

The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 14, 1940

15 Cents

Vol. 52. No. 37



**EDDIE
VARZOS**

**His Violin and
His Orchestra**

Featuring Danny Varzos
at the Piano

This Week Celebrating First
Anniversary at the
St. Moritz Hotel,
New York City

Cheldoff

ACHIEVEMENT

Despite the many obstacles and difficulties created by present conditions, George A. Hamid, Inc., has thus far this season been able to fulfill every contract and commitment 100%.

In these troublous times we take a very special pride in such an achievement. We realize, however, that it would not have been possible without the fine co-operation of our many friends and clients and to them we wish to extend our heartfelt thanks and gratitude.

We will do everything possible, as we have always done, to continue to service our friends and clients in the 100% efficient manner for which we have become so well known, despite any and all obstacles.

GEORGE A. ★ HAMID INC.

10 ROCKEFELLER PLAZA,

NEW YORK, N. Y.

Circle 5-8930, 8931, 8932.

BOSTON

260 Tremont Street
Phone: Liberty 2860

PITTSBURGH

722 Empire Building
Phone: Atlantic 6522

NORFOLK

133 Grove Avenue
Phone: Ocean View 80405

The Billboard

Vol. 52
No. 37

September 14,
1940

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 92 Pages. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

RADIO'S PEACE CHANCES SLIM

AGVA 3G in Red in July; Cleveland's First Meeting Held

CLEVELAND, Sept. 7.—Hoyt S. Haddock, executive secretary of the American Guild of Variety Artists, addressed the first meeting of the newly organized AGVA branch here yesterday (6). Chapter was organized by Halford C. White, national rep, who claims to have in line 350 members. First local club to sign an AGVA agreement is the Red Raven, managed by Mimi Albanese.

Minimums set include \$30 a week for singles and \$10 for club dates. Minimum for one-night engagements in regular night clubs is \$6.

NEW YORK, Sept. 7.—The July deficit of the national AGVA office is \$3,665.32, a report shows, as compared with its deficit of \$4,863.26 for June. Under the reduced budgets recently given each local AGVA hopes to reach the black side of the ledger by the end of the year.

LOS ANGELES, Sept. 7.—Ken Howard, local AGVA rep, says he has signed the following clubs to AGVA agreements: It Cafe, Miromar Hotel, Santa Monica, Wheel Cafe, Breakers, Hollywood Cafe, Cafe International, Good Fellows Club, Shanghai Red's, Club Cabrillo, and Town Tavern, Wilmington.

BOSTON, Sept. 7.—Tom Senna, New England AGVA representative, says that with the start of the season 36 spots hold contracts with the union and verbal contracts are held with 34 others. Membership has increased to 1,036.

A contract has been signed with the promoter of the Boston Police Circus, E. M. Jacobs, who will deposit salaries with the union before the first show, September 16.

The Gates Theater, Lowell, Mass., non-union, is expected to sign with the various crafts shortly.

Tibbett Has One Big Union Plan

NEW YORK, Sept. 9.—Lawrence Tibbett, president of the American Guild of Musical Artists, currently in a fight with James C. Petrillo, American Federation of Musicians head, over jurisdiction of instrumentalists, is the latest active union figure to plan one big union for all performers in the amusement industry. His plan is expected to get serious consideration from the various branches of the Associated Actors and Artistes of America, having been recently named president of the American Federation of Radio Artists and because of his prestige gained during the current battle with Petrillo.

"While I recognize a good many obstacles that stand in the way," Tibbett said, "I believe that members of all performers groups can reach an agreement." Tibbett is considered a likely candidate for the presidency of the Four A's, succeeding Frank Gillmore, who is scheduled to retire next May.

WJBK's Banner Year

DETROIT, Sept. 7.—Year ending May 31 proved the biggest in WJBK's 10-year history, with a total business volume of \$247,928.67, which is a 20 per cent increase over last year. Audit, just completed and reported by Art Croghan, sales manager, shows that June, 1940, set all-time high for single month, with business of \$26,621.45. The July dropped to \$23,188.12, figure represents 104 per cent increase over July, 1939.

Theater Manager Writes Lyrics for Defense Finale

WASHINGTON, Sept. 7.—A song, *Democracy's Awake*, has been written by Gene Ford, manager of Loew's Capitol, and was used this week in a rousing finale for the stagershow. National defense was the theme of the presentation and, in addition to the new tune, the Capitol had its line of 16 girls all playing trumpets.

Phil Regan sang the number, and during his rendition three screams were used by the house to achieve applause. The first showed a scene of the U. S. Capitol Building, second a gigantic portrait of Roosevelt, and third was white for projection of U. S. warships at sea.

Ford supplied the words and Saptry Donato, trumpeter in the house ork, the music.

