance promotions, adding that stand to his Minnesota operations, which resume this month, in Glenwood and Spicer . . . Cosmopolitan Hotel, Denver, gets **RAN WILDE** on the 12th.

Cocktail Combs

THE VOCALINES opened at Schlitz's Palm Garden for this week for the opening of the World's Fair . . . Warwick Hotel, Philadelphia, has **RAY BENSON** . . . **DENNY AND DORIS** (The Madcap Merry-makers) finished a four-month sentence at Hotel Washington, Indianapolis . . . Lundy's east side Milwaukee spot, installed a Hammond electric and brought in **SYLVESTER STAMBAUGH** for the pumping; **Teddy George Grill**, Oshkosh, Wis., has **LYMAN NELLIS** at the console, and **Henry Grady Hotel**, Atlanta, bills **RANDY SALES**, "The Clown of the Organ" . . . **POUR RANCHEROS** into Onondaga Hotel, Syracuse, N. Y., on the 13th, remaining long enough to finish out the year . . . singer **FRANKIE LAINE** rounded off foursome in New York, billing as **GENTLEMEN OF SONG**, with piano, bass and clarinet added to his voice . . . **AMBASSADORS OF NOTE** back in Chicago for the Tuesday night goings-on at the Blackhawk Cafe . . . Hal Hartman's **MELLO-AIRES** draw an indef holdover on top of their original four weeks at the Rose Room of Hotel Cawthon, Mobile, Ala.

Notes Off the Cuff

RATHER than having **FATS WALLER** share the band stand when he takes over on the 24th at Famosa Door, New York, swing spot has added **MAXINE SULLIVAN** to split the billing . . . when **JAN GARDNER** plays the pre-opening dance Wednesday (4) at Joe T. Robinson Memorial Auditorium, Little Rock, Ark., he will prove that the jazzators are not only friends but staunch supporters of classical music . . . proceeds of the prom will go toward financing a proposed Arkansas State Symphony Orchestra . . . Rainbow Ballroom, Denver, gets **BOYD RAEBURN** on the 14th . . . November 10, **JOHNNY MARTONE** coming in the night after and remaining until December 8, and **LITTLE JOE HART** slated to start December 23 until January 19 . . . Tripton Ballroom, Chicago, takes **ANSON WEEKS** for four weeks, starting the 28th . . . **HORACE HEIDT** takes in the Philadelphia Auto Show, running from the 26th to the first of November . . . and so we send our cuffs to the cleaners.

Ala. Anti-ASCAP Bill Is Stymied

BIRMINGHAM, Ala., Sept. 30.—Bill to restrict activities of the American Society of Composers, Authors and Publishers, after passing in the Senate, failed to reach the House calendar before adjournment last week. The Legislature does not meet again until June. The bill, which passed the Senate without a dissenting vote, would force ASCAP to charge for its music as used, instead of thru a blanket fee. A 3 per cent gross sales tax would be levied on the organization, also.

Anita Boyer With TD

NEW YORK, Sept. 30.—Anita Boyer, warbler formerly with Dick Barrie's Ork, this week joined Tommy Dorsey, replacing Eddythe Wright. Change was sudden, Miss Boyer auditioning for Dorsey when he returned here for a record date after several one-nighters and leaving with the band to open at the Anasay Hotel, Atlanta, next day (28).

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Music Items

Publishers and People

LOU SINGER gets an exclusive writer's contract at Robbins; first contributions are *Jackie Boy* and an as yet untitled melody for which Mitchell Parish will write words. Irving Miller, signed from Henderson, Trench's brother, to a writing contract.

Freddie Cohn, contact man and pianist, goes with Edward B. Marks Music. Davis & Schweiger, Los Angeles, publishes a novelty ditty from Russ Hall, Chicago tunesmith, *Cabin at the Croch of the Creek*.

Growing advance orders for Jan Savitt's theme resulted in a huddle between Savitt, Johnny Watson and Harold Adams, with further results in tune *Moonrise*. Robbins has it.

Mickey Rooney pops up with still another new song, *I Can't Afford To Fall in Love*, written in collaboration, as on his last, with Sidney Miller. Screen stars' first work was *Oceans Apart*.

Application by Lou Levy's Leeds Music Co. for membership in ASCAP was voted upon favorably this week. Becomes the first new firm in four years to achieve active publisher membership in the Society. In its short history, firm hit with "Well All Right," "Undecided" and "Tain't What You Do."

Songs and Such

JEWEL MUSIC is going to work in earnest on Frankie Carle's successor to *Sunrise Serenade*, *Shadows*. Joe Whelan, contact, leaves on a two-week jaunt thru the Midwest to promote the ballad.

Ed East, of radio renown, knocked out these hillbilly tunes to be released by Bob Miller, *Nettie*, *Of the Night of the Moon*; *Tommy Tacoma* and *The Curse of the Old Radio*.

First three publications from the newly formed Glenn C. Leap Music Co. are *March On, America*; *How Was I To Know* and *Everything Happens To Me*. Louis Prima has a new bit of barrelhouse in *I Won't Go Home*, a travesty on a dozen of the most sentimental love songs ever written.

Bell Music, Chicago, pub. has part of its fall catalog, *My Old Home*, *Far Away*, by John Yaklevich and Claude Herlihy; *North the Crest of the Western Moon*, by Carl Light and Russ Hull, and *Rhythm of the Rails*, by Chester Finley.

But Sheffer's mammoth *Modern Music* had the biggest sales in one week, after more than two years of inactivity. Firm gets going again under the aegis of Sheffer and Seymour Mann, formerly in radio talent representation and publicity first releases are *How Was I To Know*, including "Tommy Tacoma," *Carson Goes to the Opera* and "Let Me Dream," the latter another adaptation from Tin Pan Alley's No. 1 tunesmith, Teichowinsky.

Hollywood Highlights

FRANK LOEBNER may team with Harry Revel, late of the famed Gordon and Revel duo. In the meantime Paramount picked up the Loebner option, putting him on Bing Crosby's *Road to Singapore* after he finishes his loan-out to Universal for Dietrich's *Destry Rides Again*, collaborating with Fred Hollander. Eddie Cochran and Willie Lava penned *My Ride for Republic's* serial, *Zorro's Fighting Legion*. . . Same studio set eight tunes, mostly public domain, for *Jeepers Creepers*, Weaver Brothers and Evry feature. Johnny Marvin doing new tries for two of them. A *Pastorale* by Kerngold to *His Love* is Erich Wolfgang Korngold's musical contribution to Warner's *Priscilla Lane* of *Elizabeth and Essex*, with Harma for the publishing. . . Chet Forest and Bob Wright move over to Columbia from MGM temporarily to do six tunes for *Passport to Happiness*, Tony Martin vehicle. Berlin gets the publication rights. . . Republic bought Shapiro-Bernstein's *South of the Border* for use in a future Gene Autry starrer. D. R.

302 Medical Fund Benefit

NEW YORK, Sept. 30.—Local 802, APM, is planning the annual Musical Festival and Dance Jamboree this year at Madison Square Garden on November 27, funds accruing therefrom going for medical care of unemployed musicians and their families. Program will include a full symphonic concert, played by about 150 musicians, and a dance jamboree with name bands participating.

Sheet-Music Leaders

(Week ending September 30)

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

LAST WK.	TITLE	WK.
1	1. Over the Rainbow	1
2	2. The Man With the Mandolin	2
3	3. Beer Barrel Polka	3
4	4. Sunrise Serenade	4
5	5. Moon Love	5
6	6. An Apple for the Teacher	6
7	7. A Man and His Dream	7
8	8. Oh, You Crazy Moon	8
9	9. Cinderella, Stay in My Arms	9
10	10. Blue Orchids	10
11	11. Day In, Day Out	11
12	12. To You	12
13	13. In an 18th Century Drawing Room	13
14	14. Stairway to the Stars	14
15	15. Games Love	15

Lincoln Music May Go to Sam Wigler

NEW YORK, Sept. 30.—Deal is understood to be at the signing point for Sam Wigler to take over Lincoln Music, buying the company from George Simon. Wigler has been in charge of the Atlas catalog, holding company for standards in the Witmark, Harms and Remick firms, but is understood to have resigned his post to take over Lincoln.

Simon could not be reached for confirmation, and his office stated that nothing had been settled as yet one way

Warner Group Sign SPA Standard Form Upping Royalty Cut

NEW YORK, Sept. 30.—Songwriters' Protective Association, organization which for months has been trying to obtain for its members a higher percentage of royalties accruing from mechanical performances of copyrighted songs, this week signed its new standard contract form with Music Publishers' Holding Corp. New form provides that writers receive a minimum of 50 per cent on mechanicals. MPHC includes the Warners' music interests, Harms, Remick and Witmark.

Old contract form, which SPA junked in its battle to secure higher mechanical royalties from pub interests, provided for only a 32 1/3 per cent cut on mechanicals. Rights include phonograph records, transcriptions and movie synchronizations.

Inking contract with Warners is regarded as a strong victory for SPA, insofar as Warners' catalog is one of the strongest in the ASCAP catalog and agreement represents a breach in the publisher front.

MRS. RICHARD MILLS, nee Shirley Heller and sister of musicologist singer Jackie Heller, is readying to join the band of brother-in-law Herman Middleton in Pittsburgh as singer.

or the other. Rumor had Artie Shaw as the potential Lincoln buyer, due to the presence in the picture of Andrew D. Weinberger, Shaw's attorney, who is also Wigler's attorney. Later stated that Shaw would have absolutely no connection with the music house except to throw a few of his tunes its way.

Songs with Most Radio Plays

"Mood," and "Moon" Grab Top Listing in Air Race

Songs listed are those receiving 10 or more network plays (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, September 29. Independent plays are those received on WOR, WJZ, WJLA, and WHN. *Film tunes are designated production numbers as "M."* Based on data supplied by Accurate Reporting Service.

Program	Title	Publisher	Plays	Index
1	1. Melancholy Mood	Harms	38	10
2	2. Oh, You Crazy Moon	Witmark	34	22
3	3. Over the Rainbow (F)	Peas.	30	43
4	4. Man and His Dream (F)	Santly, J. & S.	28	17
5	5. Day In, Day Out	Bregman, V. & C.	28	10
6	6. Go Fly a Kite (F)	Famous	26	12
7	7. Man With the Mandolin	Santly, J. & S.	24	17
8	8. For Tonight	Remick	24	13
9	9. Are You Having Any Fun?	Crawford	22	8
10	10. South of the Border	Shapiro, Bernstein	22	10
11	11. In an 18th Century Drawing Room	Girle	22	10
12	12. My Prayer	Shapiro, Bernstein	22	9
13	13. Little Man Who Wasn't There	Robbins	22	8
14	14. What's New?	Witmark	21	15
15	15. To You	Paramount	21	6
16	16. Lamp Is Low	Robbins	20	11
17	17. Good Morning (F)	Chappell	20	7
18	18. Come Love (M)	Chappell	19	20
19	19. Moonlight Serenade	Red Star	19	13
20	20. Blue Orchids	Famous	18	10
21	21. Cinderella, Stay in My Arms	Shapiro, Bernstein	18	9
22	22. Vol Visto Gally Star	Warner Bros.	18	8
23	23. I'll Remember (F)	Miler	16	16
24	24. El Rancho Grande	Markis	15	7
25	25. You Taught Me To Love You	Spler	15	6
26	26. Jumpin' Jive	Markis	14	14
27	27. Especially for You	Shapiro, Bernstein	14	11
28	28. I Poured My Heart Into a Song (F)	Berlin	14	16
29	29. Running Thru My Mind	ABC	13	8
30	30. Moon Love	Famous	12	16
31	31. Goodnight, My Beautiful (M)	Crawford	12	8
32	32. An Apple for the Teacher (F)	Santly, J. & S.	11	9
33	33. Ding, Dong, the Witch Is Dead (F)	Peas.	11	9
34	34. South American Way (M)	Harms	11	9
35	35. Baby Me	ABC	11	7
36	36. Last Two Weeks in July	Berlin	10	6
37	37. Start the Day Right	Witmark	10	6
38	38. If I Knew Then	Chappell	10	1

Dry Era's Hit Paraders

NEW YORK, Sept. 30.—The three most popular tunes during the "prohibition era," as chosen by 250 newspaper editors, columnists, radio announcers and band leaders throughout the country, were *I Had To Be You*, *I'm Just Wild About Harry* and *Melancholy Baby*. The trio was selected out of 100 songs sent out by Warner Bros., who took this means of lining up the most accurate musical cross-section of that epoch for Priscilla Lane's warbling use in the forthcoming pic, *The Roaring Twenties*.

Barron Big With 26C On Two Archer Dates

DES MOINES, Sept. 30.—Bliss Barron, making \$25 cents per person advance within the last five months, clicked off a \$1,100 gross at Tom Archer's *Tromar* here last Sunday (24). With weather still a trifle warm, 1,900 dancers laid down 85 cents each at the gate. Barron played at Archer's *Cheroot* at Omaha night previous and grossed \$1,500. More than 1,800 dancers paid 85 cents each at the *Cheroot* with favorable weather conditions.

\$950 at Lincoln, Neb.

LINCOLN, Neb., Sept. 30.—Bliss Barron, with charges 25 cents per person advance and \$1.10 at the door, brought the Turnpike Casino 8950 last Friday (23), which is very good. Bettors by about \$100 Barron's last appearance here, and would have done better if it were not for Paul Whitman's early booking (1).

R. H. Pauley's Turnpike is now doing three-day weeks, names Friday and moderate prices for Saturday and Sunday datings. In keeping with his policy of luring college students Sunday night, when sororities have a 10:30 curfew, he starts early (7:30 p.m.) and runs with a two-bit bargain price until 9, when the normal 40 cents per person is asked. Inaugural orchestra was Boyd Baburn, who did very well, potting about \$450 for the house (23-24).

Basie, in Person, Gives Buffalo 1G

BUFFALO, Sept. 30.—Being the first one-nighter around here since the closing of all summer dance halls, ushering in the fall line-up of names, Count Basie drew good crowds to the Eagles Auditorium last Saturday (23). Primarily a race-dance, with 1,150 persons on tap, including 300 palestins.

With a mere 200 advance duets sold a day ahead of the stand, because of a rumor headlined in a colored paper that Basie was ill and couldn't appear, things looked pretty bad for promoter Harold Austin. Upon arrival of the band (with Basie as well as could be), Austin tried the publicity stunt of staging a parade thru the colored sections with the band in a bus and several cars following with large signs and ads. It worked out swell, for by evening a total sale of 700 advance tickets had filled the till with \$200.

Priced at \$1.10 (two bits higher than the early buys), the door tickets also went well and box-office counts showed 350 persons spending a total \$385. Added to that were 100 advertising passes that sold at 40 cents per, totaling \$40. With a net \$1,020 tinkling in the cash register everybody was happy, especially promoter Austin, who gained on the stand. Austin plans to continue sponsoring names thruout the winter and has Bob Crosby on his list as the next prospect.

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Music in the Air

By DANIEL RICHMAN
Modern Mode

DESPITE the streamlining suggested by his catchphrase, GERRY NOTTINGHAM (Bal Tabarin, San Francisco, WEA) really offers the accent of "Music in the Modern Mode." Musically, the band has nothing about it to merit the description and Nottingham's choice of material on the program heard belonged more to a reminiscent period than one of ultramodernity.

About half of the tunes were older, and assistance from an old-time quartet from the floor show at the spot for several vocal passages further carried out the idea of datedness. Use of the foursome gave the program a touch of originality and in toto it wasn't a bad performance. But leaders ought to be pretty certain before they adopt a catchphrase, especially for radio, that their brains isn't conducive to great success.

GARWOOD VAN (Casino Gardens, Ocean Park, Calif., WOB) showed a fair enough band and nice enough tune selection, except for a too great propensity for current hits. Van uses separating tones, but a number of which is a bit distinctive, although it lacks any degree of real meaning. Trick has the piano giving out with two sharp chords between tunes, and while it's different, it doesn't mean enough to play up as much as hears. Furthermore, the sharpness of the chords is a bit startling and unexpected after a soft ballad in particular.

Debut

BOB CHESTER (Hotel Van Cleeve, Dayton, O., WABC) is air preeming his new band these nights from his first location stand and doing a good job for a new combo. The ork has a high degree of listenability and carries a mixture of new and old ditties, makes for interesting dialing that holds the attention. But Chester can kill his inherent musical quality by not breaking up the fasties and the ballads better than he did on the show last night. Separating tones, such as grouping fast and slow tunes together would have made a show that could produce no complaints.

IOWA DANSANTS

(Continued from page 11)

one of its poorest seasons in past five years.

C. E. Peterson Jr., who spent \$10,000 remodeling his Electric Park at Waterloo, Ia., the summer of '38, is now back with his Coliseum at Osceola continued to play all leading name attractions in his dance spot and headed into the fall season with a successful summer record behind him.

Brothers opened the Coliseum at Davenport with an airing scheduled twice weekly over local radio station, after being shut out all summer.

At Cedar Rapids, Thornwood Garden closed the season, but has been reported to be very light. Dance biz in Cedar Rapids remains in uncertain condition. Frank Brookhiser sold his Danceland to W. H. Henklein, of Guttenberg, for \$6,000. Dancing has been conducted here, but has been law enforcement, which prohibits setting any type of set-ups, or even ice, on tables.

In surrounding States, Lincoln, Neb., reported business down, with many bands about broken up. Most operators expect good fall season at this strictly college town.

Fairland Park at Kansas City, Mo., had one of best seasons in recent years under Bennett Friedman's management. The spot was handicapped by bad weather. Pla-Mor, the million-dollar dance spot at Kansas City, operated by Will H. Wittig, reported slightly above average since the fall opening. Frogg, at St. Joe, Ind., closed thru into the summer with exception of a few name bands which did well.

Meantime, crop conditions are extremely favorable for fall business, and most operators are expecting profits to be even better this winter. Crop reports indicate a record corn crop, which is a decided factor in general conditions in Iowa. Operators look on summer figures as indication that with bands moving indoors business will not be bothered with weather element, which threw many for summer losses. Early fall was off due to oppressive heat wave keeping dancers away from indoor spots. Cooler weather, however, is bringing them back again.

The Reviewing Stand

Reggie Childs

(Reviewed at Rustic Cabin, Englewood, N. J.)

ALTHOUGH Childs' formula is still patterned on Kempian triple-tongue trumpet and sub-tone clarinet, performance is not limited to the one vein. Takes in swing, novelty and specialties as well as the stylized sweet outpourings.

Make-up is three fours, Childs alternating on fiddle and baton. Arrangements are largely built around Earl Geiger, ex-Kemp triple-tongue expert, and his work justifies it. Jack Parker, lead alto sax, also puts his opportunities to good use. Good visual stuff is the wide-eyed hide beating of Don Kemery, who solidifies his position as one of the band's features by stepping down front occasionally for a hot fiddle solo or a ballad vocal.

Library takes in practically everything and is built on some excellent arrangements by Reggie and guitarist Freddie Frounstein, who carries the lead. Bud Carley and Marion Kaye, to divide the ballads and the rhythm ditties. Pair also works in duet. Male trio of the band lends added variety. Maestro fronts in a way that can't make the boys and gals.

Richman.

Tiny Bradshaw

(Reviewed at Armory Auditorium, Charlotte, N. C.)

STOPPING here on his Dixie tour, Bradshaw gave local Darktown-strutters a struttin' holiday with his jittery brand of jumpin' jive. Fronts a five brass, four sax and rhythm combo which can send it hot or sweet, mostly hot.

Sax section is best unit in band, but Drummer Al Allston went crowd with showmanly beating exhibitions. Worked hard, beating drums with Joe Louis looks, never missing a beat. Nelson Collins, a nice job on trumpet, handling most of rides in a pleasing manner. Slinky Mae Arthur handles the sweet song singing in acceptable fashion, fronting band when Bradshaw rests from jive jumping.

Sticks to be a specialty unmatched by any other band leader, Tiny put on a jumpin' jive before intermission in which members of band leave stand one by one to finally leave Tiny out in front alone, keeping dancers going with his contagious chanting of jungle jive. This went on for over five minutes, with dancers jitter-bugging as if entire ork were playing. Justice.

Earl (Father) Hines

(Reviewed at Rhythm Night Club, Natchez, Miss.)

PLAYING a return one-nighter at this spot after "wowing" the cash customers earlier in the season, Hines, the W. E. Ivory-pounder, packed 'em in again.

Hines' Band, which has a native son, George Dixon, on first trumpet, proved as popular as ever. Off to a fast start, Hines sloped up and played some sweet tunes for the more conservatives, and the jitterbug ever found his "jive tunes" and piano solos to their liking.

Instrumentation is the same as on wire and location at Chicago's Terrace Garden, featuring sax and self at the ivory.

Eddie Dunsmoor

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

A MICKY-MOUSEY new around here, but enough of a crowd satiated to have steady dates, Dunsmoor, of Illinois, Indiana routing mostly, has a band molded around a viola-violin doubler. It has three reeds, three rhythm and two fast bass. In addition, fiddler and baton, has a rural-flavored cossack style, a honey, likable manner. He pulls his gags dry and novelties aplenty, not all good but all commercial.

Music is semi-omphah, easy to skip to, and nearly always sweet. Even the most uptight swing done with restraint, except during nut numbers when the lid comes off.

Musical sector features three people solo—Marian Mason, a deep-throated with a fair share of rostrum warmth; Herb Kropp and Joe Butler, a couple of mule liddle-bucks. Oldfield.

Lionel Rand

(Reviewed at International Casino, New York)

BAND has been steered so much in show music at spots like this that his brand of dancipation isn't all it might be. Outfit makes no pretensions toward virtuosity, contrasting itself with more or less sturdy dancipations. It's smooth enough music for the uncritical whether dancing or listening, but there is a ponderousness of attack that must be lightened and polished considerably before Band can hope to please those who look for more in a dance band than merely various sections alternating the melody against a strict rhythm background.

Band waxes the stick over 12 men (three rhythm, four sax and five brass). Latter section has too great a propensity for blaring, with energetic drum-nastics contributing to the heaviness. Toning down in general and placing the cymbals out of complete reach of the skin-beater would improve things immeasurably, since there is some fair enough tooting from the sections themselves.

Books contain mostly current ballads and rhythm tunes without benefit of any unusual arrangements. Band carries no vocalists. Richman.

Burt Farber

(Reviewed in Restaurant Continental of the Netherland Plaza, Cincinnati)

BURT FARBER, who in the past has fronted sundry local combos, now wields the stick over the sweet 13-piece aggregation which recently made his bow here, replacing Morton Franklin and his Notes of Grace.

As in the case of the Franklin crew, Max Schulman, Netherland Plaza manager, engineered the make-up and styling of the Farber outfit, including the instrumentation, naming the femme vocalist, specifying the type of music to be played and hiring the arranger.

With the band confining itself almost entirely to rumbas, tangos, waitzes and other subdued fox-trots, using piano, drums, bass, accordion, three fiddles and three reeds, the resultant music is well adapted to this swanky chamber and its cream clientele.

Although little more than two weeks old, the Farber unit already displays smoothness and balance, faring equally well on both the dime and dance melodies. Highlighting the combo is Farber's excellent piano work. Lillian Sherman, attractive brunet, does a good job with the vocals. Sachs.

The Biltmore Boys

(Reviewed at Continental Boom, Stevens Hotel, Chicago)

A SEVEN-PIECE rhythm combination that is made to order for intimate hotel rooms and the smaller cafes. The boys are highly commercial, particularly the three original Biltmores (Danny Lane, fiddle; Don Taylor, guitar, and Pat Alden, bass), who augmented their strolling combo some three years ago. They always have the customers in mind and play tunes that are in demand rather than in style. Supporting instrumentation includes one reed, piano, drums and accordion.

Arrangements are softly toned and well sufficient to spark. Conversation is always possible during their sessions, a contrasting factor compared to the loud swing groups. Features include vocal solos by the Southern-accented Taylor, tuneful fiddle solos by Lane, and vocal and musical tricks. The femme department is ably taken care of by attractive Louise Martell, who has a strong voice for either ballads or fast ones. Warbles impressively and is easy on the eyes. Homsberg.

Harry James

(Reviewed at Panther Room, Sherman Hotel, Chicago)

HOT swing is the order of the day when it comes to Harry James and his band step up on the stand. A grad from Goodman's first trumpet, James organized his own ork a few months ago, and with his previous rep as an ace born man he has already put himself in the name class. Stuff handled by the outfit is mostly in the swingeroo groove plus a sprinkling of the "rhythm" pop and ditty.

Six horn besides James, four rhythm and four reed is the set-up. Brass sec-

Bands on Tour

Advance Dates—

Don Ricardo; Royal Nile-Club, Vebien, S. D. October 6; Coliseum, Ada, Minn., October 7.

Ted Pio-Rito; Loew's State Theater, New York, October 19 week.

Del Courtney; Virginia Military Institute, Lexington, Va., October 13-14.

Jack Wardlaw; Fox Theaters, in Coffeyville, Kan., October 6-7; Pittsburg, Kan., October 8-9; Joplin, Mo., October 10-12; Topeka, Kan., October 13-14; Springfield, Mo., October 15-17; Sedalia, Mo., October 18-19; Emporia, Kan., October 20-21; Manhattan, Kan., October 22-23; Moberly, Mo., October 24-25.

Blue Barron; Castle Farms, Cincinnati, October 7-8; Yankee Lake Pavilion, Brookfield, O., October 11; IMA Auditorium, Flint, Mich., October 14.

Tommy Dorey; Municipal Auditorium, Birmingham, Ala., October 9.

Glenn Miller; Shea's Theater, Buffalo, October 13 week of Penn State University, Philadelphia, November 3; Sunnysbrook Ballroom, Pottstown, Pa., November 4; Valencia Ballroom, York, Pa., November 8; Ritz Ballroom, Pottsville, Pa., November 9; Hecla Park Ballroom, Gettysburg, Pa., November 18; Coliseum, Gretnaburg, Pa., November 14; State Theater, Cleveland, December 8 week; Buffalo Country Club, December 22.

Al Donahue; Washington and Lee U., Lexington, Va., October 13; Manhattan Center, New York, October 14; Lehigh U., Bethlehem, Pa., October 20; Moonlight Gardens, Canton, O., October 22; New Bradford (Pa.) Theater, October 25; New Cathedral Theater, New Castle, Pa., October 25; Capital Theater, Wrestling, W. Va., October 25; M. I. T., Cambridge, Mass., October 27; Sunnysbrook Ballroom, Pottstown, Pa., October 28; Polish People's Home, Passaic, N. J., October 28; Princeton, N. J., November 2.

Mal Hallett; Sunnysbrook Ballroom, Pottstown, Pa., October 14; Astor Theater, Reading, Pa., November 3-4.

Hal Kemp; Strand Theater, New York, October 20, 21, 22, 23.

Irvin Berlin; Hutton Paramount Theater, Anderson, Ind., October 21; Aragon Ballroom, Chicago, October 23; Michigan Theater, Ann Arbor, Mich., October 23-25; Manor Temple, Brooklyn, N. Y., November 4.

Freddie Fisher; Elks' Theater, New Albany, Ind., October 22-23; Paramount Theater, Anderson, Ind., October 25; Terf Ballroom, Austin, Minn., October 25; Surf Ballroom, Clear Lake, Ia., October 31.

Will Osborne; Armory, Minneapolis, October 22; Terf Ballroom, Austin, Minn., October 23.

Woody Herman; Hippodrome Theater, Baltimore, Md., October 27 week. State Theater, Hartford, Conn., November 3-7; Sunnysbrook Ballroom, Pottstown, Pa., November 11.

Carl Schreiber; Loyola University, Chicago, October 3.

Bob Eubank; Paramount Theater, New York, November 1 for three weeks.

Claude Hopkins; Minora Temple, Brooklyn, N. Y., November 3.

Lewis With U. S. Records

NEW YORK, Sept. 30.—United States Record Corp., newly formed disk distributor headed by J. Oberstein, this week appointed William R. Lewis as regional sales manager. Lewis takes over the Midwest territory, working out of Chicago.

tion is the powerhouse of the outfit and is even a little too strongly accentuated in some of the arrangements. Of course, this is no fault when it comes to the swing addicts, because to them a blast from the brass is as welcome as a piece of raw meat to a tiger. On the whole, the breathing solid and mellow and right up to snuff.

Essentially what makes this ork different from any one of the many present-day swing bands is James himself. The guy is really a master on that trumpet. He never has to resort to barking, muffed or derby hats to set them off. James' trumpet is the pure, unadulterated product and positively lyrical.

Vocalist Frank Sinatra handles his good torchy ballads in a pleasing way in good voice. Ork is that it touches the songs up with a little too much push, which is not all convincing. Trumpet Jack Palmer handles the hi-de-hi numbers, piping 'em after the style of the ebony boys from Harlem, and he shows all the angles. Entire crew stacked up A-1 on appearance, and James on the trumpet is enough showmanship for any one band. Humphrey.

DG and Picture Angels Approach Compromise

NEW YORK, Sept. 30.—Conferences last week between representatives of Dramatists' Guild and motion picture producers reached compromise on a few more details of the proposed new basic agreement with which to attract picture money to legit production, and gave more assurance than ever before that the knotty problem of the extra percentages to be paid authors besides their regular royalties would be ironed out soon. Committees are working on percentage details and expect to have a compromise plan for the Guild's council, which meets next week.

Compromise clauses decided upon this week are:

(1). While backer cannot pull out an actor to exploit him in pictures or in another show, Guild has now provided that backer may negotiate at any time for services of actor after run of show.

(2). Whereas pact called for closing of play only if books showed receding income for three consecutive weeks, compromise now permits closing if show falls to meet 50 per cent of its costs first week, and an increasing percentage of operating costs for the next three successive weeks.

(3). Should producer wish to close show, author may take over under following two plans: (a) outright purchase at 20 per cent of original cost; (b) rental at percentage of road box-office receipts (or Broadway receipts if company does not tour), until author shall have paid 40 per cent of original cost. Rate of percentage on box office is 10 per cent on first \$10,000 and 15 per cent over \$10,000.

(4). As concession to League of New York theatermen, who are adamant on clause preventing backer from installing an employee of the picture company or setting up a dummy as a legit producer.

(5). Further grant to League managers is extension of expiration date of first-class run right, and, naturally, secondary rights. Since it is possible for author to take over show should backer wish to withdraw, term of first-class run will extend to actual termination of stewardship of author too, instead of at end of the backer's managerial term.

(6). Guild accepts for consideration picture company suggestions that percentages to be paid author vary with the different costs of production, so that scale for a small parcel of about \$5,000 would be different from that of a \$40,000 show. Before that consideration had been sent to conference along with the whole percentage problem, Guild's recommendations for scales were: (a) 10 per cent on first \$5,000, 15 per cent on next \$5,000 and 20 per cent on figure over \$10,000 for first 35 weeks of the run; (b) after 35 weeks, 10 per cent on first \$5,000, 12 1/2 per cent on second \$5,000 and 15 per cent on amount over \$10,000 for balance of the run.

Holden to Carnegie Tech

PITTSBURGH, Sept. 30.—Charles Holden, formerly manager of Theater Guild and other Broadway producers, succeeds Lloyd Weninger on faculty at Carnegie Tech drama school. He has also taught at Midwestern colleges and the Alvine Drama School.

BROADWAY RUNS

Performances to September 30, Inclusive.

Dramatic	Opened	Perf.
Alcibiades in Elis (Theatrical)	Oct. 15	403
Journal of Red (Theatrical)	Sept. 14	14
No Time for Comedy (Barry)	April 17	192
Philadelphia Story (Theatrical)	May 25	215
See My Lawyer (Billboard)	Sept. 27	21
Tobacco Road (Fursten)	Dec. 4	2368
Musical Comedy		
Hallelujah (Winter Garden)	Sept. 22	323
Yacht and Needle (Winter Garden)	Sept. 22	323
Roundels (Alvin)	Aug. 28	49
See My Lawyer (Alvin)	Sept. 29	3
Streets of Paris, The (Broadway)	June 19	120
Talbot Boy (Maxwell)	July 8	109

New Play on Broadway

Reviewed by Eugene Burr

BILTMORE

Beginning Wednesday Evening, Sept. 27, 1939

SEE MY LAWYER

A comedy by Richard Maibaum and Harry Clark. Directed by Ezra Stone. Setting by Coker to Robbins, constructed by William Kellum. Stage manager, Robert Griffith. Assistant Stage manager, Walter Wagner. Press agents, Phyllis Perlman and Sol Jacobson. Presented by George Abbott.

Fay Frankle.....Mary Rolfe
Arthur Lee.....Milton Berle
Joseph O'Rourke.....Millard Mitchell
Peter Russo.....Casting
Morton Stransky.....Teddy Hart
Seymour Tyler.....David Hoffman
Irving Frankel.....Norman Tokar
Charles.....Robert Griffith
Telephone Linesman.....Ralph Bell
Robert Carlin.....Eddie Nugent
Ichiro Kato.....George Hirose
S. B. Jameson.....Richard Lee
Western Union Boy.....Richard Lee
Shoeshine Boy.....Walter Wagner
Blossom Le Verne.....John Shelton
A Man.....John Shelton
Police Officer.....Carroll Auburn
TIME—The Present
Peter Russo.....The New Office of Lee, Russo, and O'Rourke, Twenty-Second Floor in Mid-Manhattan.
ACT I—Noon, Late in August. ACT II—Two Weeks Later. ACT III—Following Morning.

During the course of years the phrase, "A George Abbott show" has come to mean something very definite—a balmy, wild-fire farce with an inconsequential plot, heavy with laugh-lines, that is made into a hilarious whirlwind by the direction of the Master and his magnificent sense of comedy timing. No matter who writes the scripts, no matter who appears in them, these things remain the same. See My Lawyer, the Richard Maibaum-Harry Clark farce that Mr. Abbott opened at the Biltmore Wednesday night, is a George Abbott show in all but one thing—the direction. And the direction is, of course, the one thing that makes a run-of-the-mill farce an Abbott show.

For some reason or other The Master entrusted the directorial assignment to young Ezra Stone, an excellent actor who never before had staged a Broadway production. Mr. Stone is still an excellent young actor.

The cockeyed script, which concerns itself with three young lawyers trying to get a start, a screwball scion of a family and an infinite number of resultant and manifold complications, is an excellent basic framework, but young Mr. Stone, aping The Master whenever possible, loots his hold on frequent occasion. He made out all right when seasoned performers, old hands at farce timing and acting, are alone on the stage; but the people who needed pacing and direction failed to get them. As a result, the farce bogs down distressingly time and time again, and much of the comedy and all of the entrances, exits and curtain lines are lost.

The Maibaum - Clark contribution, however, is excellent in its way. Its

three young lawyers, so badgered that one of them finally goes out and gets a job as a window washer, are given a lesson on life when Robert Carlin, a wealthy young lawyer, hires them. Messrs. Maibaum and Clark, of course, must not be suspected of having drawn Mr. Carlin from life; he haunts night clubs and Western movies, marries a long succession of impermanent but willing wives (only they all seem to be brunets), engineers an abduction now and then, advertises publicly for a lawyer, gets into trouble over pranks with a milk wagon, hitches female victims with cravats and performs various other feats that undoubtedly prove him to be merely a legendary figure.

In any case, Mr. Carlin in the play finally abducts his young lawyers' secretary, who is also the fiancée of one of them, after a series of screwball complications that are practically indescribable. And in the end the girl comes back, unharmed, while Mr. Carlin writes out a check for \$25,000 and returns to perform legal guidance of his old family attorney. The events are fast-moving and funny, the lines are often hilarious, and Messrs. Maibaum and Clark have contributed nicely to the entertainment.

So, too, has the cast—particularly those members who really need no direction in farce reading or pacing. And even more particularly that astounding gentleman from vaudeville, revues and films, Milton Berle, who plays his first straight role as the leading attorney. This corner has never been as enthusiastic an admirer of Mr. Berle's talents as, say, Momma Berle, but in See My Lawyer he catches his annoying brashness, gives himself heartily into the role itself, and turns in a performance that is just about the tops in farce pretending. It's all the more creditable in view of Mr. Berle's past, but judged by any standards it's a grand job. A new Berle has been born last night.

And giving excellent assistance is Millard Mitchell, that fine and dependable performer, who plays to a fare-thee-well the young lawyer who doubles in glass and shades with Mr. Berle the honors of the evening. Also on the credit side, of course, is the squeakingly fiendish Teddy Hart, as a social peer, who has graduated merely from Fordham; altho Mr. Hart, by overshading just a trifle, slips over the line that divides farce from burlesque.

Most of the others need direction, and their faults are less their own than Mr. Stone's, tho Mary Rolfe is woefully miscast in any case as a rapid-fire farce actress. Gary Merrill seems a personable and excellent young actor; a lass named Robin Raymond shows real possibilities by refusing to stereotype a stereotyped tough-gal role, and Eddie Nugent is excellent in the comedy part. Gary Merrill seems a personable and excellent young actor; a lass named Robin Raymond shows real possibilities by refusing to stereotype a stereotyped tough-gal role, and Eddie Nugent is excellent in the comedy part.

From Out Front

By EUGENE BURR

Three or four years ago this corner went into an orgy of weeping and tooth-gnashing because there was only one dramatic opening during all of Labor Day week. What, it inquired rhetorically and disconsolately, was happening to the theater? Only a few years before Labor Day had been the night of vaudeville and the flood. The holiday itself had always been a day of frenzied activity on the theatrical front, and on one famous Labor Day even the office boys of the dramatic departments on the dailies had covered shows, because there were six—count 'em, six—simultaneous openings. And in the year that gave rise the columnar lacrimosity Labor Day itself had passed by dramatically unmarked and in all of Labor Day week there was only one dramatic opening.

That, four or five years ago, was cause for tears. But in the bright and fresh new season of 1939, the first new drama opened on September 27, more than three weeks after Labor Day—and the next one isn't scheduled until October 10.

There are, of course, reasons—even aside from the much-publicized but persistently postponed final dissolution of the stage. The disgraced, utterly unnecessary and very nearly paralyzing warfare between actor unions and between the actors and the stagehands held up production schedules unmercifully. And, of course, the current outbreak of the age-long European war (may it remain in Europe, where it belongs) did nothing to hasten production. In the case of the union battle, the producer was offered a choice position in the midst of the outbreak, taking blows from both sides and having heavy investments blithely tossed out of the window, all for no fault of his own. Naturally, he was reluctant to step into the spot until he had some indication that he would be safe. As for the legalized mass murders across the sea, their economic results are potentially too widespread to engender any feeling of security in even the breast of an angel. The danger from the war, in fact, has been that it has had time to take a breather, for, for the time at least, but it lasted long enough to postpone the start of the present season for weeks. The legitimate stage, which at its lowest ebb always (See FROM OUT FRONT on page 16)

line is to shout it as tho he were trying to hall Australia.

See My Lawyer isn't the worst Abbott script by any means, even tho the direction occasionally makes a few mistakes. And if that penny I found on my seat on second night is an attempt to bribe the press, it won't do. You can't dick with The Billboard.

OUT-OF-TOWN OPENING

"The Man Who Came to Dinner"

(Plymouth)

BOSTON

A play in three acts and five scenes by George S. Kaufman and Moss Hart; directed by Mr. Kaufman, with setting by Donald Oenslager. Presented by Sam H. Harris. The cast: Mary Wickes, Virginia Hammond, Gordon Merrick, Barbara Woodzell, George Probert, Mrs. Priestly Morrison, Barbara Adams, Edmonia Noyce, George Lewis, Edith Newton, Dudley Clements, Monty Woolley, Ruth Vinton, Theodore Newton, LeRoy Operli, Carol Goodner, Michael Harvey, John Haysradt, Edward Fisher, David Burns and Joseph Mosulsky.

The team of Kaufman and Hart once more hit the jackpot with their new play, The Man Who Came to Dinner, which opened here Monday for a two-week stay at the Plymouth. The show, which packs more laugh lines than his predecessors, You Can't Take It With You and I'd Rather Be Right, is a satire, rather harsh at times, on that benevolent gentleman, Alexander Woolloot, who was invited to play the lead but said "No."

The plot centers about the activities of one Sheridan Whitehead, lecturer, drama critic and literary highbrow. This pompous, self-satisfied, egotistical snob, while on a lecture tour in the Midwest, comes to dinner at the home of Mr. and Mrs. Stanley and falls on the ice outside their home, resulting in a broken hip, which forces him to stay at the Stanley residence for the winter. He immediately takes over their home and runs it to suit himself. In a most high-handed manner he perpetrates a series of incidents which reach the heights of hilarity. He makes the Stanleys eat in their own room, he persuades one of the children to leave the house and organize at Stanley's factory and the other to run away and be a photographer, he bribes the servants to leave, and in general insults his hosts at every opportunity. He effects an unusual proprietorship of the house, invites two friends to stay with him, receives and donates a totem pole, a cockroach circus, penguins and other oddities as gifts from admirers, and tries his hardest to break up a love affair between his secretary and a newspaper man. However, in the third act he unveils a heart of gold and everything comes out all right.

Leading man Monty Woolley does a great job as Whitehead. Edith Atwater, Anderson (Herald-American), and John Haysradt also give excellent performances. The only weak spot in the play is the third act, where Whitehead becomes slightly sentimental and quite out of character. Judging from the enthusiasm of the audience, it will be a substantial Broadway hit.

Gerald Kern.

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." Shows that have been started together. 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 reasons of how they fare 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.)

"See My Lawyer"—38%

YES: Lockridge (Sun).
NO: Brown (Post), Coleman (Mirror), Anderson (Herald-American), (not at 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.)
NO OPINION: Whipple (World-Telegram), Watts (Herald Tribune), Atkinson (Times), Mantle (News).

Paper Mill Playhouse, Swell Tryout Spot, Takes Bows, But Star Doesn't

NEW YORK, Sept. 30.—Opening of Men in Possession Monday at the Paper Mill Playhouse, Millburn, N. J., for a week's engagement marked Rudy Vallee's baptism in the drama. If Vallee is serious about his legit he'll have to subject himself to some hard training to undo the Vallee of crooning fame in order to mold Vallee, actor. His appearance is under the aegis of Bela Blau, who had groomed him at Deetrees, Me.

Among Vallee's weaknesses is his inability to stifle that personality smile which is swell for night club or vaudeville emceeing, but most incongruous as a steady character in a legit assignment. Here the smile took on dimensions of an insipid grin. The technique that made him the heart-throb idol of unseen radio listeners does not bring the same returns when applied to a seeing audience. He was to have portrayed Raymond Dabney, playboy and disgraced son, but he never got very far from being just Rudy Vallee.

The Man in Possession, vehicle for Vallee's legit debut, is a weak sister itself. Product of H. M. Harwood, it lacks both

wit and inspiration.

In contrast, the theater, which is making a bid for acceptance as a tryout spot, deserves praise and a recommendation. To list its attributes: (1) It's easily accessible from New York, to keep freight haulage expenses down. (2) It's air cooled so that production tryouts can be held during the summer. (3) Its acoustics are excellent. (4) Its seating capacity—all on the orchestra level—is about 675; (5) Visibility is unimpaired by internal structures, and aided, too, by sufficient grading. Oblong theater eliminates the far-side seats and the distorted vision accompanying the inescapable angle usually set up. (6) Walls and ceiling have been paneled in natural wood, giving the theater an informal feeling as well as good appearance. (7) Seating plan is by far the most comfortable and roomy yet devised, having even Radio City Music Hall beat a mile. (8) Proscenium and back-drop areas are spacious and equipped for the most modern of stage settings.

Sylvia Weiss.

"Ladies" Batters Phil Take

PHILADELPHIA, Sept. 30.—The second week of Ladies and Gentlemen, the Hecht-MacArthur opus, registers with a hefty \$22,000 take. This is an improvement of \$3,000 over the first week of its run. Despite the generally mild reception by the critics, Helen Hayes and Philip Merivale, contributed heavily in crowding the house. Most of the bit is still confined to the lower price seats, due to the upper tiers having been sold out during the first week of its run. The filling up of the downstairs section second week tipped the take. Admissions are scaled from \$1.14 to \$3.42. The uncut version of Hamlet with Maurice Evans will come into the Forrest Monday.

FROM OUT FRONT—

(Continued from page 15)

managed to be in pretty fair swing by the middle of October, will have to wait until November at the earliest before it reaches its normal early-season activity. The danger from the international war, of course, still continues. Uncertainty of international finance will do nothing to lure backers into the perilous pursuit of legit. The possibilities of quick fortunes gained in a rejuvenated stock market won't help any either, since the stock market looks like an extremely attractive place at the moment for those who have loose cash lying around the house. It certainly looks much more attractive than the theater.

Eventually, of course, the theater will get its share of the loosened shakels—but the chances are that the overflow won't begin to spill in the general direction of Broadway for a couple of months at least. And by that time it will be too late to help early-season or even midseason production.

From the standpoint of the number of shows produced, it looks like a tough year, mate.

But from the standpoint of cash to be spent at the box offices, it looks like something else again. An easy flow of money, of course, always helps the gross; and the desire of peace-loving America to get away from the blood and horror that flows across the Atlantic will also aid. Both factors should work powerfully to make the season of 1939-40 a box-office bonanza.

As a matter of fact, the trend has already been felt. Grosses for the past week or so have boomed amazingly, despite the small number of shows now on the Sten. It looks like the start of a boom that will last all year.

As a result we have, as this column suggested some weeks ago, the possibility of two contradicting phenomena—increased grosses and decreased production. It looks as tho any show that does manage to get itself produced will have a better chance of going over this year than in any season since the boom days; it looks as tho we may even see the return, in a measure at least, of the middle-class show that used to run for eight to 12 weeks; it looks as tho the season of 1939-40 is the psychological time for the eruption of an ambitious young producer.

As a matter of fact, Broadway could use an ambitious young producer or two—or even a dozen.

As for the road, the bete noire of the dismal days, its status has been pretty thoroughly covered in a couple of recent stories written by that nemesis of secretive managements, Sylvia Weiss. Briefly, it looks as tho the road were coming back. Towns that haven't had a legit show for 30 years will have them during the season of 1939-40. Bookings have increased, popular demand seems tremendous, the tight grip of the United Booking Office has been broken by the introduction of a large number of halls, auditoriums and college theaters into the itineraries; a few film chains have finally capitulated and booked legit into their theaters, with the indication that others will soon follow suit; and the long, long road finally seems to be a-winding into the land of any producer's dreams. Perhaps the golden promise won't be fulfilled, but for the first time in more than a decade the prospect is really hopeful.

And, it is to be noted, the change came about entirely thru individual enterprise. The American Theater Council, which wept sadly over the state of the road and wistfully wished that things like these might happen, confined its own efforts to discussion of trains for commuters and tryouts for the 7,894,623 young hopefuls who flood Broadway each season. The council, as predicted hereabouts, did absolutely nothing to help the road. Now that happy days may come again, perhaps the council will try to grab off some of the credit; but this corner can testify that the total effect on the road of its two mammoth gabfests was harmful rather than beneficial, and that the return of the road—if it really does come back—is entirely due to the courageous, far-seeing and independent efforts of individual showmen.

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With

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ADDRESS

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Vaude Boom Thruout East

(Continues from page 4)
and-off houses and expects more time later in the fall.

Circuit time is low this year, each of the major offices booking three or four weeks and applying attractions to other houses when the films are especially weak.

The bookers and their houses:
IRVING BARNETT is booking a half dozen one-night vaude stands, mostly for R. H. Emde's division of RKO houses in and around New York, and also the Ridgewood, Brooklyn.

HARRY BIRNEN is booking five Warner spots, all two-day stands: Oxford, Kent, Allegheny, Frankfort and Alhambra in Philadelphia. Expects to book the Academy, Lebanon, Pa., two or three-day stand, when it resumes vaude.

BERNARD BUEKE, agent, is also booking a single house, the Orpheum in Memphis, a full week using bands, units and attractions.

A. AND B. DOW are booking Sundays at the Adams (formerly the Shubert) in Newark and also full-week attractions on and off for the Paramount, Springfield, Mass.

JOE FEINBERG (Amalgamated Booking Agency, Millis, N. Y., with Comford Theater Circuit) is booking Fay's Providence, a full week and also booking talent in the Harry Sherman units playing 15 Comford spots in the East.

ARTHUR FISHER is booking more New York City houses than any other local booker. He has the four Brandt houses, the Flatbush, Brooklyn; the Windsor, Bronx; the Audubon, New York, and the Carlton, Jamaica, full weeks, using attractions and bands mostly. He is also booking the Capitol, Lynn, Mass., full week; the Liberty, Elizabeth, N. J.; the Plymouth, Worcester, Mass.; the Empire in Fall River, Mass.; the Freeport in Freeport, N. Y.; and the Cort Square, Springfield, Mass., all three-day stands. Also booking vaude acts to augment burly at the Casley, Boston.

CHARLES FRIEDMAN is still booking vaude and acts one week a month into five houses of the Interstate Circuit in the South playable in four weeks. Cities are Dallas, Houston, San Antonio (full week) and a split between Fort Worth and Austin.

LAWRENCE GOLDE (William Morris Agency) is booking a split between Palace in Akron and in Youngstown, and full weeks at the Circle, Indianapolis; the Century, Buffalo, and the Hippodrome, Toronto. Also at the Palace, Ft. Wayne, Ind., four days.

GEORGE GODFREY is booking the Century here, full week; the Clinton here, a Friday-to-Sunday stand; the Orpheum, Jersey City, Friday and Saturday; the Cort, Somerville, N. J., Saturday-Sunday, and the Colony, Union City, N. J., Wednesday and Fridays.

BILL HOWARD (RKO Circuit) has the Strand in Cincinnati, Colgate in San Francisco; the Palace, Chicago, full weeks, on his list, and also Keith's, Boston, four days, and on-and-off full week shows into the Colonial, Dayton, and the Palace in Cleveland. And in Columbus, Howard also supplies some talent for the Radio City Music Hall here, and spots occasional one-day shows into Albany, Troy, Syracuse and Schenectady.

ELLY JACKSON books the RKO Madison, Brooklyn, one night.

JESSE KAYE (F&M Stage Shows) is

More Theaters From Coast To Coast Are Adding Vaude

Manchester Adds Vaude

MANCHESTER, N. H., Sept. 30.—Strand Theater (700 seats) plans to add six-act bills to its film policy.

North Adams Resumes

NORTH ADAMS, Mass., Sept. 30.—Paramount Theater (1,250 seats) has again added vaude after 10 years of straight films.

Two in Springfield

SPRINGFIELD, Mass., Sept. 30.—Court Square Theater (1,250 seats) has added vaude three days a week, booked thru Arthur Fisher, of New York.

Paramount (1,852 seats) is picking on and off attractions and vaude bills thru A. and B. Dow, of New York.

La Crosse Takes Units

LA CROSSE, Wis., Sept. 30.—The Hollywood Theater (1,000 seats) embarked on a 10-week vaude policy September 28. Five acts Thursday to Friday. Opening show featured Joe Dorris, Primrose, Miac, Dumb's Swiss Bell Ringers, Lee Rose and Rose Marie Flynn.

Acts are booked thru the Mutual booking office, New York.

CINCINNATI, Oct. 2.—The Strand, after a summer of straight pics, has resumed with vaude for the fall and winter, using five acts on Saturdays only. With the advent of cooler weather, the 1,200-seat house will play fish on Fridays and Saturdays, same as last season. Matt Kolb, of the Jack Middleton office here, is booking the Strand.

Cantor Starts Columbus

COLUMBUS, O., Sept. 30.—Eddie Cantor and unit has been set for the RKO Palace (3,016 seats) three days, starting October 16, ushering in the new flesh season. Other units have been penciled in, says City RKO Chief Harry Schreiber.

Vaude Back in Utica

UTICA, N. Y., Sept. 30.—Colonial Theater will try vaude again this season.

still booking the Roxy, New York, full week, on-and-off shows into St. Louis. He also works in with the F&M Coast office on the Paramount, Los Angeles.

HARRY KALCHEIM (Paramount Circuit) still handles the shows for the local Paramount (full week), the Chicago and State-Lake in Chicago, full weeks, and frequent shows into the Buffalo, Buffalo; the Paramount, Toledo; the Orpheum, St. Paul; the Palace, South Bend; the Coronado, Rockford, Ill., and others.

HARRY MAYER (Warner Circuit) is booking the local Strand, the Earle in Philadelphia and in Washington, and the Stanley in Pittsburgh, all full weeks. Also handling Astor, Reading, Pa., two days; the Capitol, Lancaster, Pa., and the Strand, York, Pa., one-day stands.

SIDNEY PIERMONT (Loew Circuit) is still booking the State, New York, and the Earle, Washington, D. C., full weeks. May book occasional names into the Capitol, New York, later in the season and also for the Metropolitan, Brooklyn, which experiments with the Eddie Cantor unit week of October 19. Piermont also spots on-and-off units and attractions into Columbus and other Loew key cities.

AL ROGERS is booking the St. George, Staten Island, N. Y., and the Liberty in Stapleton, Staten Island, both Saturday-Sunday stands.

EDDIE SHERMAN is a busy booker with four full-week stands, the Hippodrome, Baltimore; the State, Hartford; Fay's in Philadelphia and the Carman, Philadelphia. He also has two split weeks, the State, Baltimore, and the Majestic, Waterson, N. J. Also booking the State, Eston, Pa.; Palace, Stamford,

according to George Seed, house manager. Vaude was used successfully last year.

Vaude After 10 Years

HOLYOKE, Mass., Sept. 30.—Victory Theater has changed its acts Tuesday to Thursdays, along with a feature and shorts. George Laby is house manager. There has been no vaude in this city for 10 years.

Torrington, Conn., Vaude

TORRINGTON, Conn., Sept. 30.—The State Theater will install a vaudeville-picture policy within the next few weeks, first on week-ends and possibly expanding later. House is owned by Levine, Jacobson & Kaufman, of Bridgeport, with Pierce Parkhurst as resident manager.

Five-act bills will be booked by the Ross Frisco office of Boston.

Embassy, Seattle, Adds Vaude

SEATTLE, Sept. 30.—The Embassy, movie house, has added four acts to its two major, subsequent-run features, offering extra-value at the "dine till one" amish.

Opening the vaude policy of Embassy were Abbin and his Rowdy Pals, dog act; Bobby Gordon, baritone; Elaine Joyce, acrobatic dancer, and the Three Bus Boys, dancers.

Vaude Resumes in DeKalb

DE KALB, Ill., Sept. 30.—Anderson's Egyptian Theater here is resuming vaude tomorrow to be continued Sundays through the season. Five acts will be used and initial bill will be topped by Johnny Johnson, radio singer. John Benson, of Chicago, will book.

Sunday Vaude for Boston

BOSTON, Sept. 30.—The management of the newly opened Gayety Theater, burlesque, is substituting vaude on Sundays. The policy is seven acts along with two pictures.

George Brennan, old-time burly man, selects the shows.

Cons. and the Colonial, Lancaster, Pa., all three-day stands. He expects to book the Senator, Pittsburgh, full week, when it resumes vaude, possibly around October 13, and the Tower, Camden, N. J., full week, when it opens December 1. The Tower is a former Warner 1,600-seater now being remodeled. Sherman says he expects to book names into a Miami theater during the tourist season, January to March. He is also spotting occasional shows into the Winner & Vincent houses in Allentown, Harrisburg, Richmond and Norfolk.

HARRY SHERMAN (Mutual Booking Office) started a new enterprise this season, block-booking 10 units, mostly in small towns on one, two and three-night stands in Pennsylvania, Ohio, Minnesota, Wisconsin and New York. Booked thus far are 29 one-nighters, 14 two-night acts and three three-nighters. One-nighters are Stroudsburg, Washington, Berwick, Carbonate, Honesdale, Waverly, Endicott, Oneonta, Little Falls, Cortland, Anshand, Sharon, Ambridge, Marston, Colcocton, Lancaster, New Philadelphia, Alliance, Kenton, Findlay, Bloomington, Red Wing, Laverne, Redwood Falls, Albert Lea, Wahpeton, Alexandria, Aberdeen and Huron. Two-night stands are Newton, Freuchtown, Bradford, Huber, Newark (with midnight at Zaneville), Sandusky, Richmond, La Crosse, Manakota, Eau Claire, Rochester, Austin, St. Cloud and Sioux Falls. Three-night dates in Scranton, Wilkes-Barre and Detroit, with the latter being an experimental spot booking for the first time this week. If unit draws, city will be held for the other nine shows. Total playing time is 69 days, thus far, with bookings up to October 26. Fill-in dates have yet to be arranged.

Club Talent

New York City:

GENE MARVEL set with the Paul Whiteman show at the Hotel New Yorker October 17. . . . BENNY FIELDS, Gary Leon and Tut Mae going into Alex Finn's Club Mayfair, Boston. . . .

Chicago:

MISS ARCHALEE held over a third week at Hi Hat Club. . . . JOE E. LEWIS will headline the next Chez Paree show. . . . JETHRO BROTHERS AND LEE return to the Edgewater Beach Hotel October 13, when Bill Bardo's Band opens a run.

BEE KALMUS goes back into the Royale Fricos, which reopens around October 15. . . . RALPH COOK landed a six-week extension contract at Harry's New Yorker.

JOE E. LEWIS, Paul Haakon, Tamara and the Stapletons comprise the new show going into the Chez Paree October 19. . . . PALM LONG JR. set for a staza at the Nick Long House, beginning October 12.

Here and There:

JEAN RICHEY has been held over a second week at the Continental Club, Route 52, Chesapeake, O. . . .

CHARLIE LEVIN vacationing in Toledo. . . . JIM QUINTER and Rex Bell open October 4 at the Lorain Club, Lorain, O. . . . BUSS SABBAY has been held over for a third week at Or's Grill, Boston.

PERRIE AND RENNIE CHARLIE have been held an additional two weeks at the Hotel Nicollet, Minneapolis. . . . FELICITY STA is appearing in the Rose Room of Hotel Cawthon, Mobile, Ala., along with the Mellow-Airs. . . . THE SIDEWALK CAFE, Hotel Gibson, Cincinnati, opened for supper dancing September 15.

HENRY YOUNGMAN and a line of girls opened two weeks at the Beverly Hills Country Club, Cincinnati, September 29. . . .

IGOR and TANYA, the Nonchalants and Johnny Woods are MCA acts set to stay at the Earl Carroll's Club, Los Angeles, until the middle of November. . . .

JANE PICKENS and Paul Draper return to the Persian Room of the Plaza Hotel, New York, October 10.

"TUBBY" HIVES is doing a guest emcee at Al Ritz Club Petite, Pittsburgh, for the opening week. Opening bill includes Nell Buckley, Maxine Starr, Mazie White and Flo Parker. . . . JIM (PADDY) WICKETT closed at the Jefferson Hotel, St. Louis, Thursday (21) and are slated to go to Chicago. . . . FONDA and ST. CLAIR are in their fifth week with Gertrude Nusen at the Club Moderna, San Francisco. Cast includes Hal Monte and Alice Hurley. . . . VALLIE and LYNNE recently introduced an Indian comedy dance at the Round Robin Club, Lawrence, Mass. Currently at the Lido Club, Worcester, Mass., team goes to Bay Square Theater, New Bedford, for three days, beginning Thursday (29). . . .

MARIE KNAPP, singer, has opened a four-week run at the Nell House, Columbus, O. . . . STONE and VICTOR, working the New England States, will play the Danbury (Conn.) Fair week of October 1. . . . HERRICK BROTHERS and Lorena, adagio trio, have joined the Lookout House show, Covington, Ky. . . .

DAVE HINE'S GIRLS will be the first dance line of the year at Herrick Hills Country Club, Newport, Ky. Opened September 29 with Clyde McCoy's Orchestra.

YOUNGSTOWN Club Resumes

YOUNGSTOWN, O., Sept. 30.—Benedictova-Villa, completely renovated, unshuttered September 22 with a new policy. Under the new set-up, a floor show will be offered every half hour, seven different shows, with first show starting nightly at 9:30.

Opening bill included Holy and Gernell, Carol and Sally, Three Arnolds, Beatrice, Edna and the Original Flat-Floogie Band.

"Blue Orchids" Latest Hit

NEW YORK, Sept. 30.—The fastest rising hit tune on automatic phonographs in recent months has been Hoagy Carmichael's *Blue Orchids*, which this week joins the blue-ribbon winners on the machines. It began its phone career only a short four weeks ago and now reaches its peak as one of the few really smash records in the boxes. For further details about this disk and others turn to the *Record Buying Guide* on page 68 of this issue of *The Billboard*.

Hawaiian Maisonette, Hotel St. Regis, New York

With its customary showmanship, Vincent Astor's luxury hotel has taken its downstairs dining room and—alabama!—has wiped out the Russian decor and turned it into a charming Hawaiian room.

Then the Maisonette Ruse but now the Hawaiian Maisonette (but don't ask us where the French crept in!) it certainly should please the elegant taste that likes its atmosphere authentic, its lights soft and its music sweetish. The remodeled room carries out the common conception of Hawaii as a paradise of undulating female forms, guitar melodies, sunshine and bamboo cottages. Never let it be said that Managing Director Gaston Lauryszen let down the tourist agencies.

Mr. Lauryszen, in fact, went way out to Hawaii and brought back a native orchestra and entertainers—also there is one "ringer" in the show, Mapuna, who had performed at the Lexington Hotel's Hawaiian Room but who had returned to Hawaii when Mr. Lauryszen signed her.

Basic for the entertainment is Elmer Lee (electric guitar) and orchestra composed of three guitars, string bass and ukulele. Lee is a handsome brownskin who smoozes graciously, introducing the various numbers in English and then playing and singing native numbers with his orchestra. The music, of course, is sweet in languorous fashion and successfully evokes a relaxed, romantic mood. The string bass provides just enough rhythm to enable patrons to dance pleasantly.

The floor show is composed of an informal, disconnected series of orchestra numbers, both vocal and musical, and dance and vocal specialties by Clara Inter (Hilo Hatline) and three girls. Miss Inter a song-frencher who smoozes more by comedy postures than by the lyrics. She astirizes Hawaiian dancing and cloths thru comedy songs. We didn't find her very funny, but the press preview Wednesday (27) did not provide her with an attentive audience and she may do better later on. Leo Lani, a comely singer, soloed and harmonized with band leader Lee. Has a modulated soprano voice just right for the gentle native ditties she sang. Mapuna Bishaw and Lily Padelem, dancers, contributed exquisite numbers in which their graceful hand movements and hip waving combined to good effect.

The band closed the show with a farewell-in-the-evening number in which it effected chime and tap sounds and was capped by the girl singing Aloha from four open windows built into the left side of the room. Smart novelty.

Hawaiian motif is carried out into the lobby and approach as well. Hatcheck and other girl attendants are Hawaiian. Patrons are given leis to put them in the proper mood.

Barbara Semple is the publicity director. Mursch executed the murals and

Night Club Reviews

James Ingham and Fred Boulelt were the engineers in the remodeling job.

Paul Denis.

Rainbow Room, Geo. Washington Hotel, Jacksonville, Florida

Rainbow Room opened its fall season last week.

Clyde Gardner's Southerners, 10 pieces, signed in as Dave Bouer's bunch checked out after a two-year run. Freddie Maurer now fills in the waits at the Hammond, doing it creditably and with plenty combinations.

The 30-minute floor show opens with Howard Harper tenorizing on Smoke Gets in Your Eyes and Trees. Has a true voice of much power and resonance. Got a good hand considering the usual fringe audience.

A duo of blond eyefillers from New Orleans offers a mystical novelty, one with squeeze box and the other the clarinet. Did okeh with some jazzy hotcha bits, finishing with sweet vocal harmonizing.

Eileen Tuck, holdover, played three numbers on the violin, registering nicely. Collus and Anita, mixed adagio duo, work with ease and showmanship, their routine being smooth and finished. Standard for the most part, but some of their tricks are hand-getters. Their body swivels done in lightning tempo, yet very gracefully, earned heavy applause, which is something in this spot. Samie Parra, a versatile entertainer, introduced the acts with nice build-ups. Sang Like a Pretty Girl in very good voice and went to town in one of the most original dance routines seen here, a glorified, super-heated, contortionist Harlem Boogie Woogie.

Business on upgrade, with packed house when caught. No minimum, cover or admission. W. H. Colson.

Off Beat Club, Chicago

This spot for swing music fans measures up to almost any of New York's 52d street intries. Atmosphere is informal and prices are comparatively reasonable. Now in its second season under management of Carl Coos, it has been redeveloped for a better view of the band stand from any section of the room. Capacity has been increased somewhat.

Current talent includes a return of Jimmy McPartland's Orchestra, Darnell Howard's intermission quartet and Billie Holiday, moody Harlem warbler. It is a combination in keeping with the policy of this place, most of the patrons expecting the unorthodox in rendition of tunes, vocally and musically.

While entertainment is continuous, the boys and Miss Holiday get together two or three times nightly for floor shows which amounts to glorified jam sessions. Miss Holiday is the highlight with an individual style of torch singing that has an attention-arresting quality. Does not exert herself physically, but her vocal delivery is impressive and at the same time different. Gives out with such blues dispensers as Truening Alone, Back in Your Own Back Yard, Brown Fruit, Deep Blue Sea and Brown Eyes, among others.

Jimmy McPartland, a personable lad with a busy horn, conducts his seven-piece band with vivacious abandon. His outfit is more organized than it has ever been and bangs out both fast and slow ditties in snappy rhythm. Jimmy doubles as emcee and during shows fronts the boys in a couple of hot ones which, when caught, included When Did You See Jimmy's trumpet solo of I'm Telling Virginia. Good showmanship all the way.

Darnell Howard's quartet, newly organized colored combo, fills in intermissions ably and at show time lands in the groove with original versions of hot tunes. Howard, veteran colored musician

who was a member of the disbanded Fletcher Henderson Orchestra, leads his group with clarinet and violin solos. Supporting him are Raymond Walters, piano; Leonard Bibba, bass; and Scoops Cary, sax. Sam Honisberg.

Old Shay Gardens, Pittsburgh

First night club casualty of the war is Old Shay Gardens. That is the spot's name. Known until couple weeks ago as Italian Gardens, club was redubbed after too much trade stayed away because of anti-Fascist feeling, according to Italian Etzi Covato, owner-maestro-taste.

Second move to win back patronage is booking of novelty acts. Current bill features Miss America, three other Atlantic City pageant contestants and two local acts. Coming in Tony Galento.

Garden owners to mix things up for moderately priced evening where dancing, floor show and drinks won't exceed a few bucks. Policy of no-cover minimum for regular shows and 40 cents cover for special bills keeps losses small and profit likelier.

Usual rate includes 5 to 12 people, local and imported talent booked direct by Covato. Net averages \$200 weekly, excepting occasional novelty-act weeks such as beauty bill that is closer to \$900. Ten-piece band is union scale. Covato conducts.

Miss America show is out of ordinary because for a change beauty winners do something besides look pretty in bathing suits. Padded program with "Miss Old Shay" acrobatics and bandman's quipping lends variety and length.

Second of "three - nightly shows" caught opened with parade of six gals in evening gowns, a la New Jersey formula. Then Florence Moore, hometown ballading Don't Worry About Me, in white satin. She will probably make more money modeling than singing.

Tall Carmen Hart unwraps acrobatics, followed by winsome Ruth Wilcock, who gets by with The Man With a Mandolin. Plenty on the ball has blond Ethel Lombard, who in a short monologues a wee in the life of a beauty contest winner, reveals a sharp sense of satire and a potentially dynamic delivery.

Finished talent in the line-up is Jean Covada, whose slave dance is worthy of a topnotch professional act. One of the pleasant surprise was ability of Patricia Donnelly, Miss America, combination of wholesome charm, refreshing smile and youthful form and face. The 18-year-old Detroit miss looks as a promising candidate for fronting a name band in her unperfected To You and Livey Moose Kicked the Bucket. A model and minor lounge orchestra singer before coping the beauty diadem, Miss Donnelly should be able to achieve her ambition to become a name band singer if given training in delivering her times.

Sole male in the show is Dick Smith, one of Covato's musicians doubling as a comedian. His material is certainly not for family ears. Plenty people laughed but most of the time this reporter was glum. Morton Frank.

Arabian Club, Columbus, O.

The Four Grands, young men who have a novel idea in presenting singing numbers, grab the spotlight in the new floorshow which opened September 25 at this club managed by Tom Jones.

On such of the three shows nightly the quartet offers musical selections, with the Rita Fay girl line as a background.

The Three Eltons, dancers who have a flair for the unique, have been held over. They combine straight ballroom dancing with some feats of magic and a comedy adagio routine that stops the show. Two young men and a girl.

Cy Reeves continues to pace the show as emcee, and the attractive Rita Fay line adds to the whole with novel routines of songs and dances.

Dale Stevens and orchestra supply the music. The suburban bright light spot, cleared of its trouble with the State liquor department, has been rolling them in recently with good food, excellent service and an above-the-average floor show. Albert E. Redman.

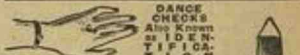
885 Club, Chicago

Small, modernistic and intimate is this Joe Miller dining room catering to a regular clientele. Spot has a reputation of serving good food, the prices are not within reach of the average restaurant diner. Some 75 per cent of the trade comes as winter weather. Times a week, proof enough that this policy is satisfactory to them.

Entertainment set-up as a rule includes a small band and brief floor show spotted three times nightly. During the fall and winter acts that have proved favorites here return at least once to take charge of the entire floor diversification. One such turn includes Carroll and Gorman, original tune pluggers, who are now filling their fourth engagement. This is a band that have proved favorites here return at least once to take charge of the entire floor diversification. One such turn includes Carroll and Gorman, original tune pluggers, who are now filling their fourth engagement. They harmonize pleasantly and sell their wares with equal fervor.

Handle the off-color stuff with diplomacy, keeping it within the borders of good taste. Between shows they keep busy handshaking, being acquainted with most of the Miller steady.

Hal Munro, band leader familiar to local sun dodgers, directs a six-piece outfit from the piano. It is a rhythmic combination, toned down for the narrow confines of the room. Most of them double on instruments, bringing variety



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of music and tempo. Song department is covered by Paul McKnight, drummer, who turns in a nice personality singing job, and Mary Ruth Milan, recently with the King's Tasters, who interprets the popular ballads with tasty vocal flavor. Johnny Honnert, another pianist, entertains at intermissions. Last week, during a brief illness, his spot was filled by Pauline Logan, attractive brunet, who at the conclusion of this engagement moved to Henry's, near-by restaurant. Decorative bar adjoins the room, while another hide-away bar is located on the second floor. Drinks moderately priced.

Sam Hontberg.

Sunday Name Acts, Bands Click at New Haven Arena

NEW HAVEN, Conn., Sept. 30.—The success of Sunday vaude last spring has encouraged the management of the New Haven Arena in arranging a more elaborate set-up of flesh for the fall. Programs already presented have been a goodly array of well-known bands and talent.

Opening show September 10 presented George Hill, Ted Inlo-Rite, orchestra followed up with Russ Morgan and Lucky Millinder, with Bert Wheeler, Bob Cross, Buck and Bubbles and other acts headed the October 1 show. Eddie De Lange and Jimmy Lunceford bands are to follow on the 8th.

Matinee prices 40 and 75 cents. Evening show scaled at 55 cents, 85 cents and \$1.10. Two shows for Sunday, 3 p.m. and 8:30. Bookers for shows is James Friss, of New York. General manager of Arena is Nathan Podoloff. Gates for Sabbath vaude have been okay.

War Scares Ft. Worth Casa Into Postponing Plans

FORT WORTH, Tex., Sept. 30.—The war has caused directors of the Casa Manana Association to postpone plans for the 1940 Casa Manana Revue indefinitely.

Action on the proposal to employ Carlton Winckler on yearly basis as director also was postponed indefinitely. Winckler, who was co-director of the 1939 revue here, is said to be also considering connection with Interstate Circuit here.

W. A. Grimes, secretary-treasurer of the association, has been named as custodian of Casa Manana property on the showgrounds, which includes movable objects as well as the cafe-theater. The directors also voted assessments of \$2,750 to pay off the remainder of the bills for this year's show.

Benny Reopening; Lochman To Open Delmonico's, Philly

PHILADELPHIA, Sept. 30.—Joe Frassetto's band, current at the Walton Roof, is scheduled to go into Benny the Bum's when that spot reopens the first week in October. Benny Fogelman, who prior to the booking of Frassetto announced that he would inaugurate a change of policy with Ella Fitzgerald as the first attraction, will open shortly after he reopens the liquor spot.

Delmonico's will be opened at the site of the French Grotto this week. Harvey Lochman is heading the corporation operating the spot, together with Stanley Carroll, who also owns the Yeacht Club. Eddie Morgan's Ork, formerly the house band at the Million-Dollar Pier in Atlantic City, will supply the rhythms.

LEGIONNAIRES STEAL—

(Continued from page 3)

the coat has been retrieved. Although admission was \$1, almost 60,000 tickets were given away free to members of the Legion. Several names made appearances, among them Eddie Cantor, Morton Downey and Jack Benny. Out of charge. Theater Authority oked their presence and, according to the TA office, was paid \$3,000 for clearing the way.

Leading club date bookers were among the few in the entertainment field who really benefited by the event. Many reunion affairs were staged during the week, and most of them used shows arranged by local offices.

AGVA Goes to the Dog

NEW YORK, Sept. 30.—Loyalty is rewarded in many strange ways.

Tom Bell, who has a dog act, is an active member of American Guild of Variety Artists from the days of its inception.

As a consequence, his mutt, A-Flat, is a member of AGVA. Card reads "Mr. A. Flat."

Butterfield Cold To Vaude Revival

DETROIT, Sept. 30.—No plans for stage shows are being considered for any of the more than 100 houses of the Butterfield Circuit.

This is contrary to the tendency of smaller circuit and independent theaters in Michigan, where planning or extending vaude this month.

Butterfield theaters at one time provided an extended circuit for stage shows, both vaude and legit, but last season not a single house played stage shows consistently.

U. S. ACTS—

(Continued from page 3)

In Oslo, Norway; Marie Hollis in Copenhagen and the Four Cornets in France.

To date only four American acts are known to have organized companies to play in military camps, with the salary reported to be \$40 per week.

They are Wilson, Kippie and Betty; Tracy and Hay, Francis Day and Bob Bromley. The bulk of entertainment going on in the camps and behind the lines is being provided by the talent the entertainment committee set up by the performer unions in England.

Movement of American performers to foreign shores is now impossible, according to Dick Henry, foreign booker for the William Morris Agency, who said that many acts are willing to go, but it is impossible to obtain passports for them during the war.