Theaters Warned on New York City Tax; Producers Also Pay

NEW YORK, Sept. 7.—Almerindo Portfolio, city treasurer, today called attention to the New York City occupancy tax returns, which were due on July 15, 1940, covering the period between July 15, 1939, and July 14, 1940. He pointed out that all persons, partnerships, or corporations who rent premises for a gainful purpose are subject to the tax, and that included in that classification are theater operators who hold possession of the building under a rental arrangement and producers of shows who make use thereof under any arrangement by which they pay for such use.

Theater owners and lessors are required to make additional returns on Form R-807, listing the names of and rental payments made by theater operators and producers of shows running in their theaters during the period mentioned.

Failure to pay the tax incurs a penalty of five times the amount due, plus 5 per cent for each month of delay or fraction thereof. In view of the fact that Portfolio's warning came after the due date of the tax, remittances without the penalty will be accepted in full payment if forwarded immediately.

Forms for the payment of the tax may be obtained at Room 304, Municipal Building, Manhattan, or at any borough office of the city collector.

Big Week for BG At Mich. State Fair

DETROIT, Sept. 7.—The Beckmann & Gerety Shows had a big week at the Michigan State Fair after a slow start. Cool weather and a 50-cent gate hurt the opening days (Friday and Saturday), but immediately the gate charge was reduced to its former price of 25 cents the crowds packed the spacious grounds and midway.

There was no labor trouble of any kind. The fair management gave every assistance to the show when the talent was unloaded and thruout the week.

Dodson Gets Florida Fair

BALTIMORE, Md., Sept. 7.—M. G. Dodson, general manager of Dodson's World's Fair Shows, just returned from Jacksonville, Fla., where he closed contracts for his show to play the Jacksonville Fair November 7-17. Contracts were signed by E. Ross Jordan and R. C. Millican.

AFRA Prepared To Call Strike Unless Networks Renew Contract On Terms Outlined by the Union

NEW YORK, Sept. 7.—Unless the three major radio networks ignore pressure brought by agency representatives of commercial sponsors, who have insisted upon sitting in on negotiations, and renew the network contract with the American Federation of Radio Artists covering only sustaining shows at AFRA's terms, the union will prepare to call a strike on all network sustaining programs soon after the present contract and its month's extension expire Thursday (12). Union's adamant stand and refusal to budge from terms of its original proposal were decided upon at a national board meeting Thursday (5) when Lawrence Tibbett, newly elected president, presided for the first time. An eleventh hour meeting with the networks Monday (9) has been scheduled.

At press time, Mrs. Emily Holt, executive secretary of AFRA, indicated there was little promise of peace, because an AFRA convention two weeks ago unanimously turned down the network's counter proposals on salaries. Mark Woods, NBC president, however, declared the situation had not yet reached the stalemate stage, and that the strike preparations were premature, though he indicated the networks had no intention of yielding from their position. Despite the seemingly set position of both sides, the network official felt that peace might be achieved at the Monday meeting. When asked if the networks were in a frame of mind to modify their stand, he declared: "We certainly are not prepared to give in to AFRA's proposals."

Strategy line-up thus far, on part of union, consists of calling membership meetings in its key cities affected by the contract. Between September 10 and 14, members in New York, San Francisco, Chicago, and Los Angeles will vote on the strike question. Local meeting is scheduled for Thursday (12), expiration date of the current contract, which has been in effect two years, plus a month of grace.

Mrs. Holt said the union definitely

Illinois Cracks Down On Outside Agents

CHICAGO, Sept. 7.—Inspectors of the State Department of Labor, Division of Employment Agencies, have been quite active this season in running down out-of-State agencies that have been doing business in Illinois without obtaining licenses. W. Frank Walkowiak, chief inspector of the division, has had men in all parts of the State checking the booking of talent and has found a number of violations. Several offices from neighboring States have been warned to comply with the law or cease doing business in Illinois. One agent booking talent down-State was required to obtain an Illinois license.

Inspectors have been especially active in visiting county fairs. Wherever it was found that the fairs had booked talent from agents not licensed in Illinois the fair management was asked to co-operate with the department of labor by using talent booked by licensed agents.

"We feel," says the department, "that agents licensed to do business in Illinois are entitled to protection. It is unfair to allow agents who are paying no license fee in the State to take business away from those agents who pay a \$50-a-year fee."

would not give the networks another extension. The presence of representatives of the commercial sponsors, it is felt in union circles, has made the going more difficult, for the sponsors have been backing up the network stand against the increases asked by AFRA. Sponsors have their own pocketbooks at stake indirectly, in the sustaining contract, for it is conceded by union spokesmen that in December, when the union opens contracts for renewal of the commercial pact which expires next February 12, commercial scales will be upped also, and comparisons will be made with sustaining rates.

Present proposals by AFRA ask for pay for all rehearsals, which heretofore had been gratis. The actual increases per broadcast are slight and salaries are in some cases lower, but salaries netted to performers would be upped when the rehearsal pay was added. As in the old contract, rates differ according to area. They are lower for the Chicago local and Pacific Coast regional shows.