When Henry chaperoned the *Grays Skins* to London he was only there several days and the war broke out. He reported on his home-coming that, unlike the crisis of last September, all American acts didn't become pariahs and that for passage home, but many were willing to remain behind to get what work there was to be had, since there was an automatic shortage of live talent. What with Americans constituting 50 per cent of flesh entertainment playing in England and plenty of French and German acts sprinkled in, a big dent was left in the live talent field. British performers either enlisted for war duty or were drafted, and the other foreign artists were needed to their respective countries. The act shortage now is especially acute, although returning performers point to the horrors of war and say it isn't worth it.

The problem of transporting money out of the war-ridden countries hasn't become acute yet, but some of those who have returned home say that money restrictions have been imposed, but not officially, and that the British government is trying to keep all moneys over 25 pounds in the country. Since the pound note has taken a considerable drop acts will have to make much higher salaries even to match those they received before the war, and without definite assurance they will be able to take money out of the country. In case any money is impounded, it will be returned after the war.

Included among performers who returned from New York the last two weeks, after considerable difficulty in securing passage home, are Ruth Etting, Bert Hope, Jack Durant, Billy Vins, Bert Hesse, Danriders Sisters, Joan Sheldon, Miller and Reading, Jean Travers, Doris Carlisle and Rose, Chester Fredericks and Gloria Lane, Eric Mack, Nelson and Knight, Page and Nona, Clemens Belling and Company, 12 Chester Hale Girls, Wences, William McKay, Marion Bellitt and the English Brothers, Dave Dancy and Dorothy Fitzgibbon, Joe Termini, Stone and Lee, Ross and Bennett, Tom Mix and Toy and Wing.

On the way home are 15 Gertrude Hoffman Girls, Barr and Estes, Cass Owen and Topsy, Will and Gladys Ahern, Heron and Walter, and Dan and Dorothy Michalove. Due to censorship, sailing dates of ships from Europe cannot be definitely announced.

Buffalo Clubs Lose Patronage Across Border

BUFFALO, Sept. 30.—Local night life, which centered around Chez Ami and McVan's all summer, is being hyped by the many openings planned within the next few weeks. The increase in competition will probably be felt some. Jack Grood and Phil Amigone, of the Chez Ami, are not worried. The real worry is an entirely different problem. Grood said Canadian business has fallen off completely, due to the drop in currency exchange and the difficulty of getting back and forth across the border.

The former Cafe Madrid, now named Kaufmann's, after its owner, which suspended operation during the summer, reopened Thursday. It has installed a new lighting system, raised dance floor and orchestra stand. Bob Graham, manager, is booking shows thru Walter J. Gluck, Buffalo, and opened season with Connie Garner Girls, six-girl line doing specialty stuff and magic tricks; Millie Wayne, emcee and singer; Ted and Ethel Walker, musical comedy duo; Peggy and Carol Travers, dance team; Carl Thorson, juggler and comedian.

The Hotel Statler Terrace Room is scheduled to open with Lloyd Huntley's Band October 15. Huntley played this spot several years ago.

The Silver Grill, which was partly destroyed by a fire this summer, is renovated and will open early in October with Vay Aifen's Band. New manager is C. Baymonday.

The Club Delavan will open in October after being dark for several months. Exact line-up of management is not yet disclosed. The Savarin Cafe, after having changed hands several times in the last year, will again open in October.

Liebler's, on the East Side, owned by Harry Liebler, has week-end shows now but hopes to expand to full-week presentations as soon as the liquor license is obtained.

Other competing niteries on the outskirts of the city include the Hollywood, Tonawanda, N. Y., which changed hands recently. Run as a de luxe night milk bar, the spot was taken over by Doc Shuhman, its originator, recently, but so far no change of policy has been announced.

Mary Rogers' New Velvet Grille, Lackawanna, N. Y., is reporting good business, but the spot was taken over by Walter J. Gluck, Buffalo, books the shows.

Marcus Unit Opens Buffalo New Policy

BUFFALO, Sept. 30.—Twentieth Century Theater here, run by Basil Brothers and Richard Kemper, is experimenting with a house band and steady stage show.

In competition with the Shee's Buffalo, only house in town to use stage shows, the Century opened with a 75-piece revue last Friday (22).

Opening show was *La Vie Paris*, A. B. Marcus unit.

The O'Connell house orchestra is headed by Johnny Lyons, veteran conductor and violinist. The new band's drummer, Milton Klener, was in the pit when the Century opened its first variety show in the 1920s.

Definite plans are not set as yet as to whether the management will book units or vaude talent. Name bands and other attractions may be booked later in the season for one-week stands.

Indianapolis Lyric Resumes Vaude

INDIANAPOLIS, Sept. 30.—Charles Olsen's Lyric Theater resumed vaudeville Friday (22) after a 10-week stagehands' strike which forced vaude out.

Olsen has returned from New York, where he signed for a string of name bands from MCA, opening with Ben Bernie last week with a variety bill following and Ozdie Nelson's Band October 5 week.

Olsen has returned to follow will be Jan Garber, Orrin Tucker, Hal Kemp, Cass Loma, Ted Weema, Horace Hild and Kay Kyser.

Help Performers Abroad

NEW YORK, Sept. 30.—American performers in Europe, thru force of circumstances, are short of reading material, states Bert Ross, London theatrical trade writer, and issues an appeal to American artists to send reading materials (not and to send reading matter (periodicals, magazines and books) to him for distribution to those abroad.

He has volunteered to do this work and asks the co-operation of American performers. Send matter care of Bert Ross, *The Performer*, 16 Charing Cross Road, London, W. C. 2, England. He will make the distributions.

Name Acts Scarce, Chicago's Colony Turns to Name Orks

CHICAGO, Sept. 30.—Due to scarcity of name acts managers Sonny Goldstone and Nick Dean are planning name bands for their Colony Club the first of the year. Urgent calls have been out for big gate acts to fill out the remainder of the season, but the results have been discouraging. The DeMuros, Sophie Tucker and Cross and Dunn have been set aside this year, taking care of 1939's three remaining months.

Managers feel that big orks will pull in the classy trade attracted by well-known niteries acts and negotiations are now under way with the top band agencies for definite placements. Guess spot has been under the Goldstone-Dean guidance budget has been upped to permit purchase of top acts or orks.

Week-End Vaude For Orph, Spokane

SPokane, Wash., Sept. 30.—Orpheum Theater has started week-end vaude and has booked for early dates Bell's Hawaiians unit, Major Bowes' Singing unit at Will Rock's Taurium magic show.

The Post Street started using three-day week-end Bert Levey vaude earlier in the month.

The Fox is running legit road shows and concerts.

Beauty Winners in Vaude

ATLANTA, Sept. 30.—Hilda Williams, who won the Miss Atlanta beauty contest at Lakewood Park here July 4 and later won the Miss United States 1939 title at Virginia Beach, Va., has signed a personal appearance tour contract with Ken Stambaugh, of Atlanta, and will open this week-end in Florence, S. C. Also on the program will be Mary Ross Cooper, Miss Florida 1939.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope to the Bureau and their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

It is designed to supply in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority in the act, not within the scope of the Copyright Office.

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

- A
Abdallah, Sam. Girls (Lotus Garden) Wash.
Adams, Peggy (Billmore) NYC, h.
Agars, Lucile (Pappys of Club) Dallas, nt.

- B
Bald, Bill (State-Lake) Chi, t.
Banks, Edgy (Princess) Cleveland, Tenn. 4-1.
Banks, Eddie (Old Routeman) NYC, nc.

- C
Caldwell & Bailey (Little Old New York) World's Fair, NYC.
Cates, Will (Diamond Horseshoe) NYC, nc.

- D
Daly, Frank (The Paramount) NYC, nc.
Daly, Irene (Harney Galliani's) NYC, nc.

- E
Egan, Harry (The Paramount) NYC, nc.
Egan, Irene (Harney Galliani's) NYC, nc.

- F
Farrington, Fred (The Paramount) NYC, nc.
Farrington, Irene (Harney Galliani's) NYC, nc.

- G
Gardner, Fred (The Paramount) NYC, nc.
Gardner, Irene (Harney Galliani's) NYC, nc.

(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; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- De Forest, Marie (St. Regis) NYC, h.
De LaPinto, Peggy (Jimmy Kelly's) NYC, nc.
De Lya, Donette (Topsy's) Los Angeles, nc.

- E
Egan, Harry (The Paramount) NYC, nc.
Egan, Irene (Harney Galliani's) NYC, nc.

- F
Farrington, Fred (The Paramount) NYC, nc.
Farrington, Irene (Harney Galliani's) NYC, nc.

- G
Gardner, Fred (The Paramount) NYC, nc.
Gardner, Irene (Harney Galliani's) NYC, nc.

- Harper, Lola (Colonial) Dayton, O. 1.
Harrington, Pat (Club 18) NYC, nc.
Harris & Shere (Ces Paree) Chi, nc.

- H
Harris, Ed (The Paramount) NYC, nc.
Harris, Irene (Harney Galliani's) NYC, nc.

- I
Jacob, Anita (606 Club) Chi, nc.
Jarratt, Art (Chicago) Chi, t.

- K
Karatska, Princess (Harry's New Yorker) Chi, nc.

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

- P
Pave, Frances (Famous Door) NYC, nc.
Pave, Gladys (Jimmy Kelly's) NYC, nc.

- R
Rader, Betty (Sinton) NYC, nc.
Rader, Gene (Club Maxims) NYC, nc.

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- J
Jensen, Lola (Astor) NYC, h.
Johnny & George (Club Maxims) Bronx, N. Y., nc.

Smith & Dale, Rae Samuels, Norworth Top Old-Time Unit

NEW YORK, Sept. 30.—Old-time variety bill, resembling the orthodox vaude program during its busy days 25 years ago, is being exhibited by Charlie Freeman, latest addition to the Consolidated Radio Artists booking forces, for a 10-week stretch thro'out the West.

Headed by Smith and Dale, Jack Norworth and Rae Samuels, the unit will run under the title of Silver Jubilee and, says Freeman, will be laid out exactly as were the straight vaude shows a quarter century ago. Three more acts will also appear on the bill.

Unit starts early in November on the Interstate Circuit in Texas, playing Dallas, Houston, San Antonio, Fort Worth and Austin. Six additional weeks are also being lined up, all on flat salary arrangements.

F-M Shows Back At Para in L. A.

HOLLYWOOD, Sept. 30.—Fanchon & Marco announce flesh shows return to the Paramount Theater October 5. House has been playing dual features since the first of July.

First show will be *Balinese Follies*, now in the course of production at Fanchon & Marco. Agency indicated that Harry Owens and Ark would take feature spot. Fanchonettes will form part of the show, along with two or three acts.

House was to have closed in midsummer for alterations, but deal fell thru. It is expected that stage shows and the series of better-than-average Paramount flickers due to be released will keep the house in the black.

Film Names for Vaude Plentiful

CHICAGO, Sept. 30.—Chicago Theater is lining up a flock of names for the rest of the year. With plenty of Hollywood material available, house for first time in some time has the choice of more names than it can use. Scheduled for October are Priscilla Lane and John Garfield, Ann Sheridan and possibly Martha Raye. Set for the first two weeks in November are Eddie Cantor and Joe E. Brown.

Balaban & Katz is turning down movie celebs with no semblance of a stage act to offer. The mere glad-to-be-here speech era seems to be over judging by the future bookings.

More Seattle Clubs Reopen

SEATTLE, Sept. 30.—Completely remodeled, the Twin Dragon Cafe has doubled its capacity under management of Davey Chinn.

The Ranch, suburban nitery, was the victim of a swoop by a raiding party, and Mrs. Wanda Owen, proprietor, and Benton Walker, employee, were charged with possessing gambling devices. Jules Bufano, former pit orchestra leader, returned this week with his band to head the first of a series of big floor shows at the Ranch.

The Avalon reopened September (24) for the new season with Hagsted's Orchestra.

Yankee Spenders?

DEAUVILLE, France, Sept. 29.—According to managers of the gambling casino here, nationalities which are the greatest plungers are Greeks, Jews, Frenchmen and Brits in the order named.

Americans come way down in the scale. Reason given for this is that the traveling Yankee is usually a man of limited means and likes to take a small slice in order to tell the house-folks of high life in the casinos.

Vaudeville Notes

ROSS, PIERRE AND SWEENEY are splitting next week. Frank Ross and Anita Pierre will do a double, while Bud Sweeney is shaping up a single again.

GUIDO AND EVA, ballroom and adagio team, expect to split within a year, due to Eva Moccia's engagement to marry Herbert Low, recently at Ripley's Believe It Or Not show, New York. Guido Zilliani expects to turn emcee and singer if he doesn't find another dance partner.

SAMMY COHEN has returned to Hollywood from Australia and is testing for a spot in Warner's *Fighting 69th*. PRED STONE, doing a single, opened at the Lyric, Indianapolis, September 29.

LOTTIE MAYER and her Water-Edge Show, 18 people and a tank, open thru MCA in Cleveland October 6, followed by Cincinnati and Dayton.

ALICE TEMPLETON and Red Skelton have been booked to head the entertainment for the eighth annual food show at the Milwaukee Auditorium October 9 to 14.

ANNA NEAGLE, Herbert Silcox and Ann Sheridan are making personal appearances in the East in connection with their latest pictures. . . . FRANK PAY is in Hollywood working in Byron Ferguson for Warner. Hopes to return to New York to attempt another revue.

MARIO AND FLORINA play the Earle, Washington, October 20 for two weeks. . . . MARCIA MOORE, dancer, left New York to join Joe Glynn's unit, *Hurray America*, opening September 28 in South Bend, Ind. She will work with Glynn, replacing Loretta Clymas, who is expecting the stork. . . . NICHOLAS TSOUKALAS, dance teacher of Detroit, is in Italy unable to get passage back home. . . . SHERMA MARLOWE is taking over Edna Sedgewick's spot in *Starlane Revue*, now playing the Midwest, Edna going to New York to begin rehearsals in a new Shubert show starring Bert Wheeler. . . . LESLIE SIEBERG have joined *Wor's Fair Vanities*, currently touring the Famous Players Theaters in Canada.

. . . . ARREN AND BRODERICK, after a summer at their cottage on Russell Island, near Alpena, Mich., arrived in New York Monday (1) to begin their vaude season.

TALENT LINE-UP for the opening date of Interstate Time, opening in Fort Worth, Tex., and moving on to Dallas, Houston, San Antonio and Austin, includes Saver Ellis' Band, Keller Sisters, Three Samuels, Harriet Hayes, Three Swifts and Irene Taylor. Dave Apollon's unit is scheduled for December, and Jimmy Lunceford goes in February. Houses are operating on one-show-a-month policy. . . . WALTER LEWIS and his Eight Men of Manhattan are in their first legit show, *Nice Going*.

CHESTER MORRIS plays a return date at the State-Lake, Chicago, week of October 8, following his current stand at the Orpheum, Minneapolis. . . . JACK LEONARD, comic, is playing the Sinker chain houses in Iowa with Joe Sander's Band. . . .

Vaudefilm Grosses

Miller Outdrawing Shaw, But With Stronger Film Backing; Rochester Unit Leads in Chi

NEW YORK.—The Broadway box-office war between Artie Shaw (Strand) and Glenn Miller (Paramount) culminated the first week's engagement with Shaw's \$3,000 gross trailing a weak second, \$16,000 under Miller's \$34,000. The Strand's low opening week gross is attributed by many to the very weak picture, *Espionage Agent*. Miller, on the other hand, was backed up by a strong picture, *Household in Hell*, and also the Ink Spots, who are credited with some part of the draw. Only other supporting act on the Strand bill was Dick, Don and Dinah.

Third week of *The Rains Came* at the Roxy, with Calgary Brothers and Mario and Floria on the stage, was good for \$48,000, making a total of \$188,490 for the film's three-week run. New show Friday (29), *Here I Am, Stranger*, opened weak.

Musee Hall came thru flying colors week ended September 27 with \$90,000 for *My Sister Edith Cartell* on screen and the MH regulars supplemented by Pape and Conchita and Maxmillan and Co. Holding over for a second week.

Loew's State was its usual self, taking in a fair \$21,000 despite the presence of Henry Armetta and Marie Wilson, plus Joe Rines Orchestra, Sara Ann McCabe and Katherine Harris and the film, *When Tomorrow Comes*. New show Thursday (28) with Jimmy Dorsey's Band did not do well at that house opening week (ended Wednesday, September 27). The Windsor did okay with Sammy Kaye opening week and the Andrews Sisters current week.

The Brandt's Carlton, Jamaica, opened Thursday (28) with Jimmy Dorsey's Band to good business. Cab Calloway had a very big opening day at the Flatbush, Brooklyn, Thursday. Sammy Kaye's Band had a good opening at the Audubon Thursday, with Jimmy Dorsey's Band did not do well at that house opening week (ended Wednesday, September 27). The Windsor did okay with Sammy Kaye opening week and the Andrews Sisters current week.

CHICAGO.—Rochester (Eddie Anderson) and Betty Grable at the Chicago, on the holdover week of Warner's *The Old Maid*, are enjoying a \$46,000 gross, one of the best houses ever had with a second week picture. Rainy weather opening day kept crowds down but picked up again Saturday and promises to hold up thru the week. First *Meid* season with vaude act support turned in a nice \$43,000.

Palace is holding its *Name Only* with Chester Hale, Girls and Sybil Bowan, among others, on the stage after an initial \$19,000 week. Picture didn't hold up as well as expected, but it's figured that the Legionnaires' last week had something to do with it. Headed for a nice \$16,500 this time.

Oriental with second run of *Goodbye Mr. Chips* and Earl Hines Ork on stage and State-Lake with *The Men They Could Not Hang* and seven-act bill will turn in their usual \$15,000 to \$14,000 grosses. Both houses vary little in box-office results from week to week, unless there's a big convention in town or an unusual attraction on the bill to stimulate additional activity.

Betty Grable's \$16,500

CLEVELAND.—RKO Palace, with Betty Grable heading the stage layout, plus pic, *Hawaiian Nights*, grossed \$16,500, as against house average of \$14,000 for week

ending September 21. This is about two grand above house average. Previous week Artie Shaw tilted the take to \$21,300 with pic, *I Stole a Million*.

Tower, K. C., Slightly Under

KANSAS CITY.—Tower, with Kenny & Burke, Bob Hall, Bud and Sis Roberts, Don Harris, grossed \$4,000 with pic, *Quick Millions*. Figure is \$400 under house average.

Tower previous week did \$4,400.

Minnesota, Minn., NSG

MINNEAPOLIS.—Minnesota Theater, for week ended September 21, grossed \$5,100 with Joe Griffin, Jack Malerich's Ork, Lew Brock, Gaynor and Ross, Paul Robinson, Allen, Stone and Allen; Chiek and Lee and Patricia Wynn house line. Pic, *Zero Hour*. House average is six grand.

"Folies Bergere" More Than Doubles Indianapolis Take

INDIANAPOLIS.—Circle, with *Folies Bergere* unit on stage, did a rock 14 grand, compared to house average of \$6,000, for week ending September 22. Pic, *Beau Geste*. Unit the previous week did \$19,000 at the Riverside, Milwaukee.

Bowes' Unit's \$6,350

SEATTLE.—Palomar, with Major Bowes' Stage School unit, grossed \$6,350 with pic, *Muttiny on the Blackhawk* and Nancy Drew and the Hidden Staircase. House average is five grand. Week ended September 22.

Milwaukee Above Average

MILWAUKEE.—Duncan Sisters and June St. Clair were good for an \$9,000 take at the Riverside Theater here the week ending September 28 at regular 25-30-cent admission prices. Average is \$6,500. Also on the bill were Sam Barton, Paul Robinson, and Tip, Tap and Toe. Pic, *Hawaiian Nights* (Univ.).

Philly Grosses Up

PHILADELPHIA.—Bis in the vaude-filmers showed a general if only a slight improvement. With the weather cool enough to close the air conditioning plant, the Earle drew \$19,500, which is above the house par. Wally Vernon and Cliff Nazario headed the stage show, with support from Marjorie Gainsworth and Mal Hallett's Band. Pic, *The Star-maker*, takes some credit for the b-o. improvement.

The talent at Pay's netted a comfortable \$7,300 with an NTG unit, Josh Vickers and Joey Payne on the stage. *Stop, Look and Love* on screen.

The Carman split the bill for the six days of the week. The Sinclair Twins, Ruth Crane, Jack Lavere and Company and the Washburns (6) registered nicely with \$5,000 September 22 to 25, but previous picture commitments forced the withdrawal of the bill. *Blonde Takes a Vacation* on view at the time. (See VAUDEFILM GROSSES on page 23)

ELL COULTNEY

and his ORCHESTRA

OPENING THURSDAY, OCT. 5
LOEW'S STATE, N. Y. C.

FEATURING VOCALS BY
• SHERMAN HAYES
• JOE MARTIN
• DICK DILDINE
★ BOB MOONAN
AT THE HAMMOND ORGAN

VOCALION RECORDS
DIRECTION
WILLIAM MORRIS
AGENCY

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 29)

A hastily patched seven-act bill this week is competing two to three times daily with a dandy vaude short used as a filler on the screen. And it's tough competition when the two-reeler precedes the French revue, for it features such acts as "Bed" Skilton, Harris and Shore, the Merry Muses, A. Robins and Louis DeFron in sock specialties.

The Three Sparks, tap-dancing lads, open with a familiar session of stomping, strutting and shagging. Not too strong for the stage, because the delivery is rather weak. More acceptable for night spots.

Bonnie De Jarrette, diminutive and dramatic soprano, surprised the customers with a voluminous and impressive voice. It is rich in tone quality and lends itself nicely to the more popular semi-classical numbers. Also a neat looper.

The Embassy Boys, instrumental quartet which has been playing intermission periods in local hotels, luck in proper material and showmanship to get by as a vaude act. Only worth-while thing is the vocal delivery of Old Man River by the baritone-voiced bass player, but the audience is first forced to sit thru the playing of some three danceable tunes to which they cannot dance.

Bill Batrd, the youthful magician, tailored a neat act to a new fitting musical score. While he employed no talk, act is designed for entertainment. Opens

with a silk trick and goes into deft manipulations of balls and cards.

Betty Lee, xylophonist, labored thru an assemblage of familiar tunes at this viewing. She tried too hard, physically and facially, minimizing the effect. Her contributions included a medley of pops and a Hungarian rhapsody.

The Radio Ramblers, three mimics who have been impersonating celebrities when this sort of thing was still in its infancy, have, fortunately, changed most of the act and shored straight carbon work into the background. It's mostly satire now, with plenty of gags sailing the turn. Some of their better nonsense includes maniac pictures of the leading dictators and laughter as a jiggerbugging Captain Bligh. Sid Rice, of the trio, doubles as emcee for both of the act and show.

Bento Brothers and Rita, hand-to-hand and head-to-head equilibrist, thrill with old and new stunts, the latter department including a three-high turn during which the girl, on top, performs a few adagio poses. Good novelty.

On screen, "Kation" in Columbia's *The Men They Could Not Hang*. Business second show opening day off due to day-long drizzle. Sam Housberg.

RKO Palace, Cleveland

(Reviewed Friday Evening, Sept. 29)

John Bolea, who heads the current bill,

Held Over!

LEON & EDDIE'S
NEW YORK
America's Most Versatile Dance Octette

LA PLAYA
DANCERS

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Gloria COOK & Bob CONRAD

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Assisted by "TANGLEFOOT" and DIANA LURE

Now Appearing (Week September 27) Loew's State, New York.
Exclusive Management: ALBERT RICKARD

BENTO BROS. & RITA

"VERSATILITIES"

NOW—STATE-LAKE THEATER, CHICAGO

Direction—THOMAS BURCHILL

Vaudeville Reviews

is refreshingly different from most movie songs on the vaude stage, for, unlike the run of such creatures, he turns in a performance instead of giving the usual wooden imitation. Boles is still able to sing to an audience and knows how to spread the apex and types of his songs without the trappings of Robbins of the war are heard in his rendition of *Katy*.

Frank Gaby, ventriloquist, has a new dummy, and it is to be lamented that most of his lines are not new. But Gaby was well received and his act throughout shows the excellent timing and change of pace of the showman.

The Four King Sisters, given billing of about 95 per cent of Boles', were able to give a new twist to the overdone and trite *Mr. Paparoti* and are relatively free from those mannerisms developed in radio stations that are so disturbing on the stage.

Pansy, the Horse, novelty act, was well received.

Four Franks, dancers, did extremely modern tap dances in that rhythm that modern audiences seem to like best; while the Maxellos did a beautiful lot of foot-juggling that brought back that leap in time that Boles' rendition of *Katy* had put there. Talbot Harding.

Loew's Capitol, Washington

(Reviewed Friday Evening, Sept. 29)

As good cooks well know, the ingredients may be perfect, but the blending sometimes makes the results unhappy. That, apparently, is the trouble with this week's layout. The show doesn't click and time seems to drag.

Yuska Bunchuk leads the orchestra thru a high overture, but it is less than stirring. The first act finds the 20 Rhythm Rockets seated on low kitchen stools, engaged in a routine resembling housewives' calisthenics. The girls keep their coats and the arms and legs do the work.

Allen and Kent seemingly have changed their younger partners, but they haven't reduced the entertainment value. The younger man and woman give a wide sample of today's dance styles, while Allen and Kent remind spectators of the dance styles of yesterday.

Cliff Nazarro, the double-talk wizard of radio, appears at this point and later as a sort of emcee, introducing Otter Manners, a blond young woman of husky proportions. Miss Manners' act might be termed energetic, but she says that she puts a ring into imitations of our modern rug-cutters and society cafe singers. Her numbers, *Of This I Sing* and *Sophisticated Lulu*, are fully capable of overriding the noise in average cabaret.

The 20 Rockets, in flowing Colonial costumes, dance to our more sedate tunes, paving the way for Mary Raye and Naldi. The petite and her younger partner are called upon to do at least three numbers, each more graceful than the others. They save their best for their encore—their own novel *Dancing to Poetry*. In this number, a transcribed waltz reads stanzas of Spinoza and the expert pair dance to the meter of the poem, with the ork coming in toward the end to complete the number. It is understatement to describe the number as unusual and entrancing—it's near perfect. The return of Cliff Nazarro permits them to leave the stage, and he engages the audience with a shhh-shhh-type of fictitious gossip. The rest is a usual specialty of thoroughly confusing the English language. He adds a song, *I Never Knew That Heaven Could Speak*.

The finale brings back the 20 Rockets for a lengthy tap routine. Allen and Kent returning to help bring down the curtain.

On the screen, MGM's *Dancing Co-Ed*. Eager Jones.

Roxy, New York

(Reviewed Friday Evening, Sept. 29)

Stage bill this week doesn't make up for anything the picture lacks. Both attractions, 20th Century-Fox's *Here I Am, Stranger* and the *Clay* layout, offer little entertainment. Picture is strictly a weakie and the variety bill is rather inept.

Save for the opening production number to the strains of the *Beer Barrel Polka*, this was little to be had. Opening act is James Evans, doing a standard foot-balancing stunt, working with one, two and three balls, climaxed with a comedy balance of a bed. Encored with a multicolored pinwheel that netted him a strong hand. Pauline Apert, radio pianist, did a

series of deft numbers that were a little too intricate for popular entertainment. She performs all kinds of tricks on the ivories, introducing varied styles of rhythm and at times giving the play- piano effect. Her *Tos for Tos* and *Toy Trampier* were demonstrations of ability, but there were other selections that were dull and that sounded like a mumbo-jumbo mixture of jazz and a classic.

Comedy relief was provided by Lowe, Hite and Stanley whose freak height won a laugh the moment they enter stage. They indulge in slapstick that includes scrapping, dancing and playing leapfrog. It's low comedy, but funny. Wally and Verdyn Stapleton lead two production numbers, offering musical comedy style of singing and dancing. They were no great shakes, but they are a youthful and handsome team with a fair amount of ability.

One of the laugh standouts was a Gae Foster number, with the chorus girls balancing on ladders. This stunt has been tried here before and the constant falls are very obvious, but it does something to give an otherwise almost humdrum show. Roberta Pearson and Dick Byer are billed but do not appear. Paul Ash still providing the musical accompaniment.

House opening night about three-quarters full. Sol Zeit.

Chicago, Chicago

(Reviewed Friday Morning, Sept. 29)

Attractions are those rare creatures vaude theaters need most. Attractions being them in droves and create employment for acts in houses that haven't played anything but shadows since the two-day era. Rochester, of Jack Benny's radio family, is such an attraction just now. Topping a show that also includes the widely publicized Betty Garret and the gracious-mannered Art Jarrett, the Chicago opened for business at 9 a.m. with a six-shows-a-day schedule and in the face of the holdover of *The Old Maid* on the screen. Before noon the house was nearly full and the lines out front kept building, despite an increasing rain.

It is a particularly pleasant task to report on this bill, for it is entertaining throughout, even the opening show caught running with nary a hitch. Laid out judiciously with a watchful eye on variety, it stacks up as one of the best units to grace this stage in some time.

Art Jarrett emcee and fronts the house band which opens with a snappy version of *Ding Dong, the Witch's Dead*. Bobby Lane and Ed Ward, talented acrobatic jitters, follow with a couple of tricky routines that are tops in this line. The boy for an encore has a few head-first flip-flops that produce a show-stopping hand.

Jarrett who, incidentally, handles the emcee assignment with admirable informality, warbles next a couple of pops, *South American Way* and *Begin to Beguine*, impressing with a natural delivery. Latter tune has a dandy arrangement.

Bud Hughes, in the follow-up spot,

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
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"SENSATION" 433 Roosevelt Bldg., Phila. Pa.

DICK, DON
and DINAH

Second week, STRAND THEATER,
New York.

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Via MARK J. LEDDY

BUD HUGHES
AND HIS PALS

New Playing
CHICAGO THEATER, CHICAGO
Direction—MCA

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Caldwell & Slout End Stock Stand; Show to Quarters

BATTLE CREEK, Mich., Sept. 30.—Caldwell & Slout Players, who opened under canvas here August 8, concluded the local engagement last Sunday night and at the same time brought its tent season to a close. The company came here after a mildly successful three and four-day repertoire season thru Michigan. Tent and equipment have been stored at Vermontville, Mich.

The policy here was two bills a week with vaudeville between the acts. Troupe played to all classes, from the natives who came to cheer Toby to the Little Theater group members who marveled at the productions on only a half week's rehearsal period. The first half of each week an "up-town" type of play was presented, while the last half was given over to "hoke" bills.

In the cast at the close were Dick Caldwell, Jack Peckin, Phil Agas, George Newman O'Brien, Damon Eckles, L. Verne Slout, Bill Slout, Evelyn Easter, Ora Ackles and Lucille Blackburn. Elmer Morris was scenic artist, Cecil Rawson had charge of equipment and Leo Morgan assisted.

Dick Caldwell left immediately after the closing to begin preparations on the opening of his Caldwell's Comedians over his old route of circle towns. L. Verne Slout is remaining in Battle Creek with his Theater Workshop, which is booked in schools and colleges until next spring.

Choate's Comedians

GLEASON, Tenn., Sept. 30.—This is our second week in Tennessee and so far business is on the up. Many cards and several dramatic shows are in these parts.

We had visitors from Bibbee's Show this week, including Howard Johnson and Brad and Victoria Alexandria. Visitors from the Zachary show were Mr. and Mrs. Ray Zarlinton, Mr. and Mrs. H. Hanover, Ray Lamb, Mack McQuiter and Andra Hardesty.

We have a beautiful new tent, which we bought from Anchor Supply in Evansville, Ind. This is its second week in the air. We have had a marvelous season and expect to stay out until Thanksgiving.

In McKenzie, Tenn., we had the pleasure of seeing our old friends Fred and Grace Hamilton, now out of the business and operating a cafe there.

Lee Ayers and wife, who worked on our show in 1918-16, paid us a visit a few weeks ago and when they sold Robert and Pearl LaTrey's 22-foot trailer. We have a new 22-foot Plymouth trailer, and Webby Choate purchased a 22-foot Prairies Schooner.

Barbara Sue Choate, our little granddaughter, left school to go to be with her first year in school at Stonefort, Ill.

MRS. ARLIE CHOATE.

Hayworth Finds Biz Oked On North Carolina Circle

GOLDSBORO, N. C., Sept. 30.—"Sea-Bee" Hayworth, who recently barned his tent equipment after a slim under-canvas run, reports business highly satisfactory on his first swing around his established North Carolina theater circuit. His weekly circle includes Asheboro, Rocky Mount, Fayetteville, Kannapolis, Greenville and Goldsboro.

In the Hayworth line-up, besides "Sea-Bee" are Marion Andrews, Brenda Moore, Billie Love, Abby Mack, Alan Walt, Dick Savita, Mac McKenzie, Art Farley, "Sully" Sullivan, Rudy Hoff and Gus Schultze and his ork.

Houses played by the show are operated by Wilby Kinney. These are the Hayworth booking was arranged by M. S. Hill, district manager with headquarters in Greensboro. Company travels 1,100 miles on its weekly loop.

McOwens in Sabetha, Kan.

SABETHA, Kan., Sept. 30.—Hazel McOwen Players opened an engagement here Wednesday. In addition to Hazel McOwen and Ralph Wood, the tent show includes such players as Wally Wallace, Betty Kyle, Harry and Marie Obermer, Ann Bryant, Mac Johnston and Dorothy Rader. Show's repertoire includes The Talk of the Town, Public Enemies and Andy Hardy in Politics.

Gosh Overcomes Obstacles; Ends Season With a Profit

SOMERSETT, Pa., Sept. 30.—Byron Gosh concluded his week-end canvas season here recently and reports that he came thru with a profit despite the textile strikes, candy shakedowns, high license and other petty obstacles. "Nothing," as he claims, "you can't cheat an honest man."

Playing mostly under auspices, Gosh changed programs nightly, presenting a double-feature film bill plus his usual country store give-away feature. Show moved on three trucks and two trailers.

Gosh will present his country store in theaters thru the East this fall, opening in Pittsburgh this week.

Campbell's Petite Players Begin Houston Stock Stand

HOUSTON, Sept. 30.—With the original cast of the former Monroe Hopkins troupe augmented by imports from the East, the Le Petite Players opened under canvas at Crawford and Walker streets in downtown Houston last night with a presentation of The Come-Back.

All equipment bought from Mrs. Monroe Hopkins by Bob Campbell two weeks ago has been completely rebuilt. Campbell promises a weekly change of bill through the winter. He has appointed Jesse Glide, vet. stock player, as assistant manager in charge of production. R. E. Derringer is a new member of the staff.

Ticket Sales Heat on Trip

TOLEDO, Sept. 30.—Frederick M. Dupont, newly appointed sales manager of the Toledo Ticket Co., will leave for the East in a few days on a business trip. Recently he resigned from a life insurance company for which he had been assistant district manager for the last nine years.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

40 Teams Answer Whistle For Chi Coliseum Derby

CHICAGO, Sept. 30.—Under the leadership of Sid Cohen, the All-American Championship Walkathon got under way here September 22 with 40 couples breaking the tape. Show is aired three times nightly over Station WIND. Emcees are Austry Dowdell, Jimmy Bittner and Duke Hal, Artie Sparks and his orchestra sell out with the music.

Teams remaining at this writing are Don Reid and Jo Jo Sprach, Phil Arnold and Shirley Shelton, Eddie Tompkins and Bernice Pike, Billy Willis and Ruthie Carroll, Bono Ghilardi and Tillie Danish, Jack Duvall and Joan Leslie, Haggle Harrison and Helen Thayer, Cherry Pie Crowder and Roma Terry, Henry Rink and Billie Walker, Johnny Reed and Chad Alvino, Earl Harrington and Violet Kaye, Jimmy and Minnie Ferris, Phil Rainey and Jennie Bach, Clyde and Angie Hamby, Larry and Blida DeCarrado, Pat and Joyce O'Brien, Jimmy O'Reilly and Sue Davis, Jay Bacharach and Alice Sims, Mickey Britton and Jean Riberson, Jerry Brenahan and Jerry Sullivan, Eugene and Helen Clark, Chama, Maida and Jackie Taylor, Jack Glenn and Helen Caldwell, Mickey Reeder and Hazel Dietrich, Bob Lee and Jeanne Brown and Bob Erwin and Ellen Trzand.

Solos are Skippy Siddmore, Scotty Cumbo, Steve Roberts Jr., Jack Kelly and Billy Weston.

Hollyw'd Walkie Beats Heat; Biz Up as 10 and 3 Remain

HOLLYWOOD, Sept. 30.—Charley Walpole, who has been holding forth in the stadium at Riverdale and Fletcher drives, is in its fourth week, with attendance showing a steady upswing despite the recent spell of extreme heat. Show has five 15-minute broadcasts daily over Station KTLB and numerous spot announcements.

Of the 90 teams and four solos answering the starting gun, 10 couples and three solos remain. They are Johnny Burman and Francis Knapp, Johnny Russo and Patsy Ferguson, Sonny Mc-

Boyes Readies Merry-Go-Rounds

LINCOLN, Neb., Sept. 30.—Chuck Boyes No. 1 unit closed here Monday (25), with the final performance played in 40-degree weather. Business, however, was good in spite of the cold. Best financial run of the summer was the week of The Drunkard, September 18-24.

Boyes, who has announced he will close his circles January 1, 1940, in order to qualify under the 20-week employment law and dodge payment of several taxes, will have two circles in Nebraska during the remainder of the year; he said.

One of the shows will operate on a 14-day swing-out of Hebron, Neb., while the other will probably locate in the far western part of the State. He'll handle the Hebron swing, while Harold Goldin will assume management of the second unit, as usual.

Both the Boyes' tents are barned for the winter, the No. 2 outfit, which played outlying picnic and fair dates, having closed a week earlier than the No. 1 gang here.

Business was about equal to a year ago, with the road troupe doing a little better than in 1938.

Kinsey in Canton, O., Oct. 8

MT. GILEAD, O., Sept. 30.—Madge Kinsey Players, after a successful canvas season thru Ohio, closed the outdoor trek at Gallon, O., last Sunday night and moved into the Opera House here Monday for a week's run with the local fair. After winding up here tonight, the Kinsey organization will lay off until October 1, when it opens an indefinite stock engagement at the Opera House, Canton, O. Eddie Mason's Country Store will be a regular Monday night feature with the show at the latter stand.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Neil and Pat Gallagher, Tufty Tarantino and Tilly Sweet, Porky Jacobs and Marge Sheets, Whitely Helm and Marguerite Gowdy, George Bernstein and Leona Barton, Joe Nalty and Gloria Wears, Sammy Allen and Bettina Slaven and Penna Hester and Freda, who are in the show, are Schnozze Roth, Jackie Parr and Jack Comiskey.

Staff includes manager-director Charley Walpert and associates Fred Haynes and Dave Buhel; Danny Brammer, Tiny Epperson and Jimmie Gable, emcees; Ernie Bernard, floor manager; Frank J. Morgan, front desk; Sam Brown, concessions auditor; George Wiler, concessions operator; Sterling Herring, dietitian, and Sally Gibson, nurse. D. C. Bartlett is in charge of radio activities.

Added entertainment features each week include amateur nights, country store and colored amateur nights, and each Sunday a thrill show. Last Sunday Vina Walker went into the ice. Tiny Epperson does impromptu comedy and song numbers, and the Derby Stock Co. is going over well with its variety. Other recent features were the Four Oracles, colored singing team; Quaslette, comedy juggler; Armstead and Horan, dance team; and Jo Cloran, songs and smart talk. Jimmie Cherry and his Wild Chicks furnish the music.

6 and I Fight It Out In Texarkana Contest

TEXARKANA, Ark., Sept. 30.—Walkathon opened here under canvas August 17 by Harry Gray and sponsored by the local police department is going strong at the 1,000-hour mark, with six teams and 10 solos still in the running. Those fighting it out at this writing are Smitty Inman and Velma Lane, Joe and Mary Rock, Pee Wee Collins and Pauline Boyd, Billy Ryan and Jo Kelly, Eddie Anderson and Betty Lauck and Poppye Thomason and Rose Miller. Bill Kyle is solo.

King Brady is top man on the stand, assisted by Chuck Payne, with Smitty Inman taking over at midnight. Comedy is handled by Patsy Pete Wilson. Earl Clark is heat judge, with Walt Gross on the opposite shift. Tony Gross is night trainer; Jack Diamond, day trainer, and Viola Comerford, nurse.

Rep Ripples

CLIFFORD DULCHITE, former vaude and rep performer, is now doing radio work in Hampton, Ont. . . . KERRY KIENE Tent Show, which recently moved into Lowell, Mass., for a week's stand, was forced to hold over for seven more days; business was such. . . . O. W. BRENT has small truck operating around Florence, Ala. . . . KURTZ BROTHERS have closed their summer show to take out a small trick round Nelson, B. C. . . . WILBUR TYLES, formerly of the Tyler-Varnes Players, is booking a winter lodge dates for New England for a three-people dramatic unit. . . . HARRY (RED) CORLEY and wife, Marie, are in their third season with the Original Showboat, currently playing Maryland towns along the Chesapeake Bay. . . . CHARLES HUNTER and Jack Hunter, owners of the Showboat Players, tent rep, called it a season and closed September 22 at Church Hill, Md. . . . PAT GALLAGHER and wife, Micks and daughter, Lana Lois, are still located in Easton, Md., where they operate Pat's Grill. . . . GRIFP AND MI, b-f, song and dance lads popular in repdom, were visitors at the desk Thursday of last week (25), their first visit to Cincinnati in two years. . . . They played the Bialto Theater in Cincy Sunday for Linton DeWolfe and Monday gave a week's engagement at the Greenwell night club, Louisville. They expect to return to Cincinnati for a week at the conclusion of their stand in the Kentucky city.

E. L. CARTER, formerly of the Carter Stock Co. and the team of Lee and Carter, and his daughter, Lana Lois, are domiciled that he has regained his health and hopes to be carrying on again soon. . . . BRUCE RINALDO posts from Erie, Pa., that he will do a "revival" of his musical comedy, Romance of a Showboat, in Erie and adjacent Northwest Pennsylvania towns, beginning the middle of October. Walter Wiesbauer will again conduct the music of his own composition. . . . Cast, orchestra, chorus and ensemble, numbering 107 people, will play Elks Auditorium, Erie, October 16.

Rinaldo says. . . . MEMBERS OF THE Pearson Show were tendered a turkey dinner by Mrs. Pearson at the Belmont Club, Pa., on September 25 on the occasion of the show opening at the Mt. Paluski Fall Fiesta. . . . E. C. GIFFORD and George Roberson are framing a circle to play a loop of towns around Springfield, Ill. . . . GGDREY and Ed McGeehan are booking a series of GGDREY and Ed McGeehan variety acts in Kansas City, Mo., from the West Coast. . . . ARNOLD and THELMA KLOXIN, after a long season with Ward Fischer's Comedians, have bought a new tent at the Marysville, Kan., site.

TOBY'S COMEDIANS, under management of Mox Adams, ended their canvas tour recently at Callander, Ia. Paraphernalia was barned at Lake City, Ia. . . . DOROTHY and her troupe, under management of Chuck Boyes road unit in Missouri, departed for the West Coast to spend the winter. . . . DICK SHANKLAND's circle opened to satisfactory business recently in North Dakota territory, with Pop and Dot Shannon, Jeannette Reese, Chet Kane, Rex Moad and Craig Ve, Ans. . . . MAURICE LUCKETT, pianist, has returned to his home in Edgville, Ky., after a season with Paris Nights in the States.

United Shows playing the Eastern States

RUTH HIETT and Paul Weiss have joined the Dixie Queen Showboat, playing the Grand Rapids towns between Kansas City and St. Louis. . . . SID KINGDON will shortly launch a Northern Missouri merry-go-round with headquarters at Milan. Kingdon cast will include J. Stark Robinson, Hazel Williams, Buddy Row, Gail Gibbs and others. . . . MARGY and CHET HERBERT, after closing the season with Skippy Lamore's Comedians in Michigan, are playing club dates in Chicago.

Olle Hamilton Comedians

West Wilberty Act, single or double, their Society People and Chorus Girl. Overnight news, Cherry Oct. 12th, Paigston 19th, Jefferson 16th, Chesapeake 14th, South 14th, Kansas 14th, Rosewood 18th, Mount Gilead 15th, Altamora 20th all North Counties.

JIMMIE HULL PLAYERS

Want Reliable People for two-a-week stock all winter. See J. Stark Robinson, Hazel Williams, Buddy Row, Gail Gibbs and others. . . . MARGY and CHET HERBERT, after closing the season with Skippy Lamore's Comedians in Michigan, are playing club dates in Chicago.

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Photoplay Guides Helpful In Selling Pics to Schools

NEW YORK, Sept. 30.—Roadshowmen who have made preparations to cash in on the 1939-40 school season will find photoplay guides, issued by the Educational and Recreational Guides, Inc., a great help in getting bookings from boards of education. These pamphlets, ranging from 8 to 32 pages, help the school trustees choose films which have definite educational and entertainment values.

These guides, which have for their paramount purpose that of photoplay appreciation, give the cast, synopsis of the film, discussion of the making of the film and interesting questions and projects, all of which is broken down so as to be used not only in one specific class but by all classes or groups interested in history, geography, foreign languages, art, music, health, home economics, science, etc. Specialists in the fields treated in the film make up these outlines and suggestions for additional reading, which serve as recommendations to the school of the film the roadshowman intends to present. In addition to these features, each guide includes a discussion of the theme and authoritative comments by representatives of the motion picture committee of the Department of Secondary Teachers of the National Education Association on that film. These guides topics for discussion and reflective thinking and a reading list. The topics for discussion are divided into sections—if the guide is to be used in school—for the different grades.

ERGO's work on 16mm. films includes *The Scarlet Letter*, *Tundra*, *One-Third of a Mile*, *Fungus Among Us*, *In His Steps*, *Knock*, *White Lies*, *Queen of the Damned*, *Leave, Maid of Selem*, *Wells Fargo*, *The Buccaneer*, *Men With Wings*, *Spies of the North*, *Beethoven*, *April Romance*, *The Old Curiosity Shop*, *Abraham Lincoln* and *Toss Sanger*, etc. Additional subjects are being prepared by this office and will be released upon completion.

These guides are, of course, of primary interest to roadshowmen who show schools, but even the barnstormers and circuit operators have found them of value in bolstering attendances. The booklets create an interest in a film. After reading and understanding what the film intends to portray the public and students are more anxious to view the program, when it is presented on the 16mm. screen in the area. School workers unfamiliar with presenting bids before trustee groups find the pamphlets speak for the picture. The problem of the operator is to help his client choose subjects that are most suitable

to his needs. With ERGO's help the roadshowman is able to present programs that have been carefully evaluated by a committee of outstanding educators. With the rating by a national group, whose judgment is recognized by school superintendents and principals and by club and lodge leaders, the problem of "blind selling" is solved.

Non-Profit Organization

According to Dr. William Lewin, managing editor of ERGO, a non-profit organization, and chairman of the English department at Weymouth High School, Newark, N. J., boards of education and school leaders are just as much interested in reliable evaluations of pictures as roadshowmen are to provide such information. Educators are now teaching young America how to choose entertainment wisely.

The beginning of these evaluations and pamphlets, which are available for as low as 3 cents each in hundred lots, dates back to 1929, with the distribution of mimeographed reports on one, two or three pictures. The field was so limited that only a few programs were found worthy of guides based on the recommendations of educational groups. Dr. Lewin, who is generally regarded as the founder of the movement, made an extensive study to determine whether the motion picture habits of young America could be improved significantly thru the medium of the class; whether desirable ideals and attitudes could be developed thru the medium of well-selected photographs; whether movies could serve as an educational laboratory; in short, whether movies could provide young America with white and enjoyable experiences.

Experiment Extensive

To delve into this problem or problems thoroughly, the experiment included the setting up in various cities experimental and equivalent control groups and giving them initial tests in photoplay appreciation. Discussions and ratings of new photoplays as part of the English course proved an interesting new development. After viewing a series of programs the pupils rated the pictures according to merit. There were 68 groups included in this experiment. They were distributed in California, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Michigan, Minnesota, Montana, New Jersey,

New York, Pennsylvania, Tennessee, Virginia, West Virginia and Washington, D. C. In all, 36 teachers, 1,851 pupils, 12 schools and 28 cities were considered and free admissions totaled approximately 14,000. Metropolitan, suburban, large urban and small communities were represented. Some groups included rural children.

The findings of this experiment enabled the ERGO to circulate guides to approximately 200 films. With 16mm. programs now endorsed by a nationally known group of educators, roadshowmen should find no difficulty in presenting a sample program when discussing showings with a board of education. Since N. E. A. is recognized in every school regardless of size, its recommendation thru ERGO should prove open sesame for those operators playing the educational field.

Questions and Answers

Q. Can I use two 55-volt lamps on 110-volt circuit? S. R. G., Pennsylvania.

A. If a roadshowman on occasion to use two 55-volt lamps it may be done. However, the lamps will have to be connected in series. It is understood from the question that the roadshowman already has these lamps because they are not distributed generally on the market. Should it be found that the two lamps can be used in series the power bill will be somewhat reduced. But it isn't generally that an operator can substitute these lamps.

Q. If 90 or 100-volt lamps are used on 110-volt circuit what will be the result? H. B. C., California.

Where the voltage varies to any extent it is wise to use a 90 or 100-volt lamp in order to get good definition. The result will be a good picture but the life of the lamp will be slightly reduced. The average lamp burns an average of 25 hours. A 90-volt lamp on a 110-volt circuit would lose several hours from that rating, which is not worth considering if it means an operator of a good old picture. In this case, as in all cases, be certain to have an extra supply of projector lamps.

Q. What are the chances offered roadshowmen in out of the way rural areas? If it necessary to have a different kind of projector? J. P. M., New York.

Rural electrification projects thruout the nation have enhanced the value of rural areas off the beaten track for roadshowmen. These circuits carry the usual 110 volt alternating current which eliminates the necessity of carrying equip-

45th YEAR

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week

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DISPLAY ADVERTISING—Fifty cents per space line per week. No display advertisement measuring less than 10 lines accepted. Last advertisement runs only one week. Monday.

No unbranded advertisement accepted unless returned to the advertiser with a copy of the publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 51. OCTOBER 7, 1939. No. 40.

ment different from that used in the urban sections. Roadshowmen playing this type of territory should use the 90-volt lamps mentioned above, for there is a possibility that the voltage will vary.

Is it expensive to make 5 by 7 pictures for lobby display? M. R. K., Michigan.

If a roadshowman knows still photography and has an enlarger which will hold a 16mm. film, the cost of making 5x7 lobby display photos is reasonable. Sensitized paper in this size may be bought for about 85.50 a gross. The cost of solutions will run 10c per gallon. The cost of solutions is reduced or increased according to the number of pictures made at a time.

Recent Non-Theatrical Releases

(16MM. unless otherwise designated)

Key: Me.—Melodrama; My.—Mystery; Mu.—Musical; Ad.—Adventure; We.—Western; Dr.—Drama, and Co.—Comedy.			
(Films listed below are feature pictures. Releases of other than features will be carried in the regular news column on this page.)	Film Title	Reels Titled	Released By
	<i>Crooked Circle</i> (Co. My.)	7	Zasu Pitts, Jimmy Astor
	<i>Man in the Mirror</i> (My.)	8	Edward Everett Horton, Genevieve Tobin
	<i>Juggernaut</i> (My.)	7	Boris Karloff, Astor
	<i>Drillers in Death</i>	6	Documentary, Garrison
	<i>Peace Film</i>	6	Documentary, Garrison
	<i>Rich Relations</i> (Co.)	7	Ralph Forbes, Post
	<i>I Demand Payment</i> (Me.)	6	Jack LaRue, Betty Post
	<i>Grand Illusion</i> (Dr.)	10	Jackie Gleason, Rita Parlo, Eric Von Stroheim
	<i>Songs and Bullets</i> (We.)	6	Fred Scott, Al St. John, Alice Ardel, Ltd.
	<i>Knight of the Plains</i> (We.)	6	Fred Scott, Al St. John, Marie Weldon, Dick Carter, John Merton

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, and March 3, 1933, of The Billboard, published weekly at Cincinnati, O., for the week ending September 30, 1939.

1. That the name and address of the publisher, editors, managing editor and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio; Editors, A. Hartman, Cincinnati, Ohio, and E. E. Sugarmann, New York, N. Y.; Business Manager, R. S. Littlefield, Sr., Ft. Thomas, Kentucky; and E. W. Evans, Cincinnati, Ohio.

2. That the ownership is: Solely owned by R. S. Littlefield, Sr., Ft. Thomas, Kentucky; E. S. Littlefield, Sr., Ft. Thomas, Kentucky; I. M. McHenry, Fort Thomas, Kentucky; Frank G. Kook, 240 Canal St., Cincinnati, Ohio.

3. That the known bondholders, mortgagees and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.

E. W. EVANS, Business Manager.

Signed and subscribed before me this 20th day of September, 1939.

LAWRENCE W. GATTO,
Notary Public, Hamilton County, Ohio.
(My commission expires June 23, 1941.)

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field in Australia
Conducted by KEVIN BRENNAN,
198 City Tailors' Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

BEAUDOIN—George Frederick (Fred), 48, member of the Chicago stock company that played at Lakemont Park, Chicago, for 10 years, at his home in Altoona, Pa., September 23 after a long illness.

BOLEY—Ray C., 38, for many years identified with the amusement trade in Little Rock, Ark., crushed to death under his automobile, which he was repairing, September 25. Until two months ago Coley was resident manager of the Arkansas Amusement Co., and was about to move to Little Rock 14 years ago he was in the motion picture business at Jackson, Tenn. In Little Rock he joined the old Majestic Theater staff. He was a member of the Masons and Kiwanis Club and held the rank of lieutenant in the Reserve Officers Corps. Survived by his widow, a son, Curtis; a daughter, Joe Ann; a sister, Marion Coley, all of Little Rock, and three brothers, Curtis A. J., and Tyrrol. Burial with military honors.

CRUKHMAN—Herbert Knight, 48, former motion picture editor of *Motion Picture World* and *The New York Morning Telegraph*, September 20 at his home in New York of a heart ailment after a year's illness. Survived by his wife, Benjamin Crewe, former motion picture critic of *The New York Journal American*; his mother, a son and a daughter.

CUMMINGS—Ernie Lynwood, 65, veteran showman, in Culver Hospital, Crawfordville, Ind., September 21 of a heart attack. Cummings founded the Colored Consolidated Vaudeville Booking Agency and was owner-manager of the E. L. Cummings Amusement Enterprises and the Big Four Amusement Co., formerly president of Garrett and Cummings and his wife, the former Mary Paul, sister of Fred J. Paul, carnival showman, had resided in Pensacola, Fla., for the past 25 years, where he owned and operated the Belmont Theater for 20 years. He was also a member of the Pensacola Chamber of Commerce, Rotary Club, the Masons and Elks. Deceased was president of the Escambia (Fla.) County Country Assn., president of the Elks and maintained a real estate brokerage office in Pensacola. Survived by his widow and a son, Paul, radio artist. Services September 24 in the Garrett Masonic Temple, with burial in the mausoleum in Calvary Cemetery there.

FLANDERS—Clyde G., of Minneapolis, advance agent for Conroy Bros., Shows, September 27 at winter quarters in Kansas City, Kan. Physicians believed he suffered a heart attack.

GANTHONY—Richard, 75, only sister of the late Marie Dressler, motion picture actress, and widow of the author, Richard Ganthony, in Richmond, Surrey, England, September 20.

GIBBONS—Arthur, 52, noted newspaper man, was correspondent and radio commentator of a heart attack at his Cherry Valley farm near Stroudsburg, Pa., September 24, as briefly mentioned in last week's issue. Gibbons first made a name for himself as a newspaperman when he reported Pancho Villa's raid on Columbus, N. M., in March, 1916. Gibbons began his newspaper work on *The Minneapolis Daily News* in 1907 and later worked on *The Milwaukee Free Press* and *The Minneapolis Tribune*. He became London correspondent for *The Chicago Tribune* in 1917, and from 1918 to 1927 was director of that paper's European office. He was born in Washington, D. C., 1887, and attended Gonzaga College and Georgetown University. Since 1929 Gibbons has appeared in scores of radio and movie sketches as commentator and "headline hunter," depicting his own adventures and those of others. He also played vaude dates for a brief time, among his bookings being an engagement at the Palace Theater, New York. Gibbons was said to have been the fastest talker on the air, averaging 21 to 23 words a minute, the average delivery being 145 words a minute. He wrote innumerable magazine articles and several books, including *The Red Napoleon* and *The Red Knight of Germany*, and was planning to return to Europe to cover the present war when he died.

GUALÉ—Arthur S., 50, long connected with American Circus Corp. units and for several years with Sells-Floto Circus as assistant to Mrs. Jack Biggers, in Cook County Hospital, Chicago, September 22. Gualé had also been with Cole Bros.' Circus, working in various departments. A World War veteran, Gualé had made his home in Peru, where his body was shipped for services September 25. Burial in Mt. Hope Cemetery, Peru, with many circus friends attending and serving as pallbearers.

GUILBERT—Charles, 61, Hollywood actor, September 21 in Hollywood after a brief illness. At the time of death he was working on new compositions for radio. Survived by a sister and a brother.

The Final Curtain

INSCO—Jack (Arizona Jack), talker and concession agent for several years, in Parkersburg, W. Va., September 25 after a short illness. Insko entered show business 20 years ago with the Jack Cronin Shows. He had also been with Howard Bros. Ziegler's Greater, Hollywood Cos.-Medians and many others. Survived by a brother, Joe, and sister, Mrs. E. Chapman. Burial in Huntington, W. Va.

KENWAY—Don, 45, at his home in New York September 38 of stomach ulcers after more than a year of suffering. He was formerly in vaude with a dog act. Services at Riverside Memorial Chapel, New York, October 1.

LA VERNIE—Mrs. Laura, 85, former Broadway actress, in Hollywood September 18. Deceased went to Hollywood 30 years ago to act in motion pictures for the old Biograph studios. She retired in 1931.

In Loving Memory of Our Dear Brother

AUGUST WILLIAM (DEWEY) LUKEN

who departed this life October 6, 1924. With Andrew Downie's Walter L. Main Obituary, 1922, 1923, 1913. Gone but not forgotten, his memory will live forever in the hearts of those who knew him.

By His Brothers, Clarence G. Luken, Albert W. Luken, Baltimore, Maryland.

LOWE—Robert L., 63, veteran actor, at New Dorp Beach, Staten Island, N. Y., September 20. Lowe made his first professional appearance with Sol Smith Russell in 1895 and had played with such stars of his day as Jane Cowl and others. Survived by his widow, Margaret, and son, Eugene.

OWENS—Billy, widely known carnival executive and for a number of years a member of the staff of Sol's Liberty Shows, suddenly September 25 while the shows were in Hannibal, Mo. He had been connected at various times with the Greater Sheeley Shows, Zeitman & Pello Shows and others. Prior to entering the outdoor field he had been a member of a stage act which appeared in theaters all over the country. Remains were sent to the home of his sister, Mrs. Paul Pettit, in Jefferson, Pa., for funeral services and interment.

POND—Irving K., 52, noted Chicago architect, writer and circus fan and director of the Circus Fans' Association, September 20 in Emergency Hospital, Washington, D. C., of a stomach ulcer. He left no relatives. The body was cremated in Washington and the ashes will be sent to the University of Michigan, Ann Arbor, of which Pond was an alumnus. Pond was born in Ann Arbor but lived in Chicago most of his life. He was noted for his wit and humor as a speaker and also won fame as an athlete. Pond de-

signed many well-known theaters in Chicago and other cities, as well as Hull House in Chicago and other noted structures. At one time he was president of the American Institute of Architects. He was the author of *Big Top Rhythms* and *Big Top Rhythms*. He was 72, he married Katharine de Sandre, well-known sculptress, who died in 1935. Deceased was one of the founders of the Cliff Dwellers Club and the Little Room Club in Chicago and was attending a convention of the architects' institute in Washington when stricken.

ROTHSTEIN—Nathan, 54, September 24 at Mt. Sinai Hospital, New York. He was co-founder of the R. & D. Toy Co., salient concession supply house, and a brother of Sam Rothstein, assistant treasurer of the National Showmen's Association. Deceased had not been active in show business in recent years. Survived by his widow, Clara, and his brother. Services at Riverside Memorial Home September 25, with interment in the family plot at Paterson, N. J.

SCHAEFFER—Wilson, 24, midget auto racer, September 24 of injuries sustained in a crash at Sportsman's Park near Good, O. Services and burial in South Delhi, O., his home.

SOULE—Herman J., 69, former manager of the Karl Nelson Menagerie, of a heart attack at his home in Winnebago, Wis., September 8. Since leaving show business he had been employed at the Northern State Hospital, Winnebago; had been a director of Wisconsin Credit Union League; president of Winnebago Credit Union, and president of Chapter 12 of Wisconsin State Employees' Association. Survived by his widow, Julie M.; a daughter, a son, his mother and a sister. Services in Oshkosh, Wis., with burial in Riverside Cemetery there.

THUMA—Margaret, dance teacher, September 19 in Miami, Fla. She was a founder of the National Association of Dance Masters.

TIERNEY—Billie, of the team Tierney and Lawler, suddenly September 27 in Franklin County Hospital, Greenfield, Mass. Tierney at one time owned and managed the Billie Tierney Beauty Parlor. Burial in Greenfield September 30.

TROTTER—Joseph, 54, driver of the horse car in Old New York at the New York World's Fair, September 29 of injuries sustained when the horse ran away. Trotter was a veteran burlesque and stage comic before being employed at the fair.

WATLING—Mrs. Valeta A., wife of John Watling, of Watling Mfg. Co., Chicago, in the City of Seneca, died of a heart attack, Chicago October 2, with burial in Oak Woods Cemetery there.

WELLS—Jessie, 25, vaudevillian and radio performer and member of the singing and dancing team of Wells Sisters, September 19 in a fall from her third floor apartment in New York. Miss Wells had suffered a nervous breakdown. She;

her sister, Alice, and mother had recently returned from a Western vaudeville tour. WILKOW, Charles A., 71, prominently identified with magic activities in Central Ohio for many years, September 23 in Grant Hospital, Columbus, O. He was a member of the Columbus Magic Club and International Brotherhood of Magicians. His widow, a daughter and a son survive. Services in Columbus, with burial in Green Lawn Cemetery there.

Correction

It was H. Robert (Bobby) Daymon and not Howard Daymon, as mentioned in the Final Curtain last week, who was killed instantly at Perry, O., September 14 when he crashed his airplane. Bobby, who was 25 years of age, was the son of Howard Daymon, who has been connected with various circuses and shows since 1900.

Marriages

BRADY-BOYER—Frank Brady, in the sports department of Station KMOX, Chicago, and Mildred Boyer, secretary of the station's program director, C. G. Renter, last July, it has just been announced.

DEMABOO-FREERKING—Don DeMaboo and Ruth Mary Freerking, both dancers and night club artists in Kington, in Toledo September 9. Bride is known professionally as "Boots" King.

EVANS-CARROLL—Bob Evans, juvenile singer and emcee, and Dorothy Carroll, nonpro, musician, in Kingston, Pa., September 10. Bride is known professionally as "Boots" King.

KAISER-SENKRELL—Frederick Kaiser and Grace Senkrell, former member of the Barn Dance Jamboore heard over Station WHHL, September 23 in Shasbytown, Wis.

KAISER-KORTENS—Joseph J. Kaiser, associated with Station WQMT and the Mikewood Theater staff, Milwaukee, and Elinor E. Kortens September 23 in Manitowoc, Wis.

KUNSTMAN - SCHRAMEYER—Alex Kunstman, projectionist at the Majestic Theater, Sheboygan, Wis., and Gladys Schrameyer, cashier at the Rex Theater there, in that city September 21.

MCKENZIE-WATTS—Harold A. McKenzie, musician with Dodson's World's Fair Shows, and Alice M. Watts, nonpro, in St. Paul's Episcopal Church, Canton, O., June 30 last, it has just been revealed.

MURDO-CARDELLA—Noelard Mudd, chairperson, owner and operator, and Ethel Cardella, nonpro, in Oakland, Ky., September 20.

ROCKWELL-RUSSELL—Sidney (Sid) Rockwell, concessioner on Joyland Midway Shows, and Val Russell, fiddler at Sam J. Golden's Side Show on the same organization, September 14 in Chandler, Okla. Bride, a former aerialist, also was known as Clare Hillington, last season was with the Mighty Hoop Circus.

WELLS-KAY—Harvey Wells, former Detroit agent, now of Akron, and Lorraine Evans, dancer, July 25, it has just been learned.

SNILLENBURG - SCHUMACHER—Charles Snillenburg, band leader, and Helen Schumacher, nonpro, September 28 in Tipton, Ind.

WEBSTER-MELROSE—Forrest U. Webster, sales and advertising executive, Canton, O., and Edythe Fern Melrose, manager at Mt. Wadsworth Hospital, at Hotel Mayflower, Akron, September 21.

WHITE - SMITH—Jimmy (Polack) White and Rose Smith, both of Hilderbrand's United Shows, in The Dallas, Ore., September 19.

Births

A 7½-pound boy, Paul James Jr., to Mr. and Mrs. Paul Shannon in St. Francis Hospital, Pittsburgh, September 17. Father is actor on *Wagtail Theater*, heard over Station WWSW.

A daughter, Mr. and Mrs. Robert Merryman at Montefiore Hospital, Pittsburgh, recently. Father is announcer at Station WWSW.

An eight-pound daughter, Carol Frances, to Mr. and Mrs. Harry Reed, September 25 at Wadsworth Hospital, New York. Father is a comedian and impersonator, formerly teaming with his wife, Elsa Ryan, in vaudeville.

A boy to Mr. and Mrs. Garrett in Kansas City, Mo., September 10. Parents are connected with the Russell Landis Shows and father is a member of the Heart of America Showmen's Club, Kansas City.

A son to The Chardis, performers with the Hingling-Barnum show, in Los Angeles September 20.

CARL LAEMMLE SR.

Carl Laemmle Sr., 72, pioneer movie producer whose nickelodeons were the nucleus of the founding of one of the largest motion picture companies in the world, Universal Pictures Corp., died of a heart attack at his home in Beverly Hills, Calif., September 24, as briefly mentioned in last issue. He had been ill for some time.

Throughout the film industry as "Uncle Carl," Laemmle came from Laupheim, Germany, in 1894. His first job was as errand boy in a drug store. His next jobs ranged from work in a Chicago department store to farming in South Dakota. Then he acted as bookkeeper in the Chicago stockyards and in 1894 went to Oshkosh, Wis., as cashier in a clothing store, four years later becoming manager. After 12 years with this concern, Laemmle, with a few thousand dollars he had saved, went to Chicago with the idea of investing in a 5-and-10-cent store, but, intrigued by the quick turnover possible from a motion picture theater, opened a nickelodeon, the White Front Theater, in February, 1906.

When the increase in the number of theaters exhausted the supply of films, Laemmle went into the wholesale motion picture exchange business and later into the actual production of films, organizing in 1909 the Yankee Film Co., which became the I. M. P. That year his company produced his first venture, *Hiawatha*. In the original company were Robert Daly, Mary and Lottie Pickford, Owen Moore, Ralph Ince and many others who later became famous.

Laemmle started the star system in 1909 when he signed Florence Lawrence, of the old Biograph Co., for the unheard-of salary of \$1,000 a week. In 1912 he merged the leading independent companies into Universal Co. and made the first feature picture, a five-reeler, *Traffic in Souls*, which represented an investment of \$3,000, but which cleared nearly half a million. His *Foolish Wives* was the first million-dollar production. Two years later he established the first Universal studio in an old brewery in Hollywood and in 1915 purchased over 300 acres in San Fernando Valley, north of Hollywood, and established Universal City, still the largest film-producing unit in the industry.

Laemmle remained Universal's active president for 30 years, and without his early-day court battles against monopoly there might never have been a movie industry as it is now. He retired in 1936, selling his interest in Universal to the Standard Capital Co. for a reported \$5,500,000.

He was married in 1904, when he married about 19 years ago, Becha Stern, of Ploeden, Germany, whom he married about 19 years ago after coming to America, died in 1918. He is survived by a daughter, Mrs. Stanley Bergerman; a son, Carl Jr.; two brothers, Siegfried and Louis, both of Los Angeles, and two grandchildren. Services were held in the Wishnie Temple of B'nai B'rith, Los Angeles.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31



Effect of Daily 50-Cent Gate Is Subject of Study

NEW YORK, Sept. 30.—Officials and others associated with the World's Fair are anxiously awaiting introduction of the straight 50-cent gate, beginning next week, to study the effect it will have on week-day attendance. Following Labor Day crowds have slumped badly on week days while Saturday and Sunday patronage, with 50-cent admision, has picked up smartly. Hope of fair directors is that the reduced rate throughout the week will have a similar effect on Monday-through-Friday attendance and that total attendance for seven days will be more evenly distributed.

Believe Cut Too Late

Most midway operators and park and resort execs hereabouts believe that the cut from 75 cents has come too late in

Paid Attendance

Previously reported	19,446,993
Saturday, September 23	802,277
Sunday, September 24	862,200
Monday, September 25	63,698
Tuesday, September 26	67,786
Wednesday, September 27	34,699
Thursday, September 28	89,277
Friday, September 29	74,772

Total 20,442,024
*New paid attendance low. Rain all day.

Bad Weather Blow To Gate Following A Good Week-End

NEW YORK, Sept. 30.—First really inclement weather of the season on Wednesday and Thursday dropped attendance this week to below the discouraging figures of the week preceding and

Comparative September Paid Attendance

Day	New York, 1939	Chicago, 1933
Friday, September 1	139,397	242,465
Saturday, September 2	273,121	256,680
Sunday, September 3	491,460	367,650
Monday, September 4	218,942	242,038
Tuesday, September 5	81,784	134,058
Wednesday, September 6	182,853	135,878
Thursday, September 7	104,068	124,512
Friday, September 8	84,716	165,919
Saturday, September 9	202,174	144,494
Sunday, September 10	221,489	150,176
Monday, September 11	116,807	102,519
Tuesday, September 12	82,071	125,218
Wednesday, September 13	84,673	87,813
Thursday, September 14	150,288	79,520
Friday, September 15	124,319	153,344
Saturday, September 16	279,741	169,674
Sunday, September 17	246,946	221,505
Monday, September 18	79,596	112,846
Tuesday, September 19	89,516	101,047
Wednesday, September 20	81,975	121,645
Thursday, September 21	73,774	118,596
Friday, September 22	83,697	121,885
Saturday, September 23	302,277	212,687
Sunday, September 24	362,522	220,375
Monday, September 25	63,698	90,005
Tuesday, September 26	67,786	61,719
Wednesday, September 27	34,699	135,337
Thursday, September 28	89,277	95,263
Friday, September 29	74,772	123,605
Saturday, September 30	226,281	180,444
Totals	4,736,677	4,606,546
Daily Average	157,989	153,561.16

the season to create any appreciable increase on week days. It is assumed that from now until October 31, when the fair closes, majority of out-of-town trade as well as local patronage will continue to come on week-ends and that from now on it's strictly a "week-end fair." In any event there will be interesting comparisons made at the next week, when reduced rate is in effect, with attendance on corresponding days of the last few weeks.

Exhibitors, concessioners and even many fair officials have been recommending a slash for many weeks—some since July 4, when it became obvious to most people that attendance at the fair would not come anywhere near the predicted 50,000,000 to 60,000,000. Conductor of the column, "An Insider Looks at the Fair," appearing weekly in *The Billboard*, has urged repeatedly introduction of the 50-cent rate every day of the week.

Officials Change Minds

Many close to the fair received a tremendous "shock" from J. Gibson's explanation to the press this week that the large attendance on recent Saturdays and Sundays, when the admission price has been 50 cents, compared to the comparatively small attendance on week days, when it has been 75 cents, had convinced

exhibits and concessioners registered the poorest patronage of the run. Saturday and Sunday, on the other hand, were good, with paid attendance marks of 302,277 and 362,522, respectively. Amusement area received a good share of visitors from mid-afternoon on and most operators reported excellent business. Indicating that for the most part it was a spending crowd. Because of the recent heavy week-ends plus drop off from Mondays thru Fridays, it is pretty well established that from now until closing time it will be a two-day-a-week fair.

Introduction of the 50-cent gate every day of the week beginning tomorrow may bolster week-day patronage somewhat, although few people hold much hope for a sizable increase. Attendance this week has been frightful with big attractions of the fair suffering noticeably. Even Aquaduct dropped off for the first time since it opened last spring.

Despite discouraging weather and attendance no new closings were registered in the fun zone, although officials expect several of the weaker attractions to call it quits for the season within a few days unless an upturn occurs quickly. A certain number of attractions, however, can hold out much longer. Amusement Control Committee has been unusually quiet

An Insider Looks at the Fair

—Fourteenth of a Series—

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

Subject: Plans for '40

LET it be clearly understood at the outset that the group of articles now about to be dedicated to the conception of the amusement area of 1940 offer no quick cure-all for the evils that have beset the area so far. No one realizing the far-flung implications and ramifications of each move on the area plan can hope in a series of short articles to improvise a foolproof scheme to mend all the ills that be. Rather, it is the intention of the writer to indicate the problems that face the management and then leave the solution of those problems to it. And with the appointment of Edward Bernays to the executive committee, we began to discern the desire on the part of the new management to avail itself of the best advice that can be had.

Once again there are rumors that Billy Rose is to be asked to take over the direction of the area. This is, of course, idle speculation since Rose denies these rumors. Nevertheless if he could be prevailed upon to accept such a responsibility it would be an excellent move on the part of the management—if for no other reason than the fact that showman have confidence in Rose. In addition, it is assumed that Rose, if he did take the job, would insist on a free hand on would not permit himself to be hampered by political gyrations of some of the landlocked sailors. If he is not freed of the ridiculous domination that dogged the footsteps of the men who originally strove to create a brilliant area, then he could hope for little more success than they had.

Currently there seem to be about four rough ideas of what to do about the amusement area. The first of these is to abolish it altogether. Secondly, to combine amusements with the exhibit area by housing attractions in some of the empty buildings standing monument to misplaced arrogance. Thirdly, to shorten the area, making it end at the point where NTC's show stood. And lastly, to shorten the area at the boundaries of the creek and to spread it from east to west across the nose of Fountain Lake.

We will dismiss the first of these ideas as the utopian folly, since an amusement area is essential to a fair and because the existing area represents a stable investment on the part of the men who have the right to expect an opportunity to amortize their investments over a second year. As first glance the second idea seems chimeric to us. But again we must remember the question of investment. It will do little good to say that no concessioner has contractual rights for the second year. And we do believe that this type of thinking is rapidly going from the fair administration. The plan to shorten the area up to the point of the NTC location seems at first glance to offer the least of disasters. And yet this second idea involves moving the Parachute Jump, eliminating Cuba, Crystal Palace, Crystal Lasses, Mayflower Restaurant, etc. The fourth plan harbors the same demerits as the others.

So it would seem that the solution to a successful midway in '40 does not lie entirely within the bounds of physical changes. And yet we must all admit that the area has not been a success this year. Therefore, if we are to change it—from what point of view should it be examined? Changing the physical set-up would solve out few problems and would be in themselves only minor cures for a very great sickness.

And here and now it must be admitted that in many cases the concessioners overvalued both themselves and the fair on the value of their attractions for an exposition audience. They misgauged that critical audience and housed inferior shows in fairly good buildings. It is a well-known fact that entirely too much money went into physical plants and not enough into production. Too much effort was spent on negotiating for and building a concession and too little time remained for the entertainment to occupy the building. Next year a great many concessioners will be in a different boat. They have their buildings; they will have their contracts. There should be little to do but to produce real entertainment. And, of most importance, the fair should aid them in bettering the "insides" of their attractions. It is my intention in succeeding articles to show exactly how this aid may be rendered.

For the time being it is important for the fair to remember that an amusement area is essential; that it brings in important revenue; that concessioners have definite rights because of their previous investments; that concessioners have the right to expect the fair to guide them toward those things that the fair wants; but that the fair be prepared to show a concessioner where he may find an attraction to replace the one that has failed. The failure of the midway administration to prepare for those inevitable failures that come to all midways is one of the reasons for the failure of the amusement zone as a whole this season. Reserves are just as important to fairs as they are to banks and armies. To accomplish these ends the fair must make plans, definite plans, for the second year. If and when it makes plans it must find the men to execute them. The woeful inadequacy of the management to cope with the situation this year must not be allowed again. To my knowledge, at one time plans were made for this type of breakdown but unfortunately they were sabotaged by the type of executive plan in charge of the operation. It is of vital importance for the fair to remember that Billy Rose, the one really bright star of the '39 horizon, is never to be hired to hire the best men in the field to put over his plans. Rose is not surrounded by "yes men," by incompetents, at the Aquaduct.

But apparently the men who mangled matters at the fair were afraid to have competent men under them. And since again the nub of the problem seems to be personnel, frankly, we have every reason to believe that Mr. Gibson, with the aid of men like Bernays, will come thru with the courage and the conviction to rectify this.

in recent weeks, and the report is out that officials are concentrating on plans of next year instead of their previous close supervision of the operation. Just what has been suggested by the ACC for '40 policy is not known, but it is obvious committee is confronted with a difficult

problem until board of directors sets a foundation upon which to work. Before concrete suggestions can be made by anyone, several basic problems, including the gate admission, ground rental costs, participation percentages and the labor. (See BAD WEATHER on page 23)

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Sept. 30.—The New York Daily News, which has been fairly critical of the New York Fair since before it opened last April, had interesting comment to make this week on possibilities of the fair's success in 1940. The News is in favor of running the fair another year, as, at a Flushing holder, is willing to stand another assessment if that is "necessary to prolong and pep up the enterprise." The editorial continues with: "Our belief is that the fair can be about to pay off and realize a profit if we go about it in a flinging holder, is willing to stand another assessment if that is necessary to prolong and pep up the enterprise." The editorial continues with: "Our belief is that the fair can be about to pay off and realize a profit if we go about it in a flinging holder, is willing to stand another assessment if that is necessary to prolong and pep up the enterprise."

In the same editorial it is pointed out that with Europe at war South America and the West Indies developed into a valuable source of exhibits for tourists and public interest. "We can think of one possibility," says *The News*. "How would a competitive rodeo at the fair go with North American and Far Western cowpunchers and cowboys matching bronk-busting and steer-ropeing skills with Argentina gauchos and whatever lady gauchos, if any, are called? We think the show would be a terrific drawing card."

Commander Flanigan, vice-pres and general manager of the fair, is a nightly visitor to the Mardi Gras Casino, his pet attraction. . . . W. C. McHenry until a few weeks ago a member of the Amusement Control Committee, is associated with J. Wilder & Co., the display firm that has done much of the exhibit work through the fair, and is now just can't stop that jamming. . . . Bob Printy, the well-known circus wrestler, visited the grounds this week. . . . Frank Miller, partner of Dufour & Rogers and Harry Russell in the Bondevoo restaurant, will visit the Ringling Bros. show shortly. He's had the concessions on the show for many years.

Norris (Corky) Kellam, 381 pounds of comedy and versatile clown diver with Aquacade, is planning to return to the sportmen shows this winter. He's a veteran of the park and pool water-show bits, but climax of his career has been reached this summer. "Imagine, more than 4,000,000 people have seen me dive since the fair opened," he says. . . . Larry Mott tells us that he has been getting entries too many credit for his part of the Parachute Jump. It should go to Commander James H. Strong, inventor of the ride and president of the International Parachuting Co. operator. Commander Strong is in charge of operations at the fair and is constantly on hand to see that it is in perfect running order. The "Skipper," as he's known

Attended Drops Off at the Casino

NEW YORK, Sept. 30.—Fair-operated Mardi Gras Casino, which opened last week in the Textile Building with free dancing to the music of name bands, has found its way to a first-class popularity standpoint. Because of no admission charge it has been difficult to estimate attendance, but during first seven days floor was crowded for only a few hours each day and the gallery has not had capacity crowds since opening night. Floor holds 3,000 dancers and 5,000 can be accommodated on the sidelines.

Majority of dancers have been fair employees out for a little relaxation after doing their chores for the day. Several hundred Hitebugs—kids from near-by schools, etc.—cut the rug nightly, but most are brought in purposely by the management and handed a buck or two to keep things pepped up. Officials estimate that the Casino has been responsible for some 1,000 admissions nightly, people who would not attend the fair normally, but they have evidently been of little financial aid to the fair or fair participants. Most come in on the 40-cent gate rate after 8 p.m. and midway operators have observed very few making the long trek to the fun zone during the course of the evening.

around the zone, claims there is no safer ride in the world. . . . Mott, who is vice-president of the company, concerns himself with publicity, promotion and business management. He's negotiating with several park operators for installation of near duplicates next season.

S. Valdes, of Puerto Rico, Dodgem operator in Venezuela and the Canal Zone, toured the fair this week with Cy Bond, star Dodgem salesman and manager of the company's two rides in the amusement area. . . . Other visitors included Frank DuMelf, for the 15th time; Nate Miller, in from San Francisco; Len Schloss, Glen Echo (Md.) Park, and M. Melroy, manager of the Memphis Zoo. . . . Art Lewis, the carnival op, in town for two days but didn't go near Flushing. "It might make me feel bad," was Art's reason.

Old New York was cast into gloom last week-end when Joe Trotter, popular

driver of the horse car, met his death when the old nag ran away. He died of internal injuries on the way to the hospital. Car rides have been discontinued, temporarily at least. . . . Incident called attention to the fact that operators have been extremely fortunate at the New York expo from an accident standpoint. Trotter's is believed to be the first life lost by an employee in line of duty, and very few have been injured. No serious accidents involving patrons have been reported thruout the grounds.

Dorothy Shaffer, wife of the manager of Old New York, leaves for their home in Florida on Monday. . . . Slim Kelly and Al Shriner, of Nature's Mistakes, visited Max Linderman's show at Allen-wood this week, among them being Jordan Mott, Cy Bond and Al Rossmann. . . . There's a move on by some of the concessioners to take "Direct-From-the-World's-Fair" attractions to South America this winter. No one has definitely agreed to, however. . . . Dufour & Rogers' *Strange As It Seems* hit the headlines again this week when police discovered the show's bearded lady was a man. Same old stuff.

GOLDEN GATE

INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



"No 1940" Decision Will Stand Unless at Least \$1,650,000 Can Be Raised by Oct. 15 Deadline

SAN FRANCISCO, Sept. 30.—Exposition board of management has voted to suspend operations "definitely and finally" this year. President Leland W. Cutler announced on Thursday.

Yet he later made a statement construed to mean that the board might change its mind if sufficient money could be laid on the line in the immediate future.

"Money must be on hand by October 15," he said.

"This decision to suspend operations has not been reached without due deliberation and is announced with the

deepest regret, as continuance for a shorter period in 1940, say May 15 to September 15, would seem to be demanded by many persuasive considerations," he added.

"These assurances, however, fall far short of meeting the immediate needs presented by plans for a second year. At least \$1,650,000 in new and free money must be on hand by October 15."

While admitting that a citizens' committee is still trying to raise this money, President Cutler concluded that "the board feels the decision as to a second year cannot be deferred any longer."

Advisory Board Action Deferred By Gayway Ops

SAN FRANCISCO, Sept. 30.—Concessioners huddled in a special session on Monday to consider selection of an advisory board to map future policy in the event an expo decision for a second year is finally reached. Elmer H. Bose, chairman of the Concessioners' Association, postponed naming members of the board after President Leland Cutler's announcement that there would be no 1940 session unless at least \$1,650,000 could be raised by October 15.

On Bose's suggestion, it was decided to name only experienced showmen on the GA advisory committee and that the members should sit in on all negotiations between concessioners and the expo board of management. It was said that about 90 per cent of those operating shows and other concessions on the midway were in favor of continuing for another year, but an impartial survey revealed that less than 50 per cent of those contacted said they would be back next year. A few undecided ones said they would consider returning with new attractions provided the expo abandoned the flat rental fee for the more favorable scale of 10 per cent of the gross. However, it was considered that such a proposal probably would not be approved by the expo.

Business Leaders Act

Regarding the necessary \$1,650,000 to assure operation in 1940, it is said that those who put it up must not expect to get any part of it back from the exposi-

tion. This amount, it is reported, will be needed for repairs of buildings and roads that will deteriorate during the winter, for keeping together a small publicity staff and to maintain a space and concession-selling staff. Second-year possibility is still the main subject of conversation among the expo's 1,200 employees. Many are exhibiting increased anxiety, saying they have had opportunities for jobs and are uncertain as to whether to take them. City's business leaders have scheduled a meeting on the possibility of getting public subscriptions with which to reopen next year.

Curfew on Dancing

Foibles *Bergere* will close on October 26 and apparently nothing will replace it. Headless Girl show has been replaced by one presenting a "frozen girl" in an ice cube. Chinese Village's prospering House of Fook Look was closed this week. Fair is prepared for its expected biggest day, San Francisco Day, today. George Olsen's Orchestra is being held over for another couple of weeks.

Protest by the midway has led to a curfew for dancing in the Music Hall at 10 p.m., same time the exhibit buildings close. Negotiations are said to be under way to bring in Bing Crosby for a few days.

Stein Leaves for Long Rest

SAN FRANCISCO, Sept. 30.—William Stein, vice-president of the Music Corp. of America, has left his position as entertainment chief at the exposition for an extended rest in Southern California, having resigned Don A. Ross, vice-president, Barney McDevitt, his assistant, will assist fair officials with entertainment arrangements during absence of Mr. Stein, who

Paid Attendance

Previously reported	8,265,451
Thursday, Sept. 21	20,961
Friday, Sept. 22	18,903
Saturday, Sept. 23	43,707
Sunday, Sept. 24	48,640
Monday, Sept. 25	48,810
Tuesday, Sept. 26	17,523
Wednesday, Sept. 27	17,538
Total	8,444,455

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 30.—Back here after a week in Mexico City looking over prospects for the Mexican Exposition there for which the opening date of November 30, 1940, has been set. Proposal is to open the exposition in a party tent and returned by air. Since my last visit there 14 years ago the city has increased in population from 750,000 to 1,500,000. With an altitude of 7,500 feet, climate is one of the most temperate in the world. Rainy season from June to September, but rain consists mostly of morning showers. An air of prosperity pervades the city. There are 65,000 autos registered, mostly of American manufacture and hardly one is over three years old. Hundreds of United States license plates are seen on cars of tourists, who have come over the new Laredo, Tex.-Mexico City road, 700 miles which can be driven easily in 14 hours from Laredo. Modern tourist camps and reasonably priced hotels are along the route. Gasoline averages 45 cents a gallon. There is no trouble for tourists to enter, only requirement being securing a tourist card from any Mexican consul or at the border at cost of about 80 cents in United States money. Permits for an auto costs about 60 cents. It is generally conceded that with the war in Europe tourist trade will greatly increase over the new highway.

There are many movie theaters that compare favorably with any in the world. Palace of Fine Arts was erected and furnished at a cost of \$50,000,000. Within this is the National Theater, where shows of all kinds are given, including operas at popular prices. During our stay we were never able to secure tickets for any of the shows. It being said that for some attractions tickets must be reserved months ahead. We visited a number of night clubs, all of which are nightly filled to capacity. Some have a cover charge and in them it is difficult to secure a table, as we did not have reservations. Orchestras compare favorably with the best in the U. S. A. Paseo del Bosque, along a 1000 ft. promenade, Champe de Elysees in Paris, leads to Chapultepec Park, two and one-half miles from the city, where the Mexican World's Fair will be held in 1940-41. On a Sunday drive to this beautiful playground and recreation resort it took our party three hours to make the round trip from the city owing to the thousands of autos using the roads. Hundreds of modern buses are operated with fares of 10 cents Mexican, about 2 cents U. S. Three small carnivals play around town, always in poorer districts and, with all due respect to them, the less said about them the better. There is no amusement park and consequently a dearth of modern outdoor American amusements and fun devices. Gambling is taboo, with prohibition in effect. Entertainment by the government with weekly drawings.

Over 50,000 Americans reside in the city with a shifting population of about 10,000 more. Bull fighting is still the national sport, taking place almost every Sunday with average attendance of 25,000. Hockey on roller skates is also a popular sport, weekly contests being held in the old Fronton, where they played jai-alai, which went by the boards when the president put the kibosh on gambling. There is no top popular, and auto racing, for which there is a fine race track. Mexicans are a sport and fun-loving people and, if reports and observations are true, they will hook the old bodied to have some fun. The people are enthused over prospect of world's fair in their country, especially business men, and seem ready to go for it hook, line and sinker. President Cardenas is honorary president of the fair. Executive committee of the fair is headed by Pascual Ortiz Rubio, executive president; representative of the Mexican government, Agustin Arroyo, and executive committee is composed of the following: (See GLEANINGS on page 58)

was loaned to the expo by MCA and was responsible for bringing in big-name entertainment.

R-B Opens Texas Tour at El Paso; Mat. Near Capacity

EL PASO, Tex., Sept. 30.—The Ringling-Barnum circus opened its tour of Texas, which will keep it in State until October 9, here Saturday (23) with near-capacity afternoon crowd and night crowd a bit light. Night attendance aided by Texas Movie-Texas Tech football game and Pinky Tomlin Ork opening new ballroom.

Show in here early Saturday from Tucson, Ariz., where afternoon only show held. Next stop at El Paso was Pecon for Sunday afternoon only.

Date here was first since 1934. Frank Braden was in ahead and got plenty of space in *Times* and *Herald-Post*. Roland Butler was with show.

Air-cooled tent was hit with El Pasoans, with mercury near summer levels. Most pleasing acts were Terrell Jacobs' tiger-lion act, Hubert Castle and the Filadels.

Jack Barlow came by plane ahead of show and visited relatives and friends. Because of religious holiday he did not entertain show members, first time in many years. Jack's picture made Page 1 of *The Herald-Post* show day, with small midjet, undiscovers until the present.

Joe Bryan III, Satepepost writer whose circus feature last March was a hit, left show here after traveling with it from San Francisco as guest of John Magaly, North.

The Walkm'r Trio was back after six weeks' absence because of injuries received in Chicago.

Paul Ringling visited with Johnny Williams, now a rodeo promoter with residence in El Paso. Bullmen once had a string of horses with Ringling show.

TUCSON, Ariz., Sept. 30.—Ringling Bros. and Barnum & Bailey Circus, recovering from ill effects of Southern California's heat wave, gave one performance here September 22 to a near-capacity crowd. Show was "unusually nice." Attendance was "unusually nice." Mattinee, since it had to reach El Paso, Tex., September 23 for matinee and evening performances.

George Smith, general manager, and Henry E. North, public relations director, said attendance was "unusually nice." Audience response was excellent, most applause going to Terrell Jacobs with one of the best arrays of mixed wild animals ever seen here.

Drukenbrod Returns To Home in Canton, O.

CANTON, O., Sept. 30.—Sterling (Duke) Drukenbrod, side-show manager of Cole Bros.' Circus, has returned to his home here after overseeing the storing of his equipment and props at quarters in Rochester, Ind. He plans to rest a while.

Drukenbrod said closing of the show was expected several days in advance of Greenville, as business after leaving Portsmouth, O., thru West Virginia, and Tennessee was unusually poor. Talk of war and the sudden drop in the tobacco market kept people from the ticket wagons, although they turned out in large numbers for the street parade at each stand. Decision to close the show came after conference with men familiar with the tobacco industry, who claimed North Carolina would prove unprofitable for the show's contemplated tour at this time.

"Folks on the show took the closing good-naturedly and most of them rode the show train to Rochester on the home run," he said. He stated he saw that all his people were given mileage to their homes after disembarking at quarters. Members of his colored band left the train at Knoxville, Tenn., and continued to their homes in Nashville.

Crowds Good for Ham, Eggs Show; Windstorm at Lodi

MODESTO, Calif., Sept. 30.—The Ham and Eggs Circus continues to play to good crowds. A high wind at Lodi gave the workmen a busy time when the tent nearly blew away, but the performance went on without a hitch.

Completing its stand in the Bay District, the State capital, the show headed into San Joaquin Valley before returning in mid-October to Southern California, including San Diego and the Imperial Valley.



DR. ARTHUR SCOTT, 83, oldest living press agent, having been with the old Sells Bros.' Circus. He is now a shut-in at the Ohio Masonic Home, Springfield. The late Oliver Scott, general agent of the old John Robinson Circus, was his cousin. Photo submitted by Doc Waddell, who also is at the home.

Shipley's 12th Year For St. Louis Store

RICHMOND, Va., Sept. 30.—Earl Shipley again will have charge of the holiday show at Famous-Barr Co., St. Louis, Mo., opening about November 20, making his 12th year at the store. Shipley and wife spent a few days in New York and the former clowning at the Goodrich Exhibit (where Lynch Death Dodgers are), as Whitey Harris, the clown there, was on the sick list.

Shipley joined the road unit of the Death Dodgers here this week at the Virginia State Fair and will be with them until close of season early in November.

Montgomery, Ala., Fair For Barnett Bros.' Show

MONTGOMERY, Ala., Sept. 30.—Barnett Bros.' Circus gave two performances here September 22 to fair crowds. Attendance probably was reduced because, on the same date, a local motion picture theater offered one of the biggest box-office attractions in recent weeks and the first night football game between two high schools drew a crowd of 8,000. The weather was clear, cool.

GEORGE HANNEFORD Family of riders closed fair season at Richmond, Va., after playing eight consecutive weeks of fair. Will open indoor season with Hamid-Merton Circus October 23.

Service Charge on Annie Oakleys Brings Resentment From Press

Shreveport, La. Editors, *The Billboard*—Altho it showed to probably 10,000 people afternoon and night in Shreveport, September 21 and gave a good entertainment, Downie Bros.' Circus left Shreveport with a feeling of resentment by many members of the press, including editors of daily newspapers and newboys, city officials and other citizens who were presented with "complimentary" tickets for courtesies rendered and were forced to pay 25 cents on each ticket or else be disappointed by not attending.

As managing editor of a daily newspaper, which position I have held for many years, during which period I have exchanged courtesies with circuses, I consider it my duty, especially toward the newspaper fraternity in general, to complain about the gross lack of courtesy shown by the circus. I am writing this letter hoping it will be published, not because of any personal malice or personal disappointment, but for the reason that I conscientiously consider that members of the press should acquaint one another with experiences in which lack of appreciation is displayed against the press.

The thing against which I wish to protest particularly was the failure of the

National Canvas Goods Mfrs. To Meet in New York

CHICAGO, Sept. 30.—The annual convention of the National Canvas Goods Manufacturers will be held in New York at the New Yorker October 9 to 13.

In a letter, sent to members, S. T. Jessop, of this city, president of the association, said:

"You, I feel sure, as an individual manufacturer are faced with such questions of manufacturing, labor, operation, selling as are common with all your brother manufacturers. Would not this forthcoming 28th national convention of the National Canvas Goods Manufacturers' Association, Inc., afford you a most splendid opportunity to meet those manufacturers who, like yourself, have the encouragement of men who are in this industry to stay and as American business men believe that unselfish concerted action will bring about a better business condition for all? With this thought in mind, and with the motive of encouraging attendance at this convention, I cordially invite you as president of this association to meet with us.

"You will be received with the hearty hospitality of friendliness and courtesy. Your individual problem is not too small for consideration on the floor of the convention. Come for help, entertainment and good fellowship.

This convention has been in preparation for months. The very best possible talent is being secured by Frank Stewies, general chairman, and the chairman of his active committees to guarantee you not only a worth-while visit to the greatest city in the world, New York, but an opportunity for you to make the finest contact with the most enthusiastic business men it has ever been your lot to meet."

Parker-Watts Biz Picks Up Since Entering Okla.

CANTON, O., Sept. 30.—Marion Wallace, side-show manager of the Parker & Watts Circus, reports business with the show has picked up since it began its Oklahoma tour. He said many of the showfolks visited the Will Rogers Memorial when the circus played there recently. Wallace has a new partner in his knife-throwing act. Business in Tennessee was only fair, he reports.

Henry Bros. Unit Leaves Baddeley Bros.' Show

BLAINE, Wash., Sept. 30.—Henry Bros.' Circus unit has left Baddeley Bros.' Circus and is headed south, playing along the West Coast thru Washington, Oregon and California to Los Angeles. The Henry Bros. unit is headed by

Since returning to the States Henry's show has played two good fairs.

circus in issuing "complimentary" tickets to inform the press that there would be a charge of 25 cents each as a "tax and service charge." I did not personally attend this circus nor did any member of my family, but from members of my staff and other employees of *The Journal* I learned, with utter surprise and disgust, that each holder of a press ticket was charged 25 cents at the circus grounds. Some holders were unable or unprepared to pay this charge and left disappointed. Some of those suffering disappointment were children who did not even have the money for transportation to and from the fairgrounds where the circus was held.

It was inexcusable enough for newspaper editors, reporters and others of the press, thru whom courtesies had been extended the circus most generously in the circus space and effort, to be led into a trap, and to be charged with 25 cents at the circus grounds, with tickets when in reality they were being misled, but it was in my judgment much worse for newboys to be grossly disappointed. When the circus agent, a Mr. Mack, was in the editorial office, I issued a letter of protest. *The Journal* thru me as its editor I suggested that the circus take care of (See SERVICE CHARGE on opposite page)

R-B Qualifies To Do Biz in California

SACRAMENTO, Calif., Sept. 30.—The Ringling Bros. and Barnum & Bailey Circus, on September 30, qualified to do business in this State when Secretary of State Frank J. Jordan checked the Delaware incorporation papers of the show.

Joseph C. Cannon, in the Los Angeles Security Building, was designated as the show's California agent in the papers. It is rumored here that the circus might set up winter quarters in California.

CHICAGO, Sept. 30.—It is rumored here that with the Ringling-Barnum circus taking out incorporation papers in California, the Al G. Barnes Circus may be revived.

North Denies Rumor
CINCINNATI, Sept. 30.—Henry North was queried by wire on the above-mentioned rumors and he replied that "neither rumor referred to has any basis."

Scattering of Cole Folks

CINCINNATI, Sept. 30.—Freddie Freeman has family with Cole Bros. Circus. He gives the following data as to where some of the folks went after the closing: Flying Beebes and Ralph Swisher, catcher for Behee, Peru; Tom and Betty Waters, Dayton, O.; Marvin Case Troupe, Detroit, Mich.; Grubbin, Peru; Buel and Mable Burkhardt, Peru; Frank Shepherd, Toledo, O.; Freddie Freeman and wife, Peru, then to their home in London, Ont.; Walter Guice and Troupe, Tampa, Fla.; Teddy and Harriet Eranio, Sarasota, Florida; George Valentin, Chester, Pa.; Grover Nitchman, Indianapolis; Harold McVey, Hornell, N. Y.; Lee Smith, Jimmy De Cobb, Lew Walton, Albert Powell, Chicago; Johnnie Cadaro, member of the Cole Bros. Circus, Chicago; Jack Ryan, announcer, Chicago, for few days, then a tour of the Far East and the Orient.

Mr. and Mrs. H. J. McFarlan and John Smith, Rochester, Ind.; Albert Fleet to his farm near Rochester, Ind.; Jo Jo Coedfeld, Cleveland; Mr. and Mrs. Earl Lindsey, Rochester, then to their home in Houston, Tex.; Stanley Dawson, anywhere from New York to Calcutta; Nick and Dorothy Carler, Peru; Helen and Win Partello, Peru; George Valentin, Peru; Cyse O'Dell, Chicago; George Cranford, Chicago; Ernie Sylvester, Peru; Harry and Susie Herold to their farm near Rochester, Ind.; the Webers to their home in Iowa; W. W. Wolf, Jr., Harold George, Kansas; Mr. and Mrs. Frank Loving, Mr. and Mrs. Frank German, Cecil Labell, Florida; Stella Cronin, Peru for a few days; the Joe Taketa Troupe, Chicago; Doc and Fyris Peltier, Phoenix, Ariz.; Bill and Gus, Guide riding troupe, Charles City, Ia.; Al Dean to his home in Peru.

Model Builders' Activities

READING, Pa., Sept. 30.—Ford Bros' Circus is again in winter quarters in Long Beach, Calif., after being used in MOM's picture, *A Day of the Circus*, starring the Marx Brothers, reports Owner Walt Mattie.

Lincoln A. Williams, Stockton, Calif., is working on his quarter-inch scale show. He was recently visited by Kenny Hull, Los Angeles. Hull saw Ringling-Barnum in Walla Walla, and Yakima, Wash., also in Long Beach and Los Angeles, Calif. Kenny has just completed a new drop-frame baggage wagon for his side show.

Jerry Booker, Buffalo, N. Y., is working on his model of a Ringling No. 2 classic smith shop wagon. He recently added four head of baggage stock to his show.

Vern Pussell, Cedar Rapids, Ia., has several baggage wagons going thru his blacksmith shop.

New members are Del Wentworth, Boston, Ida, B. Bostrick, Billings, Mont.; Joseph Zaitowski, Weverly, N. Y.

Phil Crowther, Kingston, R. I., reports that the Nifty Road Circus is having another new big top made, also a new side-show top, cookhouse top and two dress trailers. Crowther and Orestes are in a trailer which will be used as an air-conditioning unit, from C. K. Aud-bent, Littleton, N. H.

Clarence Cudderback, Auburn, N. Y., recently completed a baggage wagon.

Anyone desiring information about the Circus Model Builders and Owners Association should write to Secretary-Treasurer Russell T. Warner, 1418 Mulberry street, Reading, Pa.

With the Circus Fans
By THE RINGMASTER
CFA

President
WILLIAM H. JEDD
55 Murray St.
New Haven, Conn.

Secretary
W. M. HICKINGHAM
Thomas Bank
New Britain, Conn.

Executive Director
WALTER HOENADEL, Editor
(Circus) "The White Tops," care Hoenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 30.—A meeting of the members residing in the States which compose the Eastern division of the association is called for October 12 at Benson's Wild Animal Farm, Nashua, N. H. Luncheon will be served at 1:30 p.m. To those who have never visited this farm, the meeting will afford an opportunity to become acquainted with other members of the association. All the circus acts which have been playing at the farm during the summer, with the exception of the riding act, will be on exhibition. Members may bring their families and friends. Any other members who may be in New England or close by and wishing to attend will be welcome.

Mr. and Mrs. James V. Chloupek, of Oakland, Calif., and Dr. David C. Cavanaugh, Clyde E. Brown and Dr. D. H. Murray paid their first visit to the Big Show at Fresno, Calif. They also visited friends and the show again at Oakland and San Francisco. The new lot in Oakland was obtained largely thru the efforts of Mr. Chloupek.

Visitors at White Tops office last week were Mrs. Tilley, owner of the Tilley Shows, and Mr. and Mrs. William Agnew. Agnew has his petrified man attraction on the midway. The Tilley Shows ended their season at Rochelle, moving to winter quarters at Lead, Ill. Their business here was very discouraging. Weather cold the first half of the season. Stan Rogers, Western vice-president, was a frequent visitor on the lot of the Big Show during its five-day engagement in Los Angeles.

Walter B. Hoenadel and Doc Johnson, of Rochelle, put in nine hours on Tuesday of last week watching the Legion parade in Chicago.

Sells-Photo Circus, closed his season at Charleston, S. C., and joined the publicity staff in the New York office of Loew, Inc. . . . William Wells, former equestrian director of Sells-Photo Circus, returned to the white tops as equestrian director on Hagenbeck-Wallace. . . . Pete Lindemann, brother of Billy Lindemann, owner of Sells-Sterling Circus, joined the show as superintendent of privileges. He also was doing a revolving-ladder act. . . . George Kennedy, Jewish clown, also joined. . . . Joe Lewis and Billie Lorette, with their trained mule, Teddy, closed their fair season at Durand, Wis., and were booked for indoor dates under management of the World Amusement Service Corp.

Favorite Outdoor Performer Contest
See Coupon on page 34

As promised in the last issue, the Contest Editor is ready to make an important announcement in connection with the issuance of certificates of merit by The Billboard to winners of divisional titles, as well as other issues. Just as in the last issue, when trophies were discussed, complete standings are omitted, the first 10 leaders being tabulated instead. Beginning with the next issue detailed standings will be resumed.

Now for the certificates. These attractive "diplomas" symbolic of popularity, which is nearly always coupled with skill and outstanding performance, will be awarded to the first 10 in the standings. Winners of divisional crowns will also be awarded these symbols of honor. In addition, they will go to leading vote-getters in the three main classes—Circus, Carnival and Free Act. These certificates will be suitable for framing, of course, and will be hand drawn and illuminated.

It has been definitely decided that tangible awards, such as cups, medals, etc., contributed by the donors will be put up only in those classes of performing which have proved popular in the voting. A performer who gains a title with little or no competition, either because not enough artists in that class have been nominated or because the performer does a unique act peculiar to him or her, will not rate a trophy. This is not only regarded as eminently fair but donors have expressed an interest only in vote-getting classes. The Billboard indorses the sentiment. However, certificates will not be merely "consolation." These diplomas carry as much recognition as tangible trophies and are bona fide awards of this publication.

- Don't forget that the last ballot will appear on the inside of November 4 and that the final hour for mailing them is at midnight of that day. Coupons mailed after November 4 will not count in the final tabulation. There will be absolutely no deviation from this rule.
- The first 10 leaders are as follows:
- 1. Bob Kyle 13,755
 - 2. *Abel Stark 13,330
 - 3. *Ariel Apollis 11,022
 - 4. Four Jacks (Aces) 10,317
 - 5. *Marjorie Bailey 9,111
 - 6. *Dime Wilson 7,352
 - 7. *Wm. 6,870
 - 8. Frank Cushing 6,650
 - 9. *Hubert Castle 6,079
 - 10. *Flying Valentines 5,552
- *Leader in own division.

SERVICE CHARGE
(Continued from opposite page)

the newboys, remarking that I would personally rather have children provided for than adults. I mentioned that another press agent of the circus on a visit to our office had indicated that this circus was glad to have newboys as its guests, and that he had encouraged me to suggest this privilege. Mr. Mack agreed and I accepted few tickets than usual for the paper in consideration for the courtesy that I was assured would be shown the newboys. I had the director of the newboys come to my office while Mack was there so that I could be no misunderstanding. I made it clear that our newspaper would not do anything to bring disappointment for those holding complimentary tickets, especially children, and he assured me there would be no misunderstanding and no disappointment. He told me to stamp with

FOR SALE
Following Property of the Hagenbeck-Wallace Shows Co.:

Elephant Acts broke in groups of fives, Pony Acts, Camels, Collie Dog Acts, Baggage Wagons, Menagerie Cage Wagons, Ticket Wagons, Tableaux, Wardrobe, Elephant Blankets, Horse Blankets; Grandstand, complete, 12 and 14 high; Blue Seats, complete, 18 high; Heavy Baggage Harness, Pony Harness, Cookhouse Equipment, Railroad Coaches, Stock Cars and Flat Cars.

Contact HAGENBECK-WALLACE SHOWS CO., Baldwin Park, Calif., or JOHN RINGLING NORTH, en route, Ringling Bros.' Circus.

RINGLING BROS. AND BARNUM & BAILEY'S
RESTYLED, REBUILT AND REFRESHINGLY NEW

SIDE SHOW OF ALL SIDE SHOWS
WANTS
HIGH CLASS AND UNUSUAL ATTRACTIONS OF EVERY DESCRIPTION FOR TOUR OF 1940

Address CLYDE INGALLS, Manager Side Show, Care Ringling Bros. and Barnum & Bailey, En Route, or Chicago Office, 633 Plymouth Ct.

MIKE CAMALO
WANTS! **WANTS!** **WANTS!**

Circus and Vaudeville Acts. Also Novelty Acts for Indoor Show for the entire winter. Need two Program Men to take charge of Rome and Griffin, Ga., offices. Atlanta next. Open Oct. 23, Ensey, Ala.

Address all mail care ELKS' CLUB, Ensey, Ala.

15 Years Ago
(From The Billboard Dated October 4, 1924)

Andrew Downie, who owned the Walter L. Main Circus, sold the show to the Miller Brothers, of 101 Ranch Wild West fame. . . . Edward C. Knupp, general agent of Hagenbeck-Wallace Circus, died in Chicago September 23 from heart disease. . . . Colbie Smith, 18, who worked in a pit show with Christy Bros.' Circus, was killed September 23 when the wheels of a circus truck ran over his head at Thomasville, Ga. . . . A gorilla sanctuary was established by the Belgian Government about Mount Mikeno in the Belgian Congo, according to the plan of Carl E. Akeley. It was estimated that about 75 gorillas lived in an area of 250 square miles, lying 100 miles south of the equator and 150 miles west of Victoria Nyanza, in which locality it was made unlawful to kill gorillas.

Damages totaling \$1,000,000 were denied by Judge V. S. Better, of Lake County Superior Court, Hammond, Ind., in 66 suits filed in behalf of victims of the Hagenbeck-Wallace Circus wreck near Hammond in June, 1918. . . . George C. Moyer, formerly with John Robinson Circus, was given a birthday party by that circus September 22 at the Rock Ark. . . . The old circus ring barn of George S. Ely at Bering, Tex., was destroyed by fire September 3. . . . The Christy Circus added new side show and menagerie tents and a big truck. Bill Tumber, joined at Moultrie, Ga., and took up duty on the circuit upon the departure of Joe McCullom. Claire Ellington joined and was working speed and doing an iron-law number. Indian Joe and wife closed to play fairs. . . . Eddie Schultz joined the Koplin Trio on Sells-Photo Circus.

Frank Braden, general press agent of

The Journal stamp slips of paper and put my name on each slip, saying this would be admission for each newboy holding one, accepting this promise in complete faith. I prepared these slips according to Mack's suggestion and had them presented to the newboys. When they reached the circus, however, the boys were notified that it would cost 25 cents for each one to attend the circus. Half or more of the boys, being without funds, left the place painfully disappointed.

I understand that on the "complimentary" tickets in small type there was a printed notation that a tax and service charge would be collected, but the amount, as far as I know, was not mentioned. I personally did not notice this line on the tickets and I doubt if others did.

I learn in my own organization that several staff members failed to go to the circus yesterday because of some previous displeasing experiences connected with two or three circus performances in Shreveport, especially of one experience whereby holders of reserved tickets found upon reaching the circus that the reservations had not been kept. The Billboard last year published a letter about this matter which I took the liberty of writing because I felt the public should know about it.

Our newspaper has always been generous in the matter of circus publicity and other courtesies and as a rule has received decent consideration except for the experience connected with Downie Bros.' Circus. Complimentary tickets should be complimentary without any unknown or hidden conditions or strings. As a newspaper editor I would much prefer not accepting any ticket that would not provide the courtesies naturally to be expected.

DOLPH FRANTZ, Editor,
The Shreveport Journal.

A COLE unit of five elephants was at the Akron (Ind.) Fair, under direction of Jack Spencer. The bills used September 29 in the GOP parade in Indianapolis were in charge of Alonzo Dever.

WANT TO BUY
650 Folding Wooden Grandstand Chairs.
Air Calliops for use with circus band and street balls (automatic).
Triple Horizontal Bars with complete rigging.
Small Net for flying return act.
One or two well-trained Bareback Horses.
Must be in good condition; cheap for cash. State when and where we may inspect what you have to offer.

GAINESVILLE COMMUNITY CIRCUS
Gainesville, Texas

FOR SALE OR LEASE—Complete elaborate Museum Equipment, put up in 5 hours. Platforms and Grandstands, Booths, Signs and Flash Cans, Window Displays, 20 Flash Ticket Stands, Wiring, Lights, Fortune Booth, Patins and Decorations, Electric Chair Act, 4 Hobbies, including Levitation, Musical Paraphernalia, Crystal Ladder, Wandering Lamp, Growth of Flowers and 50 other items. P. S.: Would consider Partner, Units, Feature Attractions for permanent museum in N. Y. State or Pennsylvania. Address Geo. Burkhardt, 255 Sunner, Brooklyn, N. Y.

WANTED QUICK
For Platform Men, Feature Units, Strong Musical Troupes, Bright Men, Lecturers. Those desiring must preferred. State salary and all in brief. Others write. DOC C. L. MAYSBERY, Palmdale, Tex.

TIGHTS
OPERA HOSE
KOHAN MFG. CO., 290 Tuxedo Pl., Brooklyn, N. Y.

CALL CALL
All people engaged report 8 a.m. Saturdays, Oct. 14th. Please answer call. JAMES M. COLE, Mgr., Indoor Circus, Penn Yan, N. Y. P.S.: Will sell X on bottles, Prepress and Preprint, Eats and Drinks. Get us few more acts accounts, disbursement.

Under the Marquee

By CIRCUS SOLLY

FLOYD KING, of Cole Bros' Circus, was in Cincinnati last week on business and gave *The Billboard* a call.

WORD COMES to Solly that P. N. Branson joined Downie Bros' Circus as general agent at Natchez, Miss.

HORACE E. ROSE has left Haag Bros' Circus and is working theaters and schools in the South.

IT'S NEARING the end of the season—make the most of it.

FRANK HARTLESS, CFA, while in Cincinnati last week, gave *The Billboard* a call.

SAM DOCK'S Silver Bros' Circus is playing in the vicinity of Washington, D. C.

CHARLES (KID) KOSTER is set with Michael Todd's Hot Magic, with Bill Robinson the star. Will open in Boston October 30 for two weeks, then go west.

THE KLINES, playing fairs and other events, will close outdoor season at Asheville, N. C., Pumpkin Grove middle of October. They are having a good season.

AERIAL SMALLS and daughter, Millie May, who were with Eddy Bros' Circus, have been working days as free act in Pennsylvania.

HONEST BILL'S Shows was at Cherokee, Kan., September 28, auspices of the City School Activity League. Management gives free elephant rides to the kiddies.

JOHNNY RISKO, high-wire performer, motored from New Orleans to Allentown, Pa., and will spend winter with his folks. He caught the Allentown Fair and renewed acquaintances.

LEO FRANCIS, billed as Prince Leo, dancing and musical clown, who played Coatesville, Ind., September 22-23, met Buddy Oakley, clown, who was passing thru. Leo says he is framing a No. 2 act.

METHODS and manners are two things to keep things constantly in mind, for they create and conserve good will.

WHEN RINGLING-BARNUM was in Los Angeles, show dropped nine of its bulls, leaving them at Baldwin Park quarters, and took 12 of the Hagenbeck-Wallace elephants along. There are now 20 bulls left at the quarters.

MRS. ELIZABETH FENN attended Barnett Bros' Circus at Montgomery, Ala., and was hostess to 30 children from the Protective Home. She has done this on other circuses. She visited with Mr. and Mrs. Tan Araki. States that she is helping on the fair at Montgomery.

RUSSELL BROG was in Mobile, Ala., September 30, the first circus there this year. The car was there September 22-23 and has the following crew: Francis Kitzman, in charge; Vic Foster, Harold Hakill, Ed Poe, H. P. Gibbons, Walter Lawrence and Mike Kitzman.

ADELE NELSON'S elephants were recently in Geneva, O., the home of Walter L. Main, en route from New York to Dayton, O. Walter Main says that Adele is one of the Nelson family and was with the Main show when a child. Her husband, Lewis Reed, trains the elephants.

GEORGE SHIRLEY, en route to Lexington, Va., after playing Centerville, Tenn. Fair, stopped off at Bristol and renewed acquaintance with Jimmy DeColb, Al Powell, Duke Drukenbrod and Abdella Girls, who were with Cole Bros' Circus. All were on Lewis Bros' Circus last year. Shirley is still with the Aerial Leons.

BILL ANTES, formerly with Russell Bros' Circus, had his callopie in Chicago for the national Legion convention. It was entered in the parade for the Harry McKinney Post No. 32, Evansville, Wis., and was used later in the day to give additional music for the Wisconsin aggregation.

OCASSIONALLY one hears a man say that he is too busy to read the trade papers. This should not be.

T. LEO MOORE, wife and daughter, Joan, who have been with Downie Bros' Circus, have returned to their home in

Electra, Tex. The show was purchased early in the year by Moore; his brother, Bill, and H. A. Decker, also of Electra. The Moores joined the circus at Bangor, Me., and traveled thru Eastern States and part of the Southern States.

THE HENRYYS (Arthur and Marie) recently closed a nine-week engagement with DeWaldo's American Rocket Revue at Guthrie Center, Ia., then going to Sedalia and Columbia, Mo., for theater engagements. Will be in Texas for the winter. In December they will be in Gainesville, connected with the Gainesville Community Circus Christmas parade.

THERE ARE some very enthusiastic Circus Fans throughout the country. One in particular is Harper Joy, of Spokane, Wash., who really gets into the spirit of things by clowning.

THERE was a rumor at Rochester, Ind., last week that Cole Bros' trained stock and props may be used this winter by Orrin Davenport for his several winter dates. Davenport for several years has been using Ringling-Barnum stock for his indoor events. If the plan materializes show will derive almost enough money to defray cost of wintering it. Otherwise the owners plan to dispose of the draft stock, there being a strong demand for horses in that section of the country, with prices substantially up compared to a year ago.

THE AMERICAN LEGION outdoor show, *Spectacle of Stars at Solder Field*, Chicago, had Lew Diamond and his band; Elise and Herman, magic fountains; Paroff Trio, high unsupported ladders; Braddock Troupe, on ladders; national champion drum and bugle corps; Kenneth Waite and troupe of 20 clowns; Rudy Rudynoff and his high-school horse; Zavatta troupe, riding act; Jerry Havella, one-man

band; William Sparks and his Zouaves; Aerial Ball, on high trapeze; Five Jansleys, high act; Walenda Troupe, high wire; Floreque, high act; Parade of Stars—Eddie Cantor, Mary Pickford, Jack Benny, Bob Hope, Morton Downey and Jane Withers, reports Bill West with the Waite troupe.

The Corral

By ROWDY WADDY

CARROLL AND ROSS, trick show, played the Sentinel Hunters Show, Milwaukee, September 25, which drew an estimated \$6,000.

DON LIEBERMAN, with Fred Beebe, are producing the Championship Rodeo, which started September 30 at the former Phillips ball park, Philadelphia.

CHIEF RED EAGLE and wife report they have had a good season, playing 14 fairs and several Western rodeos with their rope and Indian act, and will play five more fairs in Texas.

ALL-LOUISIANA Championship Rodeo will be held at Louisiana State University in November for five days. In order to qualify, contestants must have been residents of Louisiana for at least six months before the opening date of the show. W. M. Babin is general manager.

ABOUT 20,000 attended the afternoon and evening exhibition rodeo at Scranton, Pa., September 23 for the benefit of the pension fund and disabled members of the Pennsylvania Motor Police. More than 100 head of stock and the same number of men participated.

OFFICIALS of the annual South Arkansas Feeder Calf Show and Sale Rodeo in Pine Bluff, Ark., recently included Floyd Gae, director; Lonnie Rooney and Hayden, judges; Slim Whaley and Robert Elliott, pick-up men, and Pete Adams,

announcer. Red Lyons furnished the stock.

NINTH ANNUAL PRISON RODEO to be held at Huntsville, Tex., the first four Sundays in October will be directed by Albert Moore, prison's recreational director. A sound truck, directed by J. F. Dennis under general supervision of S. K. Barnett, superintendent of the Texas prison system, is on a tour of Texas.

ABOUT 65 cowboys from the United States and Canada participated in the rodeo held in conjunction with the recent 40th annual West Washington Fair, Puyallup, Wash. Event was managed and produced by Rose Wall, with Cy Tallion as announcer. Oral Zumwalt directed the arena. Winners in the various events were Tom Wood, Brahma bull riding; Oral Zumwalt, steer wrestling.

THREE-DAY RODEO and '49 Camp at Loganport, Ind., under Shriners' auspices, was so successful that efforts are under way to make the event an annual. Several hundred head of live stock and 60 contestants participated. James Anderson sustained a broken left leg when he was thrown from the corral in the bronc riding event. He was taken to St. Joseph's Hospital, Loganport. Another patient there is Virgil Whitlow, who sustained injuries in bulldogging. Feature of the Sunday show was a double wedding of Joe Atkins to Minnie Josephine Whalen and Virgil Whitlow to Alta Churchill, trick rider.

LEWIS MORPHY, male member of the Shooting Stars of the Golden West, rambed into Cincinnati recently after driving his new Pontiac from Hollywood, Calif., and stopping off to visit the Blue Cross Fair, Lexington, Ky. He made a brief visit to the corral desk he said he planned to visit the New York World's Fair for a week before heading for his mother's home in Florida, where he will vacation for about two weeks. He plans to play the West dates along the route and will then return to Hollywood. While in the Queen City, he also renewed acquaintance with many old friends, having appeared here some years ago as a prize fighter.

VERNE ELLIOTT, of McCarty & Elliott Rodeo Co., announces that the Pacific International Live-Stock Show and Rodeo to be held soon will see one of the best strings of buckers in the history of the Portland, Ore., event. In the line-up will be V-S, Reservation, 20 Below, Wild Fire, Whizzer White, Tiger Mike, Squaw Chaser, and Five Minutes to Midnight, which will see one of the best riders in the local show. Doff Aber, Jackie Cooper, Buck Tiffin and Johnny Tubbs are scheduled to compete. Bulldoggers will include Jim Irvin, Breezy Cox, Joe Welch, Ralph Stanton and Dee Hinton. Don Nesbitt and Perry Ivory have been named judges.

BEUTLER BROS' RODEO at Amarillo (Tex.) that started on September 15-23, closed with a bunch of rubber-necked, wry Brahma steers slowing down the time and keeping everybody on the jump. One steer cleared a seven-foot fence and loped off toward the grand stand. Weather was perfect. Mickey Handley tossed his steer in 5.4 seconds. Final winners: Bronk Busting, Mill Moe, Vic Swartz, Cliff Helm, Leo Murray, Cliff Rooping (total time on three calves), Totals Mansfield, Buck Standley, Tony Sargent, Bruce Peterson, Bulldogging (total on two steers), Charles Colbert, Lonnie Allen, Andy Curtis, Bill Van Vactor, Bull Riding, Lance Pollard, Jim Whitman; Hubert Sandall and G. K. Lewalynn split third and fourth. Names of the performers left immediately for Madison Square Garden Rodeo.

FINAL PREPARATIONS are under way for opening of the rodeo at Madison Square Garden, New York, on October 4. Personnel is arriving daily, stock is en route, publicity is out, and arena floor, stalls and chutes are being ready. Show runs from October 4 to 29. Administrative and advance reports indicate that rodeo will draw usual number of contestants—about 150. Acts booked to intersperse competitive events include Jeff Beaves and his high-school horse, repulsing Hardy Murphy and Bucko Jasbo Fulkerson and Sam Stewart, clowns; Don and Gene McLaughlin, kid ropers; Chester Byers, Vern Goodrich and Junior Ekew, trick ropers, and the Sponsor Girls, music-published two-man act, six. Everett Johnson's Band again will furnish the music and will feature Sally Loomis, drum major from St. Paul. Ted Deglin and Foghorn Clancy are handling publicity.

OFFICIAL BALLOT

FAVORITE OUTDOOR

PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Troupe Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 " "	
3. (8 " "	
4. (7 " "	
5. (6 " "	
6. (5 " "	
7. (4 " "	
8. (3 " "	
9. (2 " "	
10. (1 Point)	

The *Billboard* is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print
 Permanent Address..... Please Give City and State
 Affiliation in Show Business or by Whom Employed.....
 Signature..... Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

ACTS, EAST AND WEST

ESE Stands' Biz Is Better

Tommy Dorsey gets capacity two nights in Coliseum—14,185 see B-C show

SPRINGFIELD, Mass., Sept. 30.—The 23rd annual Eastern States Exposition here on September 17-23 had attendance of 294,096, as compared with 309,834 in 1937, the best year. In 1938 attendance was 155,961 for three days, as the exposition was forced to close by the hurricane of September 21. Gate receipts were unofficially set at \$175,442. Except for showers two or three times, weather was good.

Day-by-day figures: Sunday, 54,269; Monday, 67,518 (50,000 estimated to be children, let free on this day, when schools were closed); Tuesday, 28,896; Wednesday, 38,967; Thursday, 28,164; Friday, 29,056; Saturday, 30,216.

About 150 exhibitors occupied 353 units of space in the Industrial Arts Building. Although fewer than in other years, individual exhibitors occupied (See ESE STANDS' on page 37)

Nashville Sets New Gate Marks With Whiteman

NASHVILLE, Tenn., Sept. 30.—Attendance records were broken each day of the 34th annual Tennessee State Fair here on September 18-23. Fair officials immediately started plans for expansion next year. General admission was scaled down from 50 cents at Horse Show up to 25 cents. Fair featured Paul Whiteman and his orchestra as the biggest name in history of the annual. Comparative attendance:

	1938	1939
Monday	5,214	8,621
Tuesday	8,600	10,615
Wednesday	17,289	23,283
Thursday	20,070	23,283
Friday	26,861	31,250
Saturday	32,411	37,537

Total109,445 118,109
Last year's gate figure was a record up to that time. Featured as a free act, (See NASHVILLE SETS on page 37)

Chattanooga Is Well Into Black

CHATTANOOGA, Sept. 30.—All-time high attendance of 118,200 was chalked at Interstate Fair here on September 18-23 to put it well into the black, and big business was done by Ernie Young's revue, *Cavalcade of Hits*, in front of the grand stand and by Johnny J. Jones Exposition on the midway. Tuesday was almost a complete loss with steady rain holding the gate to a bare 1,000.

Ernie Young show, off to a fair start Monday night and getting a big hand from newspapers and word of mouth, opened Tuesday night in rain and did only about \$28. Last two days, however, it did capacity. Friday night it being necessary to stop selling tickets for the first show and the second being rained. (See CHATTANOOGA on page 37)

Favorable Start in Trenton Marred by Rainy Wednesday

TRENTON, N. J., Sept. 30.—New Jersey State Fair, September 24-30, got off to a good start last Sunday, with Lucky Teter and his Helldivers featured single-day attraction. Attendance has compared favorably with last year with exception of Wednesday with an all-day (See FAVORABLE START on page 31)

Ozark Managers Triple Attendance In Three Years

SPRINGFIELD, Mo., Sept. 30.—Ozark Empire District Free Fair, third annual, here on September 17-23, had annual attendance of 210,000. Sunday and Friday were big days, each with about 50,000. Attendance more than tripled that of 1937 and was more than 25 per cent over last year's. Grounds are in a city park of 320 acres and adjoining is a free zoological garden. Aim of the fair is to build up agricultural, live stock, poultry, dairy and industrial interests in the region embodying North- (See OZARK MANAGERS on page 37)

Pomona Takes An Added Week

POMONA, Calif., Sept. 30.—Announcement of a seven-day extension of the 18th annual Los Angeles County Fair here was made this week as a result of worst weather in history of the fair. Originally scheduled for September 18-October 1, the big show encountered a heat wave beginning on September 17 which lasted eight days and set a record for California. After the heat came a torrential rain on September 24 which continued two days, flooding grounds and leaving the race track a quagmire. Officials said attendance for the week (See POMONA TAKES on page 37)

Hughes Given Defense Post; Board Plans for 1940 CNE

TORONTO, Sept. 30. Elwood A. Hughes, general manager of the Canadian National Exhibition here, has been appointed representative of the Defense Purchasing Board in Toronto, appointment having been made when it was decided that the 1939 Royal Winter Fair would be called off.

Manager Hughes will take over equipping grounds for army and air force troops. At a special meeting of directors of the CNE it was decided to proceed with plans for a 1940 exhibition.

TAVERES, Fla.—Lake County Fair Association re-elected P. H. Hethcox, president; A. S. Clark, vice-president; T. S. Haseltin, secretary-treasurer. WPA has approved a project for an additional building.

GREAT RICARDO, swaying high pole, reports he was televised over KSTP while playing a fall festival in St. Paul recently.

Amarillo, Putting on Small Pay Gate for Adults, Offsets Deficit

AMARILLO, Tex., Sept. 30.—With a pay gate for adults for the first time in a decade, the 37th annual Tri-State Fair here on September 18-23 had an estimated attendance of 200,000, about equal to that of last year's with a free gate. Admission price was 15 cents. Although final figures have not been announced, officials believe a sizeable deficit from 1938 can be paid off.

Opening day was light, for it was known that the midway attractions could not reach here in time to open on Monday. But 6,211 paid admissions were rung up. Check showed an average of more than two children for each adult ticket. Tuesday's adult tickets were 11,675. Wednesday, 14,337; Thursday, 15,003; Friday and Saturday, more than 20,000 total. Friday afternoon schools gave a half holiday and the grounds were packed with free-admission kids and again on Saturday with a special Kids' Day.

Weather was fair, although nights here are always somewhat too cool for grand-



DR. J. S. DORTON, manager of North Carolina State Fair, Raleigh, and secretary-treasurer of Cleveland County Fair, Shelby, N. C., is president and general manager of the new Southern States Fair, to bow this month in Charlotte, N. C. One of the leading fair men in the South, Dr. Dorton is past president of North Carolina Association of Fairs.

Kids' Day Top At Allentown

Gate runs about 200,000—Hamid's revue, Teter and Hankinson races on bill

ALLENTOWN, Pa., Sept. 30.—Attendance at Allentown Fair here on September 19-23 was estimated by officials at 200,000 and Thursday, the big day, held up well with those of past years, gate being estimated at 50,000. All exhibit buildings had full entries in all classes. Live-stock feature was again a (See KIDS' DAY on page 39)

Charlotte Plant Is About Ready for Big New Annual

CHARLOTTE, N. C., Sept. 30.—New Southern States Fair here under direction of Dr. J. S. Dorton, manager of North Carolina State Fair, Raleigh, and secretary-treasurer of Cleveland County Fair, Shelby, will occupy the old Dr. J. P. Matheson estate on Concord Four-Jane highway, a mile north of city limits. Buildings, rapidly nearing completion, include a steel grand stand combined (See CHARLOTTE PLANT on page 55)

Puyallup Has First Sell-Outs

Western Washington annual draws 253,767—new features of plant opened

PUYALLUP, Wash., Sept. 30.—The 40th annual Western Washington Fair here on September 18-24 was declared one of the most successful in history by Secretary-Manager A. E. Bartel, gate registering 253,767. Day-by-day attendance: Monday, 26,609; Tuesday, 28,338; Wednesday, 46,825; Thursday, 24,611; Friday, 29,291; Saturday, 66,367; Sunday, 41,846.

September 23 was one of the largest Saturdays, grand-stand reserves being sold out for afternoon and night shows. It was the first time that there had been a Saturday night sellout of reserves. Third consecutive sellout of reserves was on Sunday afternoon. Officials said (See PUYALLUP HAS on page 50)

Hutchinson Gets 250,000; Acts Bill Augmented

HUTCHINSON, Kan., Sept. 30.—Kansas State Fair here, with good weather and an augmented attractions program, drew attendance of 250,000 on September 18-23. From standpoint of attendance, receipts, number and quality of exhibits in all 21 departments, the fair was a greater success than in 1938, said Secretary-Manager Mitchell. It was the first time for an eight-day program.

The 1939 State Fair Revue, night show booked thru Barnes-Carruthers, won favor of crowds that packed the grand (See HUTCHINSON GET SON page 50)

Tulsa 7-Day Draw 180,000; Bridges Quits

TULSA, Okla., Sept. 30.—Tulsa State Fair had estimated attendance of 180,000 on September 17-23, 10,000 under last year's gate, but attained in seven days as compared with eight days last year. Admission was 25 cents. Some free attendance on three days brought the paid gate down to 127,663. School children were admitted free on Monday and Tuesday and gate was lifted on Saturday, as the Rubin & Cherry Exposition had moved on to its next spot.

Grand-stand attractions, in addition to seven night performances, included four afternoons of horse racing and two afternoons of auto racing. On four days the thermometer ranged between 95 and 99 degrees. Other three days it stayed around 94 degrees without a drop of rain in sight. Gov. Leon C. Phillips presided over opening ceremonies on Sunday, and Jerry Hopkins was crowned fair (See TULSA 7-DAY on page 51)

Vermont Annuals Record Bigger Crowds, Receipts

BURLINGTON, Vt., Sept. 30.—Vermont fair showed unexpected increase in attendance and gate receipts this year over 1938. Champlain Valley Exposition, Essex Junction, August 26-September 2, with a break in weather had a paid gate of 85,000, exceeding records since 1930. Well-planned publicity of Jim McHugh, of Max Linderman's World of Mirth Shows, aided. Owner Linderman said business exceeded expectations and that his show was re-signed for 1940.

Rutland State Fair, September 4-9, the third out on one day, exceeded last year's (See VERMONT ANNUALS on page 39)

THANKS

for a Record Smashing Season!

THIS year has resulted in such phenomenal achievements for each of the outstanding midways of the Amusement Corporation of America that we have decided not to wait until it closes to express to everyone with whom we have had the pleasure of doing business our sincere thanks for a record-breaking season.

Fair beyond our expectations have had the confidence of North America's finest Fairs . . . cooperation of the most exacting of Fair Executives . . . success at every event in which we've participated . . . and the importance of . . . the voluntary expressions of satisfaction by your great masses of midway visiting spectators.

Our midways as appeared in 1939 at nearly 50 of the largest and finest events on the North American Continent. At more than half of these new all-time high gross records were established. At one we created a world's record that meant history has been approached by another midway at a state fair!

This year has resulted in such overwhelming success that we now are laying plans for next year. In 1940 we expect to bring from other channels of the show world

AMUSEMENT CORPORATION OF AMERICA

SUITE 509 • CHICAGO • 155 N. CLARK ST.

Utah Pulls Crowds With Earlier Dates

SALT LAKE CITY, Sept. 30.—Eight days of sunshine overcame a departure from tradition as the Utah State Fair here on September 16-23 recorded an increase of about 4,000 in admissions at the gates over the 1938 figure of 76,883. Gate receipts were \$16,564, exclusive of income derived from block sales of tickets to exhibitors and business houses which sent the attendance mark well over.

Prior to this year the fair had been staged simultaneously with a church conference, which annually brings thousands of people here. However, Manager Ernest S. Holmes said the experiment of holding the fair two weeks earlier to avoid cold and rainy weather unquestionably proved successful and that he believes the policy will be continued next year.

Monte Young's shows and rides did not get the gross expected, business showing a 20 per cent drop. Capt. Jerry Edwards' Auto Thrill Show drew 6,729 to the grand stand, receipts amounting to \$2,033 with 40 and 15-cent admission charges. Irving J. Polack's Polack Bros' Circus was free attraction in the center with space, using front-page stories daily and pictures of crowds attending the circus. Monday, Children's Day, drew 23,000, and Governor's and Misses' days were held.

MCA To Launch Department To Handle Fairs' Bookings

CHICAGO, Sept. 30.—Music Corp. of America will announce shortly establishment of a fair department to handle booking and producing of grand-stand shows and name bands at agricultural annuals. Mammie Sachs, New York office, is slated to head the new division, with Hogan Hancock assisting from Chicago. Sachs will concentrate on Eastern fairs and Hancock will cover remainder of the country. Sachs and Hancock have been visiting fairs this season.

MCA apparently plans to build revue-type bands and semi-name act leaders for bulk of its fair dates. Top names

a great many more internationally famous attractions . . . greater elaboration in equipment . . . even more brilliant illumination . . . and quality of a kind that never could be possible except through collection of fair talents of the A. C. of A.

Our records will stand a searching investigation by Fair Executives who in 1940 desire to provide their visitors with the most commanding and satisfying attractions ever presented on a portable amusement midway.

Visit any one of the A.C. of A. midways during the remaining few weeks of this season. It's because we have midways that will live up to our declarations . . . that will live up to your critical scrutiny . . . that open new channels for higher grosses to your fairs . . . that smash records . . . that we urge you to capitalize on the remaining few weeks of the 1939 season by visiting the world's three largest and finest midways. And we do thank you!

Use these gigantic midways as "wide open" to brainstorm ideas that will satisfy the public . . . to command respect . . . and be profitable. We will finance worthwhile projects . . . and we will arrange for you to visit our Chicago office or any one of our 15 offices. And we will give careful consideration to correspondence relative to this subject.

Royal American Shows

Beckmann & Gerety Shows

Rubin & Cherry Exposition

Dover, O., Closes in Black

DOVER, O., Sept. 30.—Tuscarawas County's 89th annual fair here on September 19-23 had fair attendance of 15,002, of which 1,885 tickets were sold in advance at a reduced price. Grand-stand attendance was 2,568. Receipts were \$5,250 and officials believe the fair will show a profit. Grand-stand entertainment included radio artists and was below the standard of former years. Fair was one of few in this district offering amateur acts, a type of entertainment which has been dropped by most fairs hereabouts. Midway had Eagle'son's Jungle Oddities, Gooding's Monkey Speedway, Larry Larimore's stores, Ebert Brothers, Charlie Martin and Barney Pfeiffer, cookhouses; Dave Roberts, carnal corn, and four Roy Gooding rides. Concessioners reported business poor.

Pa. Annual Sets Gate Mark

HONESDALE, Pa., Sept. 30.—Aided by weather, 77th annual Wayne County Fair here on September 20-23 set an attendance record of 23,500. Admission was 30 cents, with an additional 60-cent charge for grand-stand show, which was well patronized. Reithofer's Shows were on the midway and 45 concessioners reported good business. On the bill were Eric, the Great, high pole; Hoogland's Horses, roller skating and animal acts and chariot race. Souvenir program was dedicated to the late Emerson Gammell, who served as secretary-treasurer of the fair 42 years prior to his death several months ago.

Bellefontaine, O.—Logan County's 89th Annual Fair Here on September 19-23

was a financial success, said Treasurer Earl Judy, \$869 remaining after payment of all obligations, including more than \$1,600 spent for improving buildings.

Davenport Shows Profit; Debt Liquidation Planned

DAVENPORT, Ia., Sept. 30.—Mississippi Valley Fair and Exposition had profit of \$1,800 from this year's annual, it was indicated in a preliminary report to directors.

At the meeting a committee consisting of Neb B. Curtis, president; Weir Sears, vice-president; Harry Jacobs, treasurer, and J. H. Kohler, director, was appointed to study the problem of debt on grounds and plan for possible liquidation of mortgage bond obligations of \$52,500 and unsecured claims of \$1,900. Receiver for the property was paid \$500,000 as 1939 rental. Receiver and other creditors indicated that a settlement can be worked out.

O. Annual May Be Shortened

MILLERSBURG, O., Sept. 30.—Prospect of curtailment or discontinuation of Holmes County Fair here faces the society as result of a deficit for the 1939 exposition on September 4-7. Fair has operated for 16 years. State and county funds are expected to cease part of loss attributed to a large increase in number of exhibits. Officials were compelled to enlarge display space and make improvements on buildings. Total of \$2,027 was paid in premium, compared with \$2,124 in 1938.

Grand-Stand Shows

ACTS at Gladwin (Mich.) Fair, September 19-22: were the Tracys, comedy; Bert and Billy Geyer, equilibrista; and Miss Ona, contortionist.

REAN CARMENE reports her circus revue, George Bink acts and Leo Demers, juggler, at Silver City (O.) Fair. Bink's management Bink celebrated a birthday anniversary.

EDDIE CONLIS, clown cop, reports he received track and grand stand one day at Paulding (O.) County Fair, September 20-22, under sponsorship, and left to play Northwestern Ohio dates.

ACTS signed for Howell County Fair at Stock Show, West Plains, Mo., September 28 and 29, were Capt. Eric Vandervall's Lions; Dare-Devil Dault, balancing; Natalie and Howard, roller skaters; Rhodes Lob Cabin Mountainers and Slim Wilson and the Rhythm Rangers, KWTO act.

JAMES COGSWELL, high stilt clown, reports he played Eastern Idaho State Fair, Blackfoot, on September 19-23. Also booked was Gertrude Avery's Revue, with Perry Twiss, Uddell Sisters; Joe Melvin, juggler; Maronie and Caralie, acrobats; Edison and Louise, comedy; Great George, magic, and Monte Montana. On final day Robert Wadlow, giant, appeared. Show was emceed by Vern Vercombe. Cogswell was also booked for Mitchell (S. D.) Corn Palace Festival on September 25-30.

BILLY SIBORIST Troupe, trapeze, reports completion of a successful eight-week tour of Canadian fairs, despite an 11-per cent loss due to variation in rate of exchange. Act consists of Rosalie and Billy Slegrist and Lester Harris, catcher, and has been booked for a similar route in 1940. While in Toronto they visited Dr. Jim Nesbitt, well known to show people.

BEN BENO cards from Rye, N. Y., where he was stranded while doing work there, he stayed in Park during the season, that he is out of the hospital but does not expect to be able to work until next May. While he was hospitalized his auto trailer was broken into and a radio, his gold watch, membership card in the Pacific Coast Showmen's Association and other property were stolen.

ATTRACTIONS at Walker County Fair, Jasper, Ala., on September 25-30, included Empire Fair, Springfield, Mo., on September 17-23.

AFTER playing Dodge County Fair, Scribner, Neb., on September 13-15, McCune-Grant Trio, bar act, appeared at Grand Empire Fair, Springfield, Mo., on September 17-23.

FREDA DANIELS, human bullet girl, who sustained a double fracture of the left leg above the knee on September 15 during performance at Amherst 18 County Fair, Lynchburg, Va., is

convalencing in Memorial Hospital in that city, reports Buster Gordon, manager of the act. During the six weeks it will be necessary for her to remain in the hospital her place will be filled by Jimmy Rand, understudy. Accident happened when her foot doubled under her as she landed in the net.

Fair Grounds

WASHINGTON, Pa. — Arrangements have been made for the county to acquire Washington Fair grounds at Arden for construction of a civic center and playground. According to plans, the plant will be rented to an association for staging fairs. Barns are to be repaired so that horses may winter there and the track will be repaired.

DENVER, Ind.—Recent three-day fair and fall festival here had greatest patronage since its inception, and officials said it may be extended to six days in 1940. Featured were a midway, horse show, circus, and style revue, and free acts, including Bink-Wright Duo, a flying and comedy bar trio, and the Coddings, rope spinners and knife throwers.

AKRON, Ind.—Akron Fair here on September 13-16 was successful both from standpoint of attendance and receipts. Exhibit entries were heavy. Free acts were Deodester, acrobat; Three Flyn'g Rocketts, Bill Eldridge and a Cole Bros. Circus elephant group.

WARREN, O.—Trumbull County Fair here on August 29-31 tried a free gate after several years' operation at a deficit and it was agreed at a recent meeting of officials to continue the policy. Fair showed a slight loss this year, expected to be more than made up by \$500 due from county commissioners.

BRANDON, Man.—Former Crystal Palace building on Brandon Exhibition grounds has been demolished and its materials will be used on other works' projects on the grounds. Under the fair board's work with wages' appropriation, re-roofing of the auto building and erection of a new wine judging stand will be undertaken.

MOBILE, Ala.—The 1939 Greater Gulf Coast Fair here, said President Fountain J. Gale, will as usual have a free gate, and Boys' 4-H Club, agricultural and live-stock exhibits, improved merchants' building, circus, show sponsored by Federated Garden Clubs with a dahlia and flower show, and Royal American Shows on the midway. Exhibits will be shown from Mobile and Baldwin counties; Silverhill, Eberta and Jasper, Dore counties; Butler County, and Lope County, Miss.

WEST ALEXANDER, Pa.—Annual West Alexander Fair on September 14-16 drew heavy entries and attendance was satisfactory, officials said. There were daily band concerts and "Goin's Attractions" presented Lillian Stock, aerialist, and Carmen and Crowley, comedy acrobats.

TULSA, Okla.—Reports that the 1940 International Fair and Exposition for next May here will be postponed because of war conditions are without foundation, said General Manager William Way. Up to the time the European war broke out over 72 per cent of space had been sold, he said, and since then another 11 per cent has been taken.

TYLER, Tex.—Following the most successful East Texas Fair here in 30 years on September 18-23, officials talked of big expansions for 1940. V. F. Fitzhugh, secretary-manager, said his department are being discussed. Over \$2,500 in premiums were awarded. Crowds were so large on closing day that grand-stand shows had to be repeated.

ANDERSON, S. C.—New fronts coupled with fluorescent lighting effects are being added to the exhibit section of the six-day 1939 Anderson Fair. Secretary-Manager J. A. Mitchell, who has booked Max Lippman's World of Mirth Shows for the midway, reports good cotton crops and soaring prices make prospects bright for the fair.

MADISON, Wns. State Senate sustained Governor Hill's veto of a bill to permit use of earnings of the Manufacturers' Building at the State Fair, Milwaukee, to retire building debt under trust notes. The governor vetoed the bill because of a clause permitting deduction from earnings of the building the usual to meet actual operating expenses. He said he considered (See FAIR GROUNDS on page 55)

Ashland, O., Sets Records For Gate and Grand Stand

ASHLAND, O., Sept. 30.—With attendance best in recent years and grandstand receipts receiving a new high, Ashland County Fair Inc. on September 19-21 will show a profit, officials said. New grand stand, track and stock buildings, erected with WPA aid, were dedicated on opening day.

Headline attractions provided grandstand show. Midway had five J. B. Edwards rides, Peter's Freak Animal Show, Greenwald's Athletic Arena, Jack Hamilton's Hall of Oddities, Stuart Cramer's Headless Woman; Lee Wyzlat's Princess Marguerite, midpet; P. Otsobacker, ball game; Ted Davis, scales; Bob Bailey, two stores; Snyder's shooting gallery and photo; Bill Brownwell, shooting gallery and ball game; Constance Cook-Walker, Mason's novelties, John Salkeld's sound system and Paul Lee.

ESE STANDS'

(Continued from page 35)

larger spaces. Fair officials turned down numerous requests for space. More governmental exhibits were on hand than in previous years, with the National Youth Administration having one of the largest. An estimated 185,000 visited exhibits.

Grand-stand business was better than in former years, with 14,185 paying an estimated \$7,090. A large program was booked in by Barnes-Carruthers. Nine acts were presented every afternoon plus circus races from Tuesday to Thursday and auto races on Friday and Saturday. At night a rodeo was added. Acts included Hill's Dogs and Ponies; Maide and Ray, rope spinning; Kurts and Kurts, Western aerials; some juggling and comedy; Hill's Elephants; Seven Cauchos, teeterboard and acrobatics; Parrott Troupe, high aerialists; fancy riding by cowboys and cowgirls; and Jimmie Lynch and his Death Dodgers. Finals were displays by American fireworks Co.

Midway Rides Rebuilt

Featured in the Coliseum Monday and Tuesday nights were Tom Hand and his Rhythm Revels, booked thru Music Corp. of America. This was a sharp departure from the usual bill, first time a name band has taken part in the show. With him he brought some jitterbug dancers from surrounding territory. Oak played to capacity both nights. Sunday afternoon and night, prior to introduction of governors from New England and Middle Atlantic States, the Goldman Band gave concerts in the Coliseum, which were well received.

Wednesday to Saturday night annual Eastern States Horse Show was presented in Coliseum and during days thruout the week cats and cat shows were held in the building.

Sunday was Music Day; Monday, Governors' and Children's Day; Tuesday, Connecticut and New Hampshire Day; Wednesday, Vermont and New York and Orange Day; Thursday, Vermont and New Jersey Day; Friday, Rhode Island and New York Day; Saturday, Massachusetts and Delaware Day.

Building exhibits in the Industrial Arts Building thruout governmental displays in the five State buildings on the Avenue of States. These buildings, belonging to Massachusetts, Maine, Connecticut, Vermont and New Hampshire, were created by legislative acts. Connecticut building, newest in the group, was dedicated on Tuesday.

McNay Shows Co., Boston, had 11 rides in operation and take was reported to be of \$5,000, one of the best in the East. Most popular was the Fun Wheel, the same ones that were blown out in the 1938 hurricane and which were rebuilt prior to opening of the fair this year.

NASHVILLE SETS

(Continued from page 35)

Whiteman appeared daily before the grand stand and nights the Jazz King held forth at the Royal Show. Other top features were Royal American Shows, harness racing daily until Saturday, auto races on Saturday and perhaps the best horse show in history of Tennessee. Finals were held in the grand stand, best in history. In addition to Whiteman, included Les Kimris Troupe, starring Veronics Kimri; Dymnati Troupe, Mae's Trained Steers, Olympian Girls and White Bird, booked thru George A. Mason, Inc. "Bombardier" was not on by American Display Fireworks Co.

Fair Manager Phil C. Travis said: "The fair went off like clockwork. For the first time everything was in readiness on opening day. All decorations were in

place by 9 o'clock Monday morning, all stands were up and all available room had been taken 30 days before."