Present network contract covers the major producing centers, and includes about 15 stations. AFRA has sewed up other individual stations thruout the country via contracts in order to block any attempt on part of networks to pipe live shows from other outlets. Theoretically, such a move on part of the networks would be still possible, because AFRA does not claim to have every out- (See AFRA, NETWORKS on page 6)

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	25
Carnival	43-49
Circus and Corral	33-34
Classified Advertisements	51-53
Coin Machines	64-92
Endurance Shows	26
Fairs-Expositions	36-39
Final Curtain	28
General News	3-5
General Outdoor	60-63
Hartmann's Broadcast	34
Legitimate	15-16
Letter List	29-30
Magic	25
Music	9-14
Music Merchandising	70-77
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	34
Orchestra Notes	11
Out in the Open	34
Parks-Pools	40-42
Pipes	58-59
Possibilities	5
Radio	6-8
Radio Talent	7
Record Buying Guide	76
Repertoire-Tent Shows	26
Rinks-Skaters	35
Sheet Music Leaders	12
Show Family Album	52
Songs With Most Radio Plugs	12
Sponsored Events	50
Television	6
Vaudeville Reviews	22-23
Vaudeville Grosses	21
Wholesale Merchandise-Pipes	54-59
World's Fair	31

ROUTES: Orchestra, page 14. Acts, Units, and Attractions, 24 and 27. Dramatic and Musical, 24. Repertoire-Tent, 24. Ice Shows, 24. Grandstand and Free Attractions, 63. Carnival, 62. Circus and Wild West, 63. Miscellaneous, 62. Routes Received Too Late, 63.

PLENTY ACTS AT FAIRS

War Holds Down Budgets at State And County Meets, But Standard Turns Cop Nice Bookings Anyhow

NEW YORK, Sept. 7.—This is no big year for name or semi-name vaude-radio-club talent at the current county and State fairs. However, altho pursestrings aren't being stretched by the pumpkin and blue-ribbon circuit budgets more than they have to be, due to a variety of reasons, more than a handful of indoor-type performers are receiving work. They're not, in the main, name acts, but they class as good standard turns to contrast with the usual booking of circus and novelty troupes.

Outstanding exception is the current California State Fair at Sacramento, where nearness to Hollywood is the main factor. Sacramento's layout has Bob Hope, Kay Kyser, Ginny Simms, Horace Heidt, Orrin Tucker and Bonnie Baker, Skinnay Ennis, and Rufe Davis. A few big Midwestern spots can point to almost equal class, with many of the acts inserted into revues of State fair caliber; but they are not typical of what fairs are using because there are approximately 2,000 renewals in the United States and Canada and of this number fewer than

10 per cent buy attractions with a lavish hand. To carry the figures out further, of this 10 per cent the lion's share of bookings is grabbed by the trapeze-type act along with standard productions of the revue order.

On Eastern-Canadian schedules are such vaude-club acts as A. Robins, Grauman's Musical Stalratone, Marian Belett and the English Brothers, DeCosta and Lenore, Dixon Brothers, Doris Reed, the Guardsmen, Gray Family, Gregory and Raymond, Reg Kehoe and Marimba Band, Novelle Brothers; Bryant, Rains, and Young; Lowe, Hite, and Stanley; Marshall Montgomery, Varsity Eight, Rodney and Gould, Fortunato and Cirillini, Emerald Sisters, and emsees Jerry Toman, Bill Brown, Don Tranger, Joseph Scandor, and Jerry Watts, the intro boys also doubling as monologists, singers, announcers, and instrumentalists.

Getting time out of Chicago are the Colstons, Alyse Cerf, and Mark Fisher, to name a few.

In revues at the larger Midwestern (See Plenty Acts at Fairs on page 16)

The Broadway Beat

By GEORGE SPELVIN

TRAFFIC on 47th Street was tied up one day last week when a pair of cowboys who wanted a theatrical engagement auditioned not only themselves, but also their performing bull, horse, and dog. . . . The current desire of authors to turn actors continues with no beneficial results, and with the inevitable crop of wise-cracks at the authors' expense. There are those who claim that after the first performance of Edna Ferber in her own *Shoebout* in the cowbarns the management filled the aisles during intermission with hawkers holding aloft copies of the novel and howling, "But she can write! But she can write!" . . . The new uptown edition of Cafe Society will install a newspaper men's lounge, equipped with typewriters, drinks, and all the other comforts of home. Says the management, "If the Stork Club can supply Winchell with a barber, we can give the rest of the boys a private lounge." . . . The potency of Ann Corio as a draw is known in some quarters outside of the show business. When she appeared in the cowbarns in *The Barker* a couple of outsiders took advantage of the added patronage to pick that week to stick up the box office.

MAXINE LOOMIS is making a vocal comeback at the Club 18. She retired four years ago when the death of her sister broke up the Loomis Sisters' act. . . . There's been plenty of comment over the announced titles of the nine plays in Eugene O'Neill's marathon drama which the Theater Guild will produce any decade now. The titles are, in the order of the plays' appearance, *Greed of the Meek*, *And Give Me Death*, *A Touch of the Poet*, *More Stately Mansions*, *The Calms of Capricorn*, *The Earth's the Limit*, *Nothing Lost Save Honor*, *Man on Iron Horseback*, and *A Hair of the Dog*. It's claimed that a couple of them are pretty corny for a guy who's still rated as America's foremost dramatist. And the title of the nine-play cycle as a whole is drawing even more comment. After working on the thing for years, O'Neill came up with *A Tale of Possessors Self-Dispossessed*. . . . A scout sent down to Atlantic City to catch the tryout of Eddie Dowling's *The Little Dog Laughed* came back with a terse, one-sentence comment. "The little dog laughed," he said, "but he was the only one." . . . Maestro Johnny Long, current at the Roseland Ballroom, has the distinction of being the only left-handed violinist fronting a dance band today. It may sound like a gag, but it isn't—Long uses the bow in his left hand and fingers the strings with his right, the opposite of the usual manner. It's not that Johnny like to do things the hard way; it's simply that a pig on his parents' North Carolina farm bit the two middle fingers of his left hand when he was seven years old, thus forcing him to become a south-paw fiddler. . . . It's not often that an act gets a break by playing a benefit, but Frank and Jean Hubert managed to work the miracle. While they were appearing gratis before a local Democratic club Mike Todd caught them and gave them a season's term at his *Streets of Paris* at the World's Fair—and that engagement resulted in a contract to appear in the forthcoming *Ziegfeld Follies*, plus a one-picture deal with Columbia.

SIX LESSONS FROM MADAME LA ZONGA is getting itself a lot of kidding—of the sort that doesn't do any harm at all. The comic strip *Lil Abner* has added a character named Adam LaZonga who offers six lessons in love, and there's a burly stripper billed as giving "six lessons" on 42d Street. . . . Campaign days are here again. Shortly before winding up a summer's run at the West End (N. J.) Casino, wand-waver Tommy Tucker found about 20 people electioneering outside the Casino, carrying banners and placards reading, "We Want Tommy Tucker," "Put Him in for Another Term," etc. Tommy says the sentiments are all right with him. . . . Attention, producers of the Ford show at the World's Fair: George Colston, the dancer, worked the Lewiston (Ill.) Fair and reports that about 30 per cent of the patronage arrived via horse and buggy. . . . There's plenty of talk about the engagement of Maurice Evans to play opposite Helen Hayes in the Theater Guild-Gilbert Miller production of *Twelfth Night*—and also plenty of talk about just how the billing will read.

WMCA Adds 11 Spots, News, 2 Sponsors

NEW YORK, Sept. 7.—Eleven spot announcement contracts, two participating shows, plus a news comment show, comprise the new business at WMCA for a two-week period ending September 11.

Spot program sponsors include the Bronx Willkie for President Club, Caxton House Encyclopedias, Hudson Dealers of New Jersey, Warren-Norge Company; Carter Products, Inc.; Optical Membership Plan, Inc.; Manhattan Pontiac Corporation, Julius Grossman Shoes, National Motor Rebuilding Corporation; Old Country Trotting Association, Inc., and Buick Motor Division for Buick automobiles. Contracts run from two to 52 weeks.

The participating sponsor business includes Hotel St. George on *Rise and Shine* and the Dime Savings Bank of Brooklyn on *Ida Bailey Allen's Homemakers*.

Parmelee Cabs has signed for Pan-American news, 15-minute commentaries by Bryce Oliver for 26 weeks, starting September 11.

KDKA's 4 New Musicals

PITTSBURGH, Sept. 7.—Four new musical programs have resulted from appointment of Bernie Armstrong as orchestra director and Aneurin Bodycombe as concert director at KDKA.

Reflections in Rhythm, dance music, will be broadcast every Monday night for half an hour; *Evening Echoes*, light classics, will be aired every Wednesday night for half an hour, *Kay Dee Kapers*, a variety show, will be a half hour every Thursday morning, and *Music in the Night*, popular music with a male chorus, a girls' trio, and soloist, will be heard every Friday night for half an hour.

EDDIE VARZOS (This Week's Cover Subject)

WHEN Eddie and Danny Varzos were youngsters, their father, a symphonic trumpeter here and in Europe, encouraged them to take up music in order to be able to work their way thru college. The boys did, and eventually went thru many colleges—playing college proms.

The brothers have been in the band business since 1924, even tho they are still young men. Eddie was the youngest musical director in Chicago when in 1928 he directed the Trianon and Aragon ballrooms, Chicago, following the then famous Goldkette orchestra. Prior to that Eddie was assistant concert master at the Chicago Theater, Chicago, and appeared with other large symphonic orchestras thruout the Middle West.