Live-stock and home-making shows were outstanding. Attracted by \$30,000 in prize money, fanciers filled every available stall and in many divisions entries had to be refused. To an extent far greater than in any previous year, the fair became what it has been growing into for a decade, three fairs in one. For every adult exhibit in live stock, agriculture and home products, there were corresponding exhibits by Future Farmers and 4-H Club boys and girls. Until recent years when dairy cattle were judged, it all took place in one ring and was over within a comparatively short time. But the younger generation now holds its own exhibitions within those of the fair and the exhibition has been tripled.

Among visitors were Owner E. Lawrence Phillips, Johnny J. Jones Exposition; Mrs. Hody Jones; Mr. and Mrs. P. T. Strieder, Florida Fair, Tampa; Rubin Gruber, Rubin & Cherry Exposition; J. C. McCaffery, Amusement Co. of America, and James C. (Jimmie) Simpson, Birmingham, Ala.

Indie confectioners included: Lunch stands, Tom Beal, J. E. Grizzard, B. O. Tucker, M. O. White, Cass White, Avery Christy, Walter Long and George Reinhardt; Desplanter, Bros. Hardware; Charles Golding, pineapple whip; Hugh Johnson, root beer; D. P. La Rouché, cocktail; Nan Hankins, palmistry; O. P. Strider, floss candy; J. C. Simpson, photos; W. J. Winslow, the Purple Brodo, wire jewelry; Bud Pollock, jewelry; Robert Singleton, silhouettes.

Featured with Whiteman were Joan Edwards, singing star; Four Modernaires, Charles Edwards, Gladys Dennis, Roy Bary, Al Gallodoro, Goldie Goldberg and Mike Pingatore.

Midway crowds were good and show operators reported a record business. In on Saturday Jimmy Wood, a burn, Indianapolis, set a record of 40 seconds for the mile dirt track. Good weather prevailed, days being very warm and nights cool.

Highly anticipated said patrons next year will help recognize the grounds because of expansions. General improvements will be made, with construction of more bars and improvement of water supply. "Our experience this year in having to turn down entries in the live stock and Horse Show departments because of inadequate stable and barn space has emphasized the need of building more before another year," said board member A. E. McClanahan.

CHATTANOOGA IS

(Continued from page 35)

thically capacity. Price of 25 cents was charged for the grand stand, which seats about 4,500.

Last year's fair attendance, first under management of President Joe Engel, head of the Southern League's Lookout Baseball Club, was just under 100,000, which was a record. This year the fair two years previously by J. A. Darby. On Friday this year 30,000 set a new all-time record for one day. This year the prize list was increased in every department. Agricultural and live stock exhibits, Mrs. A. T. Atwood, secretary, reported, set a new high for number of entries, with all other departments showing increases over last year. Entries covered all spaces in buildings and tented and necessitated last-minute building of more pens for live stock. Cash awards totaled \$7,500.

Johnny J. Jones Exposition midway was crowded practically every night and featured in the grand stand. The fair did near capacity and some rides had waiting lines.

President Engel said he would proceed with plans for erection of more permanent buildings in the grand stand. He already has \$25,000 marked for permanent buildings, which the city is expected to match. Five large tents were necessary to house some exhibits and industrial displays.

AMARILLO, PUTTING

(Continued from page 35)

center of midway. American Eagles, serial act, was presented just outside gates to the grand stand, after each afternoon and night performance.

New in entertainment offered by the fair association were dancing and a floor show from 10 p.m. to 2 a.m. nightly at a dance hall, "The Hat," in the city. "Lucky" Barn was the new act, proved so popular he was held over for an extra night after the fair closed. Attraction netted \$1,097.60 for the fair, the arrangement between the dance spot and the fair proving highly satisfactory

to both parties, preventing the hall from having a slump because of the fair and providing a profit for the fair and creating good will.

Mighty Shooley Midway, making a long jump in, was hard put to be ready for the second afternoon. Naturally, this cut the play and the week's business showed a slight decrease from last year's. Counts of crowds with last year's would not be fair, as there has been a free gate for several years, but almost as much was spent nightly in the five-day week as last year brought out. Monday evening Mr. Shooley and underprivileged children of the city as guests and took a large number of features to the Preventorium for a free performance for sick kiddies.

A special that brought good business and alerted midway life much earlier in the day than usual was "The Country Fair," pulled off for children Saturday forenoon. Prizes went to the fattest boy, prettiest girl, thinnest, most freckled, etc.

Good-Will Tour Aid

Among independent concessioners and showmen were Mr. and Mrs. Micky Wilson, showing all-around; E. F. A. Wilson, Western Giant; Mrs. Harry Schwab, the leather goods; J. D. Rider, Moppy Race; Norman Johns, Marshall Sign, frozen custard; E. R. Wells, Jerry Borum, assistants; Milo Anthony, Cavalcade of Wonders.

Fair President R. B. Pinkney, who received an appointment as a colonel governing fair week from the State of New Mexico, is in his second year in the post, and has devoted much time to it. Milton Cox, secretary-manager, new on the job this year, as head of a good-will committee visited every town in the Tri-State area and attended every local celebration. When it was decided to have a very large match between the fair and heard, but results have proven, say officials, that a small charge for adults is good business. This proved especially so for eat concessions, as crowds remained for night attractions instead of returning after going home for an evening meal. Midway night business started sooner for the same reason.

POMONA TAKES

(Continued from page 35)

ended September 23 was 10 per cent under corresponding figures for 1938. Despite the attendance drop, income remained good prior to the flood, particularly take showing a daily increase of more than \$4,000. Races were canceled when the track became wet and later the State Racing Commission granted the fair association an extension.

Exhibitors saved considerable loss to exhibitors. Some concessioners, such as Tex Cameron, McComb and Gwynne, Jimmie Lynch, Pat Treasor, Flo Young, R. E. and Whitey Olsen and Flo Appel, having a large cash outlay and many other exhibitors, had a hard time. Secretary-Manager C. B. (Jack) Afflerbaugh and associates began immediately after the rain to restore order and indications are that most exhibitors, except those with perishable products, will remain.

Holdover of the grand-stand show was arranged by Bob Cannon, who obtained contract releases for acts scheduled to appear. Entertainment in the NBC grand-stand broadcast, announced by Eddie Albright, was Carl Hoff's Orchestra; Seven Singing Stars, novelty musicians; Charles Stanley and Andy Andreano, songs and patter; Joe Hervey, comedy; Perry Farrell, Moe and Yocnell, comedy musicians; Galley Sisters, harmony singers. Acts not on the radio program were Yaacops, teeterboard; Violette and Harry Hooks, high jinks; Five Jays, teeterboard; Six Hand, comedy base; Pety Panphonettes, dance numbers; Gold Dust Twins, comedy; Est-tambe and Kyrol, pantomimists; Burlingame and Hughes, dancers, and the comedy, Fester's Moderns, presented and emceed by Bob Cannon and directed by Carlos Romero. Among acts appearing are Three Patsy Sisters, harmony; California Varsity Eight; Jay and Lou Sellers, novelty singers; Herman Hyde, comedy; Perry Farrell, Moe and Yocnell, comedy; Galley Sisters, harmony; and adagio dancing; Oldfield and Ware, Anderson and Allen, hand balancers, and a line of girls.

OZARK MANAGERS

(Continued from page 35)

ern Arkansas, Eastern Oklahoma and Central and Southern Missouri. During the year more than \$350,000 was expended on buildings, including new coliseum, which cost \$230,000. It is

Selbier THE STRATOSPHERE MAN
World's Highest Aerial Act

A great "Delish" feature on any program. The only truly sensational act of its kind—in sensational routines, "high" and "low" aerials in its drawing power.

Act was an outstanding success at State Fair. This is season—no other aerials in the area. Men's G. G. handle one or two late dates this year. Write for more information. Permanent Address: Care of the above, Cincinnati, O.

50th ANNIVERSARY
THE GUS SUN BOOKING AGENCY
Sun's Regent Theatre Bldg., SPRINGFIELD, O.

BUY NOW! SAVE!
SUN BOOKS Everything UNDER THE SUN

CARNIVAL AND FREE ACT WANTED FOR DAVIE COUNTY FAIR
WEEK OF OCTOBER 19TH
Fire Dept. Building, One block to P. R. YOUNG, Secretary, Mocksville, N. C.

WANT AT ONCE GOOD RELIABLE CARNIVAL FOR Glascock County Agri. Fair
Middle of October if Possible.
L. J. MOYE Jr., Sec., Gibson, Ga.

300 by 200 feet with arena seating capacity of 6,000, and tankbar show ring 90 by 208 feet. Other new buildings are for educational, poultry, women's arts and first-aid hospital. Exhibits and entries far exceeded those of previous years. Tents were necessary to house the overflow.

Grand-stand receipts increased 37 per cent over last year's, with SRO signs up on Sunday and Friday, afternoon and night. Capacity of stand and bleachers, with boxes and lawn seats, is about 8,000. Harness races were held on Monday, Tuesday, Thursday and Friday; Sunday and Wednesday were auto race days, events being put on by John A. Sloan. Saturday afternoon, Thrill Day, Jimmie Lynch and his Death Dodgers appeared.

Follies Internationale, an Ernie Young revue, was in front of the grand stand nightly. Bernice Horowitz, of the Young office, ably managed the production. Revue is elaborate, moves swiftly and appeals to each performance. Showers audiences were highly pleased. Featured were Six Orpheons, high wire; Jenwick and Cook, comedy slapstick; Six Jordana, teeterboard; Dave Monthan, xylophone; Hepper Harrison, dogs, ponies, monkeys and other animals; Scita and Annie, adagio; Inez Gumbie, top and tap dancer; Weber Sisters, singing and dancing; Earl Bell was emcee and George Peterson musical director.

Hennies Bros.' Shows on the midway featured a hat show, Much credit is being given the fair board, headed by H. Frank Fellows, president; Eddie Watts, secretary-manager, and Charles Walsh, assistant to president, for bringing this annual to the fore in three years.

Pontchartrain's Late Draw Aided By Acts, Tie-Ins

NEW ORLEANS, Sept. 30.—Too much rain and cool nights hurt patronage this week at Pontchartrain Beach, but the management expressed satisfaction with crowds up to the last week-end despite prolonging of the season for first time in history of the beach.

Special events thru tie-ins with large business houses and doubling up of free acts prove that patrons will come out after Labor Day except in inclement weather as fall starts of this week when a tropical storm caused plenty of rain and high tides. Manager Harry J. Batt planned to close tomorrow and immediately set all available hands to work expanding the resort in time for a full opening in 1940.

Generational Managers, high wire, and Whirlwind Trio, roller skaters, gave final-week patrons a good show. A 3-Cent Day thru a tie-in with largest local daily last Saturday brought the biggest crowd of kids of the season. Free rides were given from 11 a. m. to 1 p. m. and noon and thereafter tickets were 3 cents to all rides for those under 15.

Rocket Ride and O'Brien In Two Spots to Report

NEW YORK, Sept. 30.—C. V. Starkweather, general manager of Allan Herschell Co., manufacturer of the Rocket Ride, sold a large portable unit last week to W. J. O'Brien to be installed at Revere Beach early next spring. O'Brien obtained exclusive rights to Rocket operation in Revere, Mass., and Coney Island, N. Y.

Starkweather was here visiting the World's Fair and attending to business interests.

Buckeye Lake Does Better

BUCKEYE LAKE, O., Sept. 30.—Buckeye Lake Park here called it a season on September 24 with third and final Appreciation Penny Day. It was the last park in Central Ohio to shutler for 1939, with a season reported to have been substantially better than that of a year ago by Manager A. M. Brown.

With the Zoos

CINCINNATI—John F. Heusser, executive director of Cincinnati Zoo, left for New York on September 29 to discuss with animal importers as a result of outbreak of the European war, which has necessitated a change in the usual fall program. War-time insurance rates for animal shipping, it is said, will add to importation costs and as a result there is a possibility of the zoo trading its surplus stock with other zoos. Officials have decided to retain the monkey colony this winter, as price of the animals is expected to increase. They were sold in the fall to avoid cost of boarding them during winter. Zoo has also decided to retain its four hippos.

SASKATOON, Sask.—Latest additions to the zoo of Sid W. Johns, manager of Saskatoon Exhibition, are a pair of young heavers of the Great Northern type.

CALGARY, Alta.—Captured after having spent five weeks in creeks and irrigation ditches, Buster, Calgary Zoo's errant seal, has been returned and placed in an escape-proof cage built during his absence.

COLUMBUS, O.—Newest additions in the municipal zoo, three lion cubs born to Lil and Joe on September 21, were exhibited on Sunday, September 24, and were viewed by thousands, said Superintendent Travis Englehart.

DETROIT—Detroit Zoö will remain open till about November 15, said Theodore Schroeder, superintendent-curator. Attendance on Sunday, September 24, dropped to about 25,000, one-third of recent Sunday crowds in warmer weather. Zoo is closing its monkey exhibit and will place the rhesus monkey exhibits until spring. Walter O. Briggs, Detroit manufacturing and supply agent for the Zoological Park Commission by Mayor Reading for four years.

Program Chairmen Are Busy



WITH DATES FOR THE 21ST ANNUAL MEETING and trade show of the National Association of Amusement Parks, Pools and Beaches definitely set for December 4-8 in the Hotel New Yorker, New York, the following are the bill of topics and speakers are being put in by the program chairmen. Harry J. Batt (left) chairman for the NAAPPB and general manager of Pontchartrain Beach, New Orleans, has been held back somewhat, as has been Fred L. Markey (right), chairman for the American Recreational Equipment Association and an executive of the Dodgem Corp., Exeter, N. H., because of previous doubts as to dates of the convention. The AREA will hold its session on December 4 at 7:30 p. m. and a dinner meeting will be eliminated this year.

American Recreational Beach Concessions Income Project Grows on L. I.

By R. S. UZZELL

Things are taking definite shape for the annual convention of amusement park and pool men since the deferred dates have been agreed upon. December 4-8 in the New Yorker Hotel, New York City, can now be depended upon. Shipments for exhibits should be timed for some delay in freights, as railroads are getting busier now than for several years.

Only a small amount of exhibit space is available at this writing. There are enough prospects to take three times the remaining open space, so first come, first served.

The program committee has stepped right along since Gurtler came into the presidency by succession. His enthusiasm and good will for the association will help tremendously in producing a profitable annual. Batt, the NAAPPB program chairman, dropped all of his own affairs in New Orleans for the trip to Chicago for a conference with Gurtler and Secretary Dodge to get the wheels turning. Another letter from Fred L. Markey shows the program for AREA on Monday, December 4, nearing completion. It will be published with the general program for all meetings during the convention in New York.

Early Orders Advised

It is more than likely that factories of amusement device producers in England and France will be turned into munition plants and that our exports to the other side will be nil for the duration of the war.

Park men and concessioners would better get orders in now to insure having them on hand for the 1940 opening. Interest lost on money spent now for spring requirements is as nothing in comparison with the advance in spring prices over present levels. But the largest factor is the assurance of having it if ordered now.

New York World's Fair's decision to make the admission 50 cents all of the week and 40 cents after 8 p. m. each day will help October business over cold weather and rains. If only the management had made this slash last June there would have been a better story to tell.

No one knows what war may bring. All who have not seen the fair should do it before October 31. It is the greatest exposition of all time and may not be equaled in this country again for a half century. The exhibits may not all remain for 1940. They should be seen now while still operating at their best.

Next Year at W. F.

Should the big show retain George P. Smith Jr. and put him in full charge of amusements next year, there will be

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Good Swim Act

Drawing considerable attention in the pleasure zone at New Jersey State Fair, Trenton, last week was cheerful Charlie Zimny, a local swim champion who turned a misfortune into an adventure. It was the first time that the writer has caught Zimny's act and it was an enjoyable experience. Zimny is the man who made the New York front pages in 1937 when he established an endurance record of 148 hours and 15 seconds on a swim down the Hudson from Albany to New York City, spending seven days and seven nights in the water.

At the age of 40 he feels that there is still plenty of worlds to conquer despite the fact that he has been swimming in various parts of the world since he was 12. Thirty-four years ago Charlie Zimny had recovered sufficiently from a cable-car accident in Chicago, in which he lost both legs, to go with a group of boys to the old swimming hole. In the course of youthful exuberance Zimny was pushed into the pool and, much to his surprise, he found that he couldn't sink. He was pulled out and discovered that the heaviest part of the body is from the waist down and that the legs cause most people trouble when they are learning to swim. He found that by breathing properly he was able to stay afloat and even sleep in the water.

He was in Australia when he first attempted an endurance record held by a woman with 72 hours to her credit. He failed in his first attempt, but a year later when he knew more about endurance swimming he cracked the Australian record with 81 hours. Shortly after that a woman in New Zealand established a new record of 86 hours, which stood until July, 1931, when Zimny hung up 100 hours and 15 seconds, which was good until his swim from Albany to New York.

Zimny's act with the Cetlin & Wilson Shows, which I saw in Trenton, is fast-moving. He smokes a cigar under water and accomplishes a number of other feats. Admiring his show was only 5 cents, and that's the only criticism I have to make. It was entirely too small. Most aquatic performers, as has been written here before, are one another. So it is refreshing when one sees something different as that offered by Zimny.

Men and Mentions

Attempts are being made to get Art French, who runs Manhattan and Brighton beaches, Brooklyn, N. Y., for his father-in-law, Joe Day, to speak at the forthcoming pool convention. In doing so, some pool men who had arranged to attend the meetings this year, especially since they're going to be in New York, are already complaining about the change of date. Seems some experts are saying that it may have. But I guess you can't please everyone.

Carl Erbe, New York praise agent, is said to be in Florida lining up pool and beach accounts.

Understand The New York Daily Mirror will repeat its swim-club promotion again next summer with New York's commercial summer. Meetings will pass through the country, hearing of success of campaign, are planning to do likewise.

Park Central indoor tank, New York City, lining up its swim-race schedule for fall and winter, plans to include many interesting events. The tank will net the tank a great deal of publicity.

McKibbin Sees Good 1940

NEW CASTLE, Pa., Sept. 30.—E. Don McKibbin, well-known park man who has returned to New Castle for the winter, said he has an offer from an Eastern Ohio park which he may manage during the 1940 season. For a number of years he has been in the capacity of business manager and has booked some of the largest cuttings in Eastern Ohio and Western Pennsylvania, both an upward swing in business, one-day outings for the 1940 season should top all previous years, he believes.

SEATTLE.—Alii Natatorium, West Seattle, has been placed in receiptship with approval of a receiver and court order. Object of receivership is to dispose of the swimming pool property, said to be worth \$235,000.

a much better story to tell. He was hampered at every turn this year and could not use his knowledge and experience in amusement park business to advantage. Our fraternity that is there now will not have those heart-breaking installation experiences next year and if given a fair chance can make a showing in 1940. They should be consulted on amusement-zone policy to avoid the grievous mistakes of this season.

The show is built and will not require much work to put it in readiness for 1940 opening, releasing the management for a more mature study of operating methods and publicity. The cold nights from now on will make him picking in the amusement zone and will cause an early closing with some. None will want to linger after they are once convinced of the poor results.

Next year they will not open on April 30 with cold and uncertain weather. About May 15 would be the best date. A lot of high-priced favorites who really knew nothing about the game will not connect with the 1940 pay roll.

Dillon Takes Concessions To Series of Indoor Dates

GEAUGA LAKE, O., Sept. 30.—Dick Dillon, concession operator several years in Geauga Lake Park, has rejoined J. D. Karen and will resume promotion of sponsored events, first of which will be an "Elks" Indoor Circus in Schenectady, N. Y. Dillon will supervise the concessions and Karen will be circus director.

They report they have several other New York dates before first of the year, after which they plan to return to Ohio for shows in several large cities.

Dillon for many years has operated Windland Auditorium Roller Rink, East Liverpool, O. He and Karen handled the Junior Chamber of Commerce Circus in Youngstown, O., last spring.

FEATURED attraction at recent 15th annual fall opening of Imperial Roller Rink, Portland, Ore., was the Glamour Girls Revue, taken part in by 18 skaters, including Nadine Olson, Margie Griffith, Iris Dunn, "Flex" Fredericks and Bobby Bennett. New marimba harp, an addition to the pipe organ, was dedicated. Rink has been redecorated and new lighting effects and beginners' floor have been added.

SEBRING (O.) Rink was opened for fall and winter season on September 31, in American Legion Hall. Sessions are held Tuesday, Saturday and Sunday nights and Saturday afternoons.

NIGHTLY program in Sefferino's Rollerdom, Cincinnati, includes dance-step exhibitions, get-acquainted skate, Chicago change and men and women's tag skate. Featured attraction on Sunday nights are dance contests. Tuesday and Thursday nights free instructions are given. Rink operates nightly except on Mondays.

ROLAND Hiesel's Blue Island Rink, Pekin, Ill., reopened on September 15, report U. C. Ball and Mary Thompson. While Mr. and Mrs. Hiesel were visiting Western rinks during the summer new floor and decorations were added.

HARLEN TRIO, fancy skating act, which has been appearing with Klein's Rhythm Revue at Eastern Ohio fairs several weeks, has concluded outdoor engagements and will resume rink bookings in Ohio and Indiana.

JOHN J. BERNING, of Tucson (Ariz.) Roller Rink, reports the hobby of exchanging rink stickers is being encouraged in an effort to increase interest in skating.

ARMAND J. SCHAUB Sr. was named assistant manager and dance instructor at Idle Hour Pavilion Rink, Independence, Kan., after recent closing of Lake Frances Pavilion Rink, Siloam Springs, Ark. He has visited a number of rinks in the Southwest, including Mrs. Kiles' Blue Moon Rink, Parsons, Kan., and W. H. Stanley's Skateland, Fort Smith, Ark. Accompanying him to Fort Smith was a group from Plamoor Rink, Tulsa, Okla., including June Marshall, fancy skater, who gave an exhibition.

FOREST Park Roller Rink, Hanover, Pa., closed for five days on September 23 for repairs, decorating and installation of new heating and sound systems, reports A. Karst, proprietor. Rink had a successful summer season, booking more than 100 parties and selling more than 100 sets of Chicago shoe skates. Sessions will be held on Wednesday, Saturday and Sunday nights, with Sunday matinees. Remainder of the schedule will be devoted to private affairs. Balloon party marked the fall opening on September 30. Staff includes Sterling Celer, manager; Stanley Noble, William Hildebride, floormen; Burnel Wentz, skate room, and Dorothy Garrett, cashier.

ROLLER skating has been resumed in the dance pavilion in Idora Park, Youngstown, O., new outdoor rink having been shuttered for the season on September 16. John Perruzzi, operator of skating in the park, renovated the pavilion and the indoor season started on September 20 with a capacity crowd. New skates and other equipment have been installed with a Hammond organ. Floor has been refinished. Sessions are nightly and Saturday and Sunday afternoons. Rink, which has strict regulations as to dress of patrons, has been named the Palace.

WINTER Garden Rollerway, Boston, which opened on September 23, will stage Monday and night sessions except on Mondays. Local fraternal order has engaged the rink for a series of Monday night charity parties. Winter Garden-managed Chez Vous Rollerway, Dorchester, Mass., and Lyonhurst Rollerway, Marlboro, Mass., have also opened under the H. P. Freeman management. Chez Vous will operate nightly, with Saturday and Sunday matinees. Dances will be staged at Lyonhurst on Saturday nights.

PLAYLAND Roller Rink, South Bend, Ind., opened on September 30 to a ca-

pacitry crowd, reports Al Wish, proprietor. Eddie Robbins is manager. Rink has added a beginners' floor and noon decorations. Three clubs are now organized, Playland Roller Club, Travelers' Club and Children's Safety Club.

PLANS have been abandoned, at least temporarily, for using Moonlight Ballroom, Moyers Lake Park, Canton, O., for roller skating this winter. Park operators, after a new \$40,000 rink was razed by fire last May, had considered converting the big ballroom into a rink at closing of the park season, switching to dancing on week-ends only. Decision leaves Canton with only downtown Land-O-Dance, operated by Pauline Mayntler.

MOONLIGHT Waits Club, Moonlight Garden Roller Rink, Springfield, Ill., will celebrate the first anniversary of its inception with a party on October 14, when a souvenir year book will be given those attending, reports President Alvin W. Ryder. New ice skate for foot step is becoming popular with members, about 60 of whom visited Danceland Roller Club, Decatur, Ill., on September 25.

ACTIVITY was resumed at a meeting of Detroit Skating Association when plans for the season were discussed. Secretary Benjamin Bagdad reports carnivals scheduled in Saginaw on December 30, Wyandotte, January 1 and dates not yet set for Jackson, Flint, Northville, Ann Arbor, Lansing and other cities.

FORMERLY of Grand View, Chain o' Lakes, Wis., Herbert Grottko and Al Bergstrom opened a roller-skating rink on October 1 in the armory in Oshkosh, Wis., with sessions Wednesday, Friday and Sunday nights and instruction to beginners.

DIXON's Roller Rink has been opened in the armory, Monroe, Wis., with sessions Wednesday, Friday, Saturday and Sunday nights and matinees on Saturday and Sunday.

W. H. STANLEY reports 35 members of Paris (Ark.) High School Band and their leader, M. T. Boule, were guests at his Skateland Roller Rink, Fort Smith, Ark., on September 23.

SKATERS of America Club, recently organized in an effort to place the sport on a higher plane, is growing rapidly and branches are operating in several cities, including Cleveland, reports Jack Dalton, manager of Puritas Springs Park Rink in that city. First club party was held recently in Coliseum Rink, Lorain, O., followed by an affair in Puritas Springs Rink. Officers of the Cleveland branch are Louie Silwa, president; Sigmund Podlewski, vice-president; and Constance Hiasdyn, treasurer. Roller-skating parade was staged by the club in Cleveland on September 18, floats being entered by Skateland, Circle, Euclid Gardens and Puritas Springs rinks. Races and fancy skating were programmed. During National Roller Skating Week a 35-mile race was run between Akron and Cleveland.

FOR SALE

Portable Floor, 144"x135". No. 1 maple. Used less than three months. Priced to sell.

M. L. REMSBURG, Ohio, Illinois

KIDS' DAY

(Continued from page 35)
cavalcade of prize-winning animals each afternoon.

Tuesday, Children's Day, was reported by officials as the biggest in history of the fair with over 40,000 in attendance. Trotting, pacing and running races were held on four days, beginning on Tuesday. Friday afternoon had Lucky Teter and his Hell Drivers, and Saturday Ralph A. Hankinson auto races.

George A. Hamid, Inc., grand-stand attractions and revue included Fanchon and Fanchon, novelty dancing; Bobby Whaling and Co., Variety Gambols, Torcella Circus; Arlein Beronini Troupe, high wire; Ferrari Trio; George Hanneford and Family, riding act; Four Lazarides, Queens of the Sky, World's Fair Revue, given at night, with beautiful scenic and electrical effects; was in five parts. Sue Foster Girls were featured. Special features of revue were Gregory and Raymons and Lottie Mayer's Disappearing Water Ballet. Billy Keaton was emcee. Emil Holland, musical director; Herman Jakob, stage director; George Hattrey, electrician. Music was by Joe Baal's Band, which also played grand-stand concerts.

World of Mirth Shows on the midway reported business was satisfactory on the week. Shows and rides had special illuminating effects. Visiting fair officials noted were Major E. B. Allen and wife, Farmington, N. J.; Harry B. Cornell, Carl Pickenstine, Bloomsburg, Pa.; Jake Pickles, York, Pa.; Carl Frisze, Lewis-town, Pa. and A. C. Brice, Bedford, Pa.

Some Games Banned Again

Mrs. George Hanneford, of the riding family, met with an accident on opening day. While entering her trailer she stepped and broke her arm, but carried on in the act.

Elimination of bingo and wheel occasions for the second year appeared to make for considerable decrease in revenue from games. William H. Ritz, with a big barbecue building which operates through the year, reported an excellent season. Dave Gilliam, after a successful season in Ocean City, N. J., visited old friends at the fair. Carl Turnquist and wife, Elsie, for the fifth year reported an increase in business for the season as well as the fair. Many familiar faces were missing on concessions row because of barring of bingo and wheels. Dart games were substituted in some cases, but the public did not seem to take to them.

VERMONT ANNUALS

(Continued from page 13)
receipts with total attendance of more than 90,000. World of Mirth Shows reported midway business good. George A. Hamid's Water Ballet was grand-stand feature, with Lucky Teter's Hell Drivers in on Saturday and drawing a capacity crowd.

Turnbridge World's Fair hit an all-time high with attendance of 40,000 for three days and one night. Check-up showed that about one-third of autos in town were from other States.

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BAILLIE BUYS INTO DODSON'S

Traveling Museums On the Increase

By E. F. HANNAN

Along with other new ventures in road-show business a change has come about in the museum field. Formerly only large cities supported so-called dime museums and for a decade or more even large metropolises were without such exhibits. Huber's in New York, Austin and Stone's in Boston, and Kohl and Middleton in Chicago were in the old days fixtures in show business, but patronage of such places dwindled and they closed.

Now we have museum ventures in new form, the traveling type. During the past summer I saw four of these traveling novelty affairs and at least two of them were worthy of the name museum and offered interesting exhibits and strange collections. One had a stuffed bird exhibit that was educational as well as interesting, while another had a fair-sized exhibit of Civil War tokens and relics that could be enlarged to make a worthwhile show. These traveling curio shows move by truck and trailer and compress much paraphernalia into a comparatively small space.

Expense in operating after the initial cost is small and this type of show is especially interesting to children. A territory of the beaten path can easily be made and from what I learned from the owners of these small tricks, all were paying their way. In many cases the towns were played without a license of any kind, and one owner told me that in several instances he had been permitted to exhibit on town-owned land. (See TRAVELING MUSEUMS on page 48)

Edwards New Bremer G. A.

ST. LOUIS, Sept. 30.—Jack Edwards, past four seasons special agent of J. George Loos' Greater United Shows, resigned to become general agent of Claude J. Bremer's Tri-State Shows. Shows are playing Oklahoma territory for the first time in their history and Edwards has contracted four fairs and celebrations this taking over. Flying Valentines are free attraction.

Sucs on Water Show Patent

LOUISVILLE, Sept. 30.—Suit was filed here this week by Lottie Mayer, thru Booth & Conner, attorneys, against E. Lawrence Phillips, Inc., Hedy Jones and Harry and Bench Bentum, alleging that the defendants have infringed patents held by Miss Mayer on the disappearing water ballet. Damages of \$3,500 and a permanent injunction are asked. Motion will be heard on October 4.



WELL KNOWN in outdoor show circles, Mrs. Lydia Martin severed connections with the Moonlight Shows in Winder, Ga., recently to become general agent of the Marlowe Mighty Circus. She served in a like capacity for the past two seasons. Photo furnished by L. V. Corken.

C. G. Sells Half; Vet Has Retired

Mel Sr. is to remain as one of two active heads—shows will be enlarged

ROCKY MOUNT, N. C., Sept. 30.—J. B. (Jack) Baillie has purchased C. Guy Dodson's half interest in Dodson's World's Fair Shows. It was announced here this week. C. Guy Dodson has retired but Melvin Dodson Sr., one of the co-owners and identified with his elder brother in operation of the shows for 27 years, will remain as one of the two active heads of the organization.

Jack Baillie is widely known as a progressive young showman and has been identified with the Dodson interests and Mighty Shesley Midway as ride and corn show operator. He is 31 years of age and both having been in ill health for the last two years. The two daughters of retiring partner will both remain on the show, Lucille as manager of Ches LaPerme and Ruby as the feature in Guy Parade.

The new combine announced that the shows will go out next year on 35 cars. (See BAILLIE BUYS on page 46)

Show Brings NSA Fund \$150 At Trenton Fair

NEW YORK, Sept. 30.—More than \$150 was added to the cemetery and hospital fund and 12 new members were signed at the National Showmen's Association's Jamboree on the grounds of New Jersey State Fair, Trenton, September 28. C. Otlin & Wilson Shows, playing the midway, and George A. Hamid acting were hosts of the evening.

Program included acts from Hamid's grandstand show and G. E. W. Wilson, co-owner of carnival, and short pep talks by Hamid, who is president of the NSA, and Dorothy Packman, NSA auxiliary head. Harry DUNK and George Hirschberg (See C-W SHOW on page 46)

'39 Season Is Best For Douglas Shows; Winter in Seattle

PUYALLUP, Wash., Sept. 30.—E. O. Douglas' Greater Shows Company, the greatest season of their career, at Western Washington Fair here last Sunday. Business up to the end of June was a little spotty but from then on all dates were good, with some exceptionally so. The manager Douglas was recipient of numerous congratulations over the line-up presented here, one of the features being the side show, under management of Joe DeMouchelle and Will Wright.

Attraction got top money among shows and line-up included Marie (See '39 SEASON on page 46)

Jones Contracted for Jax

SHELBY, N. C., Sept. 30.—Owner E. Lawrence Phillips announced here that the Johnny J. Jones Exposition had been awarded the midway contract for the 1940 Duval County Fair and Exposition, Jacksonville, Fla. E. Ross Jordan, manager of the Jacksonville event, visited the Jones organization in Chattanooga, where he concluded negotiations.



J. B. (JACK) BAILLIE (left), young operator, is expanding his interests in outdoor showdom, and C. Guy Dodson (right), veteran co-owner and manager, has retired from the field. Baillie is now half owner of Dodson's World's Fair Shows, the deal by which the former acquired the interest of the latter having been announced in Rocky Mount, N. C., last week. Melvin Dodson Sr., who has operated the shows with his older brother for 27 years, remains as one of the two active heads.



Weather Hampers Crafts at Pomona

POMONA, Calif., Sept. 30.—Officials of Crafts' 20 Big Shows, playing Los Angeles County Fair here, September 15-October 1, reported that business was under that of last and previous years because of a heat wave and torrential rains which followed.

Roy E. Ludington, general manager, drew a number of broadcasts over Station KECA and, with representatives of the station, conducted programs emanating from the Loop-o-Plane and several shows last Saturday. Also heard on the broadcasts was Fay Edman.

Visitors included Lew Berg, Charley Haley, Dan Stover, Harry Wooding, Ernest McCarthy, George Wilmer, Mr. and Mrs. Leo J. Haggerty, Frank and Bob

Downie, Mr. and Mrs. Bill Helen, Mr. and Mrs. Joe Doherty, Mr. and Mrs. Ed Walsh and Bill Nelson. John A. Pollitt, general agent, returned on Saturday.

RAS Sets New Midway. Gross Mark in Nashville

NASHVILLE, Tenn., Sept. 30.—Royal American Shows established another all-time high midway gross at Tennessee State Fair here on September 18-23 when they chalked a 18 per cent increase over last year, said Carl J. Eodman, president of Amusement Corp. of America and general manager of the shows.

Watercade, with Lottie Mayer's Disappearing Water Ballet, topped all attractions, while Kemp's Thrill Arena, playing this date for the fifth consecutive time, was a close second.

The "Lot" Where There's No Reader or Other Charges

By FRED BECKMANN

(Chairman, Old Home Fund Committee, Showmen's League of America)

THE end of the 1939 season fast approaches. Soon the last red wagon will be loaded on the flats and the show trains will disappear over the horizon en route to winter quarters. Showmen will gather in small groups in hotel lobbies in Chicago and Atlanta, St. Louis and San Antonio, Kansas City and Tampa, to put it up and take it down. Most of the conversations will be towards past seasons, very little to the future.

But we showmen should talk, think and plan about the future. What fate is in store for the ride foreman, the show manager and the concessioner? We can't prevent old age, neither can we all accumulate a healthy bank account that will tide us over in days of sickness and days of poverty.

However, there is one group thinking about the future and making plans for the time when the aged trumper must give up the road and retire to a place of quietness and peace, where every man will be a guest and not an object of charity, where the showman who has lost his relatives and friends can come in time of distress.

The group I refer to is the Old Home Fund Committee of the Showmen's League of America, of which committee I have been honored by being named chairman. Every member of this committee is 100 per cent for the fund and is doing his utmost to promote and make possible the culmination of our idea—A HOME FOR THE OLD SHOWMEN.

When I talked with Secretary J. L. Streibich at Detroit a few weeks ago he said the fund at this time contained almost \$35,000. While this sum is a wonderful showing for the first year, we want to see it increase by leaps and bounds. We want the league members who have signed pledge cards to send in the amount of their subscriptions. We want all league members to buy tickets and attend the various benefit shows that are being staged on every midway of prominence in this country.

If we can double the fund this year, or have around \$40,000 in the bank, then we can start to get direct action on the home. Financially, we must be in a position whereby we have sufficient funds to purchase a site and a home, a place that will meet with the approval of our committee and also league members.

No one can guarantee a home next year or in 1941, as it depends upon the entire membership when we can dedicate and launch a HOME FOR THE OLD SHOWMEN. The committee will work to that end with every resource at hand, but the membership must give united support to the campaign.

And when we have that support and know that the home will survive and not be a liability and a constant drain on the league and its members, then the old showman can talk about the future, as well as the past, and realize that his last days can be spent on a "lot" with no reader and no charges for light, water or food. The gross won't be figured in money terms, but in happiness and stabilization for our aged members and brothers.

Club Activities

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, Sept. 30.—Opening of the fall meetings has been set for October 4. Announcement cards have been mailed out and a good attendance is expected. Secretary and Mrs. Joe Streibich visited the Hennies Bros.' Shows in Springfield, Mo. Mrs. Frances Keller and Mrs. Phoebe also were there. The Streibichs also stopped off for a visit with Max Goodman and enjoyed his hospitality. G. L. (Mike) Wright visited the rooms here and O. H. Spain was in town for a day and visited.

The Streibichs also visited with Harry Stahl at his up-to-date Eastwood Park in Detroit. A welcome letter, signed by Frank Zambreno, J. Ed Brown and Nate Miller was received from the Golden Gate International Exposition, San Francisco. Inclosed was a check for \$339.89, club's share of the Showmen's Day benefit held there. Needless to say, members are highly pleased with the result. Brothers Zambreno and Miller also sent in the applications of Raymond Lusse and M. D. Montgomery.

L. C. Kelley sent in a payment on his pledge to the Showmen's Home. Dues were received from John Cassell, Walter K. Sibley, Clem Schmitt, M. J. Doolan, H. A. Lehrter, L. C. Keller, Nate Miller, Frank Zambreno, Jack Hewitt and Monroe and Joseph Eulis. Jack Dondlinger came thru with applications for Charles D. Moss, Joseph Seymour and Ed Dillon sent in applications for Peter Kretkos. Member, dues for 1940 are payable now. Recent visitors included Fred Donnelly, Jack Frichard, William Young, O. H. Spain, G. L. Wright, M. J. Doolan, Maurice Hanauer, Julius Wagner, Ray Oakes, Sam Bloom, H. A. Lehrter, Charles H. Hall and H. Nettlich.

Ladies' Auxiliary

Club held its regular social on September 28 in Sherman Hotel here, with Frances Keller as hostess. Night was dedicated to Mrs. John Francis, of Greater Exposition Shows, and Ruth Re Count. All reported an enjoyable time and beautiful prizes were awarded. Letters were received from Mrs. John Francis, Mrs. Grace Goss and Mrs. John Wilson. Members were sorry to learn that Mrs. Tom Allen is in St. Luke's Hospital, St. Louis. All are asked to send cards to her.

Mrs. Charles Driver is still ill at her home. Don't forget the regular fall meeting on October 5 at the Sherman Hotel. All books on the diamond wrist watch are to be turned in at that meeting. Club will greatly appreciate your co-operation. There's been an enormous response to the call for 1940 dues. Don't fail to send yours.

NEW YORK, Sept. 30.—There is much activity in the selling of coupon award books, membership drives and benefits being held by show-owner members of the club. With the season almost over more attention is being paid to the organization and several returns on coupon award books are being made, which is gratifying to the committees in charge. Club greatly regrets to chronicle the death of Brother Nathan Rothstein, brother of Sam Rothstein, house committee chairman and assistant treasurer. Apparently on the road to recovery at Mt. Sinai Hospital, he suffered a relapse, however, and died September 26. He had a large following in outdoor show business. Funeral services were attended by a large and representative group of club members and many letters of condolence together with floral tributes were received by the bereaved family.

George Hirschberg, Oetlin & Wilson Shows, is setting a pace for new members that promises to eclipse some of the leaders. In the past 10 days he has sent in paid-up memberships for Philip M. Plant, Gilman E. Brown, Ned E. Torti, Albert Boxall and Jimmie Commers. Annual benefit banquet, which is to be held in the Commodore Hotel November 10, is attracting the attention of many bureaus, railroad traffic managers and divers other service bureaus. Club is thankful for this co-operation, but can give no authentic information until the middle of October, when the Board of Governors holds its first session.

Birthday greetings to: Max Levine, Maurice Piesen, Jack O. Ottens, Ed J. Reiker, William P. Moran, September 25; Francis Anderson, Samuel R. Rosenbaum, September 28; Mack Harris, Jerry Green, September 30; Nathan Weinberg, October 1; Morris Harrow, Herman Harrow, October 2; True Perkins, Bernard Allen and Casper Rymar.

Ladies' Auxiliary

Club's sympathy is extended to the family of Sister Clara Rothstein upon the death of Nathan Rothstein, her husband, also to Leah Greenspoon, who lost her aunt last week. Treasurer Ida Harris moved from Astoria Park to the Danbury Fair. Some members visited Trenton Fair.

time Night. Attention was called to a conflict in dates as that particular night is a closed meeting for the club so the date of the Hilarly Costume Night was changed to November 22, a week after home-coming. At this time the prizes for the Outdoor Amusement Showman Contest will be awarded. There are now 10 awards being offered with more coming up. A feature of this set-up is that you don't have to be present to win.

Sick list, in addition to Secretary Ben Dobbert, includes John Lyon and Pat Shanley, both of whom are reported as improving. Brothers Frank Bahr, Frank Redmond and Doc Gilligan attended and received highlights of the season. Past President Eddie Brown remitted an additional check for the Charity Fund, a contribution from Brother Sol Grant.

A committee of one was appointed to investigate the absence of Brother John M. Miller, who has missed two consecutive meetings. Chairman Nick Wagner, house committee, is going to consult the crystal ball in an effort to ascertain just how many customers will walk up to the luncheon counter on meeting nights. Sometimes he comes out wrong, but at the last two meetings patronage has been off.

Ladies' Auxiliary

Club held its regular meeting September 25 with Past First Vice-President Esther Carley presiding. Other officers present were Chaplain Minnie Fisher and Secretary Edith Bullock. President Marlo LePore wired greetings and welcome letters were received from Virginia Kline, Edith Walpert, Leona Barrie, Mora Bagby, Ann Stewart and Fern Chaney. Weekly award went to Rose Rossard, with Dorothy McCoy was given the door prize.

Since the last Monday of each month is guest night, meeting was adjourned early so all could partake of the special luncheon prepared by Bob Miller and Rose Rossard. Brides and other games prevailed the remainder of the night.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Sept. 30.—Social activities prevail here. As many troupers pass thru the city. Among recent visitors were Brother Sam Benjamin, special agent Fairly & Little Shows, and Brother Percy and Mrs. Jones. Brother Floyd Newell, press representative, and Brother Ed, welcome general agent Mighty Shealey Midway, accompanied by Mrs. Ellis stopped off en route to Amarillo, Tex. Brother Art Kerns, of Fairly and Little Shows, passed thru on his way to join Hennies Bros.' Shows. Mr. and Mrs. Shum visited en route from Chicago to Dallas, as did George Atkins, Chicago concessioner. Brother H. T. Miller came in from Springfield, Mo.

Brother Chester Levin, of Midwest Mercantile Co., is visiting on the J. Landes Shows. Word reached the club that Brother W. Frank Delmaine, secretary J. L. Landes Shows, who recently sustained a severe injury while shows was en route from Belleville, Mo., to St. Paul, Neb., has resumed his duties with the show. Spotted around the club: Brother George Hawk, Tony Martone, Bill Snyder, Monarchs of the Air and Brothers Jim Pennington, Cliff Adams, Frank Ryan and Henry (Pat) Duncan.

Brother Norris E. Creswell, past president, is organizing an Ankara Grotto and is meeting with success. Dues are payable now and the club secretary reports that members send them in as soon as possible. Secretary McGrinnis reports that reservations for the Annual Banquet and Ball on New Year's Eve are coming in splendidly. No word was forthcoming from Brother Frank Capp, who left for the West Coast and Golden Gate International Exposition. Are you all set to attend the After-Tonight Meet? Better make preparations now. Regular meetings are scheduled to start in about two weeks and it is hoped

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that all who can will be present at the first meeting. Brothers Harry Altshuler and G. C. McGinnis are making nightly trips to the shows playing this vicinity and are bringing in applications for membership. Brother Altshuler is still in the lead for the \$100 prize. Brother John B. Tumino, former manager of Fairlyland Park, is opening a ballroom here.

Ladies' Auxiliary

A party honoring Mora Bagby, visiting member from the West Coast, was held in Vice-President Ruth Ann Levin's apartment September 25. Mrs. Bagby is a charter member of the club and her visit here is the first in many years. Her mother, Mrs. Ray Martine, was club's first treasurer and Mrs. Bagby's present home is in Los Angeles, where she is the first vice-president of the Ladies' Auxiliary of the Pacific Coast Showman's Association. She's en route to New York with her husband. Games and visiting were the order of the day and prizes were awarded Lola Hart, Myrtle Duncan, Viola Fairly, Bird Brainerd, Sally Stevens, Harriet Calhoun and Marie Jones. One of the prizes was donated by Ruth Ann Levin. At 4:30 p.m. party prepared to Nance's Cafe, where dinner was enjoyed by all. Ruth Ann Levin, acting president, welcomed the guests of honor and the Tilly Johnson. Mora Bagby thanked the club for the honor extended her and the entertainment, and recounted some of the activities of the PCBA. Mrs. C. W. Parker, club mother, responded.

Members attending the party were Mora Bagby, Ruth Ann Levin, Mrs. C. W. Parker, Myrtle Duncan, Helen Smith, Jess Nathan, Sally Stevens, Hattie Hawk, Bird Brainerd, Nellie Webb, Tilly Johnson, Lola Hart, Harriet Calhoun, Luella Parker, Berninway, Gertrude Parker, Allen, Viola Fairly, June Taylor and Marie Jones.

Mrs. Bagby reported a pleasant visit with Viola Fairly, of Fairly & Little Shows, at Hutchinson, Kan., en route here. Afghan books were received from Mary Francis, president; Virginia Kline and Mrs. Snyder. Please send books to Hattie Hawk, Reid Hotel. Mrs. C. W. Parker and daughters returned from a business trip to Chicago.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 30.—Meeting Monday saw vice-presidents Joe Olney, Pat Armstrong and John R. Ward in attendance. President Harry Hargrave presided, and Ross Davis, treasurer, arrived in time to sign two small checks. Lou Johnson read the minutes and communications in the absence of Secretary Ben Dobbert, who is suffering from a light attack of influenza. Four reinstatement applications received favorable consideration. After the usual routine of business, President Hargrave announced intermission at which Bud White was awarded the weekly award. A liberal lion's head contribution also was received. After intermission, President Hargrave traded seats with Vice-President Joe Olney, who proceeded to catch up with current club affairs.

Brother Charlie Haley had decorated the assembly room with a string of banners carrying the list of awards for Home-Coming Night, November 15, along with the names of the donors, and this brought out a discussion on Hilarly Cos-

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hibit on the Rubin & Cherry Exposition because of his father's illness. William C. Plack returned to his home in Johnson, Pa. In 1938 he was with Dodson's World's Fair Shows.

FOLLOWING 14 weeks at the New York World's Fair, where she lectured daily in the Gang Busters' Building, Juanita Hansen has joined the Betty-John Show, touring Arkansas with Grant Sutton Shows.

"HAVE BEEN clicking with my Chairplane on Falls City Shows," pens James (Waltie) Harwood from Medina, Tenn. "This is the best country I've seen this year. In a 60-mile hop recently I saw six different shows."

FAIR managers who distrust carnival managers and carnival managers who distrust fair managers can spend an entire week playing a cat-and-mouse game.—Tapeline Lary.

MRS. OLLIE MCKINSTERY, vet show woman, pencils from her home, 169 South Academy street, Galesburg, Ill., that she has been incapacitated with diabetes. She would like to read letters from friends.

RALPH H. BLISS info from Benton, Ky., that he played Kentucky State Fair, Louisville, to good results, but had the biggest blank of the season to date at Paducah (Ky.) Fair. He plans to head for South Louisiana.

REX M. INGHAM and wife visited Norris Rowland, co-owner of Mighty Monarch Shows, during the stand in Mayodah, N. C., recently. Ingham and Rowland traded on the Ed Oliver Shows, out of Washington, D. C., 15 years ago.

GIVING the public its money's worth is good show business. But giving it more than its money's worth and forcing a manager to carry more acts than he can pay is poor showmanship.

JOE SWANSON pens that Sam Jackson, promising young boxer of Omaha, is working out on Ellis' Athletic Show on Elite Exposition Shows preparatory to participating in bouts next winter. Sam also is handling tickets on the Till-a-Whirl.

J. R. EDWARDS, owner-manager of the shows bearing his name, reports that at conclusion of Wayne County Fair, Wooster, O., he stored his Chairplane and will play remaining fair and celebration dates with five rides. He has quarters at Wayne County Fair grounds.

"VISITED Fairly & Little Shows at Kansas State Fair, Hutchinson," cards Rae-Terrill from Wichita, Kan. "Had pleasant chats with Johnny Belano, side-show operator, and Romana Rae, who has the annex. All seemed to be doing business."

EVEN the behind the bright lights, neon, music and din of the midway, most newspaper scribers are delighted when they find that show folks are just human beings who live in a gaudy world to make a living and have the same desires, plans and ideals as local citizens.

AMONG visitors to Hennes Bros. Shows in Springfield, Mo., were Dave Robbins, of ham and bacon note; Red Wingfield, and Lou Leonard, Showmen's League of America ambassador. All are concessioners on the Rubin & Cherry Exposition and visited en route.

GREAT GRAVITY, who closed a successful season with his Mystery Show in Carlin's Park, Baltimore, is now among features at Eighth Street Museum, Philadelphia. He plans to open a museum in the Middle West for the holidays after his current stand.

CELEBRATING a birthday anniversary on September 15 while his shows were playing Longview (Tex.) Fair, Bill Hames was recipient of numerous gifts at a party in his honor. Among guests were Bob Neely, C. R. Fulton; Secretary-Manager Emerson, Longview Fair; Grady Shupp and Mrs. T. G. Ledel.

A BAND leader asked the manager how he liked his all-shick swing band. "Well,"



LEGAL ADJUSTER for Max Greberg's World's Exposition Shows, Charles H. Sutton is a veteran of outdoor show business, having been with numerous organizations, including Frank West's World's Wonder Shows and former Bruce Greater Shows. Photo furnished by Dick Collins.

drawed the head man, "I'll say this for 'em. They pose nicely and hold their instruments beautifully."

ARRIVALS on Hilderbrand's United Shows, No. 2 Unit, in Eureka, Utah, were Mr. and Mrs. W. H. Slover, with their cookhouse, pop corn, peanut and candy floss. They were accompanied by employees, including Mr. and Mrs. Lloyd Hole, Donna, Darlene and Billie Hole, Walter Halman and Charles Malin.

FORT DODGE (IA.) MESSENGER, on the front page of its September 26 issue, carried a three-column photo showing four blocks of the newly paved and illuminated Central avenue transformed into a midway by Art B. Thomas Shows, which furnished attractions for the Pave-o-Lite Jubilee celebration there.

BOBBY GLOTH is en route south following a good season in the East with his concessions. He stopped off in Canton, O., recently to play North Industry Home-Coming and Pumpkin Show and reported that he and Mrs. Gloth planned to visit the latter's relatives in Bellaire, O., before resuming their journey to the South.

HOWEVER, there are some newspapers that could be placed on an unsafe list. They accept advertising (at a higher-than-local rate), ask for as many pages as they can possibly get, insist on show press agents entertaining carriers—and then rap the whole carnival industry for the benefit of town movie houses.

WHILE PLAYING Fayetteville, Tenn., with J. J. Page Shows, Mr. and Mrs. J. W. Willis, Mr. and Mrs. Tommy Cook, Lewis Askins, Art Holtsinger and Cecil Armstrong did much hunting and dining with Mr. and Mrs. Bill Askins at their camp. Lewis Askins caught the

most flab. All were formerly with Federal State Shows.

NORMA-NORMAN cards from Marietta, Ga.: "Since my departure from the West Coast, where I was annex feature on Hal Compton's attraction, I have made acquaintance with many interesting people, including Esther-Leuter, of John T. Hutchens Museum; Lou-Lavern, Al Alfredo side show, and Billie Burke and Claude-Claudette, of Carl J. Lathair's Oddities, and Louis-Louise."

VISITORS to Hilderbrand's United Shows' No. 2 Unit in Nyssa, Ore., were E. Pickard, John H. Hobday, Clarence Rhinehart, Lola Rhinehart, Hazel, Fisher, Verna Seeborg, Johnnie Cardwell, Fred Stewart, Reggie Marion, Alphonse Iustrel, Anne Lahey, Maurice Lahey, George and Ruby Morgan, Mr. and Mrs. W. Johnson, Jimmy Heller, Fred and Betty Traumburg, Lloyd Carlson, Kenneth Taylor, Vio Davis and Butter Summersfield.

"THE reason we can give up more to an auspices than our competitors can," declared a general agent to a prospective semi-literate, "is that the owner of our show runs it himself. He thus eliminates a \$20,000-a-year manager, giving the owner \$20,000 to play with and to practically throw into the laps of our sponsors."

STRATES SHOWS last week played Bloomsburg (Pa.) Fair for the third consecutive year. "We were agreeably surprised by the appearance and rapid growth of this organization," said Carl H. Flickenstein, superintendent of concessions of the fair, speaking on behalf



OTIS B. SIEVER as he appeared on the sands of Daytona Beach, Fla., not so long ago. He's a master mechanic and his hobby is keeping truck and ride motors in condition. Otis has been with a number of railroad shows and in recent seasons has been with the Royal Palm, Eric B. Hyde and Art Lewis shows.

of the fair association. "Two years ago a 15-car show and now traveling on 30 cars."

FUNLAND SHOWS NOTES by Ted C. Taylor: After laying off work in Garrett, Ky., shows moved into Madison, Ga., for Morgan County Fair and showfolk renewed numerous acquaintances. Prospects in the South look good. Mrs. Albert Hart's rides and concessions did well, and Ed K. Johnson is doing a good job in advance and on publicity. Jammie Graves, high act, continues popular.

CLOSING their third consecutive season with Mighty Shenley Midway, for which they did street and radio advertising, the Murrays, clowns, returned to Albert Lea, Minn., and joined the staff of KATE, where they are doing a kiddie program as Laffo and Happy, radio clowns. They also did advance publicity at fairs played by the Sheesley contingent, leaving at Clay County Fair, Spencer, Ia.

BEING lucky in show business does not mean that the successful party has a world of breaks. Many men who have built up great amusement organizations did not depend upon luck, but upon real honest-to-goodness business principles. I've seen even a sitwit hit a jackpot!—Smackover Slim.

T. D. NEWLAND, of W. C. Huguenin Shows, letters from Seattle: "Season has (See MIDWAY GONFA on page 46)



THE NEW SENSATION!
EVANS' FUNNY FACE PENNY PITCH TAKES THE MONEY FAST!

An amazing attraction for flash and money-making! Nose, eyes and tongue in continuous motion. Coins entering eyes or mouth flash a light at top of head and ring bell, which continues until coin is released into cash box by attendant pressing button. Every winning coin plainly visible. When White Star in center also lights, big prize is designated. Strongly built for hard use. All electric, entirely self-contained. Beautifully finished, colorful front, protected by transparent plastic sheet.

24" High, 15 1/2" Wide, 7 1/2" Deep.

Write quick for complete Evans Catalog!

H. C. EVANS & CO.

1528-1530 W. Adams St., Chicago, Ill.

Leading Makers of Amusement Devices.

SEE OUR AD IN COIN MACHINE SECTION

Car of Yesterday Lost In World of Tomorrow

FLUSHING, L. I., N. Y., Sept. 30.—New York State Police on duty at the World's Fair here are still agog over what occurred on September 11. A couple of them signed a carnival-colored vehicle, decorated with lions and tigers and bearing the lettering, "Andy Bros. Shows," steaming headlong for the main entrance. Accused to hoveing politely to the streamlined job fair executive, the gendarmes appeared rooted to the spot as they tried to fathom this oddity. Finally the driver was overhauled and questioned and his answers seemed to belie the fact that he had become lost en route to the Mineola (L. I.) Fair and had been doing a rat-in-a-maze stunt for the preceding hour trying to find the exit sign in Mr. Moses' myriad-highway system.

The cops thought it best to provide an escort to Mineola to ease this alien creature of yesterday out of the World of Tomorrow, as the vehicle was the Andy Shows' office wagon which the owners have kept for sentimental reasons since the death of their father, who died in many years. That episode didn't end the affair. At least 16 other trucks, whose drivers also lost their way coming off the new Whitestone Bridge, did a tour of Flushing Meadows, and all were subsequently escorted into Mineola.



NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

DYER'S LOTTA HOOEY WANTS

Shows—Silo Drome, Big Snake or Snake Show (Great), Mechanical City, Memory Show or what have you, Ponies or Train. Will book few Stock Concessions, a gift or buy-back. Pension, Minnow Bonnetville next. All Free Fairs.

DYER'S GREATER SHOWS.

FOR SALE

Tenare Theop Optical Illusion, portable. Can be set up in ten minutes. Ladies Wagon Illusion and Outfit (Illusion). Cost \$1,500.00; bargain \$500.00. \$200.00 down, balance monthly over one year. GEORGE YOUNG, 404 Ninth Street Bldg., Cleveland, O., Ill.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Railroad)

Chattanooga, Tenn. Tri-State Fair. Week ended September 23. Weather, one day of rain. Business, very good.

Show train arrived late Sunday night after a 300-mile run from Louisville and the unloading did not get under way until early Monday. At scheduled opening time all was ready to go, giving the midway its biggest opening night here, Tuesday, Children's Day, was marred by a steady rain, but children as well as many adults came out, saving the day from being a total loss. Business for the day was off, however. With clear skies and warm weather daily midway and front-gate grosses showed a steady increase over 1938. Friday set a new attendance and midway record, it being shows' highest one-day gross in 22 years. Fair management publicized the event well. Three local papers and two radio stations co-operated. Shows' shop departments have been busy. Hawaiian Revue underwent a revamping. More new arrived and has been placed on the various fronts. Another wagon is under construction and additional ornamental pieces for show fronts were finished. New members joining the Aquatic Circus in-

cluded Charlotte Newkirk and Dawn Chandler, Chicago; Blanche Gram, New York; Betty Jane Lee, Milwaukee; Clara Brown, Louisville; Billy Aulten, South Atlantic and Florida diver; Murry Jones, Cleveland Aquatics and Ohio and Pacific Coast champion springboard diver. Visitors were Rubin Gruberg, of Rubin & Cherry Exposition; Joe Redding, Royal American; Joseph Goodman, Goodman Wonder Shows; Mike T. Clark, retired general agent; Ban Edgington and Susan Bernet. STARR DEBELLE.

James E. Strates (Railroad)

Clearfield, Pa. Week ended September 23. County Fair. Weather, fair. Business, fair.

This was the big surprise of the season. Shows played here in 1937 to fair business and no one expected exceptional results, figuring it as a break-even proposition and also to kill a week before starting the fairs. Kids' Day, Tuesday, shows grossed more than the entire week of the last year and remainder of the week was way above expectations. Fair management is new this season and it worked faithfully to put the event over. Wally Smithly, lion drome manager, left and was replaced by Johnny Brannon. Shows contracted for the remainder of the season are Phil Plant's Frozen Girl Revue and Dugong Show,

Co., and Secretary Williamson, Great Northwestern Fair, North Wilkesboro, N. C. Word comes that Fred (Tex) Leatherman, ride foreman, is out of the hospital at Roanoke after an operation and will rejoin the shows soon. Joe Allen, Motordrome rider, was badly injured about the face and shoulder when he fell from the straight wall but pluckily resumed riding after first-aid treatment. Free attractions included the Human Bullet, cannon act, with Jimmy Hand subbing for Fred Daniels, recovering in a Lynchburg hospital; Buster Gordon's Diving Troupe and the John Robinson's Military Elephants. A street parade, headed by Suicide Hayes and his Red-Drivers and midway talent, was held Thursday. WALTER D. NEALAND.

Dee Lang's (Motarika)

Tezarkans, Tex. Week ended September 16. Auspices, American Legion Post. Location, Post Pipe Grounds. Weather, fair. Business, fair.

Long jump from Trenton, Tenn., was successful and all shows and rides were doing business on opening day. Business was slow the first part of the week, but Children's Day and a good Saturday put the shows on the right side. An earlier showing in the spring proved more successful, however. Much build-

Kaus Expo (Baggage cars)

Lezington, Va. Week ended September 23. Auspices, Rockbridge County Fair. Weather, good. Business, good.

Fair opened Monday night to a good crowd. A drizzle threatened to spoil Tuesday, but weather cleared before night and remained clear and warm the remainder of the week. Wednesday was city school day, but Thursday, county school day, did not affect conditions. Attendance increased daily and Saturday night saw a packed midway. Business held up with former years, with some shows registering stable increases. Cotton Club has an especially designed top. Phil Bender was ill with la grippe and was forced to lay over a week in the former spot. Mrs. James Kane also was on the sick list with la grippe. Herb Gruberg joined as agent for H. M. Kirby and Geraldine Crossman added a rough-house ball game. Mr. and Mrs. Louis Miller played this stand with their ball game. Marjorie Burns celebrated her second birthday anniversary with a party and received many gifts. President Ralston, of Staunton Fair, visited. Leaksville-Spray, N. C. Week ended September 16. Auspices, Rockingham County Fair. Weather, good. Business, good.

After experiencing a drop in business at each fair, this spot proved a surprise. Almost all, in view of conditions, expected to do nothing, hence business done was way beyond expectations. Attendance was slow at first, but each night showed an increase with a packed midway Saturday night. Although it was two years since they played here, many old friends extended greetings. Sheriff L. Worsham and his first assistant, Rev. Ingram, who was formerly in circus and carnival business, co-operated. Mrs. Marston McWethy visited husband, Ray. Ray Jr. accompanied her for a final family visit before resuming his studies at St. Louis University. Beate Traylor sustained an injured foot from a fall. Mr. and Mrs. A. D. McInerney, of Bell, Miss. are visiting Mr. and Mrs. H. M. Kirby. LESTER KEEN.

Endy Bros.

Raleigh, N. C. Week ended September 23. Auspices, American Legion Post. Weather, good. Business, good.

Long trek from Mineola, L. I. N. Y., was made without incident, and all hands were set to go on Tuesday night. Week started out well and finished strong. L. F. Brown, past commander of sponsors, co-operated, and all departments shared coin about equally, with Sid Smith's Narcotic Show topping the show. Skooter and Bopblers were best among rides. Sherwood Upchurch Jr. visited frequently and other callers included A. T. Dize, Arthur Campbell, Roy Jones and Ed Brewer. David B. Endy was stricken in New York on Sunday with a severe case of acute indigestion, delaying his arrival here one day. Ralph N. Endy was in charge of the midway at the Gratz (Pa.) Fair and Sid Smith took delivery on a new plane. Sid and Mrs. Smith use it for short business jumps and pleasure flying. GLENN IRETON.

Wallace Bros.

(Baggage cars and trucks)

Winston, Miss. Week ended September 23. Monticomp County Fair and Car Show. Auspices, American Legion Post. Weather, warm and clear. Business, increased over last year.

Date marked shows' second consecutive time here and gate receipts were 25 per cent higher than last year. Inside receipts were also higher. Shows' and concessionaires reported business not so forte. Exhibits were more plentiful than

3000 BINGO

Heavy-weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put 25 in the following: 35 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 125 cards, \$6.50; 150 cards, \$7.50; 200 cards, \$14.50. Remaining credit, \$5.00 per 100. No. 10—Extra Heavy Green Both Sides. Per 100, \$8.00.

3000 KENO

Made in 20 sets or 100 cards each. Played in 2 rows across the cards—put up and down. Light-weight cards. Put set of 100 cards, tally card, calling markers, \$3.50.

All Bingos and Lotto sets are complete with wood markers, tally cards, calling markers, \$5.00.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be re-used or discarded. 3,000, size 5 1/2" x 7", per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, \$1.50.

3,000 Sets Post Slips (strip of 7 numbers), \$12.50

per 1,000 1.25

Light-weight Lotto, \$1.10, per 100 1.50

3,000 Small Thin "Brownie" Bingo Sheets, \$1.10, per 100, \$1.25

3,000 Featherweight Bingo sheets, 5 1/2" x 7", \$1.10, per 100, \$1.25

Loose, \$1.25 per M. Stapped in pads of 25, \$1.25 1.50

Package rates on these shows:

Bingo Card Markers in strips, 25,000 for \$1.25

Dice boards and balls, warhorse checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay only C. O. D. fees. No personal checks accepted. Instant delivery.

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RAY MARSH BRYDON

Wants to join at once for 3 more Fairs, then all winter in America's finest museum always first to open, last to close 25th year. Freaks of all kinds, Working Acts, Novelty, Lousy Bitch, Ann Levine, Baby Lee, George Burkhardt, Meyers Family, Belle (Pin Gushen), Nellie King and Other Useful People, write or wire, Ray R. at first time. No replies unless you state lowest salary. Billers, Lithographers, Bookman, writers, lawyers and clerks, all please wire. All replies Bilston, Mo.; then Blytheville, Ark.

WANT

Freaks, Working and Novelty Acts of all kinds. Mental Act, Musical Act, Glass Blower, good Magician, etc. All winter's work in big museum. State lowest salary first letter to 980 Arnsde Blvd., St. Louis, Mo. All address:

MISSOURI MUSEUMS, INC.

Scooters-Scooters-Scooters FOR SALE

Can be seen at Art Lewis Shows, James E. Strates, also Sheesley Shows, in A-No. 1 shape. Two size 72x41, one 40x30. Will give terms to right party.

DINTY MOORE

Care Sheesley Shows, Per Route

WHILE the Marks Shows were playing Amherst Six-County Fair, Lynchburg, Va., this group, with Mrs. Currie Rattery and Mrs. Blanche Glynn heading arrangements committee, tendered Mrs. Mae Williams a stork shower on September 12. In the picture are Billie Lane, Mrs. Theo Finnigan, Nellie Sink, Hazel Briggs, Lera Showalter, Mrs. Jerry Ramoth, Beate Stizer, Mabel Odum, Gertrude Miller, Mayzell Hurd, Bobbie Reekie, Louise Anderson, Josephine Laird, Agnes Metro, Baby Lee, Kitty Slaughter, Hope Brett, Irene Seaman, Vera Heiser, Pearl Burke, Ann Hudry, Mrs. Margie Carlisle, Mrs. Jerry Sizer, Mattie Palmer, Ruth Murphy, Alice Collins, Willie Lantz, Vera Kelly, Helen Stern, Mabel Cyle, Betty Parley, Morn McDonough, Louise Lissink and Florence Dupan.

Dave Rosen's Coney Island Side Show, Tom Hanson's Pit Show, Rea's Circus Freaks and Bagley's Big Horse Show. DICK O'BRIEN.

John H. Marks

(Baggage cars and trucks)

Mount Airy, N. C. Week ended September 23. Auspices, American Legion Post Fair. Location, fairgrounds. Weather, perfect. Business, great.

Tobacco situation had little effect upon business here, crowds being great despite the so-called scarcity of money. Patrons came in droves and spent well. Monday night was the usual tightensers' night, but starting with Children's Day Tuesday, business steadily increased until Saturday, when the greatest crowd in the fair's history turned out. Suicide (Bob) Hayes proved popular. On Thursday and Saturday he broke his own record attendance at the grand stand. Saturday night saw another huge crowd. Sol Kaufman, manager for Suicide Hayes, handled the announcing for the thrill event, and committee, under Manager William L. Sydnor, co-operated. Milt Morris and Johnny Lantz joined with several concessions. Visitors included Judge Harry Lewellyn, old-time showman; F. A. Conway, United Fireworks

ing and repairing was done here for the remainder of the fairs in this State and a new front has been added to the Penny Arcade. JOHN PADAROUS.

Gruberg's

Tarboro, N. C. Week ended September 23. Fair. Weather, fine. Business, worst of the season. Thirty-five cent gate.

There is little to be said about this date except that all lost money. Opening with a Children's Day, Tuesday, shows played to a half-filled midway with no money being spent. Shows and rides did little. Norman Chamblis had the fair well advertised and co-operated, as did the press and radio, but shows took their worst licking of the year, chiefly because the tobacco market closed, leaving immense stocks in farmer's hands. Admittance could be made with five pounds of tobacco, but less than 500 pounds were taken in at the gate. Free gate Saturday night failed to draw and those who did come out just wandered about. Visitors included Roy B. Jones and Ed Brewer, Dodson's World's Fair Shows, and Mr. and Mrs. Percy Martin. Max Gruberg made a pilgrimage to the grave of the late Jack V. Lyles and his flowers on it on behalf of the shows. Mrs. Lyles visited several times. Wilhamena and

in 1938, and the American Legion Post, headed by Postmaster Charles Jacus, co-operated. William Pink left for Louisiana and there were several departures from concession row, including Mr. and Mrs. Paul N. Galloway for Louisiana. Business Manager Jack L. Oliver was confined to his room Wednesday with a severe attack of gastritis and Superintendent Ross Crawford was on the sick list with a heavy cold. Owner-Managers Ernest B. Farrow Sr. is still under the weather, but showed some improvement here. Visitors were Attorney-General Greek L. Rice and Messrs. Ashley and Wehr, of State Department; Mr. and Mrs. Joseph Geller and Mrs. and Mr. Fred Rainey, Buckeye State Shows; Billie Wagner, of Mill Tolbert Show; Mr. and Mrs. Nelson Siegrist, of Kosciusko; Bob Fox, Hansen Shows, and Mr. and Mrs. Harry W. Lane.

WALTER B. FOX.

Zimadors
(Motorized)

Jonesboro, Ark. September 18-23. *Auspices, Young Business Men's Fall Festival. Location, Cole's showgrounds. Weather, warm and dry. Business, satisfactory. Good, with remainder of week mediocre.*

Tire trouble on the move and a shortage of extra help made the Monday opening look doubtful, but with the mechanical department's good work and with the ride boys putting out a little extra effort shows were up on schedule. Shows played the same location as the spring engagement to no ill effects, as the spring grosses were topped. The Jonesboro Tribune co-operated and numerous daily radio announcements were used, with show bands giving daily concerts. Al Baysinger, of the shows bearing his name, visited. Another truck was added here.

Centro, Ill. September 11-16. *Location, Green Traders showgrounds. Weather, less storm. Business, slow until Saturday night.*

With a surplus of dust and heat prevailing, showgoers waited until Saturday night to do their spending. Move was made with show a minimum of trouble, everything being ready Monday night. Mr. and Mrs. William R. Hicks, of Blue Ribbon Shows, visited. Groceries were given away nightly.

BUDDY MUNN.

Hilderbrand's
(Motorized)

The Dulles, Ore. September 19-24. *Auspices, American Legion Post. Weather, warm. Business, fair. Pay gate, 10 cents.*

After a month of fairs all seemed glad to play a still sport and it proved a pleasant surprise. Attendance from the surrounding country was materially swelled by members of several local tribes and Indians, who came by Ceilidh for the legend salmon run. All made some money here and shows, rides and concessions reported fair returns. Fred Thumberg's Octopus was first among rides, with Betty Thumberg's Hologphine second. Items of interest were managed by Harold Weedlin, led shows, with Capt. Bob Perry's Fall of Death second. Mr. and Mrs. Pierre Ouellette returned from a booking tour of the South and then left immediately for Yakima, Wash. Showgoers frequenting near-by bridge parties were Jimmy Heller, Jimmy LaRue, George Church and others. Remaining members of Art Anderson's employees returned from Vancouver and Victoria, B. C. fairs. They were George Digano, James White, Sam Schaffer and Mackey Goldberg and wife. Lora Jean Wright suffered all from an attack of tonsillitis but has recovered and is back at her Temple of Mystery post. Pop Lahey's cookhouse enlarged its staff, adding Wilbur Siles, Al (Doc) White, Jack Knight, Melnor Garrett and Harold Hendrickson. George Turner, of Martin's United Shows, added a baby airplane ride and Manager Pickles Pickard purchased a new car. Bob Brockman and wife, of Portland, Ore. showed the new Lahey with Hazel Fisher. Mom Lahey returned from the Homedale celebration, where Owner Hilderbrand had several rides and concessions. Johnnie and Billie Hicks chatted with their Trading Post and East (Wildcat) Mockan and wife were the recipient of a gift of several huge salmon from the chief of all the tribes engaged in fishing at the local salmon run. Visitors from Martin's United Shows, Sam Pyle Valley, were Cassie Smith and Mrs. Dora Smith. Hoopla Slim and Larsen Hesterson. June Pickard and Willie Hustrut attended the salmon run at Washburn Falls, Colo. Ore.

JOHN H. HOBDAV.

Crystal Exps
(Motorized)

Greenville, Tenn. Week ended September 23. *Greenville Community Fair. Weather, some rain and cool. Business, nil.*

There is a first time for everything and this was shown first total blank of the season. Contrary to last year's good week, natives did not respond supposedly because of the tobacco market scare and some bad weather. At any rate shows sustained a complete setback, with only 2,500 admissions registered on Saturday and very little spending prevailed. Fair officials and local papers co-operated.

Western States

Pampa, Tex. Week ended September 23. *Weather, ideal. Business, mediocre.*

Carnival spirit was lax here. Gate attendance boomed on Public Wedding night, but date resulted in only mediocre business. Johnny Graves joined here with his cookhouse and reported good business. Owner, David Owens, Jack Ruback and wife and Mr. and Mrs. Ben Hyman, Maury Miller and delegation of ride foremen, headed by Jack Oliver, visited the Mighty Sheesley Midway at Amarillo, Tex. Writer enjoyed a chat with Clyde Day, girl show impresario. Visitors included Sam Eisenberg, local merchant.