In fact, Eddie Varzos experimented with practically every type of music imaginable during his busy career. He had the first gypsy tango band, the first authentic rumba band, and the first balalalka band in the Midwest, and also a 17-piece string orchestra, a radio studio band, a continental orchestra, and a concert orchestra. Varzos even had impromptu jitterbug dancers come up on the bandstands—10 years ago. He toured with Velox and Yolanda as their musical director in 1934.

Out of this varied musical experience Varzos fashioned his present seven-piece high-g geared orchestra now passing its 52d consecutive week at the St. Moritz Hotel, New York. Utilizing the doubling ability of his men and also smart arrangements, Varzos says he is able to achieve the effect of a 10-piece band. Only last month he added a Solovox, the first New York band leader to feature one. The band also employs a girl vocalist and a Cuban boy singer for the rumbas.

Eddie plays the violin, and Danny the piano.



"No More Nights At The Office For Me!"



YOU, TOO, SHOULD HAVE AN UNDERWOOD PORTABLE AT HOME!

PRICED LOW AS
\$39.50
"LEADER" MODEL

Men and women, boys and girls — EVERY ONE — can benefit by having an Underwood Portable! Amazingly easy to operate and easy to buy—



Champion Typewriter Illustrated \$59.50

SEE YOUR LOCAL UNDERWOOD PORTABLE DEALER

SPECIAL PRINTED ROLL or MACHINE
100,000
FOR **\$20.00**

TICKETS
RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

STOCK ROLL TICKETS
ONE ROLL \$ 50
TEN ROLLS 3.50
FIFTY ROLLS 15.00
ROLLS 2,000 EACH
Double Coupons,
Double Price
No C. O. D. Orders
Accepted

ELLIOTT TICKET CO. 409 LAFAYETTE ST. N. Y. C.
32 W. WASHINGTON ST. CHICAGO
615 CHESTNUT ST. PHILADELPHIA

KC VAUDE HAS GOOD SUMMER

Plan Barbary Coast Club Near Riviera

NEW YORK, Sept. 7.—According to Billy Jackson, booker, Paul Boyd, manager of the Barbary Coast at the New York World's Fair, will supervise the building of a Barbary Coast night club and bowling alley layout on two acres of land in New Jersey, about a mile away from Ben Marden's Riviera, at a cost of \$100,000.

Jackson states that the controlling interest will be held by LeRoy Shellhardt, never before in show business, and that Boyd and himself will be associated with him. Construction work will start immediately, says Jackson, and the opening will take place some time in November. Jackson will book the talent.

The New York City Home For All Show-Folk

HOTEL CLARIDGE
BROADWAY AND 44TH STREET
In the Heart of Times Square
Phone: BR-yant 9-0346

SPECIAL RATES TO THE PROFESSION

\$8 Single, \$10 Double, Without Bath.
\$10.50 Single, \$12.50 Double, With Bath.

CHORUS GIRLS, ATTENTION!
\$15.00 per Week for 3 in One Room

Shower — Bath — and Radio.
Impossible To Beat These Prices.
Largest Rooms in Greater New York.

BEST BUY IN DETROIT

Rates from \$1.50 single and \$2.50 double. Special weekly rates to the profession.

Every room has combination tub and shower. Reasonable-priced restaurant and cocktail bar. Completely rehabilitated throughout. Convenient to all booking offices and downtown district.

HOTEL WOLVERINE

Frank Walker, Manager,
55 E. ELIZABETH ST., DETROIT
(Same management as Hotel Chicagoan, Chicago.)

CLINTON HOTEL

10th Street, Below Spruce,
PHILADELPHIA, PA.
Live in an atmosphere of distinction. 7 stories. Complete Hotel Service. Special Theatrical Rates from \$5.50 per week. \$23.50 month.

ONLY BUSINESS-LIKE WAY

to handle your correspondence and system. Whether large or small transactions, you are protected by Letter-gram. Reasonable, thorough, positive, attractive. Free samples.

Valley Printing Co.

INDIANOLA, MERR.

\$10,000 FOR JESSIE ISABEL STADSTAD

On May 15, 1918, Ole Stadstad, an actor, married at Long Beach, California. The given name of his wife is Jessie Isabel. She is now entitled to at least \$10,000. Apply JOHN J. DWYER, 40 Wall St., New York, N.Y.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT

MUSICAL

DINAH SHORE—pop singer who has garnered terrific acclaim during the past year or so and is ripe for a featured spot in a legit musical. Caught at the Paramount, New York, she stopped the show cold and could do a sock job on any score assigned her. Dark and sultry looking, she makes an attractive appearance; and, in addition, she did a bit of clowning with Ken Murray during the Paramount engagement and came thru with it excellently.

For CONCERTS

MONNA MONTES AND JOSE FERNANDEZ—modern ballet team now doing a return engagement at the Radio City Rainbow Room, New York. Altho they have appeared with ballet groups and as soloists, they have never toured concerts as a team. Together for only the past half year, they have already established themselves as excellent modern dancers, doing Spanish character numbers in superb style. Too classy for night clubs generally, they would be perfect for a concert tour. Also excellent for a revue spot.