Wichita, Kan. Week ended September 16. *Business, fair.*

Date was highly touted, but only fair business was recorded. Co-operation of press and radio and a public wedding, ladies' candid camera and gift nights failed to draw expected crowds. Dorothy Stone, of Motocordrom, note; Bill Williams, Monkey Circus; Leo Simon, high act, and Milo Anthony, side show, were recipients of special stories in *The Wichita Beacon*. Max and John Levand, publishers of *The Beacon*; and Phil McKnight, of Station KANS, and F. Owens, *The Wichita Eagle*, co-operated. Jack and wife were nightly visitors. Mrs. Les Schotten, concessioner, entertained family friends. Albert Wright entertained officials at dinner. Final painting of equipment for fall fairs began here.

LARRY MULLINS.

Blue Ribbon
(Motorized)

Paduon, Ky. Week ended September 23. *Carson Park Fair. Weather, ideal. Business, none.*

Date proved a bloomer, for what was supposed to be a fair turned out to be only a horse show, which kept small crowds in the grand stand from early afternoon until late each night. Secretary Herman B. Voor did all he could to remedy the situation, but remainder of fair rides gave little co-operation. Shows and rides did no business to speak of and concessions were only there as midway decorations. Mr. and Mrs. Laughlin, of West Bros. Shows, and Oscar Ehom, of Gold Medal Shows, visited. Owner, Roth was away on business most of the week and Mr. and Mrs. Glenn Alexander, parents of Art Alexander, spent the week with Mary Ann and Art. Mr. Perryman and committee from Benton Fair spent several days here.

WILLIAM B. RICKS.

World of Mirth
(Railroad)

Allentown, Pa. Week ended September 23. *Great Allentown Fair. Weather, excellent. Business, fair.*

Excellent weather and big crowds made date a good week for shows and a fair for ride boys. Later doing fair despite the fact that local parks operate on a three cents for children and five for adults policy thruout the summer. Seven shows and rides were left on the train because of lack of space and all of the others had to either cut or buckle their fronts so that as many as possible might set up. Towers and front had to stay down, as Jim Stevenson used every inch of space allotted to the shows. Long haul from Brockton, Mass., was made in good time and most of the units had a good start towards erection early Monday night. Visitors from Celin & Wilson Shows included Ted Miller, press agent. Charlie Vess' Queens of the Sky renewed many acquaintances on the show as they were the first attraction with the organization last year. O. C. Mack has a new chimp, bought this week, as a companion for Snookie. Mrs. Mary St. Germaine entered a New York Hospital recently. Donald Hankins, showman from Philadelphia, and Jake Shapiro,

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	Central West	HENRY McLAUGHLIN 2700 Main St. Stowebur, Mass.	



VAGABOND COACH MFG. CO.

650 Grand River Ave. New Hudson, Michigan

Triangle Poster Printing Co., combined business with pleasure, visiting the shows for several days. Concessions did not work here. **JIM McHUGH.**

Mighty Monarch

Magodon, N. C. Week ended September 23. *Magodon Community Fair. Weather, fine. Business, fair.*

Fair drew big crowds all week, but spending was light, probably because of the tobacco holiday. Owners Roland and Goffas were well pleased with the results, after cheering up on Saturday night, however. Caterpillar topped rides, with Ferris Wheel second. Mark Williams' side show and girl show led shows. New rides joining here were the Octopus, Tilt-a-Whirl and Pony Ride. Four Ladies and the Shooting Manfields, free acts, continue popular. J. L. Riggs handled the exhibits, and the writer handled publicity and banners.

W. TERRY MARTIN.

Hilderbrand's No. 2
(Motorized)

Eureka, Utah. *Three days ended September 24. Auspices, Eureka Home-Coming Festival. Location, high school grounds. Weather, rain. Business, excellent. Pay gate, 10 cents.*

Jump from Nysse, Ore., was replete with tire troubles because of the excessive heat while sweeping this section, and shows arrived late and were greeted by rain, which increased daily until a deluge fell on Saturday, the big day. It curtailed attendance greatly, but rides ran in capacity, with pleasure seekers defying the elements. Tons of gravel had to be spread over the midway hourly and

WARM FLOORS!
Sensational new Circulating Heat System now available for all new Vagabond Coaches gives you warm floors, a must, in every part of the coach. Circular describes full particulars, including floor plans in popular sizes give you the heat for West or East, East or West.

Ferris Wheel topped rides with Merry-Go-Round and Double-Loop close second. A three-mile parade proceeded on its route in three feet of water. Harry Bellman arrived from the No. 3 unit with a concession. Donnie Dutton and Billie Hole were guests of honor at a party given by their schoolmates here. Delbert McCarty and Jennie Evans went to Salt Lake City on business. Charles Soderberg and the Henry Duo, free acts, proved popular. Mr. and Mrs. J. Lewis added a concession, and General Manager Cleo and Mae Qualls entertained at a dinner party for the following: Mr. and Mrs. W. H. Stover, Mr. and Mrs. L. Hole, Mr. and Mrs. Glenn Henry, Mr. and Mrs. J. Evans, Harry Hellman, Don Savage, Mile. Rance, Charles and Major Soderberg, Lucille King, William Summers and the writer.

Nysse, Ore. *Three days ended September 17. Location, streets. Auspices, Chamber of Commerce. Weather, fair. Business, poor. Pay gate, 10 cents.*

Scheduled three-day festival turned out to be a one-day affair. Consequently receipts did not justify expenditures involved. Saturday when the Payette High School Band presented the main feature of the celebration, attendance was greatly increased. Henry Duo and Charles Soderberg, free acts, were well received. Shows were greatly reduced because of the appearance of the No. 3 unit at nearby Homedale, Ida. A Men feature of No. 3 unit was the Polesies Hanneford Family. Owner O. H. Hilderbrand personally managed the No. 3 unit and then departed for the Nampa Rodeo and Harvest Festival. It being the No. 3 unit's last stand, after which it will return to this unit. E. Pickard and the writer made a business trip to Boise, and Lucille King left on a booking tour

of Utah. Secretary John H. Hobday, of the No. 1 unit, visited, and Hazel Fisher and Verna Seeborg spent an evening as the guests of Lucille King and the writer. Ferris Wheel seats were recovered with white leather. It topped the rides, and while Miss. Hanco's III Hat Revue was best amateur show.

WALTON DE PELLATON.

Midwest

(Motorized)

Martin, S. D. Three days ended September 23. Fair. Weather, windy. Business, poor.

Fairgrounds were located a mile from town and crowds were conspicuous by their absence. Weather was hot and a wind and dust storm hit the midway Friday night, almost blowing the shows away. Saturday's crowd was small. Doc Caspell painted and lettered show trucks red and silver. Little George joined with his midjet and magic show. Brown and Gallamore returned with his cookhouse after playing several independent dates.

CLIFF ASKINS.

Elite Expo

(Motorized)

Oakley, Kan. Week ended September 16. Auspices, 54th Birthday Anniversary Committee. Weather, everything but snow and sleet. Business, poor.

Because of the weather, celebration was a blank. High winds, dust and dirt storms prevailed on five consecutive days and nights, and a cold hard rain Friday night and cold weather Saturday caused shows to lose the week. Mrs. Elroy and Robert Brown Jr. left for Kansas City, Mo., Saturday morning. Jack Samson, young heavyweight boxer, is clicking in John Ellis' Athletic Show. As the end of the season draws near, showfolks are planning for the winter.

DON POLTZ.

Rogers & Powell

(Motorized)

Waynesboro, Miss. Week ended September 23. Auspices, County Fair. Weather, good. Business, excellent.

With good weather, date proved profitable to all and fair committee cooperated. High Brown's Cotton Minstrels joined, and Mr. Briggs' hingo received his biggest play of the season here. Mr. and Mrs. Fritz Bolla joined with the cookhouse and opened to good business. Manager Rogers made a hurried trip in the interest of the show. Mrs. Powell has been busy handling her office duties. Many visitors and friends of the management sighted around the office all week. Tommy Williams' Athletic Show is doing well, and has added more talent. Happy Ray Ware is contracting his Home Talent Shows. J. W. Western's new Chair-plant topped the rides. Ferris Wheel did well.

HAPPY RAY WARE.

Burdick's All-Texas

(Baggage cars)

Washoe, Tex. Week ended September 23. Weather, suitable. Business, none. Pay, fine.

With a week open between fairs, management booked shows in here, not with any expectation of business but in order for painters and artists to go over equipment before shows moved into their next unit of fairs. Vernon and Pearl Thomas



JOHN W. WILSON, general manager of the Cetlin & Wilson Shows (left), with Phil M. Plant, millionaire sportsman-explorer, in front of Plant's Frozen Allite Show at Reading (Pa.) Fair, September 10-17. There are other Plant-backed shows at the New York World's Fair. Photo, taken by L. C. (Ted) Miller, Cetlin-Wilson Shows' press agent, depicts Manager Wilson welcoming Plant to the C-W midway.

closed and left for Amarillo, Tex. Howard and Ruth Hubbard went to Dallas and were replaced by Robert Lack and Co., featuring Lillian Altwine, Princess Edna and Co. Joined, as did Riley Nixon's new Orleans Minstrelia. Crahn, Drungler's Four o' Hearts opened at Cleburne Fair. Frank and Katherine Rogers, of Galveston, are spending their vacation visiting Mr. and Mrs. Burdick. Mrs. Jewel Burdick and Ira Jr. spent several days in Southern Arkansas on business for the winter show and also visited Hot Springs friends. Bob Young and Bob Fisher, of Texas Longhorn Shows, visited, as did Charley and Lillian Cudney, Border State Shows. Manager Ira Burdick has been slightly indisposed for several weeks. Members of Jimmie Hull's Show, playing seven miles away, were frequent visitors.

B. C. McDONALD.

L. J. Heth

(Motorized)

Jasper, Ala. Week ended September 23. Auspices, Walker County Fair Association. Location, fairgrounds. Weather, warm. Business, excellent.

This was show's third consecutive year here with each year seeing an improvement in gross receipts. All anticipated a big week here and none were disappointed. Wednesday, Children's Day, drew more than 7,000 before 11 a.m. Shows' midway was greatly augmented here by shows and concessions joining for this date only. Mrs. L. J. Heth and nephew, Ginger Reeves, spent the week here and W. L. Scott, for several years boss painter, rejoined from the West Coast. Mr. and Mrs. W. B. Strickland visited Howard and Daisy Reeves, coming in from their home in Birmingham. Jimmy and Irene Giffin report their pop-corn stand chalked its best business of the season. Charlie and Pearl

Wren went to Birmingham on a shopping tour. Baldauf and Jones, cookhouse operators, entertained many visitors. Frank Graham is on the sick list. Visitors included Walter White and Harry Burt, Beckmann's & Gerety Shows; Peazy Hoffman and Izzy Fire-sides, en route to Atlanta, and Jerry Kohn, Fulton Bag & Cotton Mills. Cliff and Betty Gregg have been shopping and making other arrangements preparatory to reopening their home in Plymouth, Wis. George and Florence Sprades left for Chattanooga Fair. Jim and Pearl Willis entertained friends at a squirrel dinner.

H. B. SHIVE.

Texas Kidd

Rising Star, Tex. September 22-24. Auspices, Rising Star Fair Association. Weather, good. Business, excellent.

Shows broke all midway attendance records here, according to an official report made by Mr. Robertson, president of the fair. Friday, Children's Day, drew about 8,000, while Saturday's attendance was over the 10,000 mark. Free rodeo grounds had to be enlarged to handle the crowds. Many visits were exchanged with the personnel of the Flying Millers Shows, playing near by. Business Manager Ted Custer and Texas Kidd left for a few days' tour of the North on business, while Piaster Pavis and wife, Evelyn, left on a two-week vacation. James Hamilton had the midway arch covered with banners.

H. B. ROWE.

TRAVELING MUSEUMS—

(Continued from page 46)

saving the cost of a lot. Here is the circus narrowed down to the point of almost no expense and by playing up the educational advantage of such an exhibit, word of mouth advertising, particularly in small towns, is almost all the publicity needed.

Traveling museum idea is in no sense a new one, as this type of show has been carried by rail and exhibited in accessible spots on railway sidings, but the trucks transport it into isolated districts where shows of almost any nature are not common. It's worth looking into by small showmen.

BAILLE BUYS—

(Continued from page 46)

midway to be greatly enlarged with at least 40 paid attractions. All rides and shows will be greatly improved and fully neonized, a complete neon plant having recently been purchased to be carried with the show, it was said. The show will also purchase its own light plants and many innovations are promised. Contracts are said to have been signed with a prominent showman identified with the New York World's Fair to produce the outstanding attractions for the 1940 season. Thrill Circus, long a feature, will be augmented for next year, with six high-class attractions to go with Capt. Charles Clarke's American Legion Concert Band.

Show has six more weeks of Southern fairs and will go into winter quarters in some large city. Work will start at

once in quarters with a crew in charge of Bill Kumar's building. No changes will be made in the staff at present, officials said.

MIDWAY CONFAB—

(Continued from page 43)

been full of rough spots, the real blow being the death of our beloved boss, W. C. Spinks' Higgins. Mrs. Higgins carried on and fulfilled all contracts in able manner and proved herself thoroughly competent to direct a show. Good quarters have been obtained and show was put away for the winter at conclusion of Puyallup Fair.

CHARLES T. GOSS, of Standard Chevrolet Co., who annually gives millions of rides away on many carnivals and circuses, was caught without one while visiting Goodman Wonder Shows in East St. Louis, Ill., after making his usual rounds giving matches to every showman on the midway. Goss was "chinning" with Owner Max Goodman, when Max asked for a match, and for the first time in his history "the match king" couldn't oblige as he had given every book away.

"RETURNED from the Canadian National Exhibition, Toronto, and Western Fair, London, Ont.," pens G. E. (Eddie) Fedon in Toronto, Ontario, showing in East St. Louis, Ill., "I had the season at the front of Shirley Patten Back to Nature Girl Show, a swell unit with swell folks. It also was a pleasure to do business with J. W. (Patty) Conklin. My wife handled the milk on the Holyland Farm in Toronto and Mrs. Rose's Midjet in London. I will finish the season at the New York World's Fair and then head south to join my wife and daughter."

WATER SHOWS are coming back to midway after an absence of a number of years. Managers are going in for them in a big way, spending heavily for modernistic fronts, settings, lighting effects and other equipment. The old title, Water Circus, is being shelved for such appellations as Aquatic Revue, Neptune's Nymphs and Water Sensations.

AMONG members of Hilderbrand's United Shows who witnessed the age-old salmon run, participated in by Indians only, in Celilo, Ore., while the shows were playing The Dalles, Ore., were Harry Cramer, Emerson Mott, John H. Holaday, Art Anderson, Mr. and Mrs. Clarence Rhinehart, Mr. and Mrs. E. Pickard, Mr. and Mrs. Earl McCann, Mr. and Mrs. Fred Thumberg, Mr. and Mrs. Samuel Eppie, Mr. and Mrs. Ralph Balcom, Reggie Mullen, Marie Hines, Alphonse August, Willie and Franz Huxtel, Jimmy LaRue, Duane Calkins, Buck McCray, Bob Perry, John Ford, Eddie Hall.

'39 SEASON—

(Continued from page 46)

Mason's Hollywood Monkey Circus; Pancho Perez, rubber man; Diablo, Fire-eater; Emerson Mott, Jolly Edna, fat girl; Apache Jack, tattoo artist; Headless Girl Illusion; Fiorita, monkey-fugle man; Professor Leonard, one-legged juggler; LeRoy, magician; electric chair, and Armo, armless wonder. Artoria, tattoo artist, was in Alphonse August show, doing well here. Clyde Gooding, midjet twin; Jenny Perry, snakes, and Motordrome. Heyday topped the rides, with the Octopus second.

Concessions reported good business, with Mrs. Douglas' (Wink) in the lead. Artoria, in charge of the show, left for the Yakima (Wash.) Fair. Clyde Gooding went to California, while Jenny Perry joined her husband, Bob, at Yakima. Joe DeMouchelle went to his ranch in San Bernardino, Calif.; Will Williams, from Francisco and Bill Myers to his tavern on the Tacoma Highway. Laco Pearson left for a two-week vacation in the mountains, and Owner and Mrs. Douglas left yesterday for the New York World's Fair. As in former years shows will winter in Seattle.

C-W SHOW—

(Continued from page 46)

handled the job. Janbo, for carnival and Ruddy Caffey emceed. Acts included girls from the Paradise Revue, Sammy Lewis of the Harlem Revue, Evelyn Lee, Jitterbug Champs, White Brothers, Fred Uter, June English, Blanche Mori, Prince and the Dancers. Contingent of visitors from New York included Dorothy Packman, John M. Liddy, Bernie Renn, Jake Shapiro, Mr. and Mrs. Bill Bloch, Jack Rosenthal, Mr. and Mrs. Joe McKee, Dr. Morris, Adolph Schwartz, Ben Francisco and Bill Myers. Dave Scott, Jessie Layton, Charlie Hart and David Hilsenrath.

POPCORN

Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bags, Containers, Cones, Seasoning; in fact, everything you need at prices that will save you money. Immediate shipment, top quality products and lowest prices have made GOLD MEDAL the leader in the field since its new start at Independence.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, O.

L. J. HETH SHOWS

Want now for the following bona fide outstanding fairs: Sanderville, Oct. 2nd to 7th; Monroe, Oct. 9th to 14th; Covington, Oct. 16th to 21st; Hawkinsville, Oct. 23rd to 28th; Americus, Oct. 30th to Nov. 4th, all Georgia. Organized Minstrel Show, play and pageant; Organized Side Show, with or without outfit; any other meritorious attraction. Have for sale, Swopper Ride, in first-class condition and ready to operate, \$1,000.

All Replies to L. J. HETH, Sanderville, Ga., now.

Bantl's All-American Shows

Can place for Five-County Fair, Zeblun, N. C., September 9-14:

Merchandise Wheels, Coupon Stores, Pitch 'Till U Win, Candy Apples.

Photos, Eats and Drinks. Louisburg, N. C., this week.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Week ended September 30, 1939.
Dear Misses:
I have booked into the town first, why these other shows should deliberately day and date a much larger one, such as Ballyhoo Bros.' Circulating Exposition, is beyond the writer. To start with, the bosses had no intention of playing this town, but because our fair committee in Rain Valley was unable to rent an exhibit tent the event was called off, forcing the show to lay off or to book this open-to-all town.

Naturally we had the best go to the start. Drawhead Sisters Cultured Carnival and our other competitor, Gaff Bros.' 90-81 and 82 Big Shows, advance cars had left town long before ours arrived. It was merely a matter of covering their titles, leaving the dates and pictorial lithos, which cut down our poster bill considerably.

Closing early Saturday evening in our last town gave the train an early move in, beating the rest in by 10 hours. Before unloading of the train started the entire show's personnel was called to the side of the boss's five private cars for a pep talk. The meeting from the start was a success, with many of our loyal employees being promoted to higher positions. Lot superintendent was promoted to the position of field marshal, band leader from captain to major, cooks to meet sergeants and the talkers became doctors, professors and directors of continuity. All of our workmen became protectors of equipment and were sworn in by our company doctors, who finger-printed them before setting them over to the mugging machine to make an additional fee from the gross of that occasion.

With our show well organized for any emergency and the opposition shows still in the dark, the bosses felt as the round No. 1 was theirs. By nightfall the Drawhead and Gaff trains had arrived in the yards. Seeing our five sections unloaded and on the siding the managements of both shows rushed to the lot to see whether we had stepped over the boundary line. Finding only a few shows, rides and 547 wagons on their lots, they were small enough to complain about it and even to take it to court. Here they won round No. 2, but we still were one jump ahead when the judge gave the boss his 18 hours to get it off, thus keeping his date until Wednesday night. To our surprise the field marshal found ample room on our lot for this equipment.

On Wednesday the opposition midway was started full blast. Being law-abiding citizens and wanting all parties fully protected, the office had our concession sticks sworn in and deputized for the

week. Propaganda Minister Jake Ballyhoo fired the first shot by announcing over the sound truck's loud-speaker of the streets that the other shows were merely vest-pocket editions of a real midway like ours. The press department wrote reams of copy, denouncing those who were trying to take bread and butter from the mouths of the house-trailer children. Gas attacks were made on all three fronts but verbal gas had little effect, as one loud-speaker drowned out the others.

If a steady 48-hour rain hadn't set in, killing both Ballyhoo and Saturday, there isn't a doubt in the writer's mind that the date would have been the largest of the season as well as a great moral victory. We didn't start tearing down until both of our competitors were out of town, thus being able to book "They gave up first." MAJOR PRIVILEGE.

Los Angeles

LOS ANGELES, Sept. 30.—Law Berg came in from Honolulu and spent a few days here before going to Portland, Ore. He plans to take in the Golden Gate International Exposition, San Francisco. Bill Helein, retired showman, is in the real estate business in Hollywood. Charley Davey, showman from the antipodes, visited recently.

O. A. (Red) Gilson, former trouper from Des Moines, Ia., passed thru en route to the CGIE, San Francisco, Capt. Dave Barnett stopped briefly before going to San Diego, Calif. Frank Diamond was sighted in town and Nate Monday came up from Long Beach. C. M. Remington came in from Alhambra, Calif., and J. King was a recent visitor.

St. Louis

ST. LOUIS, Sept. 30.—E. K. Fernandez, Hawaiian outdoor show impresario, after several weeks here, left on an extended trip, which will eventually take him to the West Coast, from where he will take a ship to Honolulu the latter part of October. Goodman Wonder Shows chalked up one of the poorest weeks of the season in East St. Louis, Ill., last week. Many showmen visited during the engagement. J. C. McCaffery, general manager Amusement Corp. of America, visited The Billboard offices on Tuesday while here on business. Ed R. Bussay, general agent United American Shows, passed thru en route to Southern Missouri. Sam Gluskin, who was visiting on Goodman Wonder Shows for several weeks, returned to her home in Duluth, Minn., last week, where her son is re-entering school. Mrs. Max Goodman and Mr. and Mrs. Joe Goodman and daughter left week left for Hot Springs, Ark., where they will remain while the shows play their remaining three Mississippi dates. Max Goodman, Grant Chandler, Sam Gluskin, Irving Ray, Bonnie Beckwith, Max Shafert and Jack Pueliscion, all of Goodman's shows, renewed many acquaintances here.

Mrs. Tom W. Allen, who underwent a successful operation at St. Luke's Hospital here on Monday, is resting well and it is hoped she will be able to leave the hospital in about two weeks. Gean Berni, concessioner, who has been visiting relatives here, left for the South on Tuesday and plans to visit Royal American Shows in Knoxville, Tenn., and then go on to Atlanta, Ga., to operate several concessions during the fair. John Francis and Ray Marsh Brydop, of Greater Exposition Shows, motored here Wednesday from Parsippany, Ark., where shows are playing this week. They reported very fair business. Frances Elman and Ray Swanner, who were with Elman Shows until the shows closed their 1939 tour on September 10, passed thru en route to Gold Medal Shows in Blytheville, Ark., where they have booked a Hollipolee.

Law Kellie and Bill Carskey, of Casey Concession Co., passed thru on Monday en route to the South to visit various shows. Pat Purocell, publicity director for Jimmie Lynch's Death Dodgers, came thru on Monday en route to the South. Doc Aldrich, grid-show operator on various carnivals, is operating the Cahokia midget auto races on the outskirts of East St. Louis. Aldrich took over the race two weeks ago following the death



CONCESSIONS WANTED FOR DANVILLE, VA., FAIR GREENSBORO, N. C., FAIR

Can place limited number of legitimate Concessions of all kinds. No exclusives for the above two fairs and others, including Orangeburg, S. C.; Macon, Ga. Closing at Duval County Fair, JACKSONVILLE, FLORIDA, November 26. We hold exclusives at all these fairs.

JOHNNY J. JONES EXPOSITION

HICKORY, N. C.
OCT. 2 TO 7

DANVILLE, VA.
OCT. 9 TO 13

GOLD MEDAL SHOWS

WANT FOR ARKANSAS LIVE STOCK SHOW AND RODEO, OCT. 16 TO 22 INCLUSIVE, AT NORTH LITTLE ROCK, EATING AND DRINK STANDS, FROZEN CUSTARD, GAME CONCESSIONS, ALSO FUN HOUSE AND SEVERAL MERITORIOUS GRIND SHOWS.

Address: GOLD MEDAL SHOWS, Forrest City, Ark., this week; Stuttgart, Ark., next week.

WEST BROS.' SHOWS FAIRS WANTED FAIRS

Widely Tennessee District Fair, Lawrenceburg, October 2-7; North Alabama State Fair, Florence, Ala., October 2-14; Okla., Muskogee, Okla., October 16-21; Clarkdale, Miss., Lepin Fair, October 23-28; Bolivar Co. Fair, Cleveland, Miss., October 30-November 4; Armistice Day Celebration and Fair, Greenville, Miss., November 5-11; Oxford, Miss., Horse Show and Fair, November 13-18. Can place Legitimate Concessions at all times. West Motordrome, two Grand Shows, Minister Show People-Come on, Girl Musicians for Revue, Floor Shows this winter, Lawrenceburg, Tenn., Fair this week.

CHASE CITY, VIRGINIA

MECKLINBURG COUNTY FAIR, OCTOBER 9-14 INCLUSIVE. WANT LEGITIMATE CONCESSIONS OF ALL KIND EXCEPT BINGO. WANT EAT AND DRINK STANDS, PALMISTRY AND DIGGERS. WANT EXPERIENCED RIDE MEN. Address MANAGER KAUS, Kaus Exposition Shows, Inc. WARRENTON, N. C., FAIR; NEXT WEEK, CHASE CITY, VA., FAIR.

of his brother-in-law, Pete Alberts, auto-race driver. Mr. and Mrs. Charles T. Goss returned on Wednesday after a week's trip thru Missouri, Kansas and Oklahoma, during which they visited a number of circuses and carnivals. Bernie Mendelsohn, of Driver Bros.' Tent and Awning Co., and Ida E. Cohen, woman insurance agent, were among visitors to The Billboard this week while en route south. Frank J. Lee, who left two weeks ago to join J. George Loo's Greater United Shows as special agent and publicity director, advises that business in Oklahoma and Texas would be much better if they could get some rain in that section.

Center (Ky.) Fair. . . Bobby Work had his line-up of attractions on Harry Coping Shows. . . Carleton Collins, circus and carnival press agent, temporarily retired from the amusement field and was on the re-write desk of The Philadelphia Public Ledger. . . The Behens, free attraction, closed with Iler Greater Shows and joined Harry Billie's Gold Medal Shows. . . Harry Kendall, who was on the Lawrence & Yeager staff with Bernard Greater Shows, returned to the Mutual Biorisque circuit for the winter. . . Tri-State Fair, Memphis, proved a winner for Johnny J. Jones Exposition, altho opening day was lost because of late arrival. . . Greater Sheeley Shows began a southern trek after a successful stand at Lancaster (Pa.) Fair. . . R. F. Alexander, concessioner, was playing independent dates. . . Mr. and Mrs. J. B. Wilson, Brown & Dyer Shows, passed thru Cincinnati en route to their home in Miami, Fla. . . Sooty, Little Strong Man, was with Harry Roebuck's fairgrounds pit show, playing Ohio territory. . . Harry E. Grandell, well-known general agent, and wife purchased a residence in Umatilla, Fla. . . Speedy Bauer had his Motordrome on Brown & Dyer Shows. . . Following a week in Hendersonville, N. C., J. J. Page Shows went into Murphy, N. C., to furnish the midway at Cherokee County Fair.

15 Years Ago

(From The Billboard Dated October 4, 1924)

One of the outstanding deals of the season was closed in Cincinnati when Rubin Gruber, owner of Rubin & Cherry Shows, took over Smith Greater Shows, a pioneer carnival. Raymond Elder was named general manager. . . Richard Howard, Art Bowers and W. E. Flint were seriously injured and four flat cars and equipment of three attractions were damaged when the train carrying the Con T. Kennedy shows to Abilene (Tex.) Fair was wrecked in the East 17th street railroad yards in Fort Worth, Tex. . . C. Larry Powers closed with Scott's Greater Shows to accept a position in the sales department of George H. Jung Co., specialty manufacturers, Cincinnati. . . Moorfoot Exposition Shows were at La

New Schult Trailers Soon

ELEKHAUT, Ind., Sept. 30.—The 1940 models of Schult trailers will make their appearance on October 10. The new line includes seven models, one of which is completely new. Each model has three variations in treatment. . . In discussing the 1939 trailer year, Wilbur J. Schult said that it represented by far the greatest volume ever produced and sold by the corporation which bears his name and of which he is president.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 30.—As indicated in the last issue relative to the annual meeting of the association, we have again taken up with Secretary Frank H. Kingman, Brockton, Mass., in the matter of any change of program in the place of the annual meeting of the International Association of Fairs and Expositions. Many persons interested in our annual meeting overlook the fact that the by-laws of the association provide that our annual meeting shall be held at the same time and place as the annual meeting of the IAPE, and because of this provision it is the fact that our program must necessarily be dependent upon the program of the IAPE.

We have asked Mr. Kingman to verify whether there has been any change in the meeting place from Toronto because of war conditions and whether there has been any change of date as a result of the Presidential proclamation advising Thanksgiving one week.

We will proceed by means of this column, notify members of this association, and all others who may be interested of Mr. Kingman's statement as soon as it is received.

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BARGAINS—DRESSES, 10c; SUITS, \$1.50
Coats, 50c; Shirts, 15c. Many other low-priced bargains. Catalogue free. FAIRMOUNT, 164-B Monroe, New York. oc14x

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sent fast by the hundreds. Also Photos and Spin. Novelties. LA FRANCE STADIUM, 55 Hanover St., Boston, Mass.

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line of Ties, latest Hollywood styles, \$1.50, \$2.00, \$3.75 dozen; Assorted Suspenders, dozen \$1.75, 25% cash; balance C. O. D. FRODLINE TEXTILE, 710 S. Los Angeles, Los Angeles.

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mobiles. Easiest thing today. Free samples. Also exclusive salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass.

CHRISTMAS CARDS—ABSOLUTELY FINEST
Assortment. Big profits. Season now started. Write quick for samples. ROBINSON CARDS, 558 Orange, Clinton, Mass. oc21x

CHRISTMAS CARDS—SELL 50 ASSORTED
folders, name imprinted, \$1.00; cost you 50c. Samples free. No investment. DUNBAR, New Brunswick, Pa.

DRESSES, 10c; SUITS, \$1.50; COATS, 50c;
Shirts, 15c. Many other low-priced bargains. Catalogue free. FAIRMOUNT, 162-B Monroe St., New York. oc14

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Guaranteed Made-to-Measure Men's and Ladies' Suits, \$9.95 to \$14.95. Latest styles. Also Overcoats, Jackets, Pants, etc. Lowest prices. Big commissions paid daily. Outfit free. PHILLIPS, B-735 Jackson, Chicago.

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crease mileage. Two minutes to install, demonstrate, sell. Samples only 25c. MARVEL CO., Chatsworth, Ca.

NEW 10c SELLER—COATS, 1c. WESTERN,
478 Clifton, Cleveland, O. oc14x

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New. Send \$1.00 for ten. 1 day postage. HENRY N. KOST, Liberty, N. Y.

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gains from home, store or auto. Experience unnecessary. Shoes, 15c pair; Men's, Boys' Suits, Overcoats, 75c; Dresses, 25c. Wholesale catalogue free. Bargains galore. SUPERIOR JOBBER, 1250-MV Jefferson, Chicago. oc14x

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worth of goods and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. oc14x

WORK FOR YOURSELF—SELL IMPROVED,
Original Xmas Scriptural "9x11", 4 1/2x11" and 10x14" Christmas Cards. KOEHLER, 335 Coast St., South, Mo.

107 WAYS TO MAKE MONEY IN HOME OR
Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. oc14x

ANIMALS, BIRDS AND PETS

A FRESH LOT MEXICAN JUMPING BEANS—
Also Rums, Cuts, Monkeys, Kinkajou, Kangaroo, Bears, and Parrots. SHANE KING, Brownville, Tex. oc21

ALLIGATORS, SNAKES, LIZARDS, TURTLES—
10 Large Assorted Harmless Snakes, \$10.00. Price List. ROSS ALLEN, Silver Springs, Fla. Write Oct 14

CHAMELEON, TREEFROG, NEW TURTLE, 25c
postpaid. See Uchzin, send dollar; Reurrection Plant, 10c. Free catalogue. QUIVIRA SPECIALTIES CO., Winfield, Kan.

FOR SALE—65 BEAUTIFULLY BUILT, PECU-
liarily Marked Show Horses. Some will do 24 difficult tricks. NESS CORRAL, Bethlehem, N. H.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

PLENTY SNAKES, ALLIGATORS, GILA MON-
sters, Armadillos, Apefuns, Monkeys, Coati-mundis, Prairie Dogs, Puma Cuts, Leopard Cuts, Peafowl, Ocelots, Parakeets, Racine, Terrapin, Guinea Pigs, Ferrets, Rats, Mice. OTTO MARTH LOCKE, New Braunfels, Tex. oc4

WRITE FOR OUR REDUCED PRICE LISTS—
They cover the Animal Kingdom. MEEMS BROS. & WARD, INC., Oceanside, N.Y. Direct Importers from all over the world. x

BUSINESS OPPORTUNITIES

ATTENTION, NOVELTY GAMES MANUF-
acturers—Interested in communicating with Manufacturer Fin. Baseball Machine operating with two dry cell batteries and chute for five-cent Mexican coin. H. S. RENSHAW, INC., Baiter Bldg., New Orleans, La.

FOR SALE—NITE CLUB DOING A NICE BUSI-
ness. Good reputation, really in line. Using hand and show. Address P. O. BOX NO. 558, Parkersburg, W. Va.

MAGNETIC SCOTTIES—REAL CLOWNS.
Amazing Hit, top money. Sample pair 25c; dozen \$2.00; postpaid; half gross, \$10.00; gross, \$18.00. ROADMAN'S GUIDE, Toledo, O. x

342-SEAT SUMMER STOCK THEATRE—POP-
ular resort, Pennsylvania, \$1,800 cash now in hand. Excellent location. Fully equipped theatre. BOX 990, care Billboard, New York.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN IN WATLING MINIATURE
Scales—Will sell complete route or singles. Watling Miniature Fortune Teller, \$55.00; Watling Junior Model, \$41.50. Guaranteed like new. NATIONAL VENDING, 409 N. Broad St., Elizabeth, N. J. x

A BUY—1c SE SELECTIVE CANDY BAR VEN-
dors, \$2.50 up; 1c and 3c Hershey Machines, \$3.00 up. Best Model \$2.00 up. Write MERRIAM SALES CO., 301 47th St., Do Moines, Ia.

ATTENTION, MUSIC OPERATORS—GUAR-
anteed Serviceable Records, \$4.00 per 100, UNITED RECORD EXCHANGE, 2855 Clarin Ave., Bronx, New York.

BANG-A-DEER GUN GAMES—TWO LEFT,
one right. Must be good condition and safe type. MORRISON SALES, Flagstaff, Ill. oc14

CLOSE-OUT FLOOR SAMPLES—WURLITZER
412 and Rock-Ola twelve-record mechanisms installed in Corcoran Lightbulb Cabinets, \$100.00. Assorted \$45.00. Variety, \$64.50. Clock and mirror top cabinet, \$50.00; one Walnut Counter Model, \$64.00, type \$10.50. 2139 W. Chicago Ave., Chicago. BENNETT, x

EIGHTY MACHINES—LIKE NEW, USED THIS
summer. Mills Brown Fronts, Blue Fronts, Watling Roll-A-Top, five ten and twenty-five cent play, as low as \$35.00. Also Pace Racks, Evers, Dominoes, Roulette at lowest prices. BOX C-298, care Billboard, Cincinnati.

FREE GAMES—FIFTH INNING, SPOTTEM,
Chevron, Contact, Major, Up and Up, Rink, Circus and Batting Machine, \$3.00 each; Topper, Bang and Sport, \$3.00 each; Topper, Airport, Zip, \$49.50 each; Golden Gate, Double Feature, \$39.50; H. Lite, \$40.00; Bounty, \$100.00. Assorted \$45.00. Variety, \$64.50. Clock, \$22.50; Galloping Dominoes, \$28.00; Watling Rolltop, \$25.00; Pace Cabinets, \$12.50. Send one-third deposit with order. LEIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa. x

FOR QUICK SALE—NORTHWESTERN PORCE-
lain Penny Merchandise, \$4.50; Snacks, 3 compartment, \$7.50; Target Skills, Model F, \$7.50. In good condition. 25% deposit with order. WARD PETERS, Baton Rouge, La. oc21

FINE SCALES FOR SALE—JENNINGS JR.,
\$24.50; Navco Jr., \$21.50; Pace Bantam, cheap. Send usual deposit. C. F. COLE, Noblesville, Ind.

PACES RACES, SERIALS OVER 3,000, \$30.00!
Flashers, \$27.50; Mills Devises, \$25.00; Bang Tails, Domino, Rollotte, \$35.00. ROCKPORT NOVELTY, Rockport, Tex. oc14

SLOT MACHINE ROUTE FOR SALE—ESTAB-
lished five years, netting \$200 yearly profit. \$2,000 cash take it. H. H. SWANSON, Claremont, N. H.

TRADE 30 BUMPER NOVELTY GAMES FOR
Slots, Counter Machines, Grippers or Peanut Venders. For bargains see our ad every week opposite editorial page. MARION COMPANY, Wichita, Kan. oc21

TURF CHAMPS, \$10.00; PHONOGRAPH BAR-
gains: Wurlitzer, 24c, \$154.50; 24A, \$102.50; 312 and 400, \$39.50; 412, \$49.50. COLEMAN NOVELTY, Rockport, Tex.

WANTED FOR CASH—LATE FREE-PLAY
Games and all makes of 1939 Model Phonographs. PASTIME AMUSEMENTS, 100 Bolton, Boston, O. x

3 1/2" BALL GUM, FACTORY FRESH, 12c BOX!
Tab, Stick, Midget Chews, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. oc7x

2 EXTRA GOOD 1938 TRACK TIMES @ \$79.50!
1 Per Shot, Automatic (floor sample), \$49.50. PHILLIPS NOVELTY CO., Garber, Okla. x

27 MERCHANTMAN ROLL CHUTE DICERS,
\$25.00; Flat Chute, \$15.00; 25 Improved Cabinet Slot Stands, \$4.00; Free Play Natural, Girl Clubs, Trophies, Alps, \$34.50; Skippers (F.P.), \$7.50; Arcades, Atlantic City, Fleets, Baby Reserves, \$9.50; Mills Million Bells (late), \$42.50; Pace Royal Camel Consoles (5c and 25c), \$42.50; Mills Blue Fronts (15c and 25c), \$35.00; Jennings Chiefs (15c), \$25.00; Tallys, \$7.00; Dial, \$7.00; High Stakes, 21-Vendors, Reef-Shots, Baby Tractors, Tri-O-Packs, Dice-O-Matics, \$4.50; Tickettes, Flying Colors, Windmills, \$2.50. All certified deposit. MILLER VENDING COMPANY, 615 Lyon, Grand Rapids, Mich. x

100 DIFFERENT GOOD RECONDITIONED
Vending Machines at bargain prices. Send for lists. RAKE, 3 S. 22d St., Philadelphia, Pa. oc14

200 LIKE NEW TWO-COLUMN 1c VENDERS,
\$7.50 each. Formerly \$18.50 each. BUREL & CO., INC., 679 Orleans, Chicago, Ill. oc14

500 1c SNACKS THREE COMPARTMENT VEN-
dors, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 2 for more, \$21.95 each. BUREL & CO., INC., 679 Orleans, Chicago. x

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Advertiser's Name and Address must

be counted when figuring total number of words in copy.

CANDY FLOSS—ALL ELECTRIC, HEAT CON-
trol. Sell or trade for All Electric Popcorn Machine. E. BADE, R. 10, Ft. Wayne, Ind.

CORN POPPERS—FEARLESS, ALL ELECTRICS
giant geared popping kettles, caramelized equipment. Get our prices first. NORTHSHORE CO., 1001 N. E. St., Indiana, Ia. oc14

DO YOU WANT A LONG-EAKING CARMEL-
crisp Popcorn Machine Outfit? Communicate at once with EDDIE POTTS, Owassa, Ala.

ELEVEN SCIENTIFIC POKER ROLL DOWN
Games and Chairs—Good condition. J. SCHWARTZ, 935 Eighth Ave., New York. Telephone Circle 6-2695.

FOR SALE—PORTABLE SKATING RINK FLOOR,
42x105. Practically new. Reasonable. ED HODGES, Louisiana, Mo.

FOR SALE—PORTABLE SKATING RINK,
40x110, bargain at \$600 cash. C. E. STEVENSON, Montezuma, Ga.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL
Popcorn, Cheese Coated Popcorn Machines. LONG EAKINS CO., 1976 High St., Springfield, Mass. oc21x

SMALL STREET GRIND ORGAN, 20 LBS.,
\$4.00. Used Golf Balls, 10c. Putters, 25c. for M. Golf Course, 804 JAMAICA, Brooklyn, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

DEEP SEA EXHIBIT COMPLETE—25-FT. BAN-
ner Line, Tiger Shark, Pilot Fish, etc. DICKSON, 2125 Monroe St., Toledo, O.

PEEPHOLE REDUCING LENSES—GIVES GOOD
view full view in small space. Measures 6c inches. Covers a wide angle of view. Only \$1.00 each. Hurry. CHICAGO SALVAGE STOCK STORES, 509 S. State St., Chicago, Ill. oc21x

SOUND SYSTEM, AMPLIFIER, PHONOGRAPH,
Speaker, Records, \$25.00; Ball Games, Clearing Gallery, Wheels, Lead Gallery, Electric Popcorn Machine. H. L. WRIGHT, South Hill, Va.

TWENTY-FOUR SEAT ADULT CHAIR PLANE—
Complete. Motor, Fences, Ticket Box, Wurlitzer Organ 157. CALVIN CRUNER, Pinksneyville, Ill. oc28

HELP WANTED

FIRST-CLASS VIOLIN PLAYER, ACCORDION,
Tuba Player—Send photo, wages you expect. Low but sure. BOB WHITTON, Opera House, Millbridge, Me.

FIRST TRUMPET AND TENOR—MUST GO
full view (October 1939). Steady work. Write, wife JACK BILL ORCHESTRA, Texas Hotel, Dallas, Tex.

GOOD DOG-PONY-MONKEY MAN THAT CAN
train and present act. Write GEO. E. ROBERTS, 3504 N. 8th St., Philadelphia, Pa. SB-3536.

PIANIST WITH GOOD SINGING VOICE FOR
crooning type of act. Steady work, living and lounge cafe. State all. LAUNA M. SHEPARD, Romulus, N. Y.

PIANO, DOUBLING ACCORDION—ALL ES-
sentials for top touring unit. Details and references first letter. BOX C-119, The Billboard.

WANT MAN TO WORK WITH MENTALIST—
No drinker. 354 HUBBARD HOTEL, Chicago, Ill.

WANT GIRL AERIALIST FOR COMEDY
Vaudeville Act—Send full description. HUBERT DYER, The Billboard, Chicago, Ill.

WANT MEDICINE SHOW COMEDIAN—MAN
and wife that plays string music. DOC D. D. LOCKBOY, Society Hill, S. C.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTAL-
ism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Wholesale prices. World's largest stock. New 158-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. oc14

LARGE PROFESSIONAL MAGIC CATALOGUE,
2c. MAX HOLDEN, 220 W. 42d St., New York City. oc14

PINKY—STRICTLY PROFESSIONAL PUPPETS.
Ventriquist, Flairists, Punch and Judy and Marionettes. PINKY, 1261 N. Wells St., Chicago. Illustrated folder free.

FOR SALE—SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES—
Over 100. Heavy aluminum geared popping kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

MISCELLANEOUS

POPCORN DRESSING, CRISPETTE WRAPPERS
 POPCORN Dressing and Potato Chip Bags. **LONG BAKINS CO.**, 976 High St., Springfield, O. oc21

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 LIST READY FOR MAILING—Reduced prices on all Roadshow Attractions, Westerns, Nudist, Gangster and Horror Pictures. **M.M. Talkies only. BUSSA FILM EXCHANGE**, Friendship, O. oc7

AMAZING BARGAINS IN 35MM. SOUND FILMS—Plenty of Westerns, Actions and Short Subjects. **RELIABLE PICTURE SERVICE**, Box 237, Cincinnati, O. oc14

ARE YOU LOOKING FOR BARGAINS?—New List of Westerns, Mystery and War Features, with new low prices: 35MM. and 16MM. Sound and Silent. **WALDO FILMS**, Box 524, Cincinnati, O. oc14

ASTONISHING BARGAINS—16MM. Sound Projectors, \$145.00. Terms. Factory recommended. Film rented. Sold, \$5.00, \$7.50 reel. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa. oc7

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment, Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn. oc7

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago, Ill. oc14

BELL & HOWELL 16MM. SOUND PROJECTOR—1200 Watt Lamp, 25 Watt Amplifier largest mazda outfit made, like new, cash \$350.00. **FRED M. PORRETT**, 226 W. 50th St., New York City. oc14

COMPLETE 16MM. SOUND OUTFIT WITH Projector—Eight Reel Program Screen. Originally \$170.00. Only \$250.00 cash. Free 16MM. bargain lists. **HOME MOVIES**, Box 2168, Easton, Pa. oc14

TWO SOUND FEATURES WITH SHORTS.—\$25.00; Silent Projector, motor drivers, with feature. \$25.00; Musicals, new, \$4.00. **RAYMOND BARR**, Hancock, Md. oc14

WE'LL BE GLAD TO SEND YOU OUR NEW Bargain List 16MM. Sound Equipment, Film and 35MM. Equipment and Accessories. State your needs. Lowest prices quoted. **ZENITH**, 148 W. New York. oc14

WESTERN SPECIALS, ROADSHOWS FOR Sale or Rent—Special Circuit rates. Buy and sell Projectors. **LONE STAR FILM COMPANY**, Dallas, Tex. oc14

35MM. SOUND ON FILM—WESTERNS, ACTION, War, Mystery and Medical. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. oc7

PARTNERS WANTED

LADY OVER THIRTY TO JOIN LADY—PLAY halls, small towns. Live in trailer. State all. **DOLORES DUSMANE**, Three Rivers, Mich. oc14

PERSONALS

BEAUTIFUL "WORLD'S FAIR" POST CARDS—25c brings 4 View Cards. Write messages and returns. We mail from the "Fair" postage free. **MARGO SERVICE**, 9 Magnolia Place, New York, N. Y. oc14

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4 FOR A-DIME OPERATORS. Send today for information on the new Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2 x 2. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. oc21

All 4 for 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terrie Haute, Ind. oc14

BARGAIN—4 FOR 10 PHOTO CABINET. new. Some stock and material, \$110.00. Save half. Address **S. B. BANKSON**, 337 N. Prospect, Ravenna, O. oc14

ROLLS DEVELOPED—20 PRINTS EACH and two Free Entertainment Coupons, 25c. Rent 2c. Address **S. B. BANKSON**, 337 N. Prospect, Ravenna, O. oc14

SALESMEN WANTED

CHRISTMAS 21-PIECE DOLLAR BOX ASSORTMENTS as low as 28¢c Holiday Goods, Calendars, Wreaths, Waspings, etc. Big postage Catalog free! **ELFKO**, 440 N. Wells, Chicago, no25X

Show Family Album



MR. AND MRS. RUBE NIXON, of Monkey Speedway note, are shown at the left as they appeared in 1915 while trouping with the Rubin & Cherry Shows. The Nixons are now members of the Johnny J. Jones Exposition.

At the right is shown Old Schneider hoisting Mrs. William Wells into the air at Haverhill, Mass., in 1919, when Sells-Fлото Circus made its first appearance in the East. The trainer is Henri Boucher. Show at that time was owned by Harry Tamman and managed by Henry B. Conroy. Mrs. Wells is the wife of the late William Wells, noted pony trainer, and at the time on tour with the Sells-Fлото show. Photo was snapped by A. W. Lowe.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SELL BUSINESS STATIONERY. \$2.65 THOUSAND—Business Cards, Book Matches, Advertising Commed Tapes, Paper Towels, Restaurant Necessities, Salesbooks, Office Supplies, Pricing Sets, Advertising Specialties. 40% commission. Free premium details. Sales portfolio free. **WILLENS**, 2130 Clady, Dept. NV, Chicago, Ill. oc14

SELL NEW TYPE AUTOMATIC FIRE DETECTOR—Sells \$1.00; your profit 1.25. Also complete Fire and Burglar Alarm Systems. A. F. P. CO., 5236 Montrose St., Chicago, Ill. oc14

YOU CAN BEAT COMPETITION WE MAKE up to 40% commission, plus cash bonus. Biggest line Restaurant Checks, etc. Book Matches, Salesbooks, Standardized Printing for all businesses. Popular prices. Outfit free. **NATIONWIDE**, 160-MIA N. Wells, Chicago, Ill. oc14

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Descriptive no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. oc7

TENTS—SECOND-HAND

SIDEWALK BARGAINS—7.68 OZ. DRILL—hand roped, clean, white, good 7 ft, high, \$19.00; 8 ft, high, \$22.00 per 100 ft. long. Slightly Used Tents 200.00, used all open. \$20.00, 20x40, 50x80, and others. **KERR COMPANY**, 1954 Grand Ave., Chicago, Ill. oc14

TENT OUTFIT—TWENTY BY FIFTY. Professional, Seats, Staps, Poles, Stakes, like new, \$125.00. White Non-Bending Dodger, 1,000 sq. ft. M. E. ETLING, General Delivery, Wilmington, N. C. oc14

THEATRICAL PRINTING

PRINTING SPECIAL—100 8 1/2 x 11 BOND Letterheads, 100 6 1/2 Envelopes printed to your 3 or 4-line copy. Both only \$1.00 post-paid. **F. C. CRAMER**, Box 993, Chicago, Ill. oc14

WINDOW CARDS—100, 2-COLORS INK, \$3.00; 14x22" White Non-Bending Dodger, 1,000 6x9", \$1.75; Bumperettes, 100 6x20", \$2.00. **SOLLIDAYS**, Knox, Ind. oc14

WINDOW CARDS—100 FLASHPY 14x22, \$3.00; 500, \$11.00; Hand Bills, 5,000 3x5, \$5.00. 10,000, \$9.00. 25% discount, balance C. O. D. Union Label. **OTTAWA PRINTING COMPANY**, Ottawa, Ill. oc14

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50, 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penn. oc14

6x9 HANDBILLS, \$1.25 1,000 IN 3,000 LOTS. Half down, balance C. O. D. Quick service. Order from ad. **STODDARD BROS.**, Delmar, Ia. oc14

5,000 SMALL ENVELOPES, \$8.90; 5,000 LARGE, \$13.40; 10,000 Gateway Tickets, \$6.00; 20,000, \$10.00. Send for samples. **MGM PRINTING CO.**, West Frankfort, Ill. oc14

WANTED TO BUY

MINIATURE RAILWAY—WANT TO BUY OR Rent an Electric Miniature Railway run by Battery. Rent for one month, November. **ERNEST JANDL**, 1522 S. 75, Milwaukee, Wis. oc14

PAY CASH—ELI WHEEL NO. 5, MERRY CO. Round. **MALNARDI**, 600 N. Halsted St., Chicago, Ill. oc14

TRICK OR CLOWN MULE OR DONKEY OR small Pony—Would buy other small Animal Act for winter season. Write **R. E. GODFREY**, Crescent, Okla., or care LaSalle Hotel, Alton, Ill. oc7

At Liberty Advertisements

Be a WORD (First Line Large Black Type) or **2 WORD (First Line and Name Black Type)** or **a WORD (Small Type)** Figures Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPIES.

AT LIBERTY AGENTS AND MANAGERS

AGENT OR PRESS AGENT—TOP RADIO MAN wants to represent some legitimate proposition. Ten years' experience. Have car. Write best offer. **BOX C-287**, Billboard, Cincinnati, O. oc14

AT LIBERTY—ADVANCE AGENT WITH CAR. **TOMMY TOMPKINS**, General Delivery, Trumburg, N. Y. oc14

AGENT—Experienced, capable. In established Carolina school territory of twenty or more weeks. Only reliable, high-class advertisement, strictly cash considered. Must be suitable for all. Good proposition to right act. Answer to own handwriting and new literature. **N. F. PATTON**, Box 503, Hendersonville, N. C. oc14

YOUNG WOMAN—American. Knowledge of publicity desired position. Manager. Secretary to Radio Artist or Orchestra Conductor. **ROBERTA BENNETT**, 320 W. 95th St., Apt. 43, New York City, N. Y. oc14

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY AFTER DECEMBER 1, 1939. The Red Raven Orchestra of Hilbert, Wisconsin. Featured on Victor and Decca Records. Feature Victor Record Hot Clarinet Polka 716, Decca Red Raven Polka 2543. Nine men. Plenty of novelties, singing, playing modern music the commercial way, uniformed. Open for one-nighters in Central and Northern Iowa October 23, 24, 25, 27, 30, 31, November 1. Want night club after December 1st if considered. Personal management. Write **LAWRENCE DUCHOW**, Hilbert, Wis. Total number of records 17. Advertising sent on request. oc7

AT LIBERTY—TRIO, VIBRAHARP, GUITAR. String Bass. Go anywhere. Union, dependable. Will also augment orchestra. **WALTER** salary. **CAL WEIMER**, 122 S. 2d St., Shamokin, Pa. oc7

ATTENTION, SOUTHERN MUSIC BUYERS—Four Glass Sisters. Novelty Swing Band available Nov. 1 for night clubs, hotels, etc. Piano, Sax, doubling Clarinet, Standard Guitar, doubling Hawaiian Electric Guitar; Drums; two good Vocalists, Tap Dancer, Novelties and Comedy Entertainment. Good wardrobe and fine set-up. This is a real attraction. Write **MISS NAN GLASS**, Belvedere Hotel, Sault Ste. Marie, Mich. oc7

AVAILABLE AFTER OCTOBER 1ST—FOUR- Piece Band. Uniforms. Fronts, P. A. Prefer location in Wisconsin or Michigan. **EARL J. GARCIA**, 708 E. 80th St., Chicago. oc14

AVAILABLE FOR ALL ENCAGEMENTS IN OR near Washington, D. C.—Buddies Girl Dance Band. Write or wire **CARL SIMPSON**, 25 Second St., N. E., Washington, D. C. oc14

OCTOBER 21ST—FAST 4-MAN COMBO that really sells. Many styles, novelties. We pack in and carry over. No habits, no appearance, etc. **BOX C-291**, Billboard, Cincinnati, O. oc7

ORGANIZED GIRL BAND—HAMMOND Organ, Trumpet, Drums, Sax, Amplified Violin. Shows doublets. Play first show. Two Vocals. Three years last place. **KITTY HELL**, Lino, Flourtown, Pa. oc7

AVAILABLE—Experienced High-Class 4-Piece String Orchestra for Dances, Concerts, Schools, etc. Write for details. **EARL J. GARCIA**, 708 E. 80th St., Chicago. oc7

NEIL WRIGHTMAN ORCHESTRA—Featuring Vocalists, Novelty Numbers, Special Arrangements. Free writing or jam. Available for hotels, clubs and ballrooms. Management. **NEIL WRIGHTMAN**, 50 W. Washington St., Chicago. oc21

4-PIECE UNION SWING BAND—Can set it. Dances, parties, etc. Write for details. Write letter, don't win, and state salary. Must be reliable. **DON CIRCY**, 34 E. 6th St., Reading, Pa. oc14

5-PIECE DIKXIAN BAND—Dubois, Novelties. Vocalist. Out shows. A real attraction. **MAURICE DIKXIAN**, General Delivery, Green Bay, Wis. oc14

6 TO 12-PIECE DANCE BAND—Non-union, wants one-nighters, week-end or steady job near New York. Real dance sounding band modern show. **JAY DAND**, Room 809, 881 7th Ave., New York City. oc7

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—BILLER, AGENT, BANNER Man. Have sound truck, and stage attractive, powerful. Sober. Know good territory South. **AL BERSOFF**, General Delivery, Canton, O., or Billboard, Cincinnati, O. oc14

HAND AND HALF—REFINED, STRONG, CON-vincing, with first-class flash and references, at liberty. Reliable manager, state your best circus, carnival or museum. **BOX C-299**, Billboard, Cincinnati, O. oc14

AT LIBERTY NOW—Horse Lure! All White-face Cows. Real clown power and wardrobe the write. **WYORACE LAIRD**, P. O. Box 560, Chester, Va. oc14

AT LIBERTY—Pat Man for Carnival Side Show in Missouri. With banner, **JIMBO FINN**, 1506 Cleveland St., West Frankfort, Ill. oc14

AT LIBERTY BOON—"Stella," Girl With Two Bodies. Freak attraction for museums, indoor shows, etc. Write for details. **WAXNE PRICE**, Box 100, Alton, Ill. oc14

SOUND OPERATOR—With own equipment, 100 watt amplifier, would like to book for the winter with good carnival, circus or any winter class equipment and operation. **WAXNE PRICE**, Box 100, Alton, Ill. oc14

RIDICULOUS TRIO—Three Raggle Clowns, best of any other act anywhere. Address **THE BILLBOARD**, Chicago, Ill. oc25

YOUNG MAN, 32—Wants opportunity to learn some phase of outdoor show business, preferably with carnival or circus. High ability, athletic, neat appearance. Good references as to personality, character, etc. Now or for next season. **BOX C-293**, Billboard, Cincinnati, O. oc14

AT LIBERTY

DRAMATIC ARTISTS

ARTIST - DIRECTOR - Available at once. Just closed season work at Princeton Booth Theatre, Princeton, Mass. Also played five weeks Elba Hotel, New York. Excellent. Please refer to **JOSEPH L. HALL**, 26 West Park Drive, Schenectady, N. Y.

AT LIBERTY on account of show closing. Great and business or as cast. Specified double piano. All essentials. Circle preferred but will consider any and all. Reliable shows only. Write or wire **LEON BRITTON**, General Delivery, North Adams, Mass.

AT LIBERTY

MAGICIANS

AT LIBERTY - High-Class Magician for shows, vaudeville, clubs and schools, or what have you. Details on request. **DON KURTZ**, 11 W. Lawn St., Trenton, Mo.

AT LIBERTY

M. P. OPERATORS

EXHIBITORS - Expert projection means increased ticket sales. Photo, motion picture, radio, advertising and operating any sound projection and amplifying systems, wants steady job. **EDWARD WEBERMAN**, 1276 W. 84th St., Cleveland, O. cc28

AT LIBERTY

MUSICIANS

ALTO - TENOR - CLARINET - Full, brilliant tone. Conservatory trained. Closing Buffalo's best restaurant-night club. Available October 4. Appearance, thoroughly dependable. Take-off, transpore. Immediate reply. **MUSICIAN**, 495 Delaware, Buffalo, N. Y.

HAMMOND ORGANIST

with own instrument - Young woman. Plays classical and swing music. Perfect rhythm for dancing or skating. Radio, theatre and orchestra experience. Doubles piano, organ, references. **MUSICIAN**, 914 McKinley Ave., N. W., Canton, Ohio. cc14

A-1 ALTO, TENOR, CLARINET - TONE, TAKE-OFF, TRANSPOR. Thoroughly experienced, all styles. **MUSICIAN**, 153 Brenner Ct., Marion, O.

ALTO SAX - CLARINET - PLAY 1ST OR 2D. Experienced, good reader and good tone, take-off. Go anywhere. **ANDREW BARBERLIS**, Delta Hotel, Yazoo City, Miss. cc7

AT LIBERTY - FIRST ALTO MAN DOUBLING - Buffet Clarinet, Alto and Bass Clarinet, Flute and some Oboe. Union, twenty-three. Eight years' experience playing in and directing own band. Solid tone. Prefer work in large clubs where good teachers are available. Absolutely no habits. Can join immediately. Write **BOX C-292**, Billboard, Cincinnati.

ATTENTION - TENOR SAX-CLARINET. Experienced, reliable, roller, flautist, large and small bands. Arrange some, read, go well. Contract closing. Can join immediately. **BOX C-288**, Billboard, Cincinnati.

BANDMASTER - TEACHER - STRICTLY SOBER - Experienced. Roller, flautist, large and small bands. Big library. Wants location. Offers considered. **BOX C-297**, Billboard, Cincinnati.

DRUMMER - SOME VOCALS: EXPERIENCED. No panics. Don't misrepresent. **JOE GRAHAM**, Brainerd, Minn. cc14

HAMMOND ORGANIST - RELIABLE, SOBER, experienced. Roller, flautist, large and small bands. Union, age 24, married. Go anywhere. State all first letter. Address **MUSICIAN**, Box 227, Mexico, Mo.

HAMMOND ORGANIST - SKATING RINK EXPERIENCE. Union, age 47, married. Permanent location preferred. Go anywhere. Library popular hit tunes from great grandpa's era to present hour. Handle requests galore. Can arrange appropriate numbers, any 1500 occasions. Style and colorful playing. Solid, strict tempo. Fifteen years theatre organ. Road, clubs, improvise, transpore, good accompanist. Strictly sober, dependable, congenial, obliging. No chaser, thorough gentleman, neat appearance. **LEON BRITTON**, 4 O'Brien St., Newark, Conn.

MODERN DRUMMER - VIBRAPHONES, TYMPAN, Pearl Drums. Cut dance, concert, shows. Long experience. Location preferred. Sober, reliable, union, single. **ED LIE**, care Terminal Hotel, Little Rock, Ark. No. 4.

TENOR SAX - CLARINET - READ ANYTHING, transpore alto parts at sight. Fine tone, modern style. Want to locate. Will consider teaching, repeating or light day job. Age 35, single, no habits, no bad records, good accompanist. **BOX C-294**, Billboard, Cincinnati, O.

TROMBONIST - EXPERIENCED LARGE, SMALL Combos, from one to five brass. Good tone, chorus, G range. **MUSICIAN**, R. K. No. 4, Portage, Wis.

TRUMPET - DOUBLING CLARINET, SAX, Piano, some Violin. Experienced all lines. Anything reliable considered. **BOX C-297**, Billboard, Cincinnati.

TRUMPET - UNION, SOBER, RELIABLE. WILL go anywhere. Age 21. **DEL RADER**, 286 S. Kimball Ave., Grand Island, Neb.

VIOLIN, DOUBLING STRING BASS - EXPERIENCED. South preferred. **BOX C-154**, Billboard, Cincinnati, O.

VIOLIN, DOUBLING CELLO AND SAX - Sober, reliable. Will accept any position. **JOHN J. KESNER**, 315 W. Main, Olney, Ill. cc7

3 MUSICIANS - TRUMPET DOUBLING VIOLIN and Vocally Gifted Singers with arrangements. Tenor Sax and Clarinet. Can arrange. State all in first. **BILL CALDWELL**, 1333 7th Ave., Rockford, Ill.

ALTO SAX - CLARINET - Sing, read and take. Have call. Prefer small bars. East or West. Will join now. **JOHN W. JIMMIE WILKINS**, Monticello, Ill.

ALTO SAX, Clarinet, Trumpet, Flute - Read, lead and good tone. Union, 25. State in fall. W. **HEINZ**, Box 15, Dutzmer, Mo.

ARRANGER - Would like to connect with band in capacity of arranger. Educated for commercial work. Can handle any style. Name band requested. **WALTER H. ARBAN**, General Delivery, Minneapolis, Minn.

DANCE DRUMMER - Age 22, modern outfit. Over five years' professional experience. Prefer swing, jazz, ball, Dixie music. **BILLY RICKS**, 1000 W. 12th St., York, Pa.

DRUMMER - Plenty dance experience. Good reader and all lines. **YOUNG**, 2024 14th St., Erie, Pa. **FRED PETER**, 814 Cherry St., Merion, Pa.

EXPERIENCED ALTO SAX, Clarinet, Alto, Flute - First Violoncello Man. Go anywhere on reliable band. Write or wire **LEN KREITER**, Virginia, Minn. cc14

LEAD ALTO - Clarinet, Flute, tenor, baritone, Arranger and copyist. Experienced, union, single. **WALTER H. ARBAN**, General Delivery, Minneapolis, Minn.

MODERN TENOR SAXOPHONY - Doubling Clarinet, Alto and Bass Clarinet. Read, lead and modern style, experienced both small and large bands. **WALTER H. ARBAN**, General Delivery, Minneapolis, Minn. cc7

REGULAR GUITARIST - Talen, stage, sober, neat, young. Free to travel. All essentials. Will play any style. **JOHN W. JIMMIE WILKINS**, Monticello, Ill.

RHYTHM TEAM - Two young together. Bass and Violin. Sing baritone in trio or quartet. Would like to take job together. Will consider. No habits. **LARRY WILSON**, 732 142nd Ave., St. Paul, Minn.

STRING BASS - Double Bass if necessary. **WALTER H. ARBAN**, General Delivery, Minneapolis, Minn. cc14

TEACHER - Instruction Spanish Guitar, Violin, Saxophone. Married, sober, reliable. Twenty years' school experience. **MUSICIAN**, 710 14th St., Erie, Pa. cc21

TROMBONE - Experienced in all lines. Good tone, range, read and take-off. Young and neat appearance. Travel and location preferred. **MUSICIAN**, Box 288, Fayette, Ala.

VIOLINIST - Experienced teacher and teacher's assistant. **CLAUDE L. SHAFER**, 104 S. Madison. Ten years' theatre experience. Concert and dance library. 1006 N. Hayner, Joliet, Ill. cc24

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS

Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. **THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY**, Aurora, Ill. Established 1903. cc7

BALLOON ASCENSIONS

Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 104 S. Dennison St., Indianapolis, Ind. cc14

CARMINE CIRCUS REVUE - FOUR COMPLETE and distinct free acts. Price and literature sent on request. **BOX 21**, Williamston, Mich.

HIGH SWAYING POLE AND WORLD'S Highest Aerial Contortion Act - Literature and reasonable prices sent on request. Two different acts for the same price. Three different features that have never been accomplished by any other high pole act. **BOX C-206**, care The Billboard, Cincinnati, O.

JAYDE THE GREAT - POSITIVELY THE HIGHEST Contortion Troupe Act. Rigging 100 ft. high. A real novelty by man contorted as huge as Comedy. If interested in general information write now. Late fairs. Salary, write or wire **JERRY D. MARTIN**, care Billboard, Cincinnati, O. cc14

J. FANNY AND TRICK MULE, ABERN - Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available October 7 for fairs, indoor circuits, theatre night clubs. **ST OTIS**, care The Billboard, Cincinnati. cc7

TWO SENSATIONAL AERIAL ACTS - DOUBLE Chair Balancing Trapeze and "America's Fastest Double Trapeze Act." Open for any location. **BOB O'BRIEN**, care The Billboard, Cincinnati, O. cc14

COWDENS - Three Standard Acts. Fast Double Trapeze, Comedy Rerouting Ladder and Illustrated Swing Ladder. Literature and prices on request. **CLAUDE L. SHAFER**, 104 S. Dennison St., Indianapolis, Ind.

DASHINGTON'S CIRCUS - Ten Days, Cuts, Menagerie. Two distinct acts. Also natural waterfalls. No tenting. No tenting. No tenting. No tenting. Go anywhere. 1316 Locust St., Philadelphia, Pa. cc7

AT LIBERTY - Capt. Earl McDonald, High Five Act or other Novelty Act. Address care 2111 **BILLBOARD**, Cincinnati, O.

CHARLES LA CROIX - Original outstanding high five act. High-class party, street fair, etc. Also indoor shows. Attractive equipment. Advertising routine. Wonderful act, dramatic card, routine. Need platform for outdoor events. Write for literature. **ANDREW CHARLES LA CROIX**, 1304 8th Avenue, Highland Park, W. Va., Wash., D. C.

FRED AND MARIE OUTHRE - Four separate sets for price of one. Double Trick Wire, Single Trick Wire, Double Trick Wire, Double Trick Wire. Write for details. 201 W. Ninth St., Rockaway, N. J.

RICTON'S WONDER DOGS - **FAM E. DODD** and **AMILLA**, laughter, inviting offers. Buy! Yes, Schools now. Write **RICTON'S DOGS**, Railroad, Rockaway, N. J.

THE CLAYTONS - Four different Fire Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Bar, and many more. Write for details. **CLAYTONS**, 1230 W. 12th St., York, Pa.

THREE NOVELTY ACTS - Tight Wire, Rolling Circle and Black Wire. All sets first class. Write for prices and literature. **THE CHRISTYS**, 2006 E. 12th St., York, Pa. cc7

TWO FIRST-CLASS Free Attractions - High Five Single Trapeze Act performed by lady. Stunting, high five act. Write for details. **BOB O'BRIEN**, care The Billboard, Cincinnati, O. cc14

AT LIBERTY

PIANO PLAYERS

DANCE PIANIST - EXPERIENCED ALL LINES. Reliable. Rhythm, take-off. Prefer large towns. Married, age 24, union. Double Handwood organ. Go anywhere. Address **PIANIST**, Box 1, Merion, Pa.

EXPERIENCED PIANIST - EXCELLENT READING, ability, appearance. Single, select. **MAURICE LUCKETT**, Eddyville, Ky.

PIANIST - EXPERIENCED ALL LINES. UNION. **MUSICIAN**, 444 South St., Danville, Ill.

PIANIST - NAME BAND EXPERIENCE. READ, Rhythm. Cut shows, go, arrange. Prefer styled bars. **JOHN ANDERSON**, General Delivery, Fullerton, N. D.

PIANO MAN - READ, FAKE, MODERN, YOUNG. All essentials. No panics. **BOX C-296**, Billboard, Cincinnati, O.

PIANO MAN - READ, FAKE, CAPABLE, reliable, experienced. **BOX C-231**, care Billboard, Cincinnati, O.

PIANO PLAYER - EXPERIENCED MUSICIAN. Young, reliable. Sight read, etc. Cut any program. Write details to **EDDIE FELLOW**, 325 Wallace St., Philadelphia, Pa.

PIANO AND AIR CALLOPE - READ, FAKE, transpore. Thorough experience. **DON SHANKLIN**, 128 N. E. Second St., Oklahoma City, Okla.

PIANIST - Experienced Concert and Dance. Dulciana, No. 10, Jam Bands. Prefer location. Will handle parties. Write **LARRY SCHREIBER**, 520 W. 14th St., York, Pa.

PIANO PLAYER - After November 1. Cocktail bar or well-organized band. Excellent reader, good rhythm, some jazz. **JOHN DARR**, 947 Elmwood, Buffalo, N. Y.

AT LIBERTY

SINGERS

GIRL VOCALIST FOR BAND - DOES SPECIALS on stage. Experience in school, church, large and society work. Willing to rehearse. Large wardrobe. Write **ANN MORRISON**, 49 Second Ave., Newark, N. J.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY - ALL ROUND BLACKFACE Team or Novelty Act. Contortion, juggling, Bumps, Magic, Trapeze, Rings. Salary or what have you? **KAY AND EDWARDS**, Lumberton, N. C.

ARKANSAW SLIM - Gullard, Singer, Dancing, Musical Novelties. Fake hot piano party, some light comedy songs. Age thirty. **BOYD**, 224 Bennett, Salem, Ill.

AT LIBERTY - Combination Comedy and Novelty Team. Comedy singing, talking, game, double. Also small game, juggling, balancing, balancing and walking. Have our own bar and bring good photo and on request. **MARJORIE AND GREEN**, care Western or General Delivery, Indianapolis, Ind. cc14

AT LIBERTY - Young, Versatile, mod. Ringing, Musical Novelties, Bits and Pieces, Comedy. **Have you? Have you, no trailer. VALE**, 1250 H. Capitol, Indianapolis, Ind.

AT LIBERTY - Comedy Menet Comedian, Ringer, Harrier, Act, etc. Change two weeks. **JOHN BARKER**, Cecil, O.

AT LIBERTY for Med or Solo - Sing-comedy, play lanterns, extra large tent, comedy singing, singing band. Dip in arts. Compose and arrange music. Anything comedy, dance, or variety. Write for details. **GEORGE MELMAN**, General Delivery, Lincoln, O., O. P.

AT LIBERTY Get 15th - Comed, Talk, Book, Photo and Musical. **Have you? Have you, no trailer. VALE**, 1250 H. Capitol, Indianapolis, Ind.

AVAILABLE for Department Shows - Christmas Tree, Santa, Punch and White Christmas and Marquette Theatre. **Professional** for any location. Terms right. **BOB O'BRIEN**, Billboard, Cincinnati. cc28

PANAMA'S SOCIETY CIRCUS - Dog, Pony, Circus, Rides, Comedy, Novelty Acts. **BOB O'BRIEN**, care The Billboard, Cincinnati, O. cc14

SPECIALTY TEAM - Change three weeks. Med Comedy. No tenting. No tenting. No tenting. No tenting. **Have you? Have you, no trailer. VALE**, 1250 H. Capitol, Indianapolis, Ind.

PUYALLUP HAS

It was the best week of weather in the history of the fair.

Exhibits were pronounced superior to what they have been previously. New this year were 4-H Club program, live stock; remodeled 4-H Club building for displays and demonstrations; new laboratories in Fairway amusement zone, nine new restaurants in building formerly housing a series of small hamburger stands; added room for Hobby Hall and Photographic Salon; installation of model kitchen in College Station building, making Camp Fire Girls' exhibit a permanent department for the first time; displaying of most outstanding "quidity" of Jersey, Guernsey, Holstein and Ayrshire breeds. Poultry show, largest ever held, showed 154 breeds; 800 entries had to be turned away.

Fairway Business Good

At grand-stand shows, afternoon and night, emcee was Capt. Hugh Barnett Dobble, "skipper" of the Centennial Ship of Joy, radio program. Feature was "Clayton's" contest rodeo produced and managed by Rose Wall, Ellensburg, Wash. Vaude acts were booked thru Fanchon & Marco, C. W. Nelson, manager of its fair booking department, had displaying of most outstanding "quidity." Many times it was finished ahead of schedule. Numbers included band by Capt. Joe Rausch and his boys, lions and tigers by Goebels, six-horse hitch, Ackerman Trio, Cunnings' Dogs and Ponies, the "Clayton's" Brothers, Marie Amadori, artist; Dalbanie, balancing ladder and wagon wheel; trick roping by Buff Brady Jr., Mloyd and Clarence McBe, Kenneth and Layna Williams, "Clayton's" Dogs and Ponies, McAffee and poodle dogs; Three Speeds, acrobatic roller skaters; Joe Thomas Saxotette, Seven Top Tops, Homer Hocutt and trained mule; Three Amadoris, flying act; Joe and Pete Michon, comedy singing and piano; and the "Clayton's" Brothers. At night the fair paid tribute to Washington State Golden Jubilee Celebration by staging a Hitt Fireworks historical pageant.

Fair operated its own amusement zone, featuring rides and shows from Johannes Bros., W. C. Huggins Shows, Douglas Shows and E. H. Bollinger, Portland, Ore. Ride built this year by Johannes Bros., the Pretzel, proved popular. Business on the Fairway, according to F. W. Griffith, a director of the fair and superintendent of the midway, was "better than last year." Octopus and Rolloplane rides were new here this year.

C. W. Nelson, Fanchon & Marco fair booker, said the fair was "open" to Pomona (Calif.) Fair. Cy Tallon, rodeo announcer, and Oral Zumwalt, arena director, stayed over two days to go fishing on Hood Canal with Fair Directors R. D. Campbell, A. G. Gross, vice-president, and F. W. Griffith.

HUTCHINSON GETS

(Continued from page 25)

stand nightly. Features were Cerveone's Band, Lester Cole and Debutante Singers, Oreo Nelson Dancers, 12 Aristocrats, Loyal-Repinski Troupe, equestrians, the "Clayton's," Lee-Cook and Brown. **Have you? Have you, no trailer. VALE**, 1250 H. Capitol, Indianapolis, Ind.

For the first time, with 12 rides and 14 shows, did good business. M. W. Billingsley's Hopi Indians were booked independently on the midway. When Frank R. Winkley presented the Snake and the Snake Day auto-crash and stunt-driving program on the last afternoon weather somewhat cool and the program did not draw a big crowd. However, those who attended were well pleased.

Rural youth played a big part in the fair, 800 boys and girls, representing nearly every county, attending the 4-H Club encampment. There was large expansion in all live-stock departments. Showing of Hereford cattle had 184 head. There was the greatest farm machinery show ever assembled in Hutchinson.

Big Draw, Profit For O. Apple Fete

JACKSON, O., Sept. 30.—Drawing an estimated 30,000, third annual Jackson County Apple Festival here on September 20-23 under auspices of Chamber of Commerce was the most successful to date and a substantial profit was shown, said Quiller W. Scott, secretary. Event was staged on streets to advertise the county's product and was financed thru sale of privilege space to professional attractions.

P. M. Carpenter, concession manager, obtained \$1,000 for the committee thru sale of concession space. He also booked Graziano & Carlin's Tilt-A-Whirl, Octopus, Merry-Go-Round, Ferris Wheel and Kiddie Auto ride. Los Aros were free act. Merchants had 90 display booths for which prizes were awarded and premiums were offered for apples, grain, vegetables and flowers.

Other features were prize parades and contests and queen coronation and ball. Committee included Leon M. Evans, general chairman; Fred Melvin, treasurer, and Allie L. Stiffler, finances.

Fall Festival Nets \$175

TROTWOOD, O., Sept. 30.—Altho final check-up has not yet been made, members of the Community Club, sponsor of a fall festival here on September 14-16, believe profit of about \$175 was made, reports William W. Allaman, secretary. William B. Jacobs had a Merry Mix-Up, Merry-Go-Round, cat rack, hot game, and a prize parade. Other concessions were George Bennett, pan game; Fred Golding, photos; Mrs. E. L. Young, merchandise wheels and block game; Frank Bunn, pop corn and penny pitch, and Stupp Bopm, hi tops and free acts were Wombold Sisters, N. L. Diehler's Animals and Buckeye Whatnots.

45,000 at Buckeye Outing

ATHENS, O., Sept. 30.—Seventh annual community outing at Athens County Fairgrounds under auspices of National Brands, Inc. here on September 24-26 drew about 45,000, said L. B. Francis, general chairman. On the midway were George's Ell Wheel, Merry-Go-Round, Loop-a-Plane, Whip, Chairplane, Kiddie train and pony track, W. B. Malloy's Circus, Lee Wyatt's Midget Lady, Chief Clearwater's Wild West show and more than 50 concessions. Fireworks and prize awards were features. Pete Foster Enterprises booked the grandstand show which included Nancy Darnell, aerialist, and Fisher and Graham.

Corn Festival Has 16,000; Cold Weather Reduces Gate

GREEN CAMP, O., Sept. 30.—Annual Corn Festival here on September 20-23 drew about 16,000 and was the most successful by the committee, tho attendance was somewhat under expectations due to cold weather the first two nights, reports Dana G. Barber, secretary. Midway and other annual features made some profit, used to cover a deficit resulting from a peasant which was presented on too elaborate a scale for such a late date.

Chif Thomas, of Riverside Amusement Park, Indianapolis, managed the midway and used his rides and bingo, along with other concessions. Business was good the last two nights. Live stock, poultry, agricultural and domestic art displays were well patronized. Other features were parades and street dancing. Advertising was done in seven counties, with a 18-foot installation ear of corn carrying a P-A system.

Ill. Fete Draws 30,000

FORRESTON, Ill., Sept. 30.—More than 30,000 attended 17th annual Sauerkraut Day and Centennial Celebration here on September 21, afternoon crowds breaking all records, reports Bill Moss, press representative. Ray Swanner, of Evans Show, was in charge of a Bell-Blaine and Tilt-A-Whirl on the midway and three William Hoffner rides did good business. Tucker's Harlem Revue, Fisher's Athletic Show, 146 concessions and four pitchmen were also booked. Other attractions were a WCLO hillbilly band, parade, band concerts, New Newspaper ads and publicity, bumper cards and theater announcements were the chief means of publicizing the event, sponsored by merchants.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Successful O. Show Financed by Midway

UTICA, O., Sept. 30.—With attendance estimated at 20,000, 10th annual Home-Coming and Fall Festival here on September 21-23 was the most successful yet staged by business men, officials report. Event was financed thru donations and privilege fees from rides and concessions. Special attractions were farm and flower exhibits, pet parade and daily concerts by a school band and McMichael's string orchestra. Committee included Stewart Anderson, vice-president of Madison County Fair, chairman; Elmer Doomy, midway lighting; George Swaser, treasurer; R. B. Brinkerhoff and Mrs. Audrey Stillwell, publicity, and A. A. Graves.

Free acts were Captain LaValley and his Diving Sensations, including Nancy Dennis, fancy diver; William Oeffinger, clown, and Horace LaValley, announcer; Darwood Sisters, acrobatic tumbling, and James Murray's Dogs.

F. E. Gooding concessions and Merry-Go-Round, Ferris Wheel, Whip and Kiddie Auto ride were on the midway in charge of Blaine Gooding. Another attraction was a Wild West show. Concessions were ball game, John Pazel; penny pitch, Retta Miller; hoop-la, Robert Harris; spill the milk, Rupert Osterbacher; cat rack and blankets, H. G. Shapiro; pan game, George Bennett; black, six, five, eight games, Max Feldman; frosted malt, Mrs. J. Perry; bingo, Clark Constant; spill the milk, James Keller; Golding's photo studio; palmistry, A. Stevens; photos, John Roberts; wire jewelry, R. A. Schoener; penny pitch, W. E. Meiert; pop corn, Peter Truylaxel; rebbel games, J. C. Roberts, and came rack, Frank Schweitzer.

Weather Hurts Ohio Show; Event To Be Staged Yearly

NORTH INDUSTRY, O., Sept. 30.—Cold weather reduced attendance the first three nights of first annual Home-Coming and Pumpkin Show here on September 20-23, but midway was thronged on the final night and concessioners and rides got some money. Opening-night parade and band concerts were features of the celebration, sponsored by merchants and civic clubs. Edward Oliver was chairman. Committee published a booster sheet, which helped finance the event.

Four P. E. Gooding rides were on the midway, with B. L. Decker's shooting gallery and penny pitch, Hine's pony rack, Wagner's Penny arcade, Mullane's Athletic Arena, Larry Larrimore's seven stores, Sampson's novelties, Keller's grab stand; Von Black, pop corn; Art Hill, mouse game, and Bobby Glotch's store.

Calif. Event Is Successful

LODI, Calif., Sept. 30.—Aided by fair weather, seventh annual Grape Festival here on September 15-17 under auspices of service clubs and Chamber of Commerce was one of the most successful since inception, reports W. T. Jesup, of West Coast Amusement Co., which recorded big business on the midway. Jack Carter managed the event. Other features were fireworks, band and float parade, banquet and water pageant, which drew attendance of about 160,000.

Shorts

FAIRLY & LITTLE Shows and John B. Rogers pageant were featured at Boonville (Mo.) Daniel Boone Days Celebration on September 23-October 1.

AERIAL ROMAS, Hoy G. and Mary Valentine, will play Toronto, Baltimore, Philadelphia and other Shrine circuses for Hamid-Morton, reports Ray Valentine.

ANNUAL Fredericktown (O.) Street Fair on September 22 and 23 drew big crowds and was one of the most successful in recent years. Sponsoring mer-

chants and civic groups had four Scouting Park rides, Howard Peter's Freak Animal Show, Jack Hamilton's Pit Show and Johnny Ehrig's concessions on the midway.

BERT Rosenber reports he spent the summer in Atlanta making plans for Madison-Kip Bauser's Colored State Fair under organization auspices. Event will be held in the center of town, and shows, rides, concessions and free acts are planned.

JAKE DISCII, clown, reports he was well received at recent organization picnic in the vicinity of Milwaukee.

MORE than 18,000, a new gate record, turned out for 17th annual Madison (Wis.) Fall Festival on September 20-24 under auspices of East Side Business Men's Association. Event was staged in Madison-Kip Bauser and exhibitors numbered 190. Entertainers were Patsy Montana and Prairie Ramblers, Hooster Sot Busters, Harmonica Cal and his Badger State Barn Dance; Ben Berger, magician, and National Quartet. Admission was 15 cents for adults and 10 cents for kids.

FAVORABLE START—

(Continued from page 35)
rain. Fair is again under direction of George Hamid, the New York booker having purchased the rights and franchise last winter. Formerly Hamid had leased the grounds.

Hamid-produced show in front of the grand stand played to satisfactory patronage and Ceelin & Wilson Shows reported "good" business for early part of the week. Numerous show people from New York and vicinity and near-by fair excoes have been visiting all week. Details will appear in next week's issue.

Lucky Peter was injured slightly on Sunday but was able to keep other engagements this week.

TULSA 7-DAY—

(Continued from page 35)
harvest check, selection being made by advance sale tickets. On the Rubin & Cherry Exposition midway there was a preview for members of school board and Parent-Teacher Association representatives on opening afternoon. All concession prizes were in merchandise in keeping with a ruling by the sheriff. Despite the curtailed run of the carnival, the gross was up 50 per cent over last year's, it was reported when the show checked in with the fair management Friday night when the midway folded.

Night grand-stand show, comprised Barnes-Carruthers Parade of Stars and Thearle - Duffield fireworks. Average grand-stand attendance was about 7,000 with admission at 50 and 75 cents and 10c revenue was the largest production of its kind to play a Tulsa fair. Show cost the fair board about \$10,000 because of construction of a new stage, flood lights and public-address system. A final check has not been made but the take, up two and a half times over last year's, will not be sufficient to break even.

Horse Racing Small Draw
Parade of Stars ended a 14-week run in Tulsa, during which it did not miss a performance, according to Fred H. Kressmann, supervisor. Most of the performers returned to Chicago. Two other units of the Barnes-Carruthers show were to be out by the last of October. Mr. Kressmann, who had a show in Tulsa 10 years ago, said he was himself highly satisfied with the season. Show featured the Lambert Hild dancers and combined a variety of talent han-

dled skillfully enough to present a unified performance. A feature Wednesday night was appearance of Betty Avery, Tulsa, who was Miss Oklahoma in the Atlantic City Miss America contest and who was awarded second place.

Opening afternoon attraction was auto racing by Racing Corp. of America under sanction of the International Motor Contest Association. Buddy Calloway drove to a new track record of 27.7 seconds and then won two races handily. Second day's racing was on final day. Aut Swenson was starter.

Four days' horse racing had small fields, attendance was comparatively small and the impression was that the fair would not again attempt to present a race meeting under the same circumstances. Tulsa is a horse town and will go for races, but not when there is a rigid no-tetting order and when admission is 50 cents to see county fair horses gallop. There was no open betting.

To Pick New Manager

Criticism of a system which permits selection of a fair manager by the county commissioners was voiced a day before the closing by Paul E. Estill, president of the fair board. His statement was the opening shot in an expected fight over appointment of a new manager. Hade E. Bridges, secretary-manager, announced he will submit his resignation as soon as all business pertaining to the fair has been completed. President Estill explained he had no favorites to suggest for the post but that the new manager should be one able to command unified support of Tulsa citizens and organizations, including the press, radio stations and county commissioners.

FLYING BEHEES

"Greatest Flying Act in the World Today"

featuring ROSE BEHEE

The First and Only Lady Flyer performs a feat and a half Sensation to a catch by the first white airplane!

NOW BOOKING INDOOR DATES

Permanent Address: CLAYTON BEHEE, 576 E. Main St., Peru, Ind.

Acts Wanted

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NOV. 27TH-DEC. 2ND

REV. J. W. E. AIREY

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EXPERIENCED, SOBER, IMMEDIATELY

PHONE MEN

For two Shrine Dates. Call or write CHARLIE WATTS, Emerson Hotel, Baltimore, Md. No collect phone calls or telegrams accepted.

CONCESSIONS WANTED FREE K. OF P. EXPOSITION

Private Lot, Sheridan, Ind., October 12, 13, 14. Miller Bros Contracted.

EUGENE LEONARD, Chairman.

CONCESSIONS WANTED Fall Festival and Corn Show

Sponsored by Commercial Club, Prospect, Ohio, on the Evening of October 11-12-13-14. Address: JACK RICHARDS TENT CO., 743 1/2 N. High Street, Columbus, Ohio.

CARNIVAL WANTED

ALSO SOME RIDES AND CONCESSIONS

OCTOBER 9-14, COTER, ARKANSAS

Big celebration dedicating the opening of No. 62 Highway—festivities will attract large crowds. Sponsored by Young Business Men's Club. Merchants and other organizations co-operating. Write or wire L. F. MARTIN, Secy.

Wholesale Price

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Furriers Offer Prize Users New Designs, Prices

NEW YORK, Sept. 30.—Manufacturers of apparel have turned to salesboard, bingo and prize users in an effort to get a full share of fall and winter business. It was reported here today. Intent on getting increased takes for these items, sales executives have hit upon these fields as a means of attaining their purpose.

While a number of furriers have for a long time recognized the value of pitch and salesboard outlets, these manufacturers have turned to the prize fields with greater plans. Especially do manufacturers of fur coats, neckpieces, scarfs, jackets and gloves plan to cultivate this outlet completely.

Fur coats, which have been moving in large quantities in recent weeks via the salesboard route, are expected to claim more and more interest as Christmas nears. The fact that fur coats are considered a luxury is aiding the boys to cash in. Knowing the weakness of the feminine trade for such finery, the pieces are now offered on boards so that every woman has an opportunity to own one. New designs and quality of jackets and coats are proving a big aid to salesboard and bingo operators.

The H. M. J. Fur Co., Roebing Fur Shop, Snipper & Schwartz Co., General Fur Mfg. Co., S. Angell & Co., J. Arkins and M. Seidel & Son are among firms offering new 1939-40 designs at unusually low prices. H. Korach Co. has a similar set-up on fur fabric coats. These firms are doing excellent jobs of promotion and agents and salesmen are taking advantage of new prices.

In the bingo field operators have reported increases in attendance and takes because of the addition of fur coats and pieces to their shelves. While made of less expensive pelts, these pieces are most serviceable and appealing. Many ops are working on the theory that no woman can resist a fur piece and are cashing in on this psychology. In addition to this fact, ops are actually affording women in middle-income group an excellent opportunity to obtain furs.

Fur coats in 1940 creations are being offered in selection of sealion, lapin, coney, caracul, marmink, kid paw, beaverette, mendosa, beaver, pony, skunkolene, skunk, Persian, trimmer paw, squirrel and muskrat. Fur chubbys, boleros, scarfs and swagger-length and full-length coats are available at prices believed to be lowest in history of the business.

Manufacturing furriers are working hand in hand with the stylists, which opens new and profitable fields to prize boys.

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

MORE ON FUND RAISING.
Picking up where we left off last week, an operator who works out a budget and profit-sharing arrangement with an organization will usually arrive at his budget in this manner: He charges a flat fee for every member in the organization to cover his overhead, \$1 per member as a rule, to be applied against receipts of the campaign. This covers expenses entailed in getting promotional material and cards into hands of members. The operator then adds to his budget the cost of the clerk's or secretary's salary.
(See DEALS on page 55)

Bingo in Wis. Not Restricted by Paulson Bill, Senator Says

MADISON, Wis., Sept. 30.—Senator Oscar S. Paulson, La Crosse minister, said today that the Paulson Bill, No. 194-S, authored by him, did not restrict bingo. The bill passed the State Senate and has been sent to the Assembly for a vote.

The fight for a definite rule on bingo began late in July when C. E. Broughton, editor of a Sheboygan newspaper, publicly criticized a decision of Circuit Court in Milwaukee against four bingo games at the Midsummer Festival. The editor vigorously attacked the banning of the game at picnics and other public gatherings sponsored by local taxpayers. Shortly after this an action was brought before Circuit Judge John C. Kleczka at Milwaukee to restrain Bahn Free Hall of that city from staging bingo parties. A concerted move was started to effect a change in the State law to definitely exempt bingo sponsored by charitable, fraternal and religious organizations.

Archbishop Samuel A. Stritch, of Milwaukee, took the stand in behalf of bingo on the grounds that when conducted in churches it was not immoral, the primary purpose being recreation and the unexpended surplus going to charitable, religious or educational cause.

"These games are not in themselves immoral and, if abuses are removed, barring their not being forbidden by legitimate authority, they, by reason of certain extrinsic circumstances present, are commendable," the archbishop said. "We have heard the argument that at these games people spend money which otherwise they would spend with merchants. Like reasoning would condemn donations to good causes."

Defines Charity

"Webster's New International Dictionary gives among the definitions of charity: 'Whatever is bestowed gratuitously on the poor for their relief.' Facilities for the practice of religion and educational advantages given to the poor are surely foremost among the good things which charity dispenses to the poor for the most important sort of relief. It is not strange, therefore that in our Catholic idiom we call alms given to the support of churches and schools charities. This is our way of speaking and therefore the cause promoted by bingo, such as I am discussing, we generally call charity."

"Now the question which proposes itself is this: Is the conduct of games in which moderate prizes are awarded and by common agreement the surplus in-

Halloween Numbers Claiming Attention

NEW YORK, Sept. 30.—Pitchmen, streetmen and novelty workers are already pushing masks, confetti and noisemakers in view of heavy business expected during the Halloween season. Distributors report that large supplies of black and orange items have been shipped to the hinterland, with workers in the metropolitan area taking care to stock these items.

While many new items are expected to command popularity, old stand-bys are needed. It is not strange, therefore, that plan to limit themselves to the usual black cat and witch lines and other colors are competing with black and orange in many numbers. Paper hats, always a good item, loom again as a special attention if being focused on college towns where students will be preparing for fall proms. Realizing the value of this market, firms are shooting out literature and price lists to prospective workers. Workers are adding to their stock and will make a concerted drive for this trade.

come given to a religious, charitable or educational cause, ministering to the poor, immoral."

"Human reason dictates that in adjudicating the immorality of an act we make a very simple distinction to avoid falling into a gross error. An act may be immoral in itself, that is, its very nature may be sinful—for example, the sale of obscene literature, advertising indecent or morally dangerous theatrical performances, publication of suggestive pictures, etc. Also an act which in itself is morally indifferent may be morally vitiated by an extrinsic factor—for example, its being forbidden by legitimate authority.

"The abuse of a thing does not make its proper use immoral," Rev. Stritch said.

The press attempted to point out the necessity of legitimate authority in regard to bingo thru its editorial pages.

"It is about time," one newspaper said, "for the officers of the courts to wake up to the fact that they are doing an injustice to fraternal and church organizations as a result of barring the innocent game of bingo."



By JOHN CARY

RECENTLY an inquiry came from a charitable organization wanting to know if bingo counselors serve a real purpose in bingo. The situation was that the group was so large that it felt that among its membership was someone who could profitably and ably conduct the bingo series considered.

REGARDLESS of the size of the organization, it is always well to employ a counselor. Even if the group has 1,000 people in it, it is foolish to think that any one of them should assume the responsibility of the game. There is more to bingo than the mere calling out of numbers and awarding prizes. A professional can push every angle of the game, thus increasing attendance. He can be secured at the best price. His experience in running the game and his extensive knowledge of it make it possible for him to put on a better game. Straight bingo is all right for a few times, but to keep the crowd coming back you've got to know the angles. Counselors know exactly when and how to inject new tricks into the game. They are showmen steeped in mass psychology who know how to run games efficiently and profitably.

JUDGING from the way jobbers are getting orders for supplies from operators throughout the nation, there is an increase in the popularity of bingo. With reports of bumper crops, it is no wonder that business is picking up for jobbers. Of course, a lot of alert operators are purchasing new equipment to start the season, but there are others joining the move for up-to-the-minute equipment.

ANOTHER indication of the game's growing popularity is the amount of prize merchandise that is being shipped to the hinterland. They know that the best way to attract and keep attracting bingo fans is to give them worth-while prizes. With this policy foremost in mind, operators have been ordering from supply houses in order to get stocks before Christmas shipping begins. A delay
(See BINGO BUSINESS on page 54)

Atlantic City Talks Changes

Concessioners will benefit from \$6,500,000 modernization plan considered

ATLANTIC CITY, Sept. 30.—Beach concessioners and prize users in general were heavy in praise of this community's move to spend \$6,500,000 on a program designed to keep the resort in the limelight as "America's Playground." The modernization program is being considered in the belief that the famous boardwalk and beach are not enough to draw tourists year after year.

"Something must be done," Mayor Charles D. White and business men of the city are quoted as saying. "Otherwise we're going to lose our place as a leading summer resort. Competition for the tourist dollar is much keener today than it was when Atlantic City experienced its tremendous growth." Members of the city government and civic organizations have been considering the plan to keep the city at its height in the nation's favor and to this end the Atlantic City Planning and Improvement Association was formed and a committee named.

Concessioners and pitchmen who make this city their summer stand are anxious to see the project go thru. The four principal features of the plan are to establish two large beaches, a tremendous yacht basin and new bascule bridge at the point where the White Horse Pike crosses Beach Thoroughfare. Removal of the bottlenecks will facilitate and encourage motorists from the metropolitan area to visit here.

The city and its three small suburbs on the same island have in mind to create in the two proposed beaches something more than a stretch of sand and shadblers. Modern bathhouses, parking space for several thousand automobiles, playgrounds with courts for tennis, handball, shuffleboard, paddle tennis, refreshment parlors, rest rooms, shops and sun decks are emphasized in the plan.

The carrying out of such a plan would aid the concessioner in several ways. The spending of the money would bring immediate business to those who use prize merchandise. The increase in the number of visitors here in the summer would also help business in general and add greatly to the takes of concessioners and pitchmen.

Detroit Mayor Okehs Bingo

DETROIT, Sept. 30.—Bingo games for charity were given a clean bill of health by Mayor Richard W. Reading, following their ban a few weeks ago by the Detroit Police Department. The ban was based upon interpretation of a statement against bingo by Gov. Loren D. Dickenson.

"There should be common-sense interpretation of the State law," Mayor Reading said. "I do not believe the Legislature intended to restrict non-
(See DETROIT MAYOR on page 54)

Pens for Warring Nation

NEW YORK, Sept. 30.—A beligerent nation has ordered 3,000,000 de luxe water fill pens, a spokesman for the Associated Pen Corp. said today. The embargo thru which the order came embodied that the country planned to distribute the pens to soldiers on the march and aviators who are far removed from fuk bottles.

THOUSANDS CAPTURED!

By the Charm, Appeal and Performance of This Remarkable Premium Item!

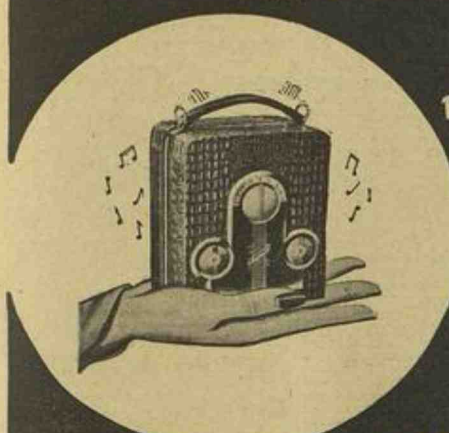
YOU CAN MAKE
BIG PROFITS
WITH THIS

Majestic
MILITARY MONARCH OF THE AIR

WORLD'S
TINIEST

PORTABLE RADIO

The Outstanding Premium Hit of the Year!



**NO LARGER THAN
A CAMERA!**

No Plug-In! No Aerial! No Wires!

Here's the most remarkable radio you've ever seen! Its amazing performance and compact size is truly astonishing. Everybody goes for this World's Tiniest Portable Radio! Weighs only 3 1/2 lbs., yet plays like a big set. No aerial! No wires! Take it everywhere. Play it anywhere. Carries by handle or shoulder strap like a camera. Only 3 1/2" deep, 5 1/2" wide, 6 3/4" high. Choice of Brown Alligator or Red Pin Seal Morocco covering. You can really go to town with this. Send for complete details and quantity prices.

LIST \$14.95

\$9.95
COMPLETE
with Shoulder
Strap—Ready
To Operate

Wire or Write **EVANS NOVELTY COMPANY**
NOW! 800 WASHINGTON BLVD. 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.

Gas Saver

The Gas Master is one of the smartest gadgets to be introduced on the market in recent months. G. & M. Mfg. Industries report. The newly patented item injects air thru vacuum line into carburetor, equalizes gasoline and air mixture and saves up to 80 per cent on gasoline consumption. Because the installation of the item is so simple, it may be put on an auto in about one minute. Pitchmen, street workers and agents are finding the item in growing demand, the firm reports.

Mirror Vanity Dresser

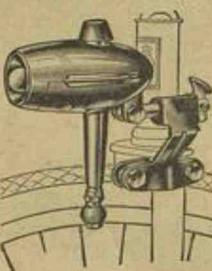
Modernistic mirror vanity dresser, distributed by Zenith Sales Co., is a sure-fire hit, the firm reports. In two-tone effect with blue and silver mirror, item comes with a pound of hand-dipped chocolates. The number, which Zenith is first to bring out, offers quality and finish. Bingo and salesboard operators and concessioners are finding it one of the keenest items to be introduced in recent months, the firm claims.

Handiline Clothes Line

A new-type clothes line which may be put up more quickly than the housewife's old stand-by is a sure-fire seller for specialty men, demonstrators and pitchmen, Handiline Products Co. reports. Line comes in a box which keeps it clean and eliminates chances of soiling clothing. Line may be pulled out to any desired length and stretched taut instantaneously. It may be used in the yard or basement. "This new wash-day convenience does a topnotch job of simplifying the housewife's work and is proving a ready seller, the firm states.

Powerflo Lights

Leterstone Sales Co., manufacturer of batteryless lights, reports its latest creation, a bicycle light, should prove popular with demonstrators and prize users. Light may be installed quickly on left front fork of any bike and operates thru a fabricated roller which noiselessly generates current the moment the bike is set in motion without tire wear-out. Pinger tip on off adjustment holds the roller away from the tire when no light is desired. Generating mechanism is said to be fool-proof.



having permanent magnet armature and operating on specially developed field (See POPULAR ITEMS on page 57)

MORE PROFIT WITH NATIONALLY ADVERTISED RADIOS



ZENITH... PHILCO... GENERAL ELECTRIC... MOTOROLA... STEWART-WARNER

Will increase your sales... Everybody wants a nationally known radio. WIRE OR AIR MAIL for seasonally low price radio circular... First time offered.

"BUY DIRECT AND SAVE"

ZENITH SALES CO.
529 So. Franklin St. CHICAGO
NEW TERMS: 2% OFF FOR CASH



HERE THEY ARE! The Fun Loving Magnetic Scotty Pups

The Most Sensational Novelty in Years! Consists of two miniature size Scotty dogs—one black and one white—made of molded composition and mounted on magnetized metal bases. When either dog is placed behind the other, the mysterious magnetic force causes the dog ahead to whirl about and meet the approaching dog "Face-to-Face" in a comical manner. A winner for demonstrators, streetmen, etc.

No. 4010—LOVE PUPS—
Put up 2 dogs, one black and one white, in a set. Each set in a box.
\$1.50 DOZEN SETS \$18.00 GROSS SETS

No. 4011—JITTERPUPS—
Similar to above but better quality. Equipped with Licensed G. E. ALNICO Magnets—the most powerful magnet alloy in the world.
\$1.85 DOZEN SETS \$21.00 GROSS SETS

SEND FOR YOUR FREE COPY OF
OUR BIG 1939 GENERAL CATALOG
GELLMAN BROS. 119 North Fourth St.,
MINNEAPOLIS, MINN.

IN HIS PLACE

The World's Worst Trouble Man put in his proper place. This is a fast-selling number. Also "Breadwinner" and "Dagwood's" Pins. 25c for samples of all these big money makers.

LEWORTON SPECIALTIES
Rm. 603 Merchandise Mart, CHICAGO, ILL.

REPEAT ORDERS ASSURED BY OUR FREE CATALOG

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfactions or money refunded in 30 days. Same day delivery. 25% Dep. Del. O. O. D. LOWEST PRICES.

H.M.J. FUR CO.
150 W. 28 ST.
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BULOVA - GRUEN - ELGIN - WALTHAM

5,000 ON HAND POSITIVELY LOWEST PRICES

Wrist & Pocket Watches FOR LADIES AND GENTS Reasonably priced. Guaranteed Like New. 1,940 Styles now available. Write for Free Catalogue.

NORMAN ROSEN
Wholesale Jeweler PHILADELPHIA, PA.
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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" a minute—up to 120 in an hour! And what's more! Because cooked from INSIDE OUT by electricity, they taste utterly different. You enjoy any such eating, barbeque, baseball, Wiener in your life. Take WIENIE-CHEF around and prove how SWIFT and NEW it is! THIRILL combine to increase profits fast for restaurants, taverns, restaurants, drugstores, tourist camps, and hundreds of other places.

RUSH POSTCARD FOR DETAILS!

Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your great pet bite into it—tell him how the WIENIE-CHEF can MAKE MONEY for him, and you'll be a dramatic sales story that tops everything else. Try it now for yourself. Our **MONEY BACK GUARANTEE OFFER** makes it easy for you to see the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details now.

2301 W. Hubbard St., Dept. K-14, Chicago

PROFITS UP TO 85 PER CENT
 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. E. Burke, of Iowa, sends in 23 orders in three days—over \$60.00 in profits. A. F. Galbreath, of California, took one look at his sample and rushed an order for one dozen. At the lowest priced, efficient, GUARANTEED live dog, machine on the market—capable of producing 240 to 250 per hour—you have a story for any eating place that will bring HUNDREDS OF MAKE MONEY POST CARDS!

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. E. Burke, of Iowa, sends in 23 orders in three days—over \$60.00 in profits. A. F. Galbreath, of California, took one look at his sample and rushed an order for one dozen. At the lowest priced, efficient, GUARANTEED live dog, machine on the market—capable of producing 240 to 250 per hour—you have a story for any eating place that will bring HUNDREDS OF MAKE MONEY POST CARDS!

WIENIE-CHEF MANUFACTURING CO.

BINGO BUSINESS
 (Continued from page 52)
 in shipment might mean loss of money and wise ops guard against that.

BINGO is going over in a big way at Fall River, Mass., and the American Legion Post is planning to sponsor a series of games. According to James H. Roberts, post adjutant of Frank Allen Wilson Post No. 136, plans are moving forward for the events. These charity games draw big crowds and under sponsorship of the post the games get every co-operation from the press. With such a set-up it is no wonder bingo is being so well received in that area. New Englanders are dyed-in-the-wool fans, anyway, and operators enjoy putting on games in that area.

BUSINESS for those associated with bingo bids fair to surpass that of a year ago. The reason for this is that bingo's popularity has increased. The big point is that several States have taken definite stands on the game, which allows operators to promote events. Connecticut's move to let the matter up to the communities is reported meeting with great success and charitable groups are planning to enrich their funds during winter months. With bingo offering such a pleasurable evening, and the money going to support a worthy cause, it is a little wonder fans can resist the temptation to enjoy such a wholesome game.

DETROIT MAYOR
 (Continued from page 52)
 commercial bingo when utilized for bona fide charitable purposes.

"The policy of the city will be what it has been for years—permission of bingo games by veterans, fraternal and religious organizations engaged in charitable work. I announce this policy after personal interviews with members of the Legislature and approval of a letter from Gov. Dickinson in which he states that his personal opinion on bingo games should not alter local policies."



While They Last NOW! ONLY 60c each
 B99J35
Wells Candid Type Camera
 All-metal case, black crackle finish on sides and back with striped metal front. 60MM. Ever-Nickelux Lens. Telescope eye level view finder, fixed focus. Trip and Strap Hooks. Takes 16 pictures on regular 8-exposure roll of Agfa A-8 or Kodak 127 film.

BIGGEST NOVELTY TODAY!
MAGNETIC TRICKY PUPS



Cash-in While They're Hot!
 Two Sooty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.
No. B1N30 Per Gross Sets \$18.00
Per Dozen Sets 1.60

ELEPHANT and DONKEY

No. B1N41 Per Gross Sets \$18.00
Per Dozen Sets 1.60

MEN OF WAR
 Two Soldiers Fighting. Act Same as Dogs.
No. B1N46—Per Gross Sets \$18.00
Per Dozen Sets 1.60

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

N. SHURE CO.
 200 W. Adams St., Chicago, Ill.

JUST OUT!
MODERNISTIC MIRROR VANITY DRESSERS



- TWO-TONE EFFECT.
- BLUE AND SILVER MIRROR.
- MODERNISTIC DESIGN.
- PACKED ONE POUND HAND-DIPPED CHOCOLATES.
- EVERY BITE A KEEN DELIGHT.
- PLENTY OF FLASH.

No. 325
 IN LOTS OF **\$175**
 6 OR MORE EACH

Write for Circular of Other "Hot Numbers," including Music Vanities and Candy Specialties.

FREE FREIGHT ON 30 OR MORE VANITIES

TERMS: 2% CASH DISCOUNT
 25% Deposit. Bal. C. O. D.
 No Shipment Made Without DEPOSIT

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 529 So. Franklin St., CHICAGO

1939 BEST SELLERS FROM OUR BIG LINE LEVIN BROS. TERRE HAUTE, IND.

1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

	Per Doz.	Per Gro.		Per Doz.	Per Gro.
BB1 Flying Birds, Outside White	\$1.00		BB8 China Head Games	.60	5.75
BB2 Flying Birds, Inside White	1.50		BB9 Chesterfield Cans	.65	7.50
BB3 Tined Heads	2.75		BB10 Rubber Covered Balls	.85	10.00
BB4 High Hat Menks	3.75		BB11 Carntel Decorated Balls, No. 8	.25	2.25
BB5 High Hat Menks, G.	.60	5.75	BB12 Ballroom 80's, Best Grade	.35	3.35
BB6 Col. Doll, 7" with Feather Dress, H.A. K.	.85	7.50	BB14 Fishhook Hats, Felt with Colored Feather	.80	9.00
BB7 Swagger Stix, 38 in.	.60	5.50			

ATTENTION, CANADIANS
 Check These Amazing Values

Blue Laces, 27", 60c per gross; individually paired, 80c per gross. Pin and Panel Sets, 12 on card, 12 note card, 1c to 30c; takes in \$4.00; \$2.00 per deal; 10 deals, \$17.50. Ready Knotted 6 1/2 Tie, attractive display, \$2.25 doz., 1c to 30c deal, 1,200-hole Jack Pot Sales Board, looks like jack pot machine, takes in \$50.00, pays out \$27.00; profit \$23.00; \$3.38 each; doz. lots, \$35.00. Name Blanks, double-ended, box, \$1.50 per 1,000, carded \$6.00 per 1,000. 300-hole Assorted Gams, \$10.50 per doz. Premium Blanks, all prices applied, takes in \$100.00, sells for \$50.00 to stores; comparable with size \$25.00. Double-ended, box, \$1.50 per 1,000, carded \$6.00 per 1,000. Elgin Electric Razors, 80c each; doz. lots, \$9.00. Handkerchiefs, 2 doz. on card, callio-wraped, 90c per gross. Ritz Breath Perfume, 24 bottles on card, \$1.20 per card. Pipes, French Briar, \$18.00 per gross. Perfume, Night of Romance, \$3.60 per gross bottles. Arny and Navy Ready, 2c each. Sand deposit, balance C. O. D., or include full amount and avoid C. O. D. charges; orders of \$50.00 or more, shipping charges prepaid.

UNIVERSAL JOBBERS, 380 Craig St., W., Montreal, Que., Can.

M. HORWITZ & SONS EST. 1896
 Largest Manufacturers in U. S. A.

PARADE CANES, maple, good finish. Heavy size. \$14.00 per gross.
Swagger Sticks, \$4.25 per gross. F. O. B. Phila., Pa. Cash with order.
 Parade Canes, Maple, 3/4 Thick, \$12.00 per Gross.
 305-317 Montrose St., Philadelphia, Pa. (Dial Operator HOW 6636).

"LOVE PUPS"
 (Made with Genuine G. E. Alnico Magnets)

DOZEN PAIRS...\$1.35 GROSS PAIRS...\$15.00
 PREPAID! SEND M. O. IN FULL!
 A. M. WALZER CO., Security Bldg., Minneapolis, Minn.

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CATALOG NO 40. WRITE FOR YOUR COPY NOW.
ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.
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 OUR PRICES STILL LOW—ORDER NOW!
 Write for Free 1940 Catalog. Complete Line for Wagon Men, Agents, Premium Workers, House-to-House Canvassers. Big Line Xmas Cards. Free Sample Case With First \$10 Order.

It Has Flash! Class! UNDERWOOD ELECTRIC SHAVER
 Biggest Value at **\$1.00** Each Plus Postage (25% Deposit)

CHAMPION SPECIALTY CO., 814-X Central Street, Kansas City, Mo.

CHESTERFIELD CANES

1 Gross Lots Per Gross \$7.40
 \$7.20 Per Gross (In 5 Gross Lots)

AMERICAN-MADE HEAVY MAPLE PARADE CANES, \$18.00 PER GROSS

LARGE STOCK OF BINGO MERCHANDISE, DOLLS, NOVELTIES, SLUM, ETC.
 Terms: 25% Deposit, Balance C. O. D.
SEND FOR OUR NEW CATALOG.

B. & N. SALES
 2030 Commerce, DALLAS, TEXAS.
 707 Preston, HOUSTON, TEXAS.
 310 W. 9th St., KANSAS CITY, MO.

POPULAR MODELS—LOW PRICES

No. 2HS—Eldin Kwik Shave dry shaver. Sample 55c; Doz. 5.00 each; 6 doz. 4.95 each.
 No. 2H—Underwood Dry Shaver. Sample 53c; Doz. 4.95 each; 6 doz. 4.75 each.
 No. 2M20—Underwood Dry Shaver. Sample 5.15; Doz. 99c each.

TRICKY DOGS MAGNETIC

No. 280 1/2—This magnetic toy has two 1/2 inch round, dependable magnets. Packed 2 to set. Retail price, 10c. Wholesale, 5c. 100 sets \$1.00. 500 sets \$4.50. 1,000 sets \$8.50. 2,000 sets \$15.00. 5,000 sets \$35.00. 10,000 sets \$65.00. 20,000 sets \$115.00. 50,000 sets \$265.00. 100,000 sets \$515.00. 200,000 sets \$1,015.00. 500,000 sets \$2,515.00. 1,000,000 sets \$5,015.00.

BINGO GAMES

Every style and size. Markers, Paper and Catalog. Specials 1,500 and 3,000. Balls, Cages, etc. Limited Stock.

WARWICK NOVELTY CO., Conimicut, R. I.

Fur Coats

Here is a typical example: P'd's real styled Cooney, genuine Fur Coat in latest styles! all sizes. Tennessee origin. \$1,000.00. 50% cash values in other furs as squirrelicious. Caracul. Occochee, etc.

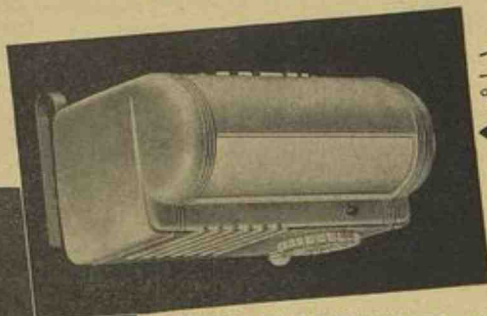
Great bet for Salesboard and Bingo operators. Send for Free Price List.

\$9.00
 10% Dep. Bal. C. O. D.

ROEBLING FUR SHOP 118 West 27th St. New York, N. Y.

The Smash Hit "Premium Buy" of the year!

A COMBINATION
BED LAMP AND
RADIO!



THE
Lullaby
BED LAMP - RADIO

Bed lamp and radio in one. Has tremendous novelty appeal—backed by real quality. Seven tube performance . . . with 1 1/2 watt output. Dynamic speaker. Complete wave length coverage—including Police. No aerial needed. Everything the finest. New tubular type bulb for reading—easy on the eyes. Beautiful plastic cabinets in Walnut or Ivory. Looks and performs like four times the money.

IT'S SMASHING ALL SALES RECORDS
IT CLICKS ON ANY KIND OF DEAL

You'll go over the top with "Lullaby." It gets the play. Everybody who sees it—wants it. No matter what type of deal you work—you can depend on Lullaby to put you over. It's got loads of eye appeal—it gives you novelty and utility in one compact unit. Measures only 9 1/2 x 6 1/2 inches, with brackets to fit any bed. Free display stand—gorgeously colored—tells the "Lullaby" story—shows it in a natural setting. Rush a sample order. Let "Lullaby" show you the way to prosperity.

\$12.50

NET PRICE TO YOU — ONLY
WRITE, WIRE OR PHONE
YOUR ORDER . . . NOW
— DISTRIBUTORS, WRITE —

IVORY FINISH . . . \$12.95
F. O. B. CHICAGO

D. A. PACHTER CO. NATIONAL PREMIUM REPRESENTATIVES
MERCHANDISE MART • • • CHICAGO, ILLINOIS



The Best Values in FUR COATS & JACKETS
the best buys—latest styles
Marminks, Muskrats, From Muskellins, Caraculs, Sealens, Sauterettes, Striped Coonys, Ocoy-ettes, Mixed Sables, etc.
\$8.00
BUY DIRECT FROM THE MANUFACTURER.
Best Sets for Bingo Games and Sales Boats.
Write for **FREE Price List and Catalog!**
COHEN BROS. & SONS
145 West 28th St., New York City

NOTES from SUPPLY HOUSES

J. A. McCollum has been appointed sales manager of Wright Specialty Mfg. Co., according to Denver N. Wright, president. He will be in charge of sales thru jobbers and direct representatives.

Zenith Sales Co. announces that thru special arrangement it will serve as distributor for the nationally advertised Zenith, Philco, General Electric, Motorola and Stewart-Warner radios.

FAIR GROUNDS—
(Continued from page 36)

ered the clause "unfair to the tax-paying public" because it required the State to contribute money to pay expenses of the building "in order to pay money to the unsecured creditors of a bankrupt contractor."

DEALS—
(Continued from page 32)

tary's salary, and if a drawing is to be held he also adds the cost of the grand award, the rent of the hall where the drawing and dance are to be held and the expense of the orchestra. Before any money is split the operator receives all receipts until the budget is cleared. Then after deducting cost of merchandise used in the promotion the operator

and organization divide net profits on the basis arranged. The operator usually marks up the cost of merchandise used by 33 1/3 to 50 per cent so that he makes a profit on the promotion and merchandise.

When fund-raising drives were in their heyday the average return on a fraternal mailing when promoted right was around 30 per cent, an exceptionally high return, good enough to keep everyone connected with it in the big dough. The time may be ripe to strike it rich again. It's worth a try anyway.

We have a letter from L. W. D. of San Francisco, in which he brings up a question which may have troubled others. He asks, in part:

"Is the pushcard or salescard business controlled by somebody you have to pay off in order for you to be able to work? I have been told that the business is sewed up."

The salescard business is not controlled by anyone. If it is legal to operate deals in a locality it is not necessary to pay anybody in order to work.

HAPPY LANDING.

CHARLOTTE PLANT—
(Continued from page 35)

with large exhibit hall, cattle barn, poultry building and three large horse barns. Ready for use is a half-mile dirt track, encircling a lake and administration building. Track has banked turns and steep angles to permit fast horse and auto racing.

More than \$25,000 in purses and premiums will be distributed. Daily program includes harness and pony racing on Tuesday, Thursday and Friday; Lucky Teter and his Hell Drivers, Wednesday, and AAA auto racing, Saturday. Nightly, Tuesday to Friday, grand-stand show will be presented by George A. Hamid, Inc., with fireworks finale. Officers include Dr. Dorton, president and general manager; Henry A. Mills, assistant manager; B. R. Lowrance, personnel director; Russ Moyer, who does publicity for Reading, (Pa.) Fair, and Herb Dotten, publicity director for Lucky Teter, are in charge of fair publicity.

MAGIC PUPS

A T L O W **P R I C E S**

Same Large Size, Fully 1 Inch Long, Good Quality Dogs, 2 Months, Postpaid, 60c.

No. 4094 - **\$18.90**
DOZEN, **\$1.65** Gr.

ELEPHANTS AND MULES
No. 4014—Same Price as Above.

PATRIOTIC NEUTRALITY PINS
Gold-Finish Lapel Pins, Decorated in Red, White and Blue. "Keep Us Out of War."
12 on Card No. 1973
Per Card (12) **\$0.75**

WIS. DE LUXE CORP.
1902 N. 3rd, MILWAUKEE, WIS.

Extra Value! **\$2.25 EACH**

5 for \$10.50

No. 98 6583 — Ladies' Bracelet Watch, Exquisitely Styled 12 1/2 L. Chrome Case in a curved, mirrored design with beautiful link bracelet to match. Guaranteed jeweled movement. Each an attractive gift case. An amazingly fine value and warranted premium. Have yours NOW by ordering the Watch for \$10.50.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

MAGNETIC
DOGS, DOGS, AND ELEPHANTS, ROOSTER, 1.60 doz.; 5 up 97 Cents, 2.00 doz. Mag. Love Dogs, 3.00 doz.

MAGIC COIN BOX TRICK, 4 grades
Last Will and Test., 25c doz.; 1.75 a 100.
Comic Spicy XMAS CARDS, Postcard Size, 3 Bright Colors, 17 diff. in this set, 2.00 a 1,000; 2M for \$ 8.00; Anti. 3, 30 diff. Values Stack, 3.00 M; Barrenal Size, 40 diff., 9.00 a 100; 6.00 M.

NEW SWIMMIE GIRL DANDBERG in Pocket Folder Form, with poem, 10c set; 35c doz.; 9.75 pr. SNAKE ON STICK, fast dm. item, 50c doz. Send 2.00 for 50 sets. Samples and Catalog.

MAGNETRIX NOVELTY CORP.
126 Park Row, New York

ELGIN, WALTHAM, BULOVA
Renowned Guaranteed.
Largest Quantity of Watches at Lowest Wholesale Prices in the Country. MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914.
SENT FOR FREE WHOLESALERS CATALOG.

LOUIS PERLOFF,
720 Walnut St., Philadelphia, Pa.

START YOUR OWN BUSINESS!

FREE! Order and Sample Write Today

Enjoy Big Profits SELLING this outstanding line of popular petal ties. **NEW FALCON LINE** Features: Hand and Machine-made Ties; Colors: Maroon, Tan and Kerchief Set.

Multiple Ties and Jewelry Sets! NEW Ribbon-On Ties. The Fall and Holiday trade is waiting for you. GET STARTED NOW!

EMPIRE CRAVATS
22 West 21st St., Dept. H-8, New York, N. Y.

WATCHES ELGIN OR WALTHAM RESULT GUARANTEED LIKE NEW

MEN'S WRIST AND POCKET WATCHES \$2.95

Also Complete Line of Men's and Ladies' Hamilton, Bulova and Grace Pocket and Wrist Watches at Lowest Prices. 10% Deposit, Balance C. O. D.

JOSEPH BROS., Inc.
50 E. Madison Street, CHICAGO.

revealed that he has been contracted to work his powder milk demonstration in a string of Midwestern chain stores.

WHO WAS IT who said: "Pitching is a profession only for those who have ability and tenacity, because it has only one definition, 'the survival of the fittest.'"

LIONEL HIRSH . . . who is working gummy at Grant's store in Newark, N. J., is leaving for Glendora, N. J., to make the Farmers' Bean Soup Festival.

MARKET STREET . . . in Newark, N. J., looks like a big fair for all of the pitchmen, writes Al Sears.

E. A. PINE . . . advises all members of pitchdom to steer clear of the tobacco markets. "The chant is missing and so is the money, but Atlanta has a few good factory spots and can be worked for \$3.50 a quarter, with one spot in the money at \$1 per day. I will work the State Fair in Atlanta, then go north."

TRIPOD OPINIONS: "The right dog furnished by pitchfolk at the right time does more good for a fellow pitchman than all the arguing one can do with city officials."

KID CARRIGAN . . . after a week at Nelson's in Cincinnati, jumped to Richmond, Ind., tells Doc George Blue from La Fayette, Ind. Blue says Carrigan's new store is a wow and that his oil and inhaler clicked at the factories. Doc Foy, Jack Dillon and Tommy Hoy are asked to pipe in.

Pitchdom Five Years Ago

Pomeroy-Waters Shows closed its outdoor season in Matamoras, Pa., and took a week's layoff before opening in halls in that sector. . . . After 17 weeks in the Chicago area, Doc R. E. Lewis was gathering the huck in East St. Louis, Ill. . . . It was cotton picking time down in the delta and R. E. Bowen was managing to eke out an existence in Clarksville, Miss. . . . Kentucky was proving good territory for Art Muns with flukem. . . . Despite the extremely hot weather, Doc George M. Reed was getting his share of business at the fair in Charleston, W. Va. . . . Inclement weather hurt working conditions at the Corn Palace, Mitchell, S. D., for Gene Golin. . . . Roy (Skippy) Davis rambled all over the place (a) after clicking off several red ones in Illinois, Indiana and Iowa. . . . Maxie Goldenberg, auctioneer pitchman, was back on the block in Atlantic City after being confined in a Philadelphia hospital for some time. . . . Penn knife sharpener workers were getting the money working Market street, opposite the Penn Station in Newark, N. J. . . . Miller and the boys making the fairs up Wisconsin way. . . . Jeff Farmer was still getting good results working the tobacco marts in North Carolina. . . . Hand-Bush platform med show closed its outdoor season at Cameron, N. Y., and took a week's vacation before opening in halls in Pennsylvania. . . . Business at Brockton (Mass.) Fair was just average for John Looney. . . . Stan (Toby) Decker, of Phillipson Comedy Co. and Life-Max's Comedians, was in Mayo Bros' Clinic, Rochester, Minn., where he underwent two operations. . . . Sunshine Rogers was finding business conditions in Columbia, S. C., to his liking and was scoring good takes. . . . Needles was doing fair with his sharpeners opposite Union Market in St. Louis, Mo. Doc Lewis Liweliyn returned to De Puntak Springs, Fla., after a tour of South America, where he found poor business. . . . That's all.

FRED THOMPSON . . . is working ink sticks at Newark, N. J., to good business. He says factories are going full blast and that many peeler men are working there.

DOC JERRY COATES . . . in reply to recent pipes directed at him, defends his statements concerning business in Chicago. Writing from Trenton, N. J., he says: "I have been used to pulling my \$100 or more per pipe of \$30 or \$35 per week. When I have to lose the prestige it took me years to build by taking insults and working for peanuts, it's time to get out of the pitch game. To pipe that stores are good in certain cities only to have the boys flock there and grind their hearts out for a few dollars is beyond me. Since leaving Chicago, practically broke, I have worked these fairs: Jackson, Mich.; Canton, O.; Brockton and Springfield, Mass.; Allentown, Pa., and Trenton, N. J. I have made a b. r. large enough to lay off for six months, but instead we figure on buying a trailer. Show me if any of the moochers and J. C. L.'s can duplicate this in less than three months. Take Bill Mayer, of corn punk fame, who worked the former Green chain; he has a jewelry concession on the fairs this year and is coming money. Jack McCormack, of peeler fame, is doing likewise. How about money pipe of carb fame? On one pitch in Allentown, Pa., Saturday, September 23, he got \$84. Hazel Regan, at the Detroit Fair, knocked them over, and Prince Hajec got a \$51 passout on a 30-minute turn. Let those J. C. L.'s who put in those pipes try to sell their chandise for \$2.50 and \$5 a turn and see how they wind up. I am considering an offer to go to the El Paso, Tex., and Golden Gate fairs with Jack McCormack, of peeler fame, with the A. H. Hamid Show. Otherwise I shall be working spots in chain stores in the East. All the boys pitching med at the fairs are cleaning up. There were 26 of us in Detroit. Would like to see pipes from Ray Rosen, Bob Arizman, Herbie Wilkin, George Brain, Doc Mendes, Doc Evans and Bill Alanic."

- Madera, Oldtimers' Day, 7.
- Pittsburg, Columbus Day Celebration, 6-8.
- Rid. Y. Mass., Home-Coming Week & Bass Derby, 1-8.
- CONN.—Stratford, Tercentenary Celebration, 6-7.
- FLA.—Quincy, Tobacco Festival, 4-7.
- ILL.—Blue Mound, Legion Home-Coming, 4-7.
- Mason, Centennial Celebration, 3-8.
- IND.—Berne, Colt Show, 7.
- Lagrange, Corn Show & Street Fair, 3-7.
- KAN.—Pittsburg, Cent. Festival, 4-8.
- LA.—Crowley, National Rice Festival, 3-4.
- MD.—Baltimore, Live-Stock Show, 3-7.
- Baltimore, Dog Show, 3-7.
- MASS.—Boston, Dog Show, 3.
- MICH.—Grand Rapids, Potato Festival, 3-7.
- MINN.—Grand Rapids, Potato Festival, 3-7.
- MO.—Carrollton, Fall Festival & Live-Stock Show, 4-8.
- Glenn, Fall-Festival, 3-7.
- St. Louis, Dog Show, 3.
- NEB.—Gothenburg, Harvest Festival, 5-8.
- Los Banos, Columbus Day Celebration, 8-10.
- N. Y.—New York, Atlantic Coast Premium Expo, 3-6.
- O.—Dayton, Auto Races, 3.
- Bandusky, Grape Festival, 6-8.
- PA.—Reading, Dog Show, 1.
- S. D.—Spearhead, Cowboys' Day, 7.
- TEX.—Ft. Worth, Dog Show, 7-8.
- W. Va.—Elkins, Mt. State Forest Festival, 5-7.

- October 8-14
- ALA.—Dothan, Natl. Peanut Festival, 11-13.
- ARK.—Briarley, Live-Stock Show, 14.
- Del. County, Dairy & Live-Stock Show, 11-13.
- CALIF.—Fresno, Natl. Home Show, 9-14.
- Los Banos, Columbus Day Celebration, 14-15.
- Paso Robles, Pioneer Day, 12.
- San Francisco, Show & Home Appliances Expo, 7-14.
- GA.—Savannah, Auto Races, 15.
- IND.—Evansville, Corn Festival, 11-14.
- Mt. Vernon, Fall Festival, 11-14.
- Verailles, Pumpkin Show & Farmers' Fair, 14.
- KAN.—Wichita, Harvest Festival & 4-H Pat. Stock Show, 9-14.
- MASS.—Boston, Horse Show, 12-14.
- NEB.—Omaha, Food Expo, 9-14.
- N. Y.—White Plains, Frank Wirth Circus, 9-14.
- O.—Bradford, Pumpkin Show, 10-14.
- Prospect, Fall Festival & Corn Show, 11-14.
- OKLA.—Okmulgee, Pioneer Powwow, 13-15.
- ORE.—Portland, Poultry & Pet Stock Show, 11-14.
- S. D.—Huron, Powwow Day, 14.
- Sioux Falls, Viking Days, 13-14.
- TENN.—Grand Junction, Live-Stock Show, 11-14.
- TEX.—Mexico, B-S-Don County Agrl. Show & Fall Display, 11-14.
- Stephenville, Erath County Live-Stock & Poultry Show, 12-14.
- Tyler, Fall Festival, 12-15.
- WIS.—Milwaukee, Food Show, 9-14.

MAGIC PUPS



NEW LOW PRICE—BUY DIRECT

3 Different Types—All G. E. Alnico Magnets

TRICKY DOGS—Each Set to Box. Good Quality. **DOZEN \$1.50**

HOTSY TOSY PUPS—East Set to Orange Box. **DOZEN \$1.60**

SNIFFERS—Large Size Pups, 12 Pair to a Beautiful Display Card. **DOZEN \$1.60**



— MAGNETIC —

ELEPHANT AND DONKEY

New Selling Fast for the Coming Campaign. **DOZEN \$1.50**



— MAGNETIC —

MEN OF WAR

Each to a Box. **DOZEN \$1.50**

BENGOR PRODUCTS CO.

756 BROADWAY, NEW YORK, N. Y.

REMEMBER "MILLS' NEW YORK Values Are UNBEATABLE

Bundies, Notions, Novelties, Gifts, Premiums and Balloons. Send us Your Orders.

23 Years of Prime LEADERSHIP WE ARE "NEWER" Underneath

Postal Brings "FREE" CATALOGS Through Special Arrangement All Orders for UNIVERSAL WHOLESALERS Shipped In U. S.

Send ALL ORDERS to NEW YORK Only.

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Our Only Home Office 901 Broadway, New York, N. Y.

WORLD'S LOWEST PRICED WHOLESALERS

100% PROFIT

DESK MEMO PAD

- *Patented
- *Automatic
- *Steel
- *Constructed
- *Refilling

Agents Cleaning Up. Balls on sight. Every office, home, etc. will want one. Balls for \$1.00. Good premium item or Xmas gift. Sample order, 2 for \$1.00. We send postage. No checks accepted. Currency of Money Order only. Refills to retail only \$60. **AUTO AND DESK MEMO PAD CO.** 1306 Granville Ave., Chicago

LOWEST PRICES



We have a large assortment of pins, Statues of Liberty, Eagle on Top, Eagle on the Bottom, Capitol Dome, Accident Identification, etc.—4c Each, \$3.25 Assorted per 100. Combination World's Fair and Social Security Coin, including Key Chain—4c Each, \$3.25 per 100. World's Fair Design Social Security Pins—4c Each, \$3.25 per 100. Billboards—7c Each, \$6.00 per 100. Stamping Outfit, consisting of a complete set of dies, including alphabet and numbers, a gauge, a clamp and hammer, all for \$4.50. Send for Catalogue. A Small Deposit is Required on C. O. D. Orders.

RELIABLE SALES CO.

Dept. BM
1133 Broadway, New York City

LOOK! YELLOW TOP

ELGIN & WALTHAM

Rebuild 0/5 71. Wrist Watches **\$2.95**

15 J. \$3.95

1/3 Deposit, Bal. C. O. D.

AMES-BARRY CO.

50 E. Madison, Chicago. Ask for Catalog

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.

Key Check Stamping Outfits

Key Check Key Rings, etc. Catalog free. Sample check with name and address, \$2.50.

SOCIAL SECURITY PINS

KEMP

463-B East 178th St., NEW YORK CITY

PAPER MEN

Went where-shooters in Texas all winter. Walk-around demonstration. Write E. HUFF, 6011 East Grand, Dallas, Texas.

Events for 2 Weeks

October 3-7

ARK.—Bellefleur, Colt Show, 6-7.

CALIF.—Bakersfield, Frontier Days, 5-8.

Columb., Harvest Festival, 5-7.

POPULAR ITEMS

(Continued from page 53)

cells capable of developing 1500 amperes, sufficient for bright light. Three-way voltage regulator controls light at all speeds and preserves life of the bulb. Item is constructed for long trouble-free wear in streamlined design, the firm states, having a cast case with recessed chrome-plated reflector, heavy-gauge steel bracket and high-tension spring to hold generating roller against the tire. Combination of cast operation and flashy appearance should make the device a fast mover. Mechanism of the firm's pocket-size flashlight is similar to that of the bike light. It comes in attractive Tenite case and generates current with a pump, lever as the light is held in the palm of the hand.

Cigaret Dispenser

Jackass Cigaret Dispenser is one item which is sure to claim attention of all smokers, Kelly Spears reports. The item dispenses cigs without bending or smashing them in any way. Ringo operators are finding it an excellent item in college towns, the firm reports.

Pocket Umbrella

Fall and winter are rainy seasons and every woman likes protection from the weather. If she means the carrying of a small package. For this reason P. W. Mead Co. has introduced on the market a pocket umbrella 11 inches long and weighing 11 ounces. It opens easily and quickly and is full sized. Ring operators are stocking this number for fall games and find it a big hit, the firm reports.

Louis Gordon a Papa

NEW YORK, Sept. 30.—Louis Gordon, youngest of the Gordon brothers, well-known New York merchants, and one of the heads of Bengor Products, has changed his status. He's a father now—like the other four Gordons, Mrs. Gordon having recently presented him with a daughter, Myra.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Hartmann's Broadcast

FOR several years now owners and managers of circuses have been extracting from holders of so-called complimentary tickets what is known as a service charge. In some cases the fee has been 10 cents and in others more.

The main reason for the service charge is to bring in additional revenue, and there is no doubt that it has done this. It was probably also intended to hit the habitual ticket cadgers, which is a good thing.

But the question is: Has the additional revenue meant more than the ill will created as a result of the service charge, especially from the date press? We feel content that it has not.

Occasionally some newspaper men assert themselves about the offending circuses not so much publicly thru their own columns but in letters, conversations, and, probably most important of all, thru their conventional columns. This has had a tendency to hurt the circus business in general because people get the idea that service charges prevail on all circuses.

There are other newspaper men who say nothing, but one can rest assured they don't forget, if they have had any unpleasant experience, when the offending circuses make return visits and the press agents drop around for free space.

Dolph Frantz, editor of *The Shreveport (La.) Journal*, is one of those newspaper men who believe in asserting himself. He has had several letters which have been misled or offended by a circus. In the *Circus Department* of this issue appears an open letter from Mr. Frantz on this service charge question. The complaint made by him strikes us as being fully justified in which the newboys of *The Shreveport Journal* were treated. Even if there was printed on the regular complimentary tickets a notice that they were complimentary service charge, by all means Mr. Frantz's attention should have been called to this and he would not have misled the newboys, when fixing up his own complimentary slips for the circus as he was authorized to do, nor to believe that there would be no charge of any kind at the circus grounds.

There is only one point on which we do not agree with Mr. Frantz. In his closing paragraph he says: "Complimentary tickets should be complimentary without any mention of hidden condition or strings." That should be so only insofar as a service charge is concerned, but not as regards a federal or State tax. Circus men surely should not be expected to pay this fee on free tickets.

and the tax should not be looked upon as making a complimentary ticket not complimentary.

↑ ↑ ↑

FOR the last two years Bingo has been outlawed in Lehigh County, where the Allentown (Pa.) Fair is held. In an effort to get around this Ben Weiss last year framed a housey housey which he called Skilo instead of Bingo and placed a sticker containing the word Skilo over the word Bingo on the cards. All the Bingo operators at the fair at the time were closed by the d. a. s. edict, and Weiss operated his Skilo until the fourth day, when he too had to close.

This year Ben had a different set-up at the fair but still called it Skilo. He framed a dart combination in front of each player, which is quite a job when you realize that he seats 300 players. Before each player was placed a board with numbers 1 to 75. Each player received a dart, a card and some grains of corn, and as he threw his dart the game attendant, thru the loud-speaker, called the number hit. Players having cards with the number called put a grain of corn on it, and the game continued until a player filled five numbers in a row and he became the winner of the prize. The element of skill is afforded thru each player being permitted to throw a dart.

A few Bingo stores had already been erected at the Allentown Fair when the police said "no Bingo" and the operators immediately dismantled their equipment and left. In consequence, Weiss had the biggest week's work he has had in years. He was the only group game to operate at the fair. Officials of the fair are jubilant over the fact that now they will be able to realize quite a few thousand dollars in Skilo revenue, as in previous years they had sold about 10 Bingo locations.

Here's what *The Sunday Call-Chronicle* of Allentown said in part, in its issue of September 24 about Weiss and his Skilo: "In former years it was known as Bingo. Now, with the addition of a few darts which the customers throw and thus determine the numbers, it is termed Skilo.

"It remained for Bennie Weiss and his resourcefulness to thus provide a game of skill for fair goers which attracted thousands of people during the week of the Great Allentown Fair.

"Bennie Weiss, who during the 30 years he has been coming to the Allentown Fair has become known as 'Big-Hearted Bennie,' was a bit down-hearted when he pulled into Allentown with his big trailer full of merchandise and learned Bingo was still banned by law. Not to be outdone, he got on the job and devised a game which proved to be as popular as it was fascinating. He went at it in a big way, too, for he had one of the largest single concessions in the entire fairground.

"Bennie has become more or less a fixture of the Great Allentown Fair, for of all the concessioners in the entire area he has won the confidence of the fair officials to the extent that he proudly displays an official badge usually reserved for the officers and directors of the fair."

Notes From the Crossroads

By NAT GREEN

THE QUARTER century that has elapsed since the World War has aged the American Legion boys, but it hasn't dimmed their enthusiasm or decreased their pep. Their convention, just closed, was the biggest show Chicago has seen in many a year and it is estimated that the 200,000 Legionnaires and their wives spent more than \$10,000,000 in Chicago during their five-day stay. They whooped things up aplenty—mostly good clean fun many a laugh. Show business got a comparatively small part of the amount spent by the Legionnaires. Bulk of their spending went to the hotels, restaurants and the State street stores. Night clubs got a fair share. Vaude theaters got some Legionnaire trade, but the picture houses and the one left show suffered. Thousands of local people avoided the Loop on Sunday, Monday and Tuesday because of the dense crowds and consequent traffic congestion. Pitchmen selling canes, caps and badges did a land-office business, but those offering balloons and toys found the pickings slim.

The huge show staged in Soldier Field on Wednesday night drew about 30,000 people. From a talent standpoint it was a great show, but improper handling by a producer unfamiliar with outdoor shows and the added handicap of too many losses prevented a smooth-running performance. Barnes-Carruthers furnished eight big acts which gave an splendid performance. Acts were the Aerial Ballet, Paroff Trio, American Eagles, the Wallendas, Rudy Ruzickas, Liberty Bell, the Florences, the Zavatta Troupe, and the Six Braddocks. Alec Templeton, blind pianist, was a big hit. Morton Downey and Eddie Cantor made brief appearances.

The Chicago Daily Times of September 24 carried an interesting article by Capt. Ralph Emerson, of show boat fame, entitled *Show Boat Round the Bend*. Captain Emerson, whose boats plied the Ohio River for many years, is now on the staff of a Chicago newspaper. He has plans to get back on the river next season. . . . Henry Lund, Minnesota State Fair publicity man, had Sally Loomis, champ baton twirler, in tow at the Legion convention. Miss Loomis will demonstrate her skill at the rodeo in Madison Square Garden, New York. . . . Col. A. J. Rossiter, of Houston, paid the Atwell Luncheon Club a visit to bring greetings from Frank J. Walter, director of the show business of Texas. Colonel Rossiter assists Walter in presenting the circus. . . . Harry James, band leader at the College Inn, is interested in outdoor shows and show people. His father was an outdoor show band leader.

"Now that I have retired from the lots, I think that I am loved all over the world," writes Doc Waddell from the Ohio Masonic Home at Springfield. "I never dreamed so many gave me thought. On my recent 76th birthday anniversary 643 pieces of mail, by actual count—cards, notes and telegrams—came to me, from foreign ports and every State in this country. To everybody love, good thought, prayer." Doc is too full of life, and his friends doubtless will be hearing of his good works for many years to come.

GLEANNINGS

(Continued from page 31)
guished Vice-President M. Thomas Morlet, treasurer; Cornelio Walraven, counselor and director of finances; Louis Montes de Oca, General Director Equales; C. Huerta, Technical Directors Gumara

LETTER LIST—

(Continued from page 28)

Brisson, Herbert
Brown, J. M.
Hoyer, J.
Lay, Leo
Callahan, Fred
Cassidy, James
Chapman, James
Clark, Ross
Coffey, Joseph
Cohen, David
Conley, Tom
Conroy, Joseph
Cory, Harry
Crandall, C. L.
Daviesport, R. R.
Dawson, J. W.
Dilkey, Delmar
Elli, Homer
Forsberg, J. P.
Folk, Joe
Gardner, Thomas P.
Fremann, F. A.
Graber, Joe
Hansen, A. C.
Holman, Edward J.
Hoskins, C. C.
Huber, Jack
Hunier, Wm. T.
Kane, Dan
Kimmel, Hal
Kling, George Jos.
Knecht, Jack
Lambert, Nat
Larsen, J. W.
Liddle, Ed
Litta, G. P.
Loren, Chief
Lucas, R. W.
Lucas, Dan
Mackay, F. F.
McAlton
McCall, D.
McCall, Duff
Merrill, Valdo
Merrill, Terry
Marvin, Glenn
Merrill, Wm.
Mills, Walter
Mills, (Mrs.)
Mills, Joseph
Mischke, Joe
Morgan, (Bill)
North, Donald
Preston, Walter J.
Preston, J. W.
Pulley, Chief
Pulsing, Charles H.
Pursell, Wilton
Ray, Roy
Reid, F. F.
Rising, Verns D.
Rosen, (Gus)
Ross, Albert C.
Rumley, W. R.
Ryan, Browne
Seltzer, Louis
Smith, (Mrs.)
Smith, H. Norman
Smith, Roy H.
Stansbury, (Bill)
Stanley, Devere
Stewart, (Bill)
Swisher, H. C.
Tschal, Chas. E.
Tschal, (Mrs.)
Tucker, Henry
Wagner, Wm.
Wagner, Wm.
Wooler, Steve
Young, Bill
Zoboy

Garcia de la Cadena and Vicente Garcia Moreno and Secretary Louis Fernandez Castillo. Opening ticket has been set for one of the great national holidays. Conservatively anticipated attendance is from 6,000,000 to 7,000,000. Admission to grounds will be one peso, but for American tourists 50 cents charged at most of the movies.

We went from San Francisco, a distance of about 2,000 miles, in a Douglas bi-motored, low winged monoplane, seating 10. The ship rode better than a modern pullman. We soared at times 12,000 feet above the earth. Great height was necessary because of mountains around Mexico City, some of them 18,000 feet high. It was my first trip off good old terra firma. It didn't do me any good either when the agent of the airways company handed me a check for seat No. 15, which I accepted with resignation and misgivings. But I soon became a hardened air sailor and threw away the cotton from my ears and the chewing gum from my mouth, even though my ears did have a little. We made three stops and were in Mexico City after about 10 hours' flying time to do about 2,000 miles. My flight companion, Max Schwartz, of the Candid Camera, conception of an aerial stunt, took delight in the first part of the trip in kidding me but finally desisted. Max is an inveterate air traveler. Returning, we left Mexico City at 7 a.m. and arrived at San Francisco airport at 10 p.m. The same day I breathed a sigh of relief, as she has always felt that I was born to be hung or something.

Announcement by the expo administration that the GGU will not run in 1940 authentic. Of course, there is nothing to stop them from changing their minds two months hence. Daydreams Show is now operating only on Saturdays and Sundays. Ed Brookridge in Los Angeles on business. Attendance slump brought a corresponding decrease in business. Sally Rand's Gay Paree is really billed "like a circus." Billing doesn't mean anything to customers coming thru the front gates. Scotch Village, in bad shape financially, is doing little business. The three symphony concerts presented by the fair were sellouts. Upward of 15 shows, however, are operating without exposition ticket takers, thanks to the Concessioners' Association, and nearly \$1,500 weekly is being saved for the suffering show guys.

EFFECT OF DAILY—

(Continued from page 30)
him that there were a great many people in New York who want to visit the fair for 50 cents, but who may not have the same urge for 75 cents." Earlier in the season, when exhibitors and concessioners approached the fair administration officially to ask for a reduction to 50 cents, they were told that the financial structure of the fair. At that time "the fair could not possibly operate for less than 75 cents per admission." Apparently a way has been found.

BAD WEATHER—

(Continued from page 30)
situation, must be settled definitely by the front office.

Exhibit Area Action

In the exhibit area much the same situation exists, with most commercial stall play people wondering how much it will come back at the fair for another year. Apparently stipulations have not been set. The foreign participation question is still up in the air and reports this week indicated that the move to interest foreign nations in the fair is being admitted. President Whalen arrived in Europe last week-end but since then no report has been made regarding his tour around the government headquarters. Most States of the union, however, seem to be anxious to return and several commissions have already reserved their buildings for another season.

COOKHOUSE WANTED

To join immediately for eight more big fairs. One that can handle a big show privilege. For small ticket quantities. Want Concessioners of All Kinds, no exclusive. Wire

World's Exposition Shows
GLINTON, N. C. FAIR THIS WEEK.

LITTLE ROCK FAIR CIRCUIT

Bookings Shows and Rides for 20 per cent. Wood River Harry's Hillbilly Show and Jelly Jumbo, come on. Account disappointment want Kiddie Auto and Kiddie Airplane. WANT ONE MORE FREE ACT. WANT MUSICIANS to enlarge Pop, Impass' Concert Band—Stress Trumpet, Clarinet, Trombone, Bass. CONCESSIONS—Opening for Punk Ball Game, Cigarrette Smoking Gallery, Pin, Pitch-Till-Win, Bumper, Cotton Candy, Noodles, Devil's Bowling Alley, Hinesey County Fair, Watauga, Ala., Oct. 11; Oronook County Fair, Evergreen, Ala., Oct. 10-14; then Andalusia, Luverne, Troy. THOS. P. LITTLEJOHN, Mgr.

CONCESSIONS, \$2.00 A FOOT

ORANGEBURG, S. C. (COLORED). FAIR, OCT. 10-13. \$ more to follow. Wire for 42008.

SILVER JACKSON, MGR., DOWN EAST ATTRACTIONS

BATEBURG, S. C. SIL BAREWELL, RAY PRICE, WIRE MURRAY JACKSON OR COME ON.