Hub Town Hall, Inc., Plans Wide Schedule

BOSTON, Sept. 9.—New England Town Hall, Inc., purchaser of the former Jewett Repertory Theater, announces that the formal opening will take place on Monday, September 30, after extensive redecoration. Oscar Serlin's Boston company of *Life With Father* is the opening play.

A broad plan of activity is planned by Town Hall, which will later establish the Boston Civic Theater for the professional production of plays with established Broadway and Hollywood names. Concert programs, debut recitals, a dance series, lecture courses, and educational and foreign film programs will be arranged. Already one popular feature is the weekly Town Meeting, where speakers discuss current topics with the program carried over the Yankee Colonial network and part of the Mutual system.

Boston Music Hall, accessory building seating 500, will be used for intimate recitals and concerts.

Clare Tree Major's Children's Plays

Hot Weather Experiment at Tower Pays Off; "Scandals" Top Grosser

KANSAS CITY, Mo., Sept. 7.—The Tower Theater, only house in this area consistently playing vaude, got its first test this summer and came thru, according to manager S. Bernard Joffe.

The Tower was closed during the 1939 summer. Generally hot weather makes local attendance drop, despite air-conditioning. Another first-run theater here, the Orpheum, closed for the summer.

This year, however, the Tower stayed open and receipts held steady, even mounting in some cases.

"We did very well for the summer," Joffe said, "and the fact we kept to our policy of a 25-cent admission at all times made this rather notable. First-run pictures were used with vaude at all times.

"I do not think that trade papers should publish box-office figures alone, as this itself is not always a fair test. Perhaps to quote attendance would be better. Yet even this at times is not dependable, for the capacities of houses vary. There should be established some sort of rating to show that a theater did exceptionally well for itself in proportion to its ability, despite the fact that the actual figures may seem small."

"Scandals" Tops

Top grosser of the summer for the Tower was the George White *Scandals* unit. Close on its heels were Henry Busse and Deacon Moore.

"Units with name bands are the most dependable grossers of the day," Joffe said. "It also is an odd thing that we have noticed at the theater, but the so-called schmaltz crews have done better than the swing bands. This we don't quite understand. Jazz bands that played at the theater in the spring did not do as well as some of the corn orchestras that came in later.

"In some cases when we produced our own shows with a name band as the main attraction the show did as well as or better than when the band came in with an already established program.

"A lot of credit for the production of Tower programs should go to Frank Tracy.

producer, and Mary Graham Minor, director of chorus routines."

Weekly Grosses

The weekly grosses of stage attractions, with the film booking and contingent circumstances, follow:

April 25—*Rhythm Revels*, featuring (See KC TOWER THEATER on page 20)

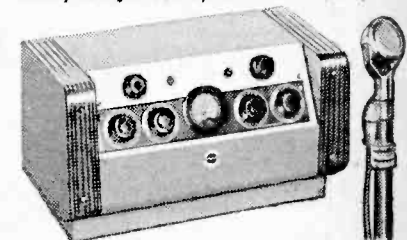


SAPPHO DIDN'T NEED LAFAYETTE P. A.

but you do!

Back in 600 B.C., the public speaker had a cinch. Remember, you are trying to hold the fickle public of A.D. 1940. Be smart—let Lafayette, P.A., favorite of top artists and bands present you at your best.

Out of Lafayette's broad experience has come the world's most complete and economical line of modern sound systems. This includes equipment both fixed and portable designed expressly for the amusement park, carnival, exposition and travelling show. Prices, beginning as low as \$22.55, represent highest tone fidelity throughout. Lafayette P.A. is all quality.



SEE FOR YOURSELF. Get your FREE copy of the self-explanatory 1941 Lafayette Sound catalog. Tear out and mail the coupon at once.

Lafayette SOUND SYSTEMS

100 SIXTH AVE., NEW YORK, N. Y.
CHICAGO • ATLANTA • BOSTON
NEWARK • BRONX, N. Y. • JAMAICA, L. I.

LAFAYETTE RADIO CORP.
 Dept. 62JA-100 Sixth Ave., New York, N. Y.
 or 901 W. Jackson Blvd., Chicago, Ill.
 Please Rush FREE Catalog.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

Old-Timer Bill Plugged By Lobby Museum Cases

WASHINGTON, Sept. 7.—A Vaudeville Hall of Fame has been set up in the lounge of Loew's Capitol to exploit booking of old-time favorites in current bill titled *Variety Hall of 1910*.

Museum cases contain old programs, clippings, and scrapbook selections belonging to Joe E. Howard, Fritz Scheff, Primrose Four, Marshall Montgomery, Emma Francis, Howard Kennedy, Eddie Horan, Fannie and Kitty Watson, who appear in the show.

Rhythm Rockets, house line, appeared in three numbers of the 1910 period.

have already been booked for a series of five Saturday mornings.

David Crosby Adkins is the executive secretary of Town Hall, and Paul G. Anglim is business manager.

RKO THEATRES

1270 SIXTH AVENUE
RADIO CITY • NEW YORK

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . . . 15.00 100 ROLLS . . . 29.00 ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1x2"</p>	<p>Ice or Roller Skating Circus or Carnival Theatre or Dance Nite Club Football or Baseball Dance Fair or Exposition</p> <p>All of the above are in our line and we get them to you in a hurry and at a price that will meet with your approval.</p>	<p style="text-align: center;">TICKETS</p> <p style="text-align: center;">THE TOLEDO TICKET CO. Toledo, Ohio</p>
		<p>SPECIAL PRINTED</p> <p>Roll or Machine</p> <p>10,000 \$ 6.95 30,000 9.85 50,000 12.75 100,000 20.00 1,000,000 150.50</p> <p>Double Coupons, Double Price.</p>

WESTERN UNION

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its designated character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL—Day Letter
 NL—Night Letter
 LC—Deferred Cable
 NLT—Cable Night Letter
 Ship Radiogram

W. G. WHITE, President H. G. CARLSON, Chairman of the Board J. C. WILLIAMS, Vice President

WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST 15 WORDS.

AFRA, NETWORKS FAR APART

New Pay Pact Up This Week; Strike Looms

(Continued from page 3)

let under contract. However, the exorbitant cost involved in such a move would probably hold the networks back.

AFRA does not seem to be perturbed, either, by the fact that in some cities the bulk of the broadcasting is commercial, and that pulling sustaining shows would not dent the network activities to a point where they could not fill in with recordings. Survey of NBC network programs for 1939, for example, revealed that only one-third of the company's dramatic shows were unsponsored.

Whereas the proportion of sustaining musical programs is greater, it is pointed out that most of the musical programs are instrumental and under the jurisdiction of the American Federation of Musicians, which union is not at the moment likely to offer moral support to AFRA, in view of its tiff with AFRA's sister union, AGMA.

Possibility of bringing the transcription field into the picture to strengthen the AFRA position appears remote, too, for even if the union did ban further transcriptions in attempt to cut substitutes for live talent, transcription libraries already on hand are extensive and unlikely to run out in a hurry.

Accompanying chart lists the terms of the expiring agreement, AFRA's proposals, and the broadcasters' counter proposals for New York and national network sustaining programs. Union still recognizes regional differentials, tho it is expected that in future contracts the union will seek a national standard.

Columbia Demonstrates Colored Tele; No Talent Angles Yet

NEW YORK, Sept. 7.—Live pick-ups and talent productions are still the unconquered phases in colored television, which Columbia Broadcasting System demonstrated to the press Wednesday in what officials described as a "laboratory experiment." The demonstration, which was broadcast from the Chrysler Building tower and received at the CBS labs in both color and black and white, was confined to telecasting from pictures. According to Vice-President Paul W. Kesten, Dr. Peter C. Goldmark, inventor and CBS's chief television engineer, is already at work on the problem of live

broadcasting for the new medium. Kesten hazards that by January 1 live pick-ups will have been successfully developed. Officials stated also that CBS, at the moment, has no intention of manufacturing television transmitting or receiving equipment.

This press review followed two previous colored television broadcasts. The first, made August 28, was confidential among CBSers. The following day there was a private showing for James L. Fly, chairman of the Federal Communications Commission. Tho these first demonstrations were with motion picture films, flesh did get representation and showed off successfully. To vary the new invention's range, CBS had filmed Callie Goode and Joan Allardyce, two of John Powers' models, in Jones Beach, L. I., scenes. The results were highly pleasing, coming up to motion picture technicolor.

National Broadcasting Company-RCA sources report that they have been experimenting with colored television on a three tube-primary color principle, but have never brought it to a public demonstration stage. NBC's television plans for the coming year are reported still indefinite.

In talking up the Goldmark invention, CBS pointed out that it operates on the same frequency band width used for ordinary black and white images, and that for the demonstration the ordinary 4 1/4 megacycles channel was used. Experiment scanned a 16mm. Kodachrome motion picture film.

Since reception was in both black and white and color, the demonstration revealed greater delineation of image in the color, and, of course, offered striking effects in reproducing the hues of flowers. Details of pattern, hardly noticeable in the black and white, were brought out by the color. Also, colors from the deepest intensities to the frailest of pastels were reproduced with astounding fidelity.

Kesten indicated that already established television receiving equipment might be made receptive to the color telecasts with the installation of a color disk, which would cost an additional \$30 or, in some cases, 10 per cent.

Sylvia Weiss.

New York and National Network Sustaining Rates

OLD AGREEMENT:	15 MINUTES OR LESS	16-30 MINUTES	31-60 MINUTES
Actors: Program Rate	\$17	\$21	\$25
Rehearsal Rate	2 hours free	6 hours free	8 hours free
Overtime	\$4 per hour	\$4 per hour	\$4 per hour
Rebroadcast	\$8.50	\$10.50	\$12.50
BROADCASTERS' PROPOSAL:			
Program Rate	\$12	\$13	\$14
Rehearsal Rate	\$3 first hour, \$2 thereafter	\$3 first hour, \$2 thereafter over 8 hours	\$3 first hour, \$2 thereafter over 10 hours
Overtime	—	\$4 per hour	\$4 per hour
Rebroadcast	\$8	\$10	\$12
AFRA PROPOSAL:			
Program Rate	\$12	\$15	\$18
Rehearsal Rate	\$6 first hour, \$3 thereafter	\$6 first hour, \$3 thereafter	\$6 first hour, \$3 thereafter
Rebroadcast Rate	\$8	\$10	\$12
II.—SINGERS—Soloists:			
Program Rate	\$17	\$21	\$25
Rehearsal Rate	1 1/2 hours free	2 1/2 hours free	3 1/2 hours free
Overtime Rate	\$4 per hour	\$4 per hour	\$4 per hour
Rebroadcast	\$8.50	\$10.50	\$12.50
Staff Rate	\$65 per week, 6 broadcasts	—	—
Two to Four Voices:			
Program Rate	\$12	\$15	\$18
Rehearsal Rate	1 1/2 hours free	2 1/2 hours free	3 1/2 hours free
Overtime Rate	\$4 per hour	\$4 per hour	\$4 per hour
Rebroadcast Rate	—	—	—
Staff Rate	\$45 per week, 6 broadcasts	—	—
Five to Eight Voices:			
Program Rate	\$11	\$13	\$15
Rehearsal Rate	3 hours free	5 hours free	7 hours free
Overtime Rate	\$4 per hour	\$4 per hour	\$4 per hour
Staff Rate	—	—	—
Nine or More Voices:			
Program Rate	\$11	\$13	\$15
Rehearsal Rate	3 hours free	5 hours free	7 hours free
Orchestra and Coach:	—	—	—
Overtime	\$4 per hour	\$4 per hour	\$4 per hour
Rebroadcast	—	—	—
Staff Rate	—	—	—
THE BROADCASTERS' PROPOSAL:			
Program Rate	\$14	\$20	\$23
Rehearsal Rate	\$3 first hour, \$2 thereafter	\$3 first hour, \$2 thereafter over 8 hours	\$3 first hour, \$2 thereafter over 10 hours
Overtime Rate	—	\$4 per hour	\$4 per hour
Rebroadcast	\$8	\$10	\$12
Staff Rate	—	\$70 per week, 6 broadcasts	—
Two to Four Voices:			
Program Rate	\$9	\$10	\$11
Rehearsal Rate	\$3 first hour, \$2 thereafter	\$3 first hour, \$2 thereafter	\$3 first hour, \$2 thereafter
Staff Rate	—	\$45 per week, 6 broadcasts	—
Five to Eight Voices:			
Program Rate	\$7	\$8	\$9
Rehearsal Rate	\$3 first hour, \$2 thereafter; \$1 coach	\$3 first hour, \$2 thereafter; \$1 coach	\$3 first hour, \$2 thereafter; \$1 coach
Staff Rate	—	\$45 per week, 6 broadcasts; \$30 per week, 3 broadcasts	—
Nine or More Voices:			
Program Rate	\$7	\$8	\$9
Rehearsal Rate	\$3 first hour, \$2 thereafter; \$1 coach	\$3 first hour, \$2 thereafter; \$1 coach	\$3 first hour, \$2 thereafter; \$1 coach
Staff Rate	—	\$45 per week, 6 broadcasts; \$30 per week, 3 broadcasts	—
AFRA PROPOSAL:			
Program Rate	\$17	\$20	\$23
Rehearsal Rate	\$6 first hour, \$3 thereafter	\$6 first hour, \$3 thereafter	\$6 first hour, \$3 thereafter
Rebroadcast	\$8	\$10	\$12
Staff Rate	\$75 per week, 6 broadcasts	—	—
Program Rate	\$12	\$14	\$16
Rehearsal Rate	\$5 1st hour, \$2.50 thereafter	\$5 1st hour, \$2.50 thereafter	\$5 1st hour, \$2.50 thereafter
Staff Rate	\$50 per week, 6 broadcasts	—	—
Program Rate	\$10	\$12	\$14
Rehearsal Rate	\$4 first hour, \$2 thereafter	\$4 first hour, \$2 thereafter	\$4 first hour, \$2 thereafter
Staff Rate	\$50 per week, 6 broadcasts	—	—
Program Rate	\$8	\$10	\$12
Rehearsal Rate	\$4 first hour, \$2 thereafter; \$1 coach	\$4 first hour, \$2 thereafter; \$1 coach	—
Staff Rate	—	\$50 per week, 6 broadcasts	—

NOTE: Pacific Coast regional