WANT FOR WORCESTER COUNTY FAIR

OCTOBER 9-14, SNOW HILL, MARYLAND

Shows and Concessions of All Kinds. Rides not confined to Snow Hill Wheel and Chairlains. Demos for exhibit buildings. Photos and Newsletters come. County seat town, heart of eastern shore, surrounded by entire county American Legion Posts. Different attractions daily. Fireworks, public weddings, parades and free acts. Other dates to follow. All address: FAIR SECRETARY, Snow Hill, Maryland.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., Sept. 30.—We arrived home last week after visiting the Reynolds & Wells Shows in Marshalltown, Ia. Mrs. Peggy Reynolds had just taken delivery on a new trailer and was making gold and blue draperies for it and planning new furniture. It's a de luxe model with separate bedroom and ample space in living room to entertain. Mrs. Ruth Wells was packing a box of new chipless porcelain, a gift for her mother. Baby Lyle Wells had just received a two-wheel bicycle from his grandmother and, although only five years old, has mastered the art of riding it. Wright Amusement Co. was at the fair in Missouri Valley, Ia., which also is its home. Fair did not open until September 13, but we were there the night before and shows were up and ready for inspection.

State Fair Shows were in Minden, Neb., playing on the city square, and we had a long visit with Mr. and Mrs. Mel Vaught and partners. Mr. and Mrs. Tony Martone. Mel Vaught is the No. 1 practical joker in show business. He has a bench outside his office trailer wired so that when one sits on it he gets a good shock. First time I saw Mel the Amer Kline Shows were playing the Orange Show, San Bernardino, and I was cashier in the cookhouse. Mel and Millie Runkle, another past master in the art of joking, sat behind me and pretending not to see me, talked of all the good show managers in the business, giving Amer the worst of it. I stood it as long as I could, then flew in and laid them both out. Of course, it was a rib, but it was a long time until they could convince me and I got incensed enough to make it worth their while to keep it up. Ruth Martone was in a dither over a beautiful set of silver fox furs, a gift from Ruby Velare. She put them on for Pearl and me to see. White City Shows were at fair and rodeo in Pocatello, Ida., and I saw Fern Chaney and Mrs. Hunter Farmer. Mrs. Farmer keeps in close touch with the Ladies Auxiliary of the Pacific Coast Showmen's Association, where she is a vice-president, and says the club is going places this winter.

Hilderbrand's United Shows No. 1 unit was at Welsler, Ida., and the No. 2 at Nysaa, Ore., both on Highway 30, but we passed thru too early to visit. We crossed the country going east and coming back west on Highway 30 and had to leave it only a few times to visit the shows. It should be called the Show Way of America. After this 7,307-mile trip, on which we visited the Canadian National Exhibition, the World's Fair and many countries, and State fairs as well as numerous parks and beaches, I'm glad to be at home here. However, I'm already planning on attending the meetings in New York, Toronto, Kansas City and other spots where show women gather.

Texas Longhorn's Tour Better Than Last Year

ST. LOUIS, Sept. 30.—According to word from Bryan Bailey, manager Texas Longhorn Shows, business this far has been better than last year. Shows and rides have been repainted and show fronts redecorated for Texas fairs. Louis Bright, secretary-treasurer, also has been doing the general agent and advance work this season.

Show plays five more fairs in Texas, beginning next week at Pittsburg, before closing. Jess Wrigley, for many years special agent and assistant manager on the shows and now with the Southern Premium Mig. Co., visited recently.

Ripley Retrenches

NEW YORK, Sept. 30.—That all is not going too well at Ripley Odditorium on Broadway became apparent this week when retrenchment program was put into effect. Three of the office staff, two girl lecturers and the press agent were released, and some of the acts took cuts in salary. It is reported John McMahon and Stanley Graham, operators, are entertaining deals for leasing of space on Seventh avenue side to shopkeepers. Space is now used for publicity blow-ups, etc.

ORIENTAL DANCING GIRLS, FREAKS, COLORED REVUE SOUTH STREET MUSEUM OPENS SATURDAY, OCT. 14 — ALL WINTER

WANT—Mind Reading Act capable of getting real money reading. Talkers who have had Side Show experience. Glass Blowers. Novelty Acts. Animal Acts suitable for Museum. Send photos and lowest salary in first letter.

TOM HASSON, Mgr., 1419 South St., Philadelphia, Pa.

ROWAN COUNTY FAIR

OCTOBER 9TH TO 14TH, SALISBURY, N. C.

SIX MORE FAIRS IN NORTH CAROLINA TO FOLLOW. Will book Legitimate Game Concessions of all kinds. All Eating and Drinking open. All address this week, Albemarle, N. C.

CETLIN & WILSON SHOWS, Inc.

5—MORE TEXAS FAIRS—5

CAN PLACE REAL ORGANIZED 10-IN-1 OR 20-IN-1 SHOW, or will consider any good Feature Act, Freak or Group of Acts. Monkey or Ponies. Glass Blowers, Tattoo Artist, Buffalo, Minstrel, Football, Concessionaire, Skedaddler, Fat Man, Midgets or Boy with Big Bucks. Must have A-T Talker, Grinders, Ticket Sellers, Canvas Man and a real Manager for same who can furnish some real Acts. I have 20x100 top and a 120-ft. pipe banner line with plenty of Flags and Lights. A complete outfit with a beautiful front waiting for somebody to take charge of. Wire or write

BRYAN BAILEY, MGR., TEXAS LONGHORN SHOWS

Camp County Free Fair, Pittsburg, Tex., Week Oct. 2; Panola County Fair, Coruhage, Tex., Week Oct. 9; Jasper County Fair, Jasper, Tex., Week Oct. 16; East Texas Yarn Celebration (Updown Location), Gilmer, Tex., Week Oct. 23; Red River County Firemen and American Legion Fair, Cirkwood, Tex., Week Oct. 23.

WANT FOR FRANKLINTON, LA., WASHINGTON PARISH FREE FAIR, OCT. 10 TO 14

Stock Concessions, Cigarette Gallery, Scales, Wire Jewelry, Palmistry, Ball Games, Cane Rack, Cook Houses, Grab Joints, Chairplane Foremen, Loop-Up-Loop Operator. Will pay \$20.00 week if join immediately. Try Parish Fair, Eunice, La., to follow. Wire, don't telephone or write, RALPH R. MILLER, McComb, Miss., Fair this week.

W. C. KAUS SHOWS, INC.

WANT FOR THE GREAT WINSTON-SALEM, N. C. (COLORED) FAIR Legitimate Concessions of all kinds. Good prices. Palmistry, Shows with or without own equipment. Can use a few more Freaks or Working Act for Side Show, Trombone Player or any Brass Band Player (Colored) for George Baldwin's Jitterbug Revue. Address Communications to W. C. KAUS, Mgr.

Heller's Acme Shows, Inc.

WANT FOR THE FOLLOWING FAIRS: Moore County Fair, Coruhage, N. C., Oct. 9-14; Kewanee Club, Selma, N. C., on the Street, Oct. 16 to 21; Tar River Fair, Franklinton, N. C., Oct. 23 to 28; Third South Carolina, Out all winter. J. G. Merritt, Cecil Ave. 707, Wixom, Mich. Want Concessions, Mr. X. Show People, Plantation People, Grand Shows, Kiddie Rides, Octopus, Loop-Up-Plane, Shows and Rides with own transportation. Will give good proposition. Want Motor Dreams, Side Show People. Concessions and Grand Shows of all kinds. All Address HARRY HELLER, Gen. Mgr., Weldon, N. C.

HARRY BURKE SHOWS

Want for St. Tammany Parish Free Fair, starting Friday, October 6, ending Monday, October 9; Marksville, Greensburg and Independence Free Fairs to follow; Concessions of all kinds that work for stock. Out till Christmas. Need experienced Ride Help. Address HARRY BURKE, Covington, La., week October 2; Marksville, La., October 10.

DIEX MODEL SHOWS

Madison, N. C., Fair and Tobacco Festival, October 9 to 14. (Dates set up on account tobacco market not opening until October 10.) Want Concessions of All Kinds. No exclusive except. Bingo, Pinches, Peppers and Cookhouse. Also open more show to feature. Get all Purvis, Brock, Carson, Mike Lank, Fred Barrett, Fred Collins, Mrs. Pace and others, come on. Downtown location this year and space is limited, so make your reservations early. Address all communications this week to Switchback, W. Va. P.S. Rome Harris, wire J. P. Root, quick. Important.

MARLBORO COUNTY FAIR

BENNETTSTOWN, S. C., OCTOBER 9 TO 14. Large outdoor crop and best price in years. Gate admission reduced. Rides and Free Acts. Want Concessions. Dick Miller wants Acts for Side Show. All good fairs following. Fair Manager wants Demonstrators, etc., for exhibition building. College football clinic on Thursday, October 12. Concessions best in ten years. All address:

MIGHTY MONARCH SHOWS

N. P. ROLAND AND GEORGE GOFFAS, BAYBORO, N. C., THIS WEEK.

SOUTH LOUISIANA STATE FAIR

DONALDSONVILLE, LA., starting Sunday, Oct. 8, ending Sunday, Oct. 15. Eight Days. Second Year ever. Fun House, Side-Show Acts, Manager 10-1. Want Talker capable handling Minstrel Show. Place fast-stopping Chess Girls, Minstrel Show. Have outfit for first-class Girl Show. Will stay out all winter in Louisiana.

JOHN R. WARD SHOWS
ADDRESS: DONALDSONVILLE, LA.

CONCESSIONS WANTED

ALL KINDS FOR WOODLAND, N. C., FAIR, WEEK OCT. 9 LITTLETON FAIR, WEEK OCT. 23. Wire T. R. WALKER, Secy., Littleton, N. C.

FUNLAND SHOWS WANT

For seven more fairs, Musicians for White Band. Salary? Yes. Performers for Jig Show, Big Snake, Monkey Show, Octopus or Ride-O. Will book or buy Little Shows. Want Ex. Arcades, Costard, Scales, Hoop-La, American Camp, Long Range Gallery, etc. No split or eyes. Villa Rica, Ga., this week; Millsprideville, Ga., next.

WANT

For Beaufort, N. C., Fair, week of Oct. 9; Wilmington, N. C., Fair, week of Oct. 16. Concessions of All Kinds, no exclusive. Wheels, Rolldowns and all Coupon Stores. Scales, Penny Pitches, Ball Games, Palmistry, Popcorn, Rat Game. Wire GEO. L. SMITH, Concession Manager, Beaufort, N. C.

Rockingham County Fair

HARRISONBURG, VA. In Heart of Town Wants Rides, Shows and Concessions that don't conflict. No split. Wire BARNEY TASSELL UNIT SHOWS This Week Berryville, Va.

RICHLAND, MO., FREE STREET FAIR

RICHLAND, MO., OCT. 10TH TO 14TH Want Musicians, Instrumentalists, etc. Address R. T. WADE, Aurora, Mo., this week; Richland next.

WANT GREAT SUPERIOR SHOWS

Concessions that work for stock, no racket. Shows with own outfit. Want Chairplane, U-Drive-It, Week Oct. 2, April Fair, Athens, Ala.; Oct. 15th, North Adams Colored Fair, Athens, Ala.; Oct. 15th, Legion Stock Show and Fair, Iuka, Miss.; Oct. 23rd, Legion Agri. Fair, Ripley, Miss.; Oct. 30th, Legion Stock Fair, Gathoun City, Miss.; Nov. 5th, Agri. Fair, Lexington, Miss. This show booked to December 15.

LEW HENRY AND CLYDE'S UNITED SHOWS COMBINED

Wanted for Anokke, N. C., Colored Fair, week of October 8th; Suffolk, Va., Tidewater Colored Fair, week of October 16th; Henderson, N. C., Colored Fair, week of October 23rd. Concessions of All Kinds, Cigarette Shooting Gallery, Ball Games, Penny Pitch, Scales, Blanket Wheels, Fish and Game, etc. Wanted—Colored Dancers for Girl Show, Midget Show, Hat Show, Crime Show or any money-getting Show with or without own outfit. Address all communications to GEORGE C. SMITH, Western Union, Cumberland, Md., until Friday, October 9th; then Fair Grounds, Anokke, N. C.

CLAY COUNTY FAIR, WEST POINT, MISS., WEEK OCT. 9

Want one more Ride, Musicians and Performers for Colored Minstrel Side Shows. Legitimate Concessions. Amore! Brides, Houston Fairs follow! all Mississippi! Out all winter. Address Starville, Miss., Fair this week.

C. D. SCOTT GRADY BROS.' SHOWS

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.

LEGION

No check is possible on the number of coinmen who attended the annual convention of the American Legion, held in Chicago, September 25 to 28. Many members of the coin machine trade are active members of the Legion, and many others are ex-service men.

Due to the fact that the coin machine trade is still almost reserved to the male sex, probably the percentage of ex-service men in the trade is high. There would be room for argument as to whether the Legion conventions or the annual coin machine conventions raise the most whoopee in proportion.

It is easy to philosophize about the gay times had at the Legion conventions. Men that probably never really celebrate at another time during the year manage to get away from neighbors and the censorship of the old home town to celebrate for a few days. Fortunately, most everybody agrees that it is all right for the ex-soldiers to do that very thing. There are always a few critics, but most people try to join in the fun or else get a few laughs as onlookers.

In a civilization that tends to make us all too nervous, perhaps it would be a good idea if some system could be invented whereby we could all celebrate oftener than at some annual convention. It would be still better if we could expand that spirit of liberality and tolerance which citizens in general hold toward such a noisy affair as a Legion convention. If the Legion conventions had no other virtue, they would be worth while in causing so many people to exercise a spirit of tolerance for once during the year.

Many said the Legionnaires were not so gay this year. Some said they were getting older; some said it was because of the war in Europe; some said it was because many of the ex-service men now have sons who are getting old enough for military service.

The Legion did have at least one serious decision to make officially. It should be remembered that most official statements by organized bodies are made by committees, and that the rank and file continue to have their fun while the few are debating official pronouncements. The Legion this year had to face the fact of another war overseas and maybe make some official statement about it. The question is known to the country generally as the question of neutrality.

Perhaps one of the wisest decisions the Legion ever made was to be noncommittal on defining neutrality. It said: "In the present crisis world conditions may change so rapidly that a pronouncement by the American Legion at this time on specific legislation may be wholly inadequate in the near future."

That was a wise statement, because no living person, or group of persons, has enough knowledge of the future to know whether the United States should stay out of the present war, or should enter it at once. It is a question which only time itself can decide, but the hopes of all thinking people are that we can have world-wide peace.

It would have been easy for the Legion to become sentimental and bombard the President and Congress with a short-sighted resolution. A lot of pressure was put on the Legion to get it to follow sentiment instead of reason.

It is encouraging for the future of the United States, when one of its largest patriotic organizations weighs the facts, keeps back too much sentimental pressure, and faces the future with an open mind.

Besides a time to celebrate, the annual gatherings of the ex-service men are times for reminiscing. Just as the pioneers of the coin machine trade get together at every annual convention to talk over old times. Every ex-service man could write a book of memoirs. It would be great if the best tale of every veteran could be collected for posterity. I could tell a tall story or two myself.

As time deletes most of the details of the last World War, a fellow begins to remember most vividly the kindnesses of his buddies when things were tough. I remember a buddy (long since dead) who helped me across fields and mud, when my eyes were injured, and the lieutenant who risked missing his boat back to the U. S. A. to find us when we were lost.

Every fellow can tell his incidents of comradeship and his tall tales of fun and mirth. They all belong in war, along with the hatreds and the cruelties and suffering. The men and women who served their country at home and abroad during the World War will mellow as they remember the old days. But none of them want another war.

Today, whatever our business may be, we have to think about a lot of things which most of us wish would never have to be considered. It is much better to have a job or business in a peaceful land.



The American Legion causes many to be more tolerant in their views of diversion and amusement. (Cartoon apologies to The New York Times.)

Atlas Reports Business Pick-Up

CHICAGO, Sept. 30.—Atlas Novelty Co. commented recently upon news it had received from its Pittsburgh offices. Said official: "It is interesting to note the rapid strides Laskie Grossman is making in expanding his Pittsburgh route. He has just completed the purchase of a large number of phonographs, the second such deal he has made within a short period of time."

"With his phonograph and pinball routes to take care of, he is a busy fellow. More power to him."

The officials also reported the visit of Herman Plaus, Iron River, Mich., operator, to the Atlas Chicago offices. Plaus, who seldom gets a chance to get to Chicago, was in the market for equipment for his winter spots.

"All in all," they concluded, "our visitors and reports from our various offices all indicate a rising tide in the coin machine business."

Kansas City

KANSAS CITY, Mo., Sept. 30.—Michael Brady, operator for the Automatic Music Co. here, has spent the last few weeks touring Mexico. Brady's trip took him as far as Mexico City.

Ralph W. Fuller, president of Automatic Music Co., said that he had noticed a trend towards "deep" Mexican music in Kansas City. Samples like El Rancho Grande, Mamá Inez and Down Mexico Way seem to only sharpen the appetite of players.

B. T. Warwick, president of Western Specialty Co., has noticed an increase in record receipts since the inception of the fall season. Warwick has been placing machines in Jackson, Wyandotte, Lafayette and Johnson counties here, in Missouri and Kansas.

Dallas

DALLAS, Sept. 30.—The demand for phonographs in Dallas has increased. Most local distributors report an increased demand for phonos. One distributor says that he is unable to get delivery as fast as orders are coming thru.

Tommie Ryan, former local operator of music machines, has joined the staff of Howard Dennard, one of the larger music operators of East Texas. His headquarters will be Mineola, Tex.

A. H. Shannon, of Houston, was in Dallas recently. Shannon is South Texas distributor for Buckley Manufacturing Co. mail boxes. Shannon reports the music business good in the southern half of the State.

Howard Dennard, of Mineola, Tex.

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

C. R. KIRK CO.
2636 W. WASHINGTON
CHICAGO, ILLINOIS

BARGAINS FROM DAVE MARION

FREE PLAY	RECOGNITIONED
2 Hit Number \$10.00	3 Arrowhead \$32.50
2 Pat. 20.00	3 Books ... 42.50
5 Free Races 15.00	3 Trio ... 24.50
2 Water 19.50	3 Double ... 29.50
2 Nature 19.50	2 Paramount 19.50
4 Major ... 27.50	2 Double Dog 24.50
1-2-3 Late Model Reverse Animal ... 72.50	
Price Range, Black 20" ... 45.50	
2000's ... 12.50	
5 Spinner Winner (Like New) ... 12.50	
10 Double ... 5.50	
2 Poker Face 7.50	6 Wipeback 6.00
2 King Six 7.50	6 Sweet Sally 2.50
2 Coo-Loo, Little Ozzie 150.00	

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

says that business is good in the east section of the State. Dennard operates an extensive music business in several East Texas cities, his headquarters being at Mineola.

Arthur Flake Distributing Co., Texas distributor for Mills' phonographs, reports an increased demand. Flake says that orders for new equipment are coming thru faster than he can get deliveries from the factory.

The city of Dallas began the installation this week of 500 parking meters. The machines are a part of 1,500 machines recently purchased from the Dual Meter Co. of Oklahoma City. They will replace manual type machine now in use by the city.

Des Moines

DES MOINES, Sept. 30.—Almost all Des Moines operators report business running above expectations, with competition becoming increasingly brisk. Numerous small operators have entered the field.

Cold weather is expected to send indoor machine business to new levels. Several factory representatives have been in town recently attempting to sign up operators.

Operators are complaining of slugs which are being sold at a penny each by a novelty concern and several beer distributors. Chick Devore, of Iowa Amusement, reported slugs have increased very alarmingly in the past month.

Don Buckroyd, who has just set up five new machines, is planning on replacing some of his other spots for the winter season. Buckroyd believes in new machines to bring in top business.

There has been some talk of organizing a State operators' association, but nothing definite yet.

Dave Fidler has brought in the first Metal Typewriter here, and if machine clicks plans on locating several more. Fidler has his Iowa Amusement company display room overflowing with pinball games, with locations demanding favorite machines.

Birmingham, Ala.

BIRMINGHAM, Ala., Sept. 30.—Amusement machine operators of Birmingham at a recent meeting agreed to reorganize almost 100 per cent. A code of ethics was adopted and officers will likely be elected at the next meeting. Meetings will be held once a week at Shanghai Low Restaurant.

The phonograph operators agreed to fair trade tactics and in case of a dispute to submit to arbitration. Each one in dispute selects a member of the association and the two select a third who compose the arbitration committee. Agreement was also reached on a uniform commission scale.

The Birmingham Amusement Co., of which Pete Romano is proprietor, has moved into a new white front place of business at 731 Second avenue, North.

Legal situation is slightly improved in Birmingham. Baseball machines are reported operating. Authorities still frown on operation of music machines on Saturday night or early Sunday morning. There is a feeling that the war and attendant circumstances will cause a let-up in the strict viewpoint.

Seattle

SEATTLE, Sept. 30.—The Fun Palace, a Heroux Enterprise, has put into play at this penny arcade a number of new amusement machines.

Allied Phonograph Operators of Washington, Inc. were recently incorporated at 115 W. Denny Way as a non-profit mutual organization, whereby the ops may be more helpful to each other. Incorporated operators of this new alliance are Walter B. Duede, Russell Wachob, William J. Roy, L. D. Hennessey and A. R. Kinney.

Expense, Ore., college town and university seat, has arranged to have 200 machines installed on most of its downtown streets for six months' trial, but bids of six parking meter manufacturers were so complicated to the city

MEMO TO OPERATORS

from DR. JACK

Take your locations off the "sick list" by operating Keeney's

THRILLER

Quick recovery and top earnings assured.

FREE GAME \$99.50 Instantly Convertible to Straight Novelty Play

OPERATE KEENEY'S TRACK TIME, TRIPLE ENTRY, PASTIME for the Biggest Comic Profits in the Business!

J. H. KEENEY & CO., INC.
"The House That Jack Built"
2001 CALUMET AVENUE - CHICAGO, ILLINOIS

PRICES SLASHED to Record Lows!

<p>FREE PLAY GAMES</p> <p>Late Model 1-2-3s, Fruit and Animal Beds ... \$27.50 Western Baseball ... 27.50 Flask ... 47.50 Snook ... 47.50 Liberty ... 47.50 Headliner ... 47.50 Across the Boards ... 39.50 Three Ups ... 39.50 Snoops ... 39.50 Contacts ... 39.50 Majors ... 39.50 Chubbies ... 34.50 Major ... 29.50 Naturals ... 29.50 Fair ... 29.50 Crazy ... 29.50 Bubbles ... 29.50 Gems ... 29.50</p>	<p>Side Kicks ... \$29.50 Box Score ... 29.50 Pop Shots ... 29.50 Gun Games ... 29.50</p> <p>NOVELTY GAMES</p> <p>Chubbies ... \$27.50 Triple Shot Lip-A ... 27.50 Line ... 19.50 Miami ... 19.50 Bubbles ... 19.50 Stop and Go ... 19.50 Fights ... 14.50 Jury ... 14.50 Running Wilds ... 5.00 Easy ... 5.00 Snappy ... 5.00 Bally Reserve ... 5.00 Rose Brev ... 5.00 Fiesta ... 5.00 Exhibit Play Ball ... 5.00</p>	<p>SLOT MACHINES</p> <p>Mills Vest Pocket ... \$27.50 Mills Blue Prints ... 25.50 Mills Cherry Bells ... 44.50 Face Comics, Redfisher, Like New ... 27.50 Above Slots, Mystery Payoffs, Mills FOX Venders, 2-4 Payoffs ... \$10.50 Mills War Eagle ... 19.50 Columbia Gracichon, guaranteed like new ... 44.50</p> <p>COUNTER GAMES</p> <p>New DIXIE SPELLING Games with Ball - Gum Vender ... \$14.50 In Lots of 5, \$12.50 Lucky Packs with Gum Venders ... \$ 9.50</p>
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Any of the Above Equipment Shipped Subject to Inspection and Prior Sale!

WRITE! WIRE! PHONE!

AUTOMATIC SALES CO.

416-A BROAD STREET, NASHVILLE, TENN.

... that they are taking time out to delve more deeply into the different proposals.

That Seattle will have parking meters operating with the turn of the New Year is the recent statement and firm belief of Seattle Councilman J. E. Carroll, who pointed out this week that the city will install its first 3,000 meters by then—this number of devices being required to meet standards and specifications he has embodied in his new ordinance before the council.

WORLD SERIES TICKETS

... are very much in demand right now. But PHOTOMATIC pictures are in demand all the time, all over the world! That's a fact you can verify and take advantage of TODAY.

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th st., Long Island City, N.Y.

Art Cabinet Adds to Line

CLEVELAND, Sept. 30.—Art Cabinet Sales Co. has added two new models to its line of cabinet stands for counter-model phonographs. The new consoles are of sturdy all-wood construction in light and dark walnut finish with chrome trim* and are available with either the

word "Music" or a large musical note on the front. Light-up may also be obtained. Art Cabinet stands are reported going well with operators who want to turn their counter models into attractive console machines.

Fort Worth

FORT WORTH, Tex., Sept. 30.—Up to the present time the Fort Worth reports have for some reason failed to stimulate business among operators of this city. Some ops report a falling off of receipts the past few days. Whether or not it is the war no one knows. August, with its unusual heat waves, was a good month for operators. In fact, many report that August was their best month for 1939 thus far.

Indications point to better business from now on. King cotton is rolling onto the market and cotton, regardless of what is said, still remains the big money crop in this territory. The war has advanced the price to some extent and with most farmers selling operators can see an increased play on their machines coming up.

Kirk's Guesser Scale is showing up on lots of locations in this city. The Dallas distributors, Polson and Brown, are really pushing this new and novel scale which seems to meet the present fancy of the public.

F. C. Ewing, Columbus distributor, has turned farmer and stock raiser, not neglecting, however, his coin machine business. F. C. plans to entertain a large group of operators on his estate just as soon as cool weather comes around.

The Groetchen Metal Typer is taking hold in this territory. Several units have appeared on location during the past week. Candy vend venders are also making their appearance as the cool weather slips in.

The Baker Machine and Plating Co. has announced a new counter cigaret machine called the "Missouri Male." The machine is made in the exact likeness of a mule with coin chute in its head. When penny is inserted a certain color shows up. Winners are on red color.

Jack Maloney, manager Panther Novelty Co., is now the exclusive Fort Worth distributor for a new beverage drink that is sweeping this section of the country. With the Fort Worth baseball club playing the State series for State champions and the possibilities of playing the Dixie Series, Maloney's big sign in the Fort Worth baseball park is really doing a job. During the past two games more than 25,000 fans have attended.

Operators Ben McDonald and Willard White are kept busy with their large routes of machines. These two ops just saw wood and say nothing, which is a swell practice for any op.

Operator Lee Moore is sporting a new car, a swell-looking number and how.

Frank N. Ball, pioneer op of this town, operates one of the swellest taverns situated on the Mineral Wells highway, just west of the city. Frank is also active in the printing and letter business.

Operator A. E. Ritchey is busy pushing salesboards and deals.

Portex Sales Co. reports a nice business on salesboards the past few weeks. A slight advance in boards has also been announced.

Former operator Jack Durham, who sold his large route of venders a while back, is now operating an eatery on South Main street. Jack reports nice business.

C. V. Smith, the peanut king of Riverside, east wing of Fort Worth, is still going strong with his route of venders. Smith handles one of the largest vender routes in the city.

Counter games continue to hold the spotlight in this town along with salesboards. Photographs and cigaret machines are running at top speed and making money for a dozen or more live-wire ops in this cowtown.

Jack Maloney, Eddie Vinson and Bob Cowan and Beatrice Frankrich make weekly visits to Dallas to purchase records. These four are record selectors everywhere. They know who will go in every spot and they know how to buy disks that will make money.

Jimmy Temple, girl manager of the Portex Sales Co. in this city, is doing a good business on salesboards. Jimmy knows the numbers that will make



IMPRESSIVE NEW DISPLAY ROOMS of the Milwaukee Coin Machine Co., Milwaukee, are shown above. They are said to contain every facility and modern convenience.

money for the operators and she renders them every co-operation in order that every board she sells proves a profit maker.

Jack Maloney, president of the Panther Novelty Co., is enjoying success with his beverage drink, Won-Up, which he distributes in the Fort Worth territory.

Detroit

DETROIT, Sept. 30.—W. C. Stewart, of River Rouge, has been adding new photographs to his route. . . . Lena M. Hornbeck, in Dearborn, was another Wurlitzer customer recently.

Dasco Products Co., which has turned over production of the pop-corn machine it was developing to another company, is concentrating its coin machine activities upon trim moldings and similar products for various machine manufacturers.

William J. Patterson, west-end operator of ball and cigaret venders, has moved his headquarters to 6277 McGuire street, Dearborn, Mich.

Egon W. Kling, Detroit operator for several years, is specializing in soap vendors, placing same principally in schools and public buildings.

Peerless Automatic Sales Co., vending operator, has added candy and peanut venders to its routes in addition to original gum machines, according to Manager David Goldberg.

New Era Sales Machine Co., Inc., is making final adjustments to its new game machine after subjecting same to a thoro testing on location. The machine will probably be ready for production in a few weeks, according to Joseph A. Rosenberger, factory manager.

Al Shifrin, proprietor of Detroit Coin Machine Exchange, is proudly announcing the arrival of his first daughter, weighing eight and a half pounds. She arrived August 26 and her name is Elaine Marie.

David Goldberg, head of Peerless Automatic Sales Co., announces the appointment of his company as Eastern Michigan distributor for H. O. Evans & Co.'s new Ten Strike machine.

Andrew J. Paris, manager of J. Paris & Sons Tobacco Co., vending machine operator, reports doubling the size of its routes in the past 16 months in the cigaret vending line, and the addition of candy venders to its routes. Restaurants and beer gardens seem to be their most profitable locations, according to Mr. Paris, who states competition in this business is getting considerably stiffer.

Joseph M. Fair, Dearborn operator of pin games and music machines, is discontinuing his route of music machines

and will concentrate on pin games in the future.

S. & B. Coin Machine Co., extensive games operator, has recently added a number of the new Mr. Chips machines to its routes and finds them taking very well with its patrons.

Adler Brothers' Vending Co., operator of nut vending machines in Detroit and vicinity, believes the best way to bring in the pennies is to keep its machines right up to date. Their practice is every four or five months to buy a small stock of from 30 to 60 machines to replace the older models and satisfy customers. The slogan of this firm is "You Get Your Penny's Worth."

Max Lipin, of Brilliant Music Co., is expected to take the trip to the altar shortly.

Peter Archer, who started in the coin machine line about four months ago, is now forming the Archer Coin Machine Co. and establishing headquarters on Trumbull avenue. Archer is handling only pin games.

Ferdinand O. Westman, who used to operate in his own name exclusively, is changing his firm name to Coin Operated Amusement Machines. He has moved his headquarters to East Euclid avenue.

Manfred M. Linick, one of the oldest active operators in Michigan, has been appointed factory representative for the Kirk horoscope and guesser scales. Linick reports the machines going very well thru the State.

Max Schubert, head of Schubb & Co. and a partner in the new Triangle Music Co., both local operating organizations, has moved to new headquarters in the northwest section of Detroit.

Michael Thomas, who came into the music machine business a few months ago on Prairie avenue, is already opening new offices.

Foster B. Johnson, music operator, now has headquarters in Ecorse, southeast suburb.

Wayne C. Stewart, who operates out of River Rouge, Mich., must be finding business plenty good. He was back for another order of Wurlitzers recently. W. J. Patterson, West side operator, reports business good for vending machines in the Dearborn territory. He has increased his line of cigaret venders and recently added 20 candy vending machines to his routes. He specializes in industrial and gas station locations.

Triangle Music Co. has established headquarters on Linwood avenue. The company is buying more Wurlitzer machines for its routes. Sam Rosenthal, Max Schubb and James J. Passanante are the three sides of the Triangle.

Joseph H. Lang, of J. & H. Amusement Co., is finding business good in Detroit's suburban towns and recently added several new Wurlitzers to his routes.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Cold Award.

Built for 1c-5c-10c-25c Play

Made Only By WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL. Est. 1859—Tel.: COLumbus 2770. Cable address "WATLINGITE," Chicago.

REALLY CLEAN

Free Play Novelty Games

BALLY SPECIALS

- Spoffem \$39.50
- Double Feature 37.50
- Chevron 44.50
- Eureka 57.50
- Fifth inning 45.00
- Arrowhead 39.50

GEMCO SPECIALS WESTERN SPECIAL

- Circus \$34.50
- Rink 37.50
- Stop & Go 34.50
- Ragtime 32.50
- Fair 34.50

EXHIBIT SPECIALS HOPPE'S SPECIAL

- Contact \$49.50
- Skyrocket 42.50
- Bounty 24.50

CHICAGO COIN DAVAL SPECIAL

- Major \$44.50
- Miami 32.50

*Write for "Zinger" Bulletin, just off the press

1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.

1731 Belmont Ave., CHICAGO, ILL.

MERIT CUTS PRICES ON

- Box Scores, E.P. \$ 28.50
- Clubbish, Top Trip, E.P. 34.50
- Contexts, E.P. Major, E.P. 26.50
- Winks, E.P. 27.50
- W. J. Patterson, West Side Operator, reports business good for vending machines in the Dearborn territory. He has increased his line of cigaret venders and recently added 20 candy vending machines to his routes. He specializes in industrial and gas station locations.
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Merit Music Service

622 North Eustis St. (Lafayette Quarter), BALTIMORE, MD.

LOOK!

Late Model 1-2-3's

FRUIT AND ANIMAL REELS \$97.50

AUTOMATIC SALES CO.

416-A Broad St., NASHVILLE, TENN.

ATTENTION, SOUTHERN OPERATORS

- Mills Blue Front Single Jack Quizer Play, Like New \$47.50
- Mills War Eagle, New Paint, Bright Work Buffer, Perfect, So. 27.50
- Mills Mystery Extraordinary, Re. O. A., Tight, So. 32.50
- Mills F. O. K., Nickel Play, Good Condition 17.50
- Watling Rota-Top, Perfect Mechanical Condition, So. 12.50
- Calleo Gameboard, Quarter Play, Perfect Condition 22.50
- Calleo Gameboard, Nickel Play, Excellent Shape 20.50
- Mills Track King, Perfect, Used Two Weeks, Genuine 45.00
- Bally Aristocrat, on Location, \$20.00—Sticker \$10.00

1/3 Deposit With Order. Write, Wire or Come See Them.

MABEL MEUNIER 517 REYNOLDS STREET, EL DORA, MISSISSIPPI

3/8 BALL GUM ASSORTED COLORS \$0.95 PER CASE

Transportation Paid

PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

ONLY \$2.40 AND UP

Over 60,000 Sold. DAY AND NIGHT

MAKE PROFITS Without Selling

Step into the big money with "Billie King." Place in taverns, stores, drug stores, waiting rooms, etc. This collectible profit. Vends candy, gum, peanuts, stationery, etc. No coin, no change, no change. Best locations prefer "Billie King." Get FREE facts today.

ONE SAMPLE MACHINE ONLY...\$0.50 SPECIAL—One Vender, 10 lbs. Candy, 1/3 Gross Charms...\$8.40 1/3 Duesell With Order. Balance C. O. D. Send for Circular and Easy Term.

TORR 2047 A. S. 68 PHILA.

TORR 2047 A. S. 68 PHILA.

BARGAINS IN USED Cigarette Machines \$500 to \$2500

ALL MAKES!

HURRY! WRITE FOR LIST!

COLEMAN'S VENDING MACH. MART
630 RACE ST., PHILADELPHIA, PA.
"Buy From Coleman's With Confidence."

NEW LOW PRICES Buy a Burel 5 VISION TRIPLE COMPARTMENT BULK VENDING MACHINE



ASK THE OPERATOR WHO KNOWS

ONLY \$12.50 Each Less of 25 or More

Sample \$15.99 This Offer for Limited Time. Because of the War Prices May Be Recalled.

Order Today

BUREL & CO., Inc. 875 Orleans St., CHICAGO, ILL.

Used Cigarette Machines

Low Prices—Exceptional Values

National No. 3-20—Enlosed Stand	\$68.75
National No. 6-20—Enlosed Stand	37.50
National No. 6-20—Enlosed Stand	37.50
Quetta Candy—Six Columns	25.00
Stewart-McGuire—Six Columns	15.00
Sans With Free Matches	12.00
Stewart-McGuire—Four Columns	18.75
Same With Free Matches	15.75
Stewart—Six Columns	12.50
Unesco Pak—3 Columns—Enlosed	12.50
Master—Six Columns	8.75
National No. 6—Five Columns	6.50
In-a-Bag Venders—1929 Model	12.75

F. O. S. New York City.

TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER
357 FOURTH AVE., NEW YORK, N. Y.

10 COLUMBIAN TO PEANUT \$3.00 Ea.
25 COLUMBIAN TO PEANUT \$2.75 Ea.
25 EX-ROCKY 4 OZ. (1st) \$2.50 Ea.
35 SNAKE 3 OZ. (1st) \$10.00 Ea.
10 1/2 Electric Shavers \$4.00 Ea.
D. H. GORRING & CO.
1141-B DeKalb Ave., Brooklyn, N. Y.

MERCHANDISE MACHINES

Pan Has New Horoscope Items

CHICAGO, Sept. 30.—Pan Confections have introduced another item intended to stimulate sales of bulk merchandising machines. The new item is a combination offer of zodiac charms and horoscopes intended to be used in the bulk venders. The horoscopes come in capsules while the zodiac signs are reproduced as charms.

Pan also furnishes a gummed label for use on the machines advertising the contents. "Play till you get your horoscope," reads one line of the label, which is round and contains all signs of the zodiac.

Willard Seefeldt, of Pan, commented, "It's a different sales angle that will put new life and new profits into your business. It's a fortune-telling sales feature that will appeal to the grown-ups as well as the kiddies. There's no questioning the popularity of horoscopes. Each year millions of dollars of business is done in this fascinating field. Now is the time for operators to share in some of the money spent on this item."

Mars Candy Firm Enlarging Plant

CHICAGO, Sept. 30.—Mars, Inc., one of the world's largest makers of candy bars, yesterday bought a large tract of vacant land adjoining its plant at 2919 North Oak Park avenue. It is understood that it was purchased for future expansion, also no definite building plans are under consideration at present, it was said. The land fronts 180 feet on Oak Park avenue and 1,227 feet on Armitage avenue. It is just south of the big Mars plant. It was purchased from the Oak Park Trust and Savings Bank, trustee, for \$45,000, according to the revenue stamps on the deed.

Victor Special Is Well Received

PHILADELPHIA, Sept. 30.—Harold Schaeff, president of the Victor Vending Corp., Chicago, made a special trip to Philadelphia recently to give a preview showing of his new "Special," bulk vender to Roy Torr, Eastern distributor. Torr cut his vacation in the Pocono Mountains in half to inspect and examine the new creation. After the demonstration, Torr said, "I will send reports to all my 31,000 operators at once and if the returns do not keep the factory running day and night filling orders, I shall have to go back to the Pocono Mountains for a year to convalesce."

Jennings Libraries For N. Y. C. & N. J.

NEW YORK, Sept. 30.—Walter Gummensheller, director of sales for the Automatic Libraries Division of O. D. Jennings & Co., reports he has completed a deal with Babo Kaufman, of Eastern Automatic Libraries, Inc., tying up the franchise for Greater New York City and the State of New Jersey. The contract permits the exclusive operation and sales rights for the above territories.

Edgar E. Bowman, representing O. D. Jennings and experienced in the coin-operating field, remains in New York to co-operate with Mrs. Kaufman in securing locations and making contacts.

New Texas Firm

AUSTIN, Tex., Sept. 30.—Sanitary Vending Machine Co., Dallas, has received a charter from the secretary of state. The authorized capital stock is \$10,000. Incorporators: J. R. Clem, R. H. Clem and Carl R. Berry.

Fine 2 for Slug Use on Cig Venders

WORCESTER, Mass., Sept. 30.—Edgar J. Chomiere, manager of a local gasoline service station, was today given a reward of \$25 by the Cigarette Merchants' Association of New England for his action in causing the arrest and fining of two men who police charged were manufacturing and using slugs in automatic vending machines. The men held under his charge are Norman Yagarsarian, 42, Boston, and Bailey Pohlenzky, 54, Cambridge. Dies and a bag containing 200 dime and nickel slugs were found by police in an automobile used by the two.

Pohlenzky was booked on charges of using slugs in automatic vending machines and manufacturing slugs for fraudulent operation of same, and Yagarsarian was charged with using slugs in automatic vending machines. Detectives said it was the first time in their recollection such charges had been preferred by Worcester police.

The CMA reported that from June 1 to August 16 cigarette vending machine operators near Boston, Worcester, Providence and a few other cities were deluged with a new type of smooth-surfaced slugs made of an alloy similar to that in a United States 5-cent coin. An investigation showed that this type of slug was not being used in telephones or other types of vending machines. It was surmised that the party or parties getting the cigarets did so with the idea of reselling.

Chomiere appeared in the trend of events when the men drove up to his service station about 3:30 one afternoon with a blowout tube which Pohlenzky wanted repaired. While Chomiere was repairing the tube, police said, Pohlenzky and his companion went to the vending machine. George Lamb, who happened to be in the station, testified that he saw the pair insert the slugs. Chomiere, who had a key to his machine, found 14 nickel slugs.

Chomiere and Lamb followed the pair to another filling station where they saw Pohlenzky and Yagarsarian go thru the same procedure. Chomiere and his companion again followed the two men to a third station where Patrolman Orilla Cournoyer made the arrest.

Searching the car police found a paper bag containing at least 200 slugs, all about the size of a nickel, two dies used to stamp them from a special sheet metal alloy, one the same diameter as a dime and the other the same as a nickel.



CIGARETTE FACTORY WORKERS receive cool refreshment from Bully Beverage Vender in Jacob Seigel Co.'s Philadelphia plant.

SPECIAL

Vends Everything. Two-Tone Porcelain Finish Trimmed in Chrome. 4 1/2 x 8 1/2 x 8 1/2. Streamlined Globe. 3-Lb. Capacity. In 6 & 8. Easy, Lever-Type Action. Superior Mechanism. Write for complete details and low prices on SPECIAL TOPPER. CHALMERS, INC. Coin-Operated, Wall Brackets, etc.

VICTOR VENDING CORP.
4209 Fullerton Ave., CHICAGO

FACTORY RECONDITIONED, REPAINTED AND GUARANTEED CIG. MACHINES

7-Col., 196-Pkg. Du Grenier	\$52.50
7-Col., 150-Pkg. Du Grenier	25.00
4-Col., 100-Pkg. Du Grenier (No Matches)	17.50
6-Col., 50-Pkg. Du Grenier (No Matches)	20.00
6-Col. Rewe Aristocrats, 150 Pkg. Chrome Fronts	20.00

Terms: 1/3 Cash, Balance C. O. D.

JAMES H. MARTIN
930 Diversey Blvd. (Rear), Chicago, Ill.

also several remnant strips of the metal from which slugs are believed to have already been cut. Invoices were also found.

Pohlenzky told police that he had the slugs stamped out by a Providence concern. He said he sold them to restaurant operators who had music machines who used them as "primers." Yagarsarian was employed in the "saleswork" about three weeks ago, he said.

The CMA turned the prosecution over to its attorneys, Shorey and Tiffin. Yagarsarian fined \$50 for using slugs and paid his fine. Pohlenzky was fined \$200 for manufacturing slugs and \$25 as an accessory in the matter of Yagarsarian using them. Pohlenzky appealed and was held in jail under \$500 bond. The Superior Court will review the case in November or December at which time the CMA will ask for the maximum penalty of \$500 and one year in jail.

Wisconsin Press Hits at Cig Tax

KENOSHA, Wis., Sept. 30.—"Throwing all fairness to the winds, the State Legislature . . . has imposed a 2-cent-per-package cigaret tax," declares The Kenosha News, lambasting the new Wisconsin cigaret tax.

"This is surely the height of discrimination . . . imposing an inordinately high sales tax—nearly 2 per cent—on a particular group of consumers. . . already taxed heavily. . . surely there is no justice in this action."

Presenting further the case against taxation, the newspaper said, "The logical step was a modified general sales tax, not an inordinately high sales tax on one particular commodity. It is probable that all voters, whether they are affected by this tax or not, will see the injustice of the present action."

Chi Venders' Assn. Plans Celebration of 20th Anniversary

CHICAGO, Sept. 30.—Chicago Vending Machine Operators' Association is completing plans for its 20th Anniversary dance to be held in Chicago on October 20 at the Marshall Square Ballroom, 3113 W. Cernak road.

W. P. Considine announced that arrangements are completed for the celebration and that the modern community center which accommodates 1,500 people is ready. "We're happy over our organization's record and we want everybody to help us celebrate. Tickets will only be 45 cents and we've room for everybody."

The veterans' organization is one of the pioneer groups which have done much to promote the coin machine industry. Outstanding service was the sponsorship of the first national coin machine convention.

Cigarette Merchandisers' Associations

Want to make a five-dollar bill?

Sam Yolen is offering a fin for a name for his new boat. This craft will be ready to take the water in about three weeks and Yolen is anxious to give it an up-to-the-minute moniker.

"Tell them this is a brand-new boat," Yolen says, "and not the one that used to leave me stranded in the Sound. It is now being built and will be modern in every respect. I want a classy name for it because it is a 30-foot cruiser and will be one of the best boats to take the water around New York. I've even got a new mooring place for it."

The next closes at midnight October 12 and no entries postmarked later than that time will be considered. Yolen will act as the judge and his decision will be final. Every cigar machine operator is eligible to enter the contest and only one name per operator can be submitted.

Well, boys, this looks like the chance of a lifetime. Yolen is anxious to get a name for his new boat and everyone is anxious to pick up a five spot. With Christmas just around the bend, why not try your hand? Who knows, you may be the lucky one. There are a lot of names floating around—why not pick up one and send it to the "Contest Editor"? You'll be doing Yolen a favor if you hit on the right name for his new vessel and you'll still be helping yourself to five bucks.

Remember the closing time is midnight, October 12. You still have plenty of time to get that entry in. Write it now and mail it to Sam Yolen, Contest, 177 Riverside Avenue, Port Chester, N. J. If you're the winner in this interesting contest, the five spot will be mailed to you immediately.

John Cael Jr., president of the recently organized New York State Cigarette Vendors' Association, visited Matthew Fuchs, manager of the New York CMA, for a few days last week. They discussed matters pertaining to each organization. It is reported that some thought was given the organization of a State association.

Cael's visit to New York City is in relation to the fact Fuchs paid his association several weeks ago.

From our observation a State association would be the ideal set-up. It would promote business and give the cigarette operators a unified front in matters pertaining to the ops within the State. This State group would also permit a concerted drive after the first of the year for legislation favorable to this industry. Facts and figures prove that cigarette machine operation is a bigger business than even those closely associated with it suppose. It is one which can't be easily overlooked—and a State organization could hammer home this fact.

JERSEY MEETS

The CMA of New Jersey recently held a regular meeting at which several matters of importance were discussed. Presiding at this session was Max Jacobowitz, vice-president. Aaron Gosch, who recently took over an operation in Jersey, was received into the membership. Fellow members took the opportunity to wish Gosch well. Gosch, who operates in New York, is also a member of CMA of New York.

An application from Max Katzman for membership in the organization has been received. He operates the Amusement Enterprises.

From all indications the Interstate meeting to be held at the Hotel Garde in New Haven, Conn., October 14 is likely to be a big success. James J. Cherry, manager of CMA, has been in communication with A. J. Masone, Connecticut CMA manager, and plans are moving forward. CMA's of Buffalo and Syracuse and the recently New York State Cigarette Vendors' Association have been invited to attend the Interstate gathering.

Plans for the annual banquet are already under way, with John Sharrow, president, serving as chairman of the committee. He will be assisted by J. Apgar, Hudson County Tobacco Co., Trenton branch; Michael Lascari, Public Service Tobacco Co.; Harry Zink, Coast Cigarette Service; Henry Hartman, Pack

Shop, and Edward Dierich, Dierich Vending Co.

A contingent of Trenton area operators visited the Newark office to discuss methods for increasing their membership. Things on the up and up and this group will soon disclose some good reports on its campaign.

Way Back When—

Do you remember way back when every corner drug store had a copy of the city directory on a three-legged stand and by inserting a penny in the slot we could open the book and look up a name and address?—Chicago Tribune, Sept. 29, 1939.

Houston

HOUSTON, Sept. 30.—Decca recently completed 14 days of recording at Rice Hotel, Houston. Of all the numerous and varied numbers, *Track Drivers Blues* by a local boy and recorded by Cliff Brunner was selected as the one most likely to make a sensational hit.

Walter Stoeber, of Lagrange, one of the leading operators in that city, manages to spend considerable time in other occupations. He is manager of a cafe and reported to be a good horse trader. Mrs. Stoeber ably assists him with his photographs.

Fatty Cloud, prominent operator of Bryan, Tex., is in Houston regularly buying records and equipment.

E. B. Stern, Seeburg representative, and wife were recent guests of Galveston Novelty Co. of Galveston. The highlight of the trip was a deep-sea fishing trip arranged especially for Mrs. Stern, who is quite proficient at hooking and landing the big ones. Ed Lear and J. W. Smalley, of Houston Electro-Ball office, were invited down and enjoyed a dinner of the fish caught on the trip.

J. W. Smalley, Electro Ball traveling

Advices Cigaret Operator To Absorb Wisconsin Cigaret Tax

Expert declares policy will result in increased sales thru machines

By Mack H. Postel, The Unedapak Co.

I have been swamped with telegrams, letters and long-distance calls from operators thruout Wisconsin who were virtually in a panic due to the new cigaret tax and didn't know what to do. They were torn between a 15 and 17 cent price, but like rheumatism, no matter how they spelled it, it still hurt. To those operators this is directed. The following is a concise picture of the situation that should light the way to an immediate solution. These facts are based on what took place in Ohio, Pennsylvania, and lately in Missouri, the two former States having this tax on for several years.

After experimenting with 15 and 17 cent prices, results showed that the 17 cent machines in most cases suffered a loss in sales. A smoker was reluctant in putting 20 cents into the machine, hating the three pennies he received in change. He considered that his cigarettes cost him 20 cents, which he could have gotten at the chain stores for 15 cents. On the other hand the machines operating at 15 cents increased their sales tremendously because they met chain store competition. By paying the tax, selling at 15 cents and giving the location one-half-cent a pack, the operator still made a better showing than he did heretofore by virtue of a decided increase in sales. It isn't how much the operator makes per carton that determines his profit, it's how many cartons he can sell.

Let me put my point into figures.

IT'S NEW—IT'S DIFFERENT PEP UP YOUR TERRITORY WITH CANDY FROSTED PEANUTS

A NEW
BULK VENDOR CONFECTION

WRITE FOR PRICE LIST



PAN CONFECTIONS-CHICAGO

343 W. 82E ST.

CHICAGO, ILLINOIS

343 W. 82E ST.

CHICAGO, ILLINOIS

representative, was in Houston recently demonstrating Seeburg's new Ray-Lite rifle ranges. He has been covering the Southern States for 60 days and reported favorable reception for the new machines.

E. C. Lear, local Electro Ball manager, has been confined to his bed with a severe summer cold.

Houston Premium Co., formerly located on West Side and dealing in vending machine supplies, sales boards, etc., is no longer in business there. It was reported that it had moved to Philadelphia, Pa.

Reliable information is that Hans Von Reyd, South Texas Wurlitzer distributor, will soon move into a larger building. Present quarters, which were amply sufficient when distributorship was formed, have been completely outgrown the past year by constantly increased volume of business. The problem of storage space has been particularly vexing and the new location is reported to have ideal storage facilities.

are sold thru machines, yet this business is very small, compared to the total consumption of cigarettes. There is only one reason for the small cigaret machine sales and that is cut-rate competition. When the cigaret machine sells at the same price as the chain store, the cigaret machine will get preference, and the reason is obvious.

Did you ever try buying cigarettes at a chain or independent grocery, with the clerk waiting on a woman ahead of you with a list a yard long? You are detained just as long at the drug store, because the clerk tries to sell you a new tooth paste or a razor blade special before handing you your cigarettes. Go to the cigar store and invariably the clerk is engrossed in a heated debate over politics, or the current war while you're waiting for your cigarettes. The smoker, as soon as he learns that the cigaret machines in town are selling as cheap as any other store, will give it preference, because he needs no clerks to wait on him. There is no time lost in getting cigarettes out of a machine. The tax will bring more people to the machine, and as a result, more business to the location premises. Not only will the smoker patronize the machines more often than before, but the locations will get more new customers. Cigarets sold thru machines were purchased almost always by the patron who was in the place eating or drinking and happened to run out of cigarettes while in there. Now, at the same price as all the other stores, people will start going into the restaurant or tavern for their cigarettes where there is a machine, even if they do not intend to eat or drink at that particular time.

Operators should instruct all their locations to call their customers' attention that their machines are selling at chain store prices. Conspicuous signs prominently displayed on the mirrors of all machines should show the 15 cent price, tax included.

Dime cigarettes must be sold for 12 cents, either by chain store or machine. Location commissions remain the same as in the past, where commissions were paid at all. These brands will drop in sales in favor of the 15-cent brands because the price differential has been reduced. Dime smokers formerly saved a nickel on a pack, but at 15 cents for the lower-priced cigarettes many of them will rather drop their 15 cents and take the higher-priced brands because they have to drop 15 cents in the machine anyway to get the 12 cent cigarettes. The three pennies change they'll get matters little because there is a natural tendency to rid themselves of the coppers that clog the pockets, wear holes in them, and, in most cases, are spent in penny machines. This will tend to convert many dime smokers to the better brands, increasing still further the operator's profit.

The net result is, that instead of causing confusion and a loss in sales, because of the tax, sales and profits will be greater to the operator, and the same, if not greater, to the location, if the 15-cent price is maintained in all cigaret machines in the State of Wisconsin.

While millions of dollars of cigarettes

MUSIC MERCHANDISING

Calcuttone Phono Needle Sales High

FAYETTEVILLE, N. C., Sept. 30.—Joe Calcutt reports from his office in the Vending Machine Co. that the Calcuttone phonograph needle has set a new sales record.

The firm reports that it has sold a great number of phono needles of all types for many years. They experimented with almost every needle that ever appeared on the market to find the best needle for their customers, they claim. "But," stated Calcutt, "it wasn't until we built our own Calcuttone phono needle that we were satisfied, after extensive tests under all sorts of conditions, that we at last had the perfect needle."

"Since our first announcement business has continued to come in at a rapid rate. We found that every progressive phono operator wanted to test the needle. Most of the men wrote us, 'I've used a needle, it must be good.' Rather than boast of the quality which had been built into the Calcuttone we simply sent samples to the men and let them try the needle on their own machines. In every case the operators came back with repeat orders."

Vemco relates of a test card they sent to phonograph operators which did much to convince operators that the Calcuttone needle was tops. "We continue to urge music machine operators to make the test," they said, "for we feel certain that once they have made the test they'll agree with us that it is the best phonograph needle. We have some test cards left and will be happy to have operators who haven't as yet done so test the needle."

G. & G. Announce 1940 Changeovers

CHICAGO, Sept. 30.—Officials Paul Gerber and Max Glass, of Gerber & Glass Distributing Co., in commenting on their new 1940 changeover grilles said they were pleased with the reception given their products.

Stated Gerber: "Our experience in the music business has taught us just what the needs of music operators are. With this information we have been able to offer them our now famous phonograph changeover grilles . . . grilles that make old phonographs look like new and add many months of life to old phonos."

Glass then stated: "These 1940 models are going to be even a greater boon to music men than were the 1939's." The big feature of this new model is the fact that it has an illuminated dome.

Phono Caravan To Pennsylvania

NEW YORK, Sept. 23.—Jack Mitnick, sales manager for the George Foner phonograph division, who has just returned from covering 7,500 miles in New York State with the Miller-Throne of Music Traveling Caravan, has left for the

Pennsylvania territory.

Foner reports: "The great success we enjoyed throughout New York State with the Traveling Caravan is bound to be duplicated in the counties we cover in the State of Pennsylvania. Jack Mitnick has acquainted every operator with this richest and rarest of phonographs in the huge territory he has just traveled. The sample orders that we received have since become large repeat orders."

"Pennsylvania operators are among the most progressive in the country. There is no doubt in my mind that when they view the great phonograph at first hand, right on their own doorsteps in our traveling caravan, they will agree with the operators we visited in New York State and New Jersey that the Throne of Music is a great phonograph."

Vaughan Speaker A Location-Getter

CHICAGO, Sept. 30.—"Every operator can increase his profits with our new extension speakers," declares L. H. Vaughan, head of the firm of the same name.

"The Vaughan speaker is an all-wood cabinet of rolled water-tight construction—that is the walnut wood, hand rubbed, has a grain extending vertically from top to bottom, giving it a fine appearance in any location. The speaker unit is a permanent magnet. It has a dust-proof case and operates on all automatic phonographs with no extra equipment needed to set it in operation. Volume is controlled by a plainly visible dial on the speaker.

"At the low cost it is being offered, it is an easily afforded necessity for all operators."

New Officers For Michigan Assn.

DETROIT, Sept. 30.—Resignation of two major officers of the Michigan Music Operators' Association has been terminated with the withdrawal of Harry Graham as president and Max Marston as secretary. Marston has joined the Wolverine Music and Specialties Co., Wurlitzer distributor here, and feels that as a distributor rather than an operator he is no longer eligible for membership in the operators' association, consequently has withdrawn completely from membership, altho holding the good will of every member of the group in his new connection.

Graham, who is general manager of the Wolverine Co., retains his membership in the association thru his continued connection with the Marquette Music Co., which will continue to operate music machines, but he feels that his new interest in the distributing organization requires his withdrawal from active leadership of the operators' group.

A new election of officers is to be held within a few weeks. James A. Besant, head of the J. & J. Novelty Co., who was vice-president, succeeds Graham as acting president of the body.

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 four weeks or longer and have thus become such established successes that they require no further explanation.

Over the Rainbow. Tops in practically all machines this week is *The Wizard of Oz's* loveliest tune and one of the biggest hits E. Y. Harburg and Harold Arlen ever penned. Glenn Miller's version shows up most frequently on reports received during the week, with Bob Crosby nominated for second choice in popularity. A couple of mentions named Judy Garland's vocal disk as attracting attention, not surprising inasmuch as she is the song in the picture which is now getting all around the country.

An Apple for the Teacher. Another strong money-maker that shows no signs of easing off for several more weeks. Bing Crosby's own version runs away with all honors in the phono, with only the New York territory reporting good results with Larry Clinton's and Charlie Barnet's platters.

Blue Orchids. This Hoagy Carmichael ballad ought to win some sort of award for what seems to be a speed record in jumping from a mere possibility to a really solid nickel grabber. This department falls to recall any other tune in recent months that spurred ahead so rapidly. Its progress has been so fast, for that matter, that some operators must have been caught napping, but it's not too late to rectify that tardiness now. The unanimity of reports claiming it to be one of the strongest of the new items is amazing, considering the short time it's been around. Better jump on the band wagon if you already haven't got a comfortable seat there. No particular disk stands out, with ballots cast for Bob Crosby, Glenn Miller, Tommy Dorsey, Benny Goodman, Henry Russell and Dick Todd.

The Man With the Mandolin. Horace Heidt, Glenn Miller, Wayne King and Frances Langford.

The Jumpin' Live. Cab Calloway.

Well, All Right. Andrews Sisters.

Beer Barrel Polka. Willie Ghahe.

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.

The Little Man Who Wasn't There. This is building nicely into a very profitable item for the machines. Unlike a tune such as *Blue Orchids*, which follows one straight line to hidom without deviation, this may never reach the classification of a really strong record, but it's definitely good enough now to merit a place on any turntable. Glenn Miller and Larry Clinton are still dividing honors between them.

Comes Love. Still on the brink of real success but not quite making it, this one again must be mentioned as an attraction that can't be overlooked. Artie Shaw has this all his own way.

It's a Hundred to One. Climbing a bit this week, this has a good chance for substantial machine success. It's plenty corny but so have been a great many other disks that have started a silver stream into the boxes. Dick Jurgens had a hand in its writing and quite a few locations are going for this platter of his handiwork. Dick Todd's vocal three minutes are also helping considerably in plugging the tune into phono patrons' consciousness.

Day In—Day Out. There are only two or three bright prospects in the ballad line among the new crop of fall songs, and this is the brightest of the group at the moment. It's rising steadily and will surprise no one if it soon turns into a "must" for operators. Artie Shaw, Bob Crosby and Kay Kyser form the triumvirate dragging in the most buffalo heads.

Address Unknown. A new Ink Spots pressing that is starting off like a house afire. If it continues at its present pace look for this to more than duplicate the success of their now famous *If I Didn't Care*. Better hop on this one.

What's New? This week marks the transformation of this excellent ballad from a possibility into something a whole lot more concrete. It's starting to go places now and ops are advised to do more about it than just watch it go. Bob Crosby takes the lead in disk favor, followed by Benny Goodman and Hal Kemp.

POSSIBILITIES

Recordings listed below have not yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

In the Mood. Glenn Miller has made a lot of fine phono numbers in the past half year and here is one of his best to date. It contains an arranging twist near the finish that is bound to entertain and amuse the nickel-droppers and have them coming back for more.

Vel Vistu Gaily Star. For some reason this hasn't been catching on the way it really ought to. This department, despite that, still recommends that it be given a try because it definitely has the ingredients of which hit phono numbers are made. Emery Deutsch's version is the one to sell it, if any disk can. Once it clicks, if it is able to do so, it could be another *Bei Mir Bist Du Schoen*.

At Least You Could Say Hello. Here is a ballad that has Tin Pan Alley numbing in its beauty about terrific sheet music sales and sensational hidom. Even discounting the advance rumors by Halik it still looks like a very promising aspirant for hit honors this fall. At the moment it's available in platter form from Connie Boswell, with dance disks on the way. Look into this one.

(Double-meaning records are purposely omitted from this column.)



T. M. HAWK, GENERAL SALES CO. OFFICIAL and distributor for Rock-Ola Luxury Lightup phonographs in Fort Wayne, Ind., supervises the unloading of another shipment of Rock-Ola. Jack Wilkinson, at far right, is sales manager.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to **WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.**

Detroit

To the Editor:

I think your record column is doing a swell job. I never fail to look it over and think it is a big help to operators in selecting records for their machines. I, of course, am not absolutely governed by your suggestions in the column but also take my locations and the type of patrons of same into careful consideration. However, it is a great help and if an operator follows it he cannot possibly go far wrong.

Over the Rainbow, by Glenn Miller, is a popular number on all of my machines, and one that I believe will in a little while be a big nickel getter in Address Unknown by the Ink Spots.

I appreciate the opportunity to express my hearty approval of the work of this column in *The Billboard*.

Sincerely,

FRANK D. NOBLE,
Detroit.

New Orleans

To the Editor:

Over the Rainbow has replaced Beer Barrel Polka in the money position for the phonograph operators of this section. The Glenn Miller version takes the nod because Judy Garland sings too sweetly for best play in the downtown spots where swing gets the call. Bing Crosby keeps his popularity for the season with a threesome of *Apple for the Teacher*, *Men and His Dreams* from his *Star Maker* movie and for his resurrection of *My Merry Christmas*.

Two numbers cut for a short while, not clicking as yet but almost sure winners in the near future, are *In the Mood* and *The Little Man Who Won't There*. *The Man With the Mandolin* is popular with locations with nods for Wayne King's and Horace Heidt's versions. It would be hard to pick whose recording of *Lamp Is Love* is most popular. This number is a success with phonograph operators who are today using as many as a score of renditions. Personally, I prefer Kay Kyser, Tommy Dorsey and Dorothy Lamour.

The Ink Spots with their Address Unknown are on the up, but Ella Fitzgerald is slipping. This gal most definitely get some new records soon. Benny Good-

man has two good ones in *Comes Love and Jumps at the Woodside*. Fats Waller waltzes, but Louis Armstrong, native son, holds tops along with Count Basie in all colored nubes. Erskine Hawkins is another septa favorite with his *Swing Out and Maid the Joint*. The Andrew Sisters are still all right with their *Well, All Right*. Artie Shaw and Bob Crosby are still doubling in white and colored locations. **AUGUST CATANZARO, J. H. Peres Amusement Co., New Orleans.**

Export Trade Good---Rock-Ola

CHICAGO, Sept. 30.—"While formative plans for expanding foreign markets in Europe have been selected for the time being, Rock-Ola's growing export division is concentrating its effort on the South African, Latin American, Far East and Scandinavian markets," report Rock-Ola officials.

Because of increased production facilities in the big Chicago factory and because of the policy of encouraging the operator plan of merchandising music, Rock-Ola's export division reports rapid strides in getting representation in these practically untouched fields.

Rock-Ola's coin-operated phonographs are shipped direct from the factory to the foreign distributors or operators. This policy gives the foreign buyer the benefit of Rock-Ola's low basic domestic prices plus the many advantages of direct factory contact.

W. E. Hall, manager of the export division, in discussing the situation in South America, said, "Conditions in South American countries are most conducive to greater consumer interest in coin-operated phonographs. We have enjoyed a steady rise in sales since we sold our first Luxury Light-Ups in these countries."

Anniversary Dinner Set by Phono Group

NEWARK, N. J., Sept. 30.—Members of the Automatic Music Association of New Jersey, Inc., will mark the first anniversary of the organization at a banquet, entertainment and dance at the Essex House October 22, it was announced today.

Jerome Morris, Queen City Amusement Co., is general chairman of the event, which will feature a name band and headline entertainers. Assisting Morris on the committee are Harry Pearl, Ace Vending Co., entertainment; Howard Kass, Major Amusement Co., location and advertising; Arthur Seger, Casino Amusement Co., donations; Archie Kass, Major Amusement Co., souvenirs, and Edward Marks, Marks Magic Music, tickets.

Other members of the committee include Emanuel Ehrenfeld, Star Music Co.; Bunmy Schellin, Bell Music Co.; Leslie Shawber, Jersey Automatic Music Co.; and Dave Stern, American Sales. Association officers are Everett Master-

10 MINUTES TO INSTALL!

NEW 1940 DOWNS

Only at **G & G** \$8.95

For Wurlitzer 616-616A Only—Illuminated 3 Sides — Finest Workmanship — Money-Back Guarantee!

1940 Changeover GRILLE

For Wurlitzer 412-616-616A-716 and Rock-Ola Imperial 20.

\$13.66 COMPLETE

G & C WON'T BE UNDERSOLD!

914 DIVERSEY CHICAGO, ILL.

GERBER & GLASS

Mills De Luxe Dance Masters \$15.00	Seeburg Model A, Illuminated Grill and Moving Background \$37.50
Mills Swing Kings 25.00	Seeburg BX 44.50
Mills De Re Mi 25.00	Rock-Ola, Regular 12-Record 25.00
Wurlitzer P-12 25.00	Rock-Ola Rhythm Master, 12-Record 39.50
Wurlitzer 412 39.50	Rock-Ola Imperial 20 79.50
Wurlitzer 616 89.50	
Wurlitzer 24 144.50	

SOUTHERN AUTOMATIC MUSIC COMPANY

312 W. SEVENTH, CINCINNATI, O. 542 S. 2d ST., LOUISVILLE, KY. 620 MASSACHUSETTS, INDIANAPOLIS, IND.

SEEBURG DISTRIBUTORS

WURLITZERS

MILLS • ROCK-OLAS

FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1842) 250 W. 54th St., N. Y. C.

son, president; Jerome Morris, vice-president; Archie Kass, secretary, and Edward Marks, treasurer.

N. Y. Music Men Plan Big Banquet

NEW YORK, Sept. 30.—Automatic Music Machine Operators of New York are drafting plans for the second annual banquet to be held at the Waldorf-Astoria on Sunday, November 5.

The record companies have heartily endorsed the event and assured the committee in charge of arrangements that a galaxy of stars will be on hand for the entertainment program, association execs report.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write



WIRESTRO POINT

3000 PLAYS

THE ELDEEN CO., 178 W. Wisconsin, Milwaukee, Wis.

GRAND OPENING SPECIALS!

1/3 Deposit, Balance C. O. D.

Seeburg 1938 Regal	\$175.00
Wurlitzer 1938 24	149.00
Rock-Ola 1938 Windsor	138.00
Seeburg 1938 Gem	135.00
Seeburg 1937 Royal	139.00
Rock-Ola 1937 Imp. 20	79.50
Rock-Ola 1937 Rhythm Master	89.50
Seeburg K-15	39.50
Rock-Ola Regular	27.50
Seeburg Model A	27.50
Mills De Re Mi	25.00
Mills Swing King	27.50
Mills De Luxe Automatic	27.50
Mills Decemaster	14.50

RECORDS—all usable—100 at \$3.00.

CRILLS Installed—\$10.00 Add'l.

MILWAUKEE COIN MACHINE CO.
1485 W. Fond du Lac Ave., Milwaukee, Wis.

THE FIRST DUTY OF JOE WILLIAMS, president and general manager of Commercial Music Co., Little Rock, Ark., when appointed Wurlitzer distributor for Arkansas, was to sit down for a picture. Here he is flanked by Wurlitzer District Manager Ott Kramer (left) and Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co., North Tonawanda division.



Once a Bum, Always a Bum

Radio Record No. 302—A sensational recording that is turning coin phonographs into gold mines. You'll buy dozens.

Once a Bum, Always a Bum

Radio Record 302—Makes everyone laugh. The best of them sound what am! The boys you have in all day.

Once a Bum, Always a Bum

Radio Record 302—If you don't install one in each of your machines, you are actually losing money.

MUSIC OPERATORS: Send us your name and address for FREE Catalog of Radio Record Releases.

RADIO RECORD CO., 24 W. 20th St., N. Y. C.

PHONO RECORDS WANTED

Photograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write today.

CHICAGO SALVAGE STOCK STORE, INC.
2 N. Clark Street, CHICAGO, ILL.

Brightest Star in the coin machine world

TWINKLE!

CONSTANT COME-ON!
3 ways to win!

EARNINGS that'll make your eyes twinkle! Revolutionary new ideal! New patented disc bumper! Twinkling stars provide spectacular play-magnet! 3 ways to win... by high score, by sequence, or by 4 star roll-over!

BLAZING ITS WAY TO
1ST PLACE AMONG HITS!

Location tests tell the story! Alongside other top-notch games TWINKLE earned twice as much! Simple to play! Simple to operate! Simple mechanism.

ORDER
TWINKLE
TODAY!
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OR THROUGH
YOUR
DISTRIBUTOR

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2626-32 Washington Boul. Chicago



REGULAR
\$89.50
FREE PLAY
\$99.50

APMA, Assn. Of Phono Mfrs., Announced in Chi

CHICAGO, Sept. 30.—Formation of a new trade association by manufacturers of automatic phonographs has been announced to phonograph operators throughout the country in a letter signed by the five members—The John Gabel Mfg. Co., Mills Novelty Co., Rock-Ola Mfg. Corp., J. P. Seeburg Corp. and The Rudolph Wurlitzer Co.

The name of the new association is Automatic Phonograph Manufacturers' Association or APMA, and its headquarters are at 120 S. LaSalle street, Chicago. The letter follows:

To Operators of Automatic Phonographs: Just as the automobile manufacturers, the electrical manufacturers and practically every other manufacturing group have their trade associations to promote the welfare of their industries, the recently organized Automatic Phonograph Manufacturers' Association—APMA—will, as an entirely voluntary association of manufacturers of automatic phonographs, serve this industry for the purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

As you know, we have for more than four years been members of the Musical Instrument Division of National Association of Coin-Operated Machine Manufacturers, and thru that organization as well as by our individual efforts have vigorously opposed many attempts of outside groups and organizations to interfere with and injure our industry. Many of these attempts would have seriously interfered with and injured both your business and ours without the effective opposition which has been presented often with your co-operation either individually or collectively.

Please feel free at all times to call on this new association for such information or suggestions as it may be able to furnish, and please do not fail to report promptly and fully all matters coming to your attention affecting the industry. Your use of our association office as a clearing house for such reports and information will enable us to function more effectively for the protection of all operators.

The secretary of APMA is C. S. Darling, who for the past five years has served as secretary of a coin machine association. P. J. Newman continues as his assistant. Both are well known to many of you. Do not hesitate to write them on any matter of mutual interest. Your suggestions will always be welcome.

Cordially yours,
The John Gabel Mfg. Co.,
Mills Novelty Co.,
Rock-Ola Mfg. Corp.,
J. P. Seeburg Corp.,
The Rudolph Wurlitzer Co.

Automatic Sales Plans Big Sale

NASHVILLE, Sept. 30.—Reports Joe Frank, head of Automatic Sales Co., "Prices of all our outstanding equipment are at the lowest point in the history of the machines. But we've done it for a good reason, Automatic Sales Co. business has been built on a basis of quality merchandise at low prices. Because of this policy we've been able to expand our customer list to an unusual length."

"There are still some operators who have not made purchases from us and we would like very much to do business with them at this sale. We feel confident that we can fill their requirements more than satisfactorily and save them money. They'll soon see why so many operators buy all of their reconditioned equipment from us and, we hope, follow suit and become a permanent member of the Automatic Sales Co. family."

New Missouri Cigaret Ops' Assn.

ST. LOUIS, Sept. 30.—The newly organized Cigaret Service Association of Missouri held a special meeting September 12, when officers were elected to serve until January 1, 1940.

Those elected were Abe Jeffers, president; Jerry Clancy, vice-president; Richard Obermayer, secretary, and Morris Ruff, treasurer. All the members of 12 cigaret operating firms in the city of St. Louis are members of the new organization, making it practically 100 per cent organized. The association is working toward the end of having the city tax on cigarets which went into effect here on July 1 defeated on October 3, when the case comes up before the Supreme Court of Missouri at Jefferson City. Delegates from the association will be on hand for the hearing at that time.

Northwestern Show Planned

Second regional exhibition to be held in Twin Cities in January

MINNEAPOLIS, Sept. 30.—Information was forthcoming this week that the Minnesota Amusement Games Association, Inc., in conjunction with Twin City jobbers and national manufacturers, would sponsor the Second Annual Regional Show for Northwest Operators. The show is scheduled to be held in the Twin Cities during the last week in January.

The first regional show sponsored by the association was successful and because of this success it was deemed proper and wise to again conduct a show for the benefit of operators who might otherwise not see all of the new equipment being offered.

Officers of the association conducting the show are Thomas H. Crosby, president; Kelly Diedrich, vice-president, and H. P. Hunter, secretary and treasurer.

The first annual show was held February 3, 1939, and was attended by well over 200 operators. Eight distributors who placed the machines on the exhibit floor had a total of 192 pieces of coin-operated equipment on the floor. A unique plan was decided upon in the first show which caused considerable discussion; it was to have machines grouped according to types instead of by firm or distributor. It has not as yet been announced whether the plan will be followed at the forthcoming showing.

The association itself is one of the few organizations of operators that can look back to a history of activity extending over a long period. Indications are that the group is growing stronger and larger. Recent activity by the association was the promotion of fair trade among operators by eliminating unfair trade tactics. They are also fighting gambling attachments for legal machines. The association will also conduct its annual meeting at the showing and will discuss the coin machine business at length with a view to planning activity for the coming year.

New Music Assn. Formed in N. Y. C.

ALBANY, N. Y., Sept. 30.—The promotion of friendly relations among its members to establish and enforce fair trade practices and the encouragement of research in music recording and other matters concerning the interest of its members, are among the objects of the Association of Music Vending Operators, Inc., of New York City, which was granted a charter of incorporation by the secretary of state. The territory in which the operations of the organization are to be principally conducted is New York State and Eastern States.

The directors and incorporators are: Daniel Siegel, New York City, and Ben Guber, David Baron, Joe Horowitz and Saul Linden, all of Brooklyn.

Traveling Arcade Covering Ohio Fairs

PURITAS SPRINGS, O., Sept. 30.—R. E. Wagner, Northeastern Ohio penny arcade operator, plans purchase of new canvas and other equipment for his three arcades now playing fairs and celebrations in this area before the 1940 season is launched, he has announced.

The three arcades have been working steadily at outdoor events, with a crew in charge of each one, some of them moving twice a week. New machines also will be added to the present line-up and exterior as well as interior appearance greatly improved, according to Wagner.

The arcade until Labor Day on the midway at Summit Beach Park, Akron, has been taken on the road under canvas. Wagner arcades have been playing Eastern Ohio fairs and celebrations for many years.

COUNTER GAMES

(ALL A-1 RECONDITIONED)

A. B. T. Game Hunter (Target)...	8.00
A. B. T. Target...	12.50
A. B. T. Target, No Mirror...	10.00
Auto Punch 5c...	7.00
Blue Bird Target...	1.50
Blue Bird Target (Bally)...	7.50
Bally Baby Cigarettes, 1c...	6.50
Balls, 1c...	7.00
Bill Slide...	4.00
Clairing House...	7.00
Churchill Downs 1c...	1.50
Cent-o-Pack...	6.50
Cent-o-Smoke...	6.50
Chicago Clubhouse, Poker...	4.00
Columbus...	3.00
Devoted Will...	4.00
Dixie Dominoes...	4.00
Five Star Review (Dixie)...	2.50
Goodshot 21...	8.00
Gun Vendor, Cigarette, 1c...	5.00
Hot Star Review (Dixie)...	2.50
Grappers (Western Triple)...	8.50
Hi Stakes...	4.00
Hold and Draw...	5.00
High Tension...	2.50
Horse Shoes (Dice)...	3.00
Italian Dice...	3.00
John's Grid...	8.50
Jewelry Grandstand (So. Tekon)...	3.50
King 6 Jr....	9.50
Little Merchant...	9.50
Lucky Pack (Cigarette, 1c)...	9.50
Madison Eye...	5.00
Mill Wheel, Bally...	5.00
Nugget 5c...	8.00
Penny Pack...	9.50
Puritan Vendor...	9.50
Penny Snake...	5.00
Penny Ball...	5.00
Penny Pack, New...	15.00
Pilgrim Poker...	3.50
Penny Pack, New...	3.50
Punch Ball, 5c...	4.00
Reel Spin...	4.00
Royal Flush...	1.50
Roads Wizard...	1.50
Royal Shoes (Dice)...	3.50
Road Dice...	3.50
Road 21...	2.50
Road (Draw)...	2.50
Roll-It...	2.50
Sales Pin (Dice)...	15.00
Spinner Winner (Keeney)...	15.00
Springland, 5c...	2.50
St. Charles...	4.00
Safe Hit...	4.00
Shooting (Millie)...	5.00
Track Reels...	5.00
Tally (David)...	32.50
Two Pocket Bill, 5c...	4.00
Wagon Wheel (Dice)...	2.50
Wagon Wheel, 5c...	2.50
Wagon Ball, 1c...	5.00
Wagon Ball, 5c...	15.00
Zephyr, Cigarette, 1c, New...	Orders

One-Third Deposit Required on Orders.
10-50 or Last Send Cash in Full.

IDEAL NOVELTY CO. 1515 Franklin St. Chicago, Ill.



BERT COCHRAN, well-known operator said referring to Western Products' Whooperdo: "I'll take mine right along. That way I'll be sure of having them for immediate placement. It's one of the greatest counter games I've seen."

EASTERN FLASHES

NEW YORK, Sept. 30.—"A deluge" is the way distributors are dubbing the manner in which new games hit the local market this week. Ten new novelty games were shipped in during the week. Little wonder that distributors are at their wit's end trying to figure out a way to get volume.

A BUSY WEEK . . . This was also a busy week for Bill Rabkin and his International Microscope and Co., Inc. over in Long Island City. Bill is having leading stars of the stage and screen photographed with the Photomatic. The many stars have had their pics taken the Photomatic way before. Bill never made any effort to collect them. He reports the pics will be released to the trade soon.

AROUND THE TOWN . . . Lew Levin, of Reliance, London, is still in New York, stranded by the upheaval in Europe. He's finding time hanging heavy on his hands and is trying to connect somewhere. . . . Teddy Seidel, New York op, who was once featherweight champ of the Pacific Coast, was on the receiving end of some cracks about his picture in *The Billboard* a few weeks back. "Anyway," he boasted, "that was the only photo ever taken of me showing me standing on both feet." . . . Bill LaCour, one of the best editings in the biz, is now working with Savoy Vending, Inc., Brooklyn. . . . Benny Rubin, Brooklyn op, says this past summer was the best he's ever had.

. . . Have you noticed how Adam's Children, Demyne and Beerman's gums are being featured in the Eschsch avenue subway in their DuGrenier built machines? . . . Big problem of the jobber's org seems to be to get together on a credit basis that will be agreeable to everyone concerned. One hundred per cent membership is expected soon. . . . Ben Becker has been appointed business manager for the org. . . . Barney Sugarman and Abe Green have kept their word. They are increasing their music route. . . . Milt Soffer just simply can't get over the little 7 1/2 lbs of Martin Soffer.

JACK FITZGIBBONS . . . was out of town when Bally's latest novelty game, White Balls, came sailing into the Bally Building. "Balls" declared Ed McDonald, who was piloting the biz in Fitz's absence. "We got them out just as fast as they came in. What's more, it looks like White Balls is going to sail into a new sales record, too."

EARLE C. BACKE . . . of National Novelty Co., Merrick, L. I. reports his firm has bowed to what appears to be a very definite national trend toward free games. "As a result," he says, "we've increased our purchases of free-play models and convertibles. As a result we are in a better position than ever to meet the mounting demands of out-of-town ops."

EAST COAST PHONO . . . notifies the trade that on or about October 1 the offices of the firm will be located at 455 W. 45th street, where the sales, service and warehouse will all be under one roof. "New offices will be directly across the street from our present location," Sam Krossberg says.

AL SIMON . . . of Savoy, Brooklyn, has become an expert phone conversationalist what with being distrib for Savoy's "The Threat, Being of Music Caravan and told Jack Chicago Coin's Lucky and Stone's Jack Jones. Al is on the phone most of the day checking sales in this area.

MEN AND MACHINES . . . Sol Silverstein, well-known Chi coin reporter, was admiring the Ponsor Throne of Music Caravan and told Jack Mitnick, "There's something I need. A trailer of that kind would be a perfect showroom for our games." . . . Marty Roth was reported looking for a new party for a while with all the new news coming in from the States still in Europe. Rose and Gil, however, stepped off the boat just in time to spike the announcement. Gil says he's made up his mind to add a route of music machines to their biz. . . . Harry Zwirk maintains that the high cost of games plus the recession and the scarcity of new locations make operating a real

business these days for shrewd manipulators. . . . Charlie Kats passed out cigars to celebrate the arrival of Dave Gottlieb's new Keen-A-Ball. . . . George Ponsor is now distributor for our games in this territory," he revealed. . . . Among the busiest of the busy offices on Cotnrow (10th Ave.) are those of Bernie Sossen's N. Y. Snacks Corp.

BERT LANE . . . reports there was plenty happening around the offices of Seaboard Sales this week. Both Fred Iverson and Harold Lawrence paid flying visits to their home office. Iverson, who handles up-State New York and New England, and Lawrence, who is the Pennsylvania representative, both report a phenomenal demand for Genco's Mr. Chips.

NAT COHN . . . was going over plans for Modern Vending's expansion move this week. "We're going to take over the entire seventh floor here at 656 Broadway. Remember when we had just one little office after we moved over from Brooklyn? Now, with half the floor, we find ourselves cramped so we've made arrangements to take over the entire floor. Wait till you see the new display rooms. You can bet they'll be the most beautiful in the biz."

CHARLEY ARGONSON . . . and Bill Berger report that they were literally swamped with orders during their full week's showing of Evans' Ten Strike. "We've rushed so many orders to the factory that we expect we've tied up all production for the next four or five weeks. In fact, we're turning down deposits until we've filled the first batch of orders."

JERSEY JOTTINGS . . . Charley Chaplar, chief mechanic for George Ponsor, Newark, became a hero on a recent early morn when he dashed into a burning building to rescue two elderly women. . . . Patty Sanders, of Elizabeth, N. J., divulged why he went so big for Keeney's Cowboy. "I used to be a cowboy in Texas," he revealed. . . . Dave Engel is reported giving great guns in Bergen County. Dave is also said to have added more phones and also peanut machines to his present route. . . . A school for mechanics is being started in Newark, it is reported. Men will be trained in coin-machine work and will be given diplomas as full-fledged mechanics. . . . Once again Irv Ornstein, of Hercules, came out on the short end of the Poker Klatch. This time Charley Polgar was the money man. Sam Waldor has joined the group. . . . Mechanic Tommy Ryder, of Acs Districts, Newark, is away on his honeymoon. . . . Whenever anyone bumps into Al Breckman out comes his movie camera and he starts grinding away.

JOE CALCUTT . . . is reported to be so busy these days checking shipments of Throne of Music phones that it looks like a sure bet for the Vending Machine Co. of Fayetteville, N. C., to come in for first place in that Mills Sales Contest, it is said.

ROY MCGINNIS . . . sends word from Baltimore not to count him out on that Throne of Music deal.



MEYER MARCUS, Marhepp Co., Cleveland, receives a check from Hyman Silverstein for a substantial order of Mills Throne of Music Phonographs. Silverstein is said to be one of the largest operators in Ohio.

Gottlieb De Luxe
3-Way Grip Tester
Sample, \$19.50

A. B. T. Challenger
10 Shots for 1c
Sample, \$24.50

JOBBERS Write for quantity prices. We have large stock of both of these machines available for immediate delivery. Machines listed below are slightly used and offered subject to prior sale.

MOSELEY'S FALL SPECIALS

H. F. MOSELEY, Pres.-Treas.

<p>5-BALL NOVELTY FREE PLAY</p> <ul style="list-style-type: none"> 39 Spotting . . . \$24.50 7 Contacts . . . 27.50 2 Covers . . . 24.50 8 Fifth Inches . . . 24.50 3 Box Scores . . . 25.00 2 Gobstays . . . 27.50 1 Free Races . . . 12.50 7 Majors . . . 24.50 10 Major Ties . . . 25.00 1 Genco Fair . . . 27.50 1 Rembrandt . . . 15.00 7 Gobstays . . . 67.50 	<p>PACES RACES</p> <ul style="list-style-type: none"> 2 25c Cash Pay, 30 . . . \$ 60.00 7 6c Check Sep., 30- . . . 50.00 1 Light Cab. No. 5189-5372-5014-5983-6167-5568 . . . 110.00 3 Light Cab., 20-1 . . . 110.00 1 Check Sep. No. 5321-6322-5951 . . . 110.00 1 Refused Cab., 30-1 . . . 65.00 1 Light Cab. No. 5996 . . . 65.00 1 Marching Band-1 . . . 65.00 1 Check Sep. No. 5661 . . . 65.00 	<p>2 1039 Bang Tall, Check Sep. No. 110.00</p> <ul style="list-style-type: none"> 1 Bally Ball, 50.00 1 Liberty Bell, Slant Top . . . 20.00 2 5c Pass Stratoops, P.S. . . . 115.00 1 1039 Damons, Check Sep. . . . 165.00 3 1037 Demons, Cash Pay . . . 110.00 7 Demons, Cash Pay, 100.00 7 Kenny Pastors, Like New . . . 165.00 2 Kenny Public Entry, Like New . . . 165.00 2 Rock-Ola World Series, Like New . . . 65.00 1 Jennings Cigar, 1st. Mfg. Sale . . . 77.50 3 1937 Red Head . . . 30.50 1 Seebury Ray-O-Lite 75.50
<p>5-BALL NOVELTY REGULAR NOVELTY</p> <ul style="list-style-type: none"> 1 Ballyboy . . . \$ 9.50 1 Bally Boy . . . 12.50 1 Bally Suspense . . . 10.00 1 Side Kick . . . 20.00 1 5c. Cash . . . 10.00 1 Long Beach . . . 7.50 1 5c. M. . . 8.50 2 Airways . . . 6.50 1 Steer Zed . . . 15.00 1 Katch . . . 12.50 3 Palm Springs . . . 9.50 1 5c. Cash . . . 10.00 1 Grand Slam . . . 10.00 1 Western Baseball . . . 57.00 1 5c. M. . . 8.50 1 Big Wig . . . 8.00 	<p>PHONOGRAHS</p> <ul style="list-style-type: none"> 2 3c. Gables . . . \$15.00 2 Wurtiler 412 . . . 32.50 7 Wurtiler P-12 . . . 35.50 10 Wurtiler 416 . . . 35.50 2 Seebury Selecto-Phono . . . 15.50 	<p>COUNTER GAMES</p> <ul style="list-style-type: none"> 1 Mills Kounter King, \$ 7.50 1 A. B. T. Target, Mod. . . . 12.50 1 5c. Bally, 100 . . . 12.50 1 5c. Bally, 50 . . . 6.50 1 Decca Wild . . . 8.00 1 5c. Jennings Grand Stand . . . 10.00 1 Penny Smoke . . . 4.50
<p>35 BALLY RESERVES</p> <ul style="list-style-type: none"> 1 Perfect . . . \$2.50 1 Full Score . . . 2.50 1 Line Up . . . 7.50 1 5c. Cash . . . 10.00 1 Robin Hood . . . 7.50 1 Bally Bull's Eye . . . 7.50 	<p>AUTOMATIC PAYOUT</p> <ul style="list-style-type: none"> 2 Mills 1-2-3, Cash Pay . . . \$ 65.00 1 5c. Bally, 100 . . . 35.00 1 Dairy Champ . . . 35.00 1 High Boy . . . 55.00 1 Mills 1-2-3, Free Play . . . 110.00 1 Penzo Stratoops, P.S. . . . 10.50 	<p>STANDS</p> <ul style="list-style-type: none"> 1 2c Box Stand . . . \$ 4.00 1 1c. Bally, 100 . . . 23.00 1 Mills Double Safe, 22.00 2 Jack in Box Stand, 22.50

The above machines are offered subject to prior sale and are slightly used. All orders must be accompanied by 1/3 deposit in the form of C. O. Express or Telegraph money order. The above price is effective October 7, 1939. Write early for our mailing list and see report for price on the newest hits.

MOSELEY VENDING MACHINE EX., INC.

60 BROAD STREET, RICHMOND, VA.

Day Phone 3-4511 Cable Address: MOVEMOO Night Phone 3-5328

"We're doing as great a job as could ever be expected here. What's more, we'll be in there fighting for first place with the best of them."

COINSHOTS . . . of Banner Specialty Co., Lewis London, just entered the growing ranks of daddies with a 5 1/2-pound boy. . . . Leading attraction at Tri-Country Amusement Co. (N. J.) is Rose Schermer, so Newark ops report. . . . Claire Grant, over at Marc Munves, Inc., uptown, is reported to be one of the most efficient of the coinlegs. . . . Everett Hoagland and Barry Wood are the two latest bands to record Eddie Lane's Bless You.

MIKE MUNVES . . . before getting out games to his customers all over the country. "They got me hopping from morning to night," Mike says.

JOE ASH . . . of Active Amusement Machine Corp., Philly, states, "Our slogan that 'prosperity is now on the corner of 900 No. Franklin St.' seems to be working. For, if this isn't prosperity, what is?"

LOTS OF ACTIVITY . . . these days in Jersey merchandising machine circles. . . . Milt Seiler is in charge of Eastern, Newark, while Frank Hart is on his vacation. . . . Many new faces have entered the merchandising picture in Jersey. . . . As a result of the war, purchases of pistachios and other imported nuts have increased along with extra quantities of ball gum. . . . Some of the bulk vendor ops doing a swell job are John Wesley and partner, Pat Natale; Charley Felton, of Dumont; Art Koehn, of Trenton; Gus Lang, of Union; Abe Opter, of Squirrel Hill, Pa.; Harry Moore, of East Orange, and Norman Keil, of New Milford. . . . One of the most interesting bulk vendors is John Camba, a midget, who is three feet three inches tall. . . . George Ackerman recently entered the vending op ranks. . . . Charley Silverman, who is a decorator by profession, has started to operate bulk vendors, as has G. Farrell, a special policeman by profession. . . . August Silber has become known to his friends as "Hi-Yo." . . . Harry Block, of King Vending Co., Morristown, and

STOP

And think for just a minute what would you do if you had to buy the equipment you need from a firm nationally recognized and acclaimed by experts for its fine cooperation, service and friendliness? A firm that for the past ten years has helped operators to enjoy better earnings and the greatest possible success? A firm that the leading manufacturers have chosen as their distributors? A firm that has everything you need when you need it? That features the best buy in Reconditioned Machines, including many Special Bargains. Write for Price List today—convince yourself that it pays to deal with

GEORGE PONSER CO.

11-15 E. Runyon St., Newark, N. J.

<p>Western Baseball, 39 Mad., \$69.50; Perfect FREE PLAY</p> <ul style="list-style-type: none"> Majors . . . \$39.50 Playoffs . . . 25.00 Baseball . . . 17.50 Strip & Go . . . 25.00 Trips . . . 20.50 Cash . . . 23.50 Trophy . . . 28.50 	<p>NOVELTY</p> <ul style="list-style-type: none"> Paranorms . . . \$12.50 Bananas . . . 10.00 Odd Ball . . . 9.50 Strip & Go . . . 14.50 World's Fair . . . 14.00 World's Fair . . . 9.50 Alroy . . . 9.50 Alroy . . . 7.50
<p>Write for Catalogue 1/3 Deposit.</p> <h3 style="margin: 0;">DE LUKE NOVELTY CO.</h3> <p style="margin: 0;">17 Arcade Bldg., LITTLE ROCK, ARK.</p>	

Charley Belocki, of Newark, are looking forward to big seasons. . . . One of the leading colored vendor ops is E. Benbury, of Summit.

Chi Tribune Changes Bagatelle to Bagatol

CHICAGO, Sept. 30.—Bagatelle will henceforth be written "bagatol" by The Chicago Tribune, according to a recent announcement in the editorial columns of the "World's Greatest Newspaper." The new spelling of the term, sometimes used in connection with pinball games, is one of the words coming under the newspaper's simplified spelling campaign. . . . At the same time, it announced that they would use simplified spellings such as tho, thru, altho, thoro and others lending themselves to simplified spelling.

It's hotter than hot!

WESTERN'S NEW DEAD HEAT

The Greatest Payable on the Market!



- ★ 2 JACKPOTS
- ★ MYSTERY RED LITE
- ★ SINGLE or MULTIPLE COIN CHUTE
- ★ BRILLIANT LITEUP
- ★ NEW FLASHING BACKBOARD

A HOST OF OTHER PROFIT-BUILDING FEATURES!

WESTERN PRODUCTS, INC.

925 W. NORTH AVE.
CHICAGO, ILL.

IF YOU CAN USE STRAIGHT NOVELTY GAMES - - -
COMPARE OUR PRICES! BUY WITH CONFIDENCE!!

PEPPY	95.00	ODD BALL	8.00	CHURRIE	\$19.50
REGATT	8.00	SIDE KICK	15.00	SPEEDY	19.50
REQUEST	3.00	TROPHY	11.50	BOX SCORE, F.P.	25.00
ROBIN HOOD	7.50	MIAM	14.00		
KEYLITE	7.50	BOX SCORE	14.00		
		CHIEF	19.50		

WRITE FOR NEW PRICE BULLETIN, INCLUDING FREE PLAY LIST!

HERCULES MACHINE EXCH., INC., 1175 BROAD STREET, NEWARK, N. J.

Philadelphia

PHILADELPHIA, Sept. 30.—Business is now definitely on the upswing, with operators reporting increased collections and distributors enjoying a brisk turnover on the new games. One of the largest single orders ever placed by a local firm will shortly be given when Bill Rodstein, currently confining his activities to the pinball games, will branch out and enter the phonograph field in partnership with Al Stern. The initial order for the new enterprise will consist of 300 of the latest model music machines. Bill Rodstein himself is the authority for this statement, saying that he will enter the business in a big way.

The first shipment of Cinematone phonos to reach Philadelphia will shortly be received by Oscar Spiegel. The first batch will contain 65 machines. Spiegel says that the phono fills a long-felt need in the music field and expects to order more when these phonographs are placed.

Ever since Harry Litt entered the coin machine field events have been moving rapidly for him, but trust him to keep pace. After being in the pinball business for only a short time, he branched out into the music field and now he is operating a large route. The latest item of importance in Litt's life is his forthcoming nuptials scheduled for the latter part of October.

Lee Gross is now breathing easier since his 3-year-old daughter, Dina, has successfully undergone a throat operation

and is now recovering. During the tot's illness Lee spent much time at the hospital, but is now seen all along his route.



D. HELFENBEIN, Daveal official, and Mac Mohr, well-known West Coast distributor, look over Daveal's latest game, Triple Threat, which is reported to be doing well on the Coast. Mohr went to Chicago, where this picture was taken, to supervise shipping of games.

Missouri Assn. Begins Fall Season

ST. LOUIS, Sept. 30.—Missouri Amusement Machine Association held its first meeting since last July Friday night, September 15, at the Melbourne Hotel. Regular meetings, which had been dispensed with during the summer, will again be held monthly from now on. Fifty-six members answered the roll call after President Morris called the meeting to order.

It was pointed out that the organization was operating successfully. New membership cards were agreed upon and these are to be ready for distribution at the next meeting. It was decided to drop all delinquent members from the rolls. The treasurer's report showed the organization in good financial standing.

Louis Morris and others who have been vacationing the past few months told of operating conditions in different parts of the country. The association will hold its annual picnic party Sunday, October 8, at the clubhouse of Lee Turner, located near Jedburg on the Meramec River. All members and their families are cordially invited.

Among those who were called upon for remarks during the meeting were A. McCall, Carl F. Trippe, William Beta, Lee Turner, George Proctor, Harry Siegel, Art Weinschick, Dick Westbrook, J. B. Nussbaum, Vernon Holt, Abe Jeffers, Al Librach, Meredith Ruff, Joe Morris, Basil Neel, William (Bill) Illig, Roy Haas, George Ogilvy, Jack Rosenfeld, Harry Davies, Al Miller, Walter Bowman, Ben Axelrod, Carl Loyties, Dan Landsbaum, William (Bill) Rowland and Frank Joerling.

What? A New York Coingals' Union?

NEW YORK, Sept. 30.—New York distributors are eyeing their secretaries with bated breath these days. Unprecedented action is caused by the fact that girls working in almost all the distributor offices in Gotham met recently for luncheon and one distributor firm member, Irv Orenstein, declared, "Say, maybe they're forming a union."

The girls deny the allegation, saying that it's purely a social gathering. "We've been talking to each other via telephone for years and we finally decided to meet each other personally." Moving lights of the get-together were Rose Samalin and Bobbie Codner, of the George Ponsor Co. According to the girls, they had a 100 per cent turnout.

Others attending the luncheon were Evelyn Beteman, Ace Distributing Co.,

A. B. T.
CHALLENGER
\$24.50
LEGAL EVERYWHERE!
Hottest and Biggest
Money-Maker in history!
10 Shots for 1¢!



FREE PLAY AND NOVELTY GAMES	
Baby Royal \$16.00	Enoch
Bang	Speedy
Chevron	Spinner
Continental	Stop & Go
Fair, F.P.	Stop & Go
Major	St. Moritz
Mul. Fr. Reser. 14.00	Gems
Odd Ball	Bas. Champ
Pearl	Bl. Chp. F.P.
Ragtime, F.P.	Cherry, F.P.
Side Kick	Kick, F.P.
Stage Ltd. 12.50	Tul. Flyer, F.P.
1/3 With Order, Balance C. O. D.	

Write for Free Catalog!
MIKE MUNVES CORP.
593 10th Ave., NEW YORK
Cable: MUNMACHINE

Inc., Hilda Polon, Hercules Machine Exchange, Inc., Frances Skolnik, Stirling Die Statars; Helena Fitzgibbon, John A. Fitzgibbon, of Newark, Inc.; Lillian Sandler, Arrow Vending Co.; Ann Wolstein, Major Amusement Co.; Ruth Schreier and Sylvia Simon, National Vending Co., and the hostesses from the Ponsor firm.

Minneapolis

MINNEAPOLIS, Sept. 30.—Minnesota Amusement Games Association, Inc., has held many district meetings in recent months in different sections of the State, and the officers of the association have found this method of holding meetings very successful, as they have been able to reach the operators in every section of the State, many who have been unable to come to Minneapolis for the regular monthly meetings.

Within the past month there have been in the neighborhood of 30 to 50 machines broken into in the southern part of Minnesota. Thus the association officers, the people who have been doing this work have been arrested and are now in jail. This is just one of the many results that the Minneapolis Association has accomplished this year thru the co-ordinating efforts of the board of directors and the operators. Minnesota has one of the finest State associations in this business and is aiming to keep it at the top.

Two well-known Minneapolis men who have been connected with the pinball business for years have started operating for themselves. Our best wishes are extended to Chuck & Kelly, who formerly were connected with the Acme Novelty Co. of Minneapolis. These men should go far in this business as operators, as they know the business from the ground up.

Congratulations are due the Carl Weedman family, of Owatonna, Minn. During the past month a lot of bad luck has fallen their way. Mrs. Weedman, who underwent a serious operation last fall, was rushed to Rochester a few months ago for a mastoid operation which other complications had set in. She lay near death for a few weeks, but her courage remained up and she is now on the top, recuperating at her home again. At the same time a pinball machine fell on Weedman's foot, smashing it badly, and infection followed. The only way Weedman could get around was on crutches. A few weeks ago he was able to discard these crutches and is now trying to take care of his route again. So we in the field wish Mr. and Mrs. Weedman loads of luck, and sincerely hope their troubles are over.

Joe Bergeon, of Fergus Falls, Minn., has moved to Aberdeen, S. D., where he finds the operating field is not so crowded.

The wife of Harry Lerner, one of Minneapolis' operators, was operated on the past week. She is getting along fine, and will soon be able to go home.

"Many Minneapolis and St. Paul operators are installing Seeburg remote control systems on their phonograph routes," reports the Hy-G Games Co. The new Ray-O-Lite gun by Seeburg, also being shown and is proving popular.

ATLAS VALUE PARADE

THIS WEEK'S SPECIAL!
DAVAL'S HIGH LITE (Free Play), Only \$49.50
Guaranteed PHONOGRAPHS Reconditioned

Seaburg Gem	\$159.50	Wurlitzer #12	\$ 89.50
Seaburg Royals	129.50	Wurlitzer #12	82.50
Seaburg Rex	119.50	Wurlitzer #12	80.50
Seaburg K-15 (15 Records)	79.50	Wurlitzer 24 (1938)	149.50
Seaburg Model A	32.50	Rock-Ola Rhythm King (12 Rec.)	49.50
Seaburg Model B	32.50	Mills Decameter	17.50
Mills Studio (1938)	32.50	Mills DeLuxe Danometer	21.50
		Mills DeLuxe Danometer	89.50

Beautiful Illuminated Grill Installed—\$10.50 Extra.

COUNTER GAMES

Deuces Wild	\$11.50	Mills Fruit King	\$12.00
Jackpot Star Penny Play	7.00	Jennings Grandstand Bell	14.50
Jackpot Wild	11.50	Mills Vest Pocket Bell	22.50
Kuenter King	10.00	Sandy's Horse	2.60

TERMS: 1/3 Deposit — Balance C. O. D.

Write for Illustrated Phonograph Catalogue, also Price Bulletin listing complete selection Reconditioned Paytables, Novelty Games, Consoles and Counter Games.

CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
 1301 Fifth Ave., PITTSBURGH.
 Associate Office: Atlas Automatic Music Co., 2151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Banner Opens New Pittsburgh Offices

PITTSBURGH, Sept. 30.—Banner Specialty Co., with headquarters in Philadelphia, officially opened its new building at 1508 Fifth avenue here today with a gala party.

Banner had had offices and showrooms in this city for some time. Finding business growing and wanting to provide better facilities for the trade, it decided to open a new building featuring the most modern aids and conveniences. Harry Rosenthal remains as manager of the Pittsburgh business.



I. H. ROTHSTEIN

"Banner Specialty Co. will continue with the same high efficient personal service under the wing of Harry Rosenthal," declared I. H. Rothstein, head of Banner. "In fact, we will make every possible effort, now that we have larger quarters, to improve on our service and co-operation to operators in this area."

Many surprises had been prepared for the visitors. New games were introduced for the first time. It was announced that over \$1,000 in prizes would be given away. Said Rothstein, "The affair was looked upon as a pre-convention event in that it gave all operators in this area a chance to get together and discuss the various important problems of the

industry—and it gave them the opportunity to meet the men who are making the machines.

Banner Specialty opening brought out biggest crowd in Pittsburgh coin machine history.

Manufacturers present were: Al S. Douglas, Daval Mfg. Co.; Jack Kenney, J. H. Kenney & Co.; Harry Hoppe, Baker Mfg. Co.; Leo Kelly, Exhibit Supply Co.; Richard Groetchen, Groetchen Tool Co.; Sam Wolberg and Sam Gensburg, Chicago Coin Machine Mfg. Co.; Myer Gensburg, Genco, Inc.

Wurlitzer sent down a delegation from North Tonawanda including Bill Bolles, Ed Wurgler, Jim Broyles, Harry King, Walter Reed, Harry Payne, Bob Connors, John Schwartz and Leonard Branson.

Distributors and jobbers from as far away as New York and Chicago were present.

The new building was acclaimed one of the most impressive in the industry. The three floors are unusually well arranged. The first floor houses showrooms and offices. On the second floor is the large repair department, and the third floor has big warehouse space.

The large turnout was attributed to the respect which the trade in this area has for Banner Specialty Co.

Flowers and telegrams swamped the entrance to the display rooms, and food and refreshments were elaborately served.

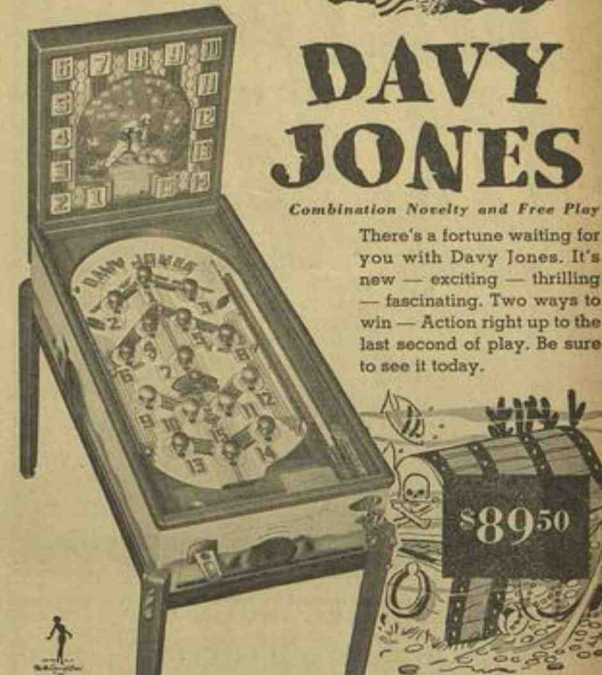
Among the ops present were E. J. Allen, L. W. Shaw, R. A. Edinger, Louis Calig, William Calig, A. L. Velocet, Millard Harthertz, Luke Spavero, Louis Bloom, Frank Caravella, the Adams Brothers, James J. Thompson, R. Dobbin, Laikie Grossman, Albert Mordell, Robert Platt, J. B. Lutz, Eddie Morgan, I. and H. Linden, John Witt, J. E. Summers, Charles Madlock, Ernest Welland, W. L. Kriger, J. V. Salera, A. Gameller, DeLos W. Burrhead, Samuel Chaban, James P. McArde, John Barosny, Harry S. Pine, Abe Stept, Lewis Paulkka, Robert E. Miller, T. P. Kosmakos, Harry P. King, Eugene Teslovic, Tony Harrison, Meyer Abelson, Sam Strahl, Guy Constantino, Ike Dobkin, Essie Foster, Jimmy Ferrise, Gus George, George Glosser, Bob Gray, Lou Higgins, Oscar Imber, Frank Jupina, Rufus Jackson, Al Codell, H. Hazarovich, Frank Leon, Ernest Langa, George Laris, Glenn Mowry, John McKool, Fred MacNamara, John Naples, Bob Platt, Babe Platt, Marcus Rosenthal, Sidney Rosenthal, Sam Rosenthal and others.



DAVY JONES

Combination Novelty and Free Play

There's a fortune waiting for you with Davy Jones. It's new — exciting — thrilling — fascinating. Two ways to win — Action right up to the last second of play. Be sure to see it today.



STONER CORPORATION, AURORA, ILLINOIS

SACRIFICE! 300 MACHINES! A-1 CONDITION!

FREE PLAY		NOVELTIES	
1 Karbon	\$10.00	4 Bubbles	\$14.00
2 Cheeron	37.50	5 Box Score	\$17.00
3 Double Feature	35.50	2 Bang	55.00
2 Encore	12.90	3 Chest	25.00
3 Fair	17.00	3 Contact	22.00
2 Flash	50.50	12 Chubbie	15.50
3 Gun Club	25.00	2 Dams	15.00
1 Hit Number	10.00	3 Jitter Bug (Rev.)	10.00
2 Hi-Lite	45.00	3 Miami	15.00
5 Liberty	25.00	3 Midway	15.00
1 Multi. Pos. Shot	22.00	10 Major	19.00
3 Regime	35.00	15 Old Ball (Rev.)	10.00
3 Rocket	15.00	1 Ocean Park	50.00
5 Skyrocket	25.00	6 Peachy	12.00
6 Tepper	45.00	25 Rocket	22.00
		5 Daily Royal	10.00
		6 Swoody	20.00
		8 St. Martin	10.00
		8 Spinners	10.00

\$5.00 EACH

Rush 1/3 Deposit With Order. We Ship Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

Coming Events

- National Tobacco Tax Conference (State tax officials), Hotel Henry Grady, Atlanta, Ga., October 5 to 7.
- International Assn. of Ice Cream Mfrs., 99th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.
- Second Annual Regional Show for Northwest Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

Wheeling, W. Va., Licensing Pinball

WHEELING, W. Va., Sept. 30.—Wheeling now has many pinball machines to be used as "trade stimulators," according to License Officer W. O. Gartner, who said he had issued 40 licenses for machines within a week.

In announcing the licensing of the machines Gartner said: "The machines are to be used only as trade stimulators. If they are used for gambling devices, the operators will be arrested and the machines confis-

cated. The machines will pay tokens, but those tokens are to be played back into the machine for amusement. They cannot be cashed by the operator—and, if cashed, will constitute a violation of the law.

"The machines have been placed in numerous places and the licenses are issued by John Santo, Andy Templin, Dokin Bros. and the Automatic Cigaret Sales Co.," Gartner said.

According to Gartner's report to City Manager Walter G. Smith, 10 of the machines were given licenses the last week in August and 11 more the first week in September. Licenses collected on the machines was \$50.50 each.

More and More Operators
Are Finding That . . .

TRIPLE THREAT

Is the Most Profitable Game
They Ever Had!

It's Timely—It's Real Football!
Try One—You'll Buy Plenty More!

Now being shipped in extra-deep sturdy
shakeproof cabinet at no extra cost!

Guaranteed
Mechanically
Perfect!

Price: Free Play \$9.450

Daval Mfg. Co. Chicago

SUPERIOR'S SPECIAL FOOTBALL BOARDS



ACTION! PROFITS!

**JUST
OUT!**

A new line of novelty salesboards with the old college thrill! New original symbols that will be as popular as our famous GOLD BELL. Tickets easy to read, easy to check—favorites of operators everywhere.

Write for your free
FALL CATALOGUE
just off the press.
Contains our new line
of fall numbers. Also
write for Scoops, ex-
clusive salesboard trade
paper.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 North Peoria Chicago, Ill.

Fitzgibbons Used Games Are the Finest Money Can Buy!

NOVELTY GAMES	RESERVE OR 3 METERS	FREE PLAYS
Fifth Inning \$22.50	Daily Reserve 5 7.50	Paramount \$15.00
Chubbie 18.50	Paramount 9.50	Spotium 23.50
Supper 12.50	Daily Royal 20.00	Europa (4-Coins) 47.50
Thunderbolt 9.50	Keylito 17.50	Big Escape 21.00
Step & Go 11.50	Pecky 12.50	Triple Play 19.00
Exposition 7.50		Chubbie 21.80
Major 17.50		
Old Ball 7.00		
Contact 22.50		
Bang 38.50		

**BRAND NEW
CLOSEOUTS!**

Paramount (Reserve) \$39.50
Paramount (Novelty) \$9.50
Keylito (Novelty) 10.50

1/3 Deposit With Order, Balance Shipped O. O. D., P. O. B. New York.

John A. Fitzgibbons, 453 West 47th St., New York City

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

Appoint Fishman Rock-Ola Distrib

NEW YORK, Sept. 30.—The appointment of Joe Fishman and Marvin Liebowitz to be distributors for the Rock-Ola Mfg. Corp. has been announced. Fishman is well known as the executive secretary of the Amalgamated Vending Machine Operators' Association here. Liebowitz enjoys the reputation of being one of the largest operators in this area and president of the operators' group.

Altho the appointment came as somewhat of a surprise, it was learned that Jack Nelson, official of Rock-Ola, spent



JOE FISHMAN

some time in New York arranging the new set-up. The new firm will be called the Interstate Coin Machine Sales Corp. and will be located at 248 West 59th street.

It will handle a complete line of Rock-Ola products. It was indicated by many operators that it would miss the new Rock-Ola representatives in losing its services to Amalgamated. As distributors, both will drop their duties in the operators' association.

Rock-Ola officials expressed their pleasure for the new New York representatives. It was agreed that if any two individuals should be picked as the best possible distributors for Rock-Ola products in New York, figuring all those attributes which go into the making of successful distributors, their names would be Fishman and Liebowitz.

The popularity of the two partners will undoubtedly be of great aid in the establishment of the new sales firm. Both are well known and it is indicated that their past work in coin machine circles will aid them to reap their share of business in New York.

Both extend an invitation to all to drop in and see them at their new quarters. "And," they said, in the spirit of their new enterprise, "also to see those swell Rock-Ola products."

Midget Baseball Now in Production

NEW YORK, Sept. 30.—D. Robbins & Co., manufacturer of the new 1-cent counter skill game, Midget Baseball, reports that the game is now in full production. A slight delay was incurred when the delivery cabinets were held up. "However," claims Robbins, "the cabinets are coming in and we are racing ahead with our production. The local ops have placed substantial orders after tests on locations have proved successful.

"The operators tell me that altho baseball is fading out as the current sport, the game itself is enough to bring in the pennies, and the baseball fans like to play even in the off season. In addition a ball gum is vended with every penny."

Wolcher Visits Exhibit Factory

CHICAGO, Sept. 30.—Visitor to the Exhibit Supply Co. recently was Lou Wolcher, head man of the Western Distributors and the Advance Automatic Sales. Both firms serve the Pacific Coast with Exhibit products.

Lou Wolcher, it is reported, is in his 25th year in the coin machine business.



Amazing earnings are reported daily from Metal Tyer Name Plate Machines.

For Full Details Request New Illustrated Circular MT107.

GROETCHEN TOOL COMPANY

130 N. UNION, CHICAGO.



SMOKEY—To Play Cigarette Machine. Solid Walnut Cabinet . . . \$9.95

1/3 Deposit.
CAMCO PRODUCTS CO., Inc.
1209 Godfrey Ave., Grand Rapids, Mich.

Leo J. Kelly, vice-president of Exhibit, asked him how he kept looking younger with each visit—and Kelly reports that Wolcher said, "Exhibit games keep getting better and better so that there is never any worry connected with them—all the hard work has been taken out of the business."

"And that illustrates how well we work together," joked Kelly. He concluded, "Thanks, Lou, for them that kind words and that big order for Golden Gates."

Guaranteed Values

AUTOMATICS	
1 DeLuxe Peekness	\$19.50
5 Sport Pages	59.50
1 Marble Race	22.50
1 Derby Time	42.50
1 Quinlan	22.50
2 Photo Finish	17.50
2 Derby Day	17.50
1 Derby Day	17.50
2 Track Time (Red Head)	22.50
1 Derby Day	22.50
1 Liberty Bell, Giant Top	32.50
2 Peace Races (Black Cabinet)	49.50
1 Multi Races (Landscape)	39.50

NOVELTY GAMES	
Contact	\$37.50
Major	39.50
Old Ball	17.50
Justrage	12.50
Paramount	17.50
Thunderbolt	15.00
Saltish	22.50
Away	10.00
Daily Doz.	10.00
Ball Mt.	7.00
Green Light	10.00
Cargo	10.00
Jump	16.00
Gay Time	12.50
Zeta	12.50
Stoner Races	0.00

FREE PLAY NOVELTIES	
2 Dival Gun Club	\$42.50
1 Dival Gun Club	42.50

PHONOGRAPHS	
1 Seeburg Selectaphone	\$ 25.00
20 Wurlitzer #123	52.50
2 Wurlitzer #168	35.00
4 Wurlitzer 256	154.50
3 Wurlitzer 244	154.50

TERMS: 1/3 With Order, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
 1900 Pennsylvania St., Evansville, Ind.

Milwaukee Coin In New Location

MILWAUKEE, Sept. 30.—"Whatever you could ask for in the way of modern facilities and equipment to improve service," said Sam London, head of the Milwaukee Coin Machine Co., "you'll find at our new location, 1455 West Pond du Lac avenue, which will be officially 'warmed' on Tuesday, October 3.

"Maybe there was a time when almost any kind of building would suffice," Sam



SAM LONDON

continued, "but that day is past. In order to render our kind of speedy, intelligent, efficient service, there are certain 'musts'.

"Our new location is convenient for operators to reach. There's ample parking space, handy loading facilities, as well as large, modern display rooms, offices, shop, stock, parts and shipping rooms, besides complete stock and equipment for servicing, repairs and supplies. The place totals approximately 15,000 square feet of floor space."

Under Sam London's direction, his firm has grown to its present importance. His assistant is Dorothy Kleinmeyer, who is well known to the trade. The service department is headed by Al Starnine. Shipping and freight departments are under Max Poters, Harry Cohen heads the sales force and is in charge in London's absence.

Milwaukee Coin reports it represents the following firms: J. P. Seeburg, D. Gottlieb & Co., Daval Mfg. Co., Exhibit Supply Co.; Western Products, Inc.; Chicago Coin Machine Mfg. Co. and A. Dakin & Co. London announces that he will add a number of new lines which will be displayed for the first time at its grand opening on October 3.

London extended an invitation to all operators to attend the gala occasion. "There'll be eats, drinks and fun without end and surprises for all. Come on over," he said.

Lumber Orders Highest Since 1930

WASHINGTON, Sept. 30.—Activity of the nation's lumber industry soared in the week ended September 16, following the Labor Day holiday week, with new orders reaching the highest level since 1930, according to reports to the National Lumber Manufacturers' Association.

New business jumped 44 per cent from 352,000,000 feet from the revised figure of 245,089,000 feet in the preceding week. Production amounted to 248,028,000 feet, compared with 217,763,000 in the previous week, an increase of 14 per cent. Shipments spurred 21 per cent to 264,069,000 feet from 218,125,000. The number of reporting hardwood and softwood mills, however, declined 4 per cent to 505 from 525.

For the first 37 weeks of 1939 production was 18 per cent above the total for the corresponding 1938 period; shipments were 16 per cent larger and new orders were up 19 per cent.

Avon Improves Service

CLEVELAND, Sept. 30.—Avon Novelty Sales Co., headed by Art Nagel, reports that the Stoner Corp. came, Davy Jones, is going great guns. Business has been improving steadily and more men have been added to the service department, firm heads report. Art Nagel left Monday for a trip thru the East.

1940 GOLDEN GATE

THE KIND OF FIVE BALL PIN TABLE YOU'VE ALWAYS WANTED!

IT MUST BE GOOD

EVERYONE IS BUYING THEM IN QUANTITIES!

WARNING!!

BETTER ORDER FROM YOUR DISTRIBUTOR—TODAY AND AVOID DELIVERY DISAPPOINTMENTS!

THE EXHIBIT SUPPLY COMPANY
 4222 W. LAKE STREET CHICAGO, ILLINOIS

HORN OF PLENTY

330K88 — Merchandise Dealer, fascinating, popular in parks, resorts, taverns, clubs and shops. Big flashy display, 22" high, 14" wide and 7 1/2" deep. Contains 69 nuts. Let one get extra pack-up for \$1.00. Also, fastest selling Deal. Takes in \$4.45. Each \$2.75.

Each in Lots of 10
 25% Deposit, Balance C. O. D.
 Prices F. O. B. Chicago.
 Send for Our New Catalog 390 and 391.

JOSEPH HAGN COMPANY
 The World's Bargain House.
 217 & 223 W. Madison Street, Chicago, Ill.

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of
Wurlitzer Phonographs
 and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

GUARANTEED USED GAMES AND PHONOGRAPHS

NOV. FREE PLAY	PAY TABLES
Clicks	\$34.50
Evans	39.50
Zip	52.50
Liberty	44.50
Peepshow	44.50

NOVELTIES	PHONOGRAPHS	
Handicap	Wurl. #123	\$44.50
Fleet	Wurl. #168	39.50
WHL	Wurl. #244	154.50
Thunderbolt	Seeburg Reg.	119.50
Gay Time	Seeburg K-20	149.50
Bendons	Seeburg Regal	189.50

TERMS: One Third Cash, Balance C. O. D.

L. BERMAN & CO.
 112-114 N. W. First St., Evansville, Ind.

RUSH YOUR ORDER FOR THESE FREE PLAY SPECIALS

Chess, Chobble, Beauty, Slide Kick	Each \$32.50
Five & Go, Gem, Supreme	37.50
Fifth, Keno, Box Score, Gun Club	37.50
Major, Miami	39.50
Peepshow, Cincinnati	42.50
Topper, Liberty, Snooks, Batting Champs	45.50
& Popper, Hold Tight	59.50
Ocean Park	59.50

All quotations made subject to prior sale and F. O. B. Nashville, Tenn. One-third deposit required.

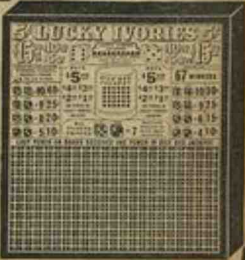
H. C. PAYNE COMPANY
 312-14 Broadway, NASHVILLE, TENN.

A "NATURAL" FOR BIG PROFITS- LUCKY IVORIES

Has All the Features That Bring Steady Play and Fast Action
 No. 11228 1056 HOLES
 Takes in\$52.80
 Average Payout 23.30

Average Gross Profit.....\$29.50 PRICE \$3.96 EACH
 Send for New Catalog Showing Hundreds of Other Profit Makers.

HARLICH MANUFACTURING COMPANY
 1413 W. Jackson Blvd. Chicago, Illinois.



STILL THE BEST

PLACE TO BUY YOUR RECONDITIONED PAYTABLES, CONSOLES, NOVELTY GAMES AND ARCADE EQUIPMENT

CONSOLES	PAY TABLES	ARCADE EQUIPMENT	
1938 Triple Entry	\$145.00	Peace Races	50.00
1938 Track Times	87.50	Ray's Tracks	35.00
Red Cab, Track Times	35.00	Danzonides	25.00
Bang Tails	45.50	Turf Special	20.00
Gallop'ing Dominos	45.50	Resonance	30.00
Jon. Derby Days	25.00	Saddle Clubs	35.00
Jon. Liberty Bells	25.00	ONE-BALL AUTOMATICS	
Tanferon	25.00	Fairgrounds	\$25.00
Dark Horses (7-Color)	25.00	Quintiles	25.00
Millie Fishers	35.00	Derby Times (Jackpot)	55.00
Bally Teasers	15.00	Big Races	30.00
Sockey Club (5-Color)	30.00	Comedies	40.00

HALF DEPOSIT WITH ORDER. CABLE: OLSER-CLEVELAND.

CLEVELAND COIN MACHINE EXCHANGE 2021-5 Prospect Ave., CLEVELAND, OHIO

Gottlieb's **TRACK RECORDS** \$140.00
 4 Coin Multiple—F. P.

Bally's **EUREKAS** \$35.00
 Latest Style—Multiple—F. P.
E. C. KRAMER
 528 N. Hagan, NEW ORLEANS, LA.

GOLD CUP

FREE PLAY MULTIPLE ONE-SHOT

• Earn pay-table profits in free-play territory with GOLD CUP! Popular "line-up-3" score system . . . all the appeal of a bell, plus CHANGING ODDS, MYSTERY FREE SYMBOLS and plenty of skill thrills hitting NEW SUPER-SENSITIVE RUBBER-TIRE BUMPERS! Pockets at bottom of board score up to 20-for-1 . . . or player can win \$25 TOP GOLD AWARD! GOLD CUP collections equal peak payout profits, according to actual reports from operators. Get your share . . . order GOLD CUP today.



SEE YOUR JOBBOR
OR WRITE TODAY
FOR PRICES

AMERICA'S MOST COMPLETE LINE—WRITE!

BALLY MFG. COMPANY

2640 BELMONT AVENUE, CHICAGO

Keen-a-Ball Beats Lot-o-Fun Record

CHICAGO, Sept. 30.—"Swinging into a stride that's amusing all beholders, Keen-a-Ball is already outstripping by a wide margin the marvelous earning record of Lot-o-Fun, which was the marvel of the industry a few months ago," reports Dave Gottlieb, president of D. Gottlieb & Co.

"Particularly in the East, Keen-a-Ball is becoming an even greater sensation—and that's saying a lot, because Lot-o-Fun is still commanding top place in locations and there's none available on the used market. To shatter such a record is almost unbelievable, but Keen-a-Ball is doing it every day.

"The reason is plain, for after all the answer is in the cash box. Keen-a-Ball offers players inducements that are play-compelling, like three ways of winning; cumulative scoring, which permits the player to carry his score from one game into the next for three games in a row, thereby insuring high winning scores . . . and other new features. Our factory represents a beehive of activity. Distributors and jobbers keep calling for more and more games, and all we hear is speed and rush delivery. But that's what happens when you build an outstanding hit."

Sphinx Cohen Says, "Watch Pace"

MINNEAPOLIS, Sept. 30.—Bill (The Sphinx) Cohen of Silent Sales Co. reports business as good in Minneapolis. He had something particularly to say in regard to one of the lines he is now handling. He advised, "Watch Pace."

Continued Cohen, "If you haven't seen it yet you should see the new low-priced Mir-o-Scale—a real porcelain job. Watch, too, the Junior Saratogs and Paces Reels in their beautiful cabinets which make these two machines the classiest looking square bells of all time. Again I say, keep your weather eye peeled and watch Pace."

Keeney Reports Thriller Sales Up

CHICAGO, Sept. 30.—Word comes from the J. H. Keeney & Co. offices of "the speedy upward rise in sales of the latest Keeney release, Thriller, and of the Keeney console."

Stated Jack Keeney, "When we introduced Thriller to the trade we were sure that it would be a big seller. However, we did not realize that it would become a popular favorite in the short time it has been on locations. With just a few weeks behind it since its introduction, Thriller is today one of the biggest selling free play games on the market."

"Operators from Coast to Coast have been flooding us with orders and repeat

Now PENNY SCALES

For Less Than \$50.00

Hamilton Scales are solid direct to operators. No middlemen's profits to pay. For less than \$50.00 you can buy handsome, reliable, modernly designed person-weighting scales that will enable you to cash as scales costing twice as much.

Think it over! For a given investment you can put out twice as many scales . . . double your profits. Hamilton Scales are second to none in beauty, reliability, long life and freedom from trouble. Written guarantee covering a million weightings.

Operators, write for wholesale direct-from-factory prices. We'll quote you inside figures that will enable you to operate or sell scales at a handsome profit.

HAMILTON SCALE COMPANY
1910 Vermont Ave., Dept. B-18, Toledo, Ohio

WHILE THEY LAST

5 Western Derby Clocks, 2 548 J.P.	\$59.00
5 Western Derby Kings, 1 948 J.P.	55.00
5 Hawthornes	72.00
5 Winning Triangles	72.00
5 Pat. Snaps, Floor Sample	60.00
10 Fair Grounds, Large Packs	27.00
10 Flatwoods	27.00
2 Keeney Zephyrs	27.00
10 Praskness	14.00
10 Derby Daze	14.00
10 Turf Change	14.00
10 Golden Wheels	14.00
10 Cavens	12.00
5 Jennings Liberty Bell	27.00
5 Mills Fishers	28.00
3 Silver Balls	50.00
3 Galvanic Double	50.00
3 Track Times	50.00

Will Buy Jennings Coprolita and Free Play Newly Game to Wire 1/8 Discot.
Reference: Utah Savings & Trust Bank.

STEWART NOVELTY CO.

138 E. 2d S. St., Salt Lake City, Utah

orders for this sensational new machine. They tell us that players everywhere are wild about all its outstanding features. They say that Thriller offers a new, tantalizing appeal that keeps the cash box filled. One operator reported that he has never had to empty a cash box so much as he has done with his first Thriller. No doubt, this was the reason why he immediately placed a large order for all his locations.

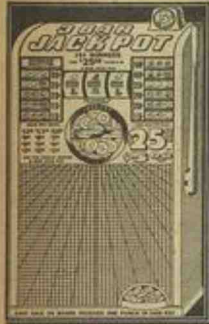
"But, it isn't only the unusually large earnings that has won Thriller a place in the hearts of coin men all over the country. The excellent mechanism has become one of the most talked-about features of this great new game."

BIG PROFITS

3 BAR JACKPOT (F-5240) BRINGS THE PROFITS

Takes \$82.00 Average Payout \$48.69
Average Profit \$33.31 Price \$2.16
A FLASHY BOARD with tickets bearing symbols printed in seven colors.

"The Largest Board and Card House in the World"
CHAS. A. BREWER & SONS
6320-32 HARVARD AVE., CHICAGO, ILL.



SAVE ON AVONS

FREE PLAY	NOVELTIES	CONSOLES
BANGS \$59.50	SUSPENSE \$15.00	KENTUCKY CLUB . . . \$49.50
AIRPORT 49.50	SIDE KICK 19.50	LONG CHAMP 40.00
BUBBLES 35.00	STOP & GO 19.50	DERBY DAY 19.50
STOP & GO 30.00	REVIEW 15.00	1938 SKILL TIME . . . 79.50
CHIEF 30.00	BUBBLES 19.50	R. H. TRACK TIME . . . 45.00
SIDE KICK 30.00	BALLY ROYAL 30.00	1 BALL AUTOMATIC
SUPREME 34.50	SKEE-BALLS	DERBY CHAMPS . . . \$29.50
FIFTH INNING . . . 39.50	BANK ROLL 30.00	MILLS 1-2-3 25.00
CHUBBIE 39.50	BALLY ROLL 27.50	PREAKNESS 15.00
FAIR 29.50	ROCK-A-BALL 27.50	FAIRGROUNDS 25.00

1/3 CASH, BALANCE C. O. D.

AVON NOVELTY SALES, INC.

Phone: Prospect 4551-2.

2923 Prospect Avenue,
CLEVELAND, OHIO

Circle Address: "AVON."



DAN B. COHEN, Pleasure Music Co., New Orleans, puts his signature to a substantial order for Wurlitzer Models 500, 600 and 61. Already operating over 100 Wurlitzer machines, Dan says the Wurlitzer Modernization Plan is sound and a real profit booster. Wurlitzer District Manager A. M. Mendes (standing) and Wurlitzer General Sales Manager Mike Hammergren look on while Dan signs the order.

Mr. Chips Goes Into Eighth Week

CHICAGO, Sept. 30.—"With seven weeks of day and night production already behind it, Genco's sensation, Mr. Chips, goes into its eighth week, with no sign of a let-up in demand," reports Genco, Inc. The factory reports praise has been forthcoming from every branch of the industry and from all parts of the country, making Mr. Chips one of the all-time great coin machines.

Genco quoted one operator as saying, "What this business needed was a winner like Mr. Chips. I've always contended that the business is as good as the games it has to put on location, and a honky like Mr. Chips proves it. My collections jumped up and stayed up miraculously when I hooked my route with Mr. Chips after a few days of testing it. I want to take my hat off to Genco for producing a game as mechanically perfect, exciting and thrilling as Mr. Chips. I expect to be adding to the games already on my location for weeks to come, for I unhesitatingly say that this is the game of the year."

Harry Hoppe Joins Baker Firm as V.P.

CHICAGO, Sept. 30.—Harry Hoppe, well-known figure of the coin machine trade both in the United States and abroad, has announced his new connection as vice-president of the Baker Novelty and Mfg. Co., of Chicago. For years he has traveled in coin machine circles and learned the problems of operators and distributors first hand. His wide experience and thoro knowledge of their wants and needs are a tremendous asset in his new connection.

Harold L. Baker, president of the company and new business associate of Hoppe, enjoys the reputation of being one of the veterans of the industry. Headed by him, the company has produced a number of well-known games, among which are Pick-a-Pack, counter game; Baker's Pacera, racing console, and others.

"Twinkle, new 5-ball novelty and free-play embodying revolutionary ideas, has just been introduced and promises to be one of the big hits of the industry," reports Baker. "In fact, on preview, even before officially announced, enthusiastic distributors ordered Twinkle in such quantities that all hands are working at top speed."



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NEW MONEY-MAKING SENSATION!
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COUNTER CIGARETTE VENDOR
PRODUCING \$60 TO \$120 CLEAR PROFITS PER MACHINE PER MONTH!
PENNY PLAY
Beautiful appearance!
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Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!
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10 STEPPER UPPERS	72.50
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5 WESTERN PADDLES (Multi)	27.50
10 MILLS FLANNERS	35.00
10 BALLY STABLES	27.50
5 FAIRGROUNDS	27.50
5 FLEETWOODS	27.50
2 KLONDIKE	35.00
1 QUINELLA (5 Cols)	22.50
1 DEAUVILLE	15.00
1 VELVET (L in New)	25.00
5 TURF CHAMPS	15.00
5 DE LUXE PREAKNESS	35.00
10 PREAKNESS	15.00
5 ARLINGTONS	19.50
10 MILLS CHERRY BELLS (5 Cols New, No. 430,000)	60.00

Wire Your Orders and Deposit of One-Third, Reference Walker Bank & Trust Co., S. L. City.
THE R. F. VOGT DISTRIBUTORS
Cullen Hotel Bldg., East Lake City, Utah.

Jennings Markets Automatic Libraries

CHICAGO, Sept. 30.—"Just to prove that anything that can be sold can be successfully merchandised thru coin-controlled equipment, O. D. Jennings & Co. have designed the Automatic Library—a coin-operated book vendor, offering a variety of 18 individual selections," report Jennings officials, "Nationally known 'Little Blue Books' are vended thru Automatic Libraries. These 64-page, 15,000-word digests of world-famous books, by renowned authors, have been published and edited by E. Zaideman-Julius Publishing Co., of Grand, Kan., for the past 20 years. The library consists of thousands of world-famous books, expertly condensed into handy pocket-sized editions. "The marketing of Automatic Libraries is handled by Automatic Libraries, a division of O. D. Jennings & Co. The sale and distribution of this new number are in the capable hands of Rudy Greenbaum and Walter Gummersheimer."



DINNER AT THE BILTMORE . . . Some of the guests at the Wurlitzer open house party held recently at the Hotel Biltmore, Atlanta.

KEEN-A-BALL

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Completely New Style Step-Up Board With Jackpot In Center

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5 Blue Front, S.J., 5c 45.00	2 Bally Classics \$17.50
3 Blue Front (Sporad Equip), 10c 32.50	2 Bally Arlington 17.50
3 Blue Front, D.J., 10c 40.00	2 Bally Golden Wheel, 17.50
JENNINGS	2 Western Winners 15.00
1 Chief, S.J., 5c \$40.00	2 Western Polices 12.50
5 Chief, S.J., 10c 40.00	2 Pacific Phantoms 10.00
5 Chief, S.J., 25c 37.50	
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5 Rotatop, D.J., 10c \$32.50	

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to meet any operator's
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Prices!

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H. & H. NOVELTY SALES

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Chi Coin Traces Growing Business

CHICAGO, Sept. 30.—A report from executives Sam Wolberg and Sam Gensburg, of Chicago Coin Machine Mfg. Co., indicates that the unusually good business enjoyed during the past few months is now a permanent part of the Chicago Coin scene.

The partners declared: "Over a period of time we've built a large list of satisfied, friendly customers who profited by making a habit of buying Chicago Coin games.

"Several months ago this list began to expand and all our customers seemed to be buying our games in larger quantities. We felt the first real spurt when we offered costmen our novelty-free game hit, Sports. The unusual play and features of Sports commanded the attention of operators everywhere.

"A few weeks ago we announced our newest release, Lucky. And now oper-

ators say it was a lucky day for them when we offered it to them, for they've earned some of the largest profits in their history with this appealing new novelty-free play game. That's the reason why more Luckies are being made daily than any other game on the market."

White Sails Is Bally's Newest

CHICAGO, Sept. 30. — Announcing White Sails, five-ball novelty game, Jim Buckley, general sales manager of Bally Mfg. Co., explained that the game combines the features of so-called spottem skill play and the appeal of high score.

"White Sails," he said, "is a simple, speedy game, available in either regular novelty or free-play model. Player simply lights five sails by hitting all corner bumpers—that's the spottem skill feature. Then he shoots to build up his award and receives one free game for

each bumper hit after five sails are lit and the starting score is reached.

"Reports from White Sails already on location prove that players get the idea at a glance and settle down to long sessions of play—because White Sails has plenty of 'come-close' come on.

"Another new feature of White Sails is what we call shifting 1,000-lite action. The red and blue bumpers score 1,000 only when lit—a goose egg when not lit—and the lights alternate between red and blue, changing each time a lit bumper is hit. Thus by skillful shooting the player may time the action of the ball to zig-zag back and forth between red and blue bumpers, hitting lit bumpers all the way down the board—a really fascinating skill challenge."

Monarch Notes Fall Season Debut

CHICAGO, Sept. 30.—"The fall season has really started off with a big bang," says Monarch Coin Machine Co.'s Al Stern. "Naturally we've anticipated a spurt in sales, even though our summer business was one of the finest in Monarch history. But we figured it would be a gradual rise rather than such a sudden increase as we have had here the past few weeks.

"We are deeply grateful to our operator-customers for this business, for it tells us that they have faith in us and in our equipment. Of course, operators who have bought Monarch equipment in the past know that it is in excellent shape for long-time operation and large profits.

"We'd like to extend at this time our best wishes for one of the biggest fall and winter seasons to all operators."

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Rock-Ola--Bally--Groetchen

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A column about new salesboard
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• IT'S A HIT!
• MIDGET
• BASEBALL

New 1c Counter Skill
Game. Vends a Ball of
Gum for each penny.
Has marvelous player
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FRIENDS AND CUSTOMERS came to see and hear Mills' Throne of Music displayed in the showrooms of the Jeffries Amusement Co., Fort Smith, Ark. H. W. Jeffries heads the concern.

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CHICAGO MAJORS
BALLY FREE FUTURE
BALLY CHEVRON
EXHIBIT CONTACTS

\$52.50

DAVAL GEMS
GENCO RINK
GENCO STOP AND GO
GENCO FAIR
HARRY HOPPE TAPS

\$45.00

BALLY PARAMOUNT \$19.50
GENCO KICK 22.50
BALLY ARROWHEAD 42.50
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1-BALL AUTOMATICS

2 BALLY PACE MAKERS \$142.50
2 BALLY WHISTLEBOWNS 75.50
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PHONOGRAPHS

12 Mills De-Ro-Mi's, 12 Records \$ 44.50
5 Model 24 Wurlitzers, 24 Records 157.50
6 Model "K" Seaburgs, 15 Records 78.50
1 Mills Regular Dance Master, 12 Rec. 32.50
2 Mills De-Luxe Dance Masters, 12 Rec. 35.00
1 Model G16 Wurlitzer, 16 Records 99.50

NOTE: If you are in need of machines or games other than those offered here, write for our complete bargain sheet.

CONSOLES

3 Factory Rebuilt Race Tracks \$ 69.50
1 Evans 1937 Bang Table 79.20
1 Jennings Flat Top Derby Der. 32.50
2 Factory Rebuilt Skill Times 157.50
7 Brown Cabinet Pace Races 119.50
1 Pace Marathon 99.50
1 Pace Saratoga with Slug Ejector Head 99.50

NOVELTY GAMES

2 BALLY PALM SPRINGS \$9.00
1 BALLY RESERVES Each
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4 CHICAGO MIAMI \$24.00
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7 GENCO SUBBLES Each
3 GENCO BIG TOP Each
8 MILLS MOVING PICTURE MACHINES, 16mm. films, used at demonstrators only and like new. \$145.00

GUARANTEED SLOTS

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3 Mills 5c Extraordinary Vendors 45.00
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1 Mills 5c Escalator Front Vendor 22.50
1 Mills 10c Futurity Ball 42.50
5 Mills 10c War Eagle, 20 Slot Reels 39.00
7 Columbia Jackpot Bells 43.50
3 Columbia Gold Award Cigarette Balls 75.50
7 Jennings 1c Duchess 19.50
28 Mills West Pockets, Single 37.50
Three for 100.00

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER, SHIPMENT C. O. D. FOR BALANCE.

205-15 FRANKLIN ST. FAYETTEVILLE, N.C.
Cable Address COINSLOTS

Western Newest Game, Dead Heat

CHICAGO, Sept. 30.—In announcing the release of Western Products' newest machine, Don Anderson, official, said, "We think Dead Heat, our new game, is the greatest payout game on the market today. And we're not alone in this excited opinion, for operators who have seen it say it is just the kind of game needed to start the profit ball rolling for a big winter season. Dead Heat is just packed full of appealing features—profit-building features. It's got the tantalizing appeal that keeps players lined up on locations waiting to play. "Dead Heat has two jackpot and has a mysterious red lite which increases the tension of each game played and keeps players playing game after game. It's a single coin chute and a multiple coin

chute, so players can insert more than one coin at a time. It has a beautiful new playing board and a new flashing backboard. "All this new action brings the suspense of each game to higher points than have ever before been reached in this type of game. All in all, Dead Heat is the game for new life on your locations."

Wolcher in Portland

PORTLAND, Ore., Sept. 30.—Lou Wolcher, Western Distributors' chief from San Francisco, hopped here from Chicago after a buying tour and a peek at the New York World's Fair. He made a side trip to the Seattle office before returning to his Bay City desk. After taking in the Pendleton Round-Up, C. R. Adelberg, of the Stomer Mig. Corp., visited Western Distributors' local manager, Bludge Wright.



MAX GLASS, of Gerber & Glass, Chicago, registers keen delight over the new Ten Strike bowling game recently placed on market by H. C. Evans & Co.



GET BACK IN THE MONEY!

WITH

EVANS' Improved TEN STRIKE

100% LEGAL! ALL SKILL! REAL BOWLING! AUTOMATIC!

NO MAKE-BELIEVE PLAY! The machine actually bowls down the alley, under player's full control. Clearing and Spotting pins, Ball Return, frame-by-frame Score-keeping, Strikes, Spares, etc., are completely automatic! 5 frames for 5c . . . average play, 55 seconds!

No Payouts! No Lost Locations! No Legal Entanglements!

A natural for every location! Evans' famous precision mechanism . . . perfect performance guaranteed! Wire, write or phone for complete details!

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SIZE
62" high
21" wide
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Covered top
Patented
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Scoring Everywhere!

BIG TEN

The greatest barrel head ever! Flare of gorgeous color for unusual flash—glory of red barrel action. Order immediately and look in on the full barrel season.

From 25¢. Football symbol table. Takes in 100¢ notes (\$ 50-100). Pays out (average) \$61.11. Profit (average) \$13.84. Sensible Beard—Delicious protection over jackpot. Protected patents.

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	Silver Flash, Top, Sluggo, Hit 'n' Run, Rear Saw, Day Time, Bumper & many others.	SPECIAL BANG-A-DEER List New \$68.50 Plus \$7.50 for Crating		EXPORT "We Cover the World!" "NATNOVCO" Merrick, N. Y.

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September Clearance Sale. Special	Attention to Our European Trade.	Cable Address: Mascov-Cleveland
Brown Fronts, 422,000 \$87.00	Fastwoods \$22.50	1938 Track Times \$87.00
Mystery Gold Awards 42.00	Derby Times, like new. . . 55.00	1938 Kentucky Club 57.00
Rot-A-Tops 24.00	New Deal 10.00	Banballs 99.00
Cherry Bells, 8-10-20s, 49.00	Airways, ticket 12.00	Largemouth 49.00
Gold Awards 39.00	Sluggo's Champ 44.00	Golfing Derbies 44.00
Cattle, like new 35.00	Big Race 27.00	Derby Day Flat Tops 19.00
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Chubbie 25.00	Cherry Champ 8.50	Daily Double \$17.00
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Mr. Chips



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- Tops . . . 32.50
- Chubbies . . . 32.50
- Clubs . . . 22.50
- Chiefs . . . 22.50
- Bubbles . . . 22.50
- Stop & Go . . . 22.50

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| EXHIBIT GOLDEN GATE | MILLS FREE PLAY 1-2-3 |
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EMPIRE 1c PLAY CIGARETTE MACHINE
Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.

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7 CHIEFS, F.P. \$20.50	Jitterbug . . . \$10.00
7 SIDE KICKS, F.P. 27.50	World's Fair . . . 9.50
1 DOUBLE FEATURE, F.P. 38.00	Suspense . . . 5.50
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FREE PLAY NOVELTIES	AUTOMATIC PAYOUTS	CONSOLES
Up & Up \$49.50	Arlington \$15.00	Triple Entry \$145.00
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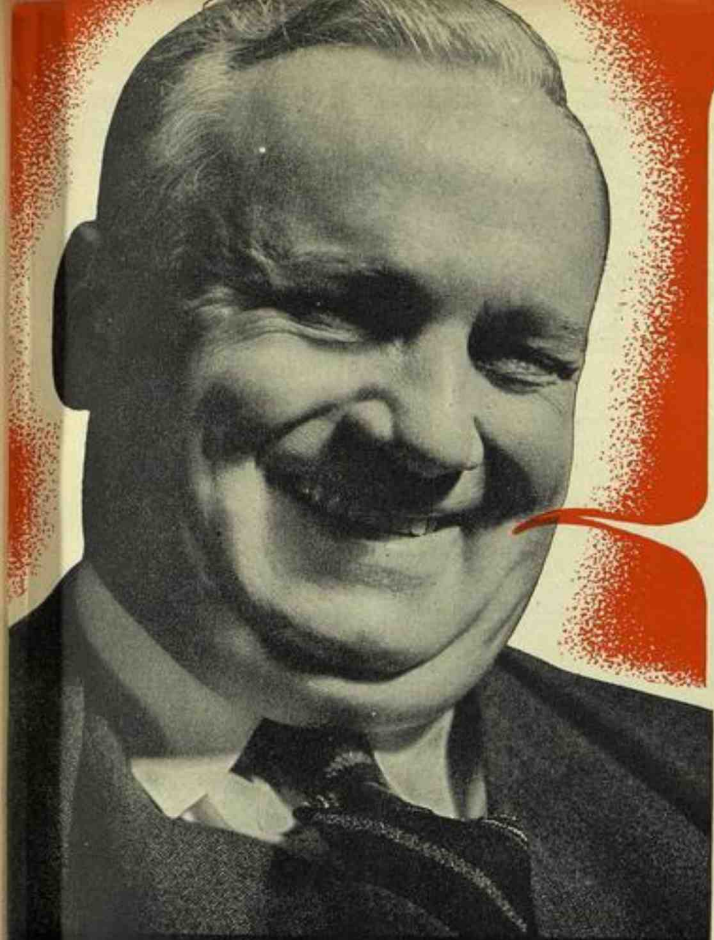
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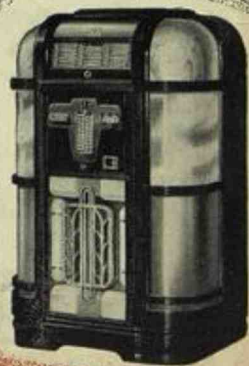
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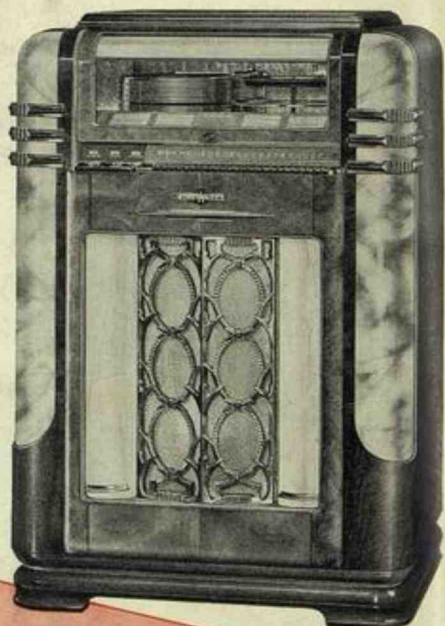




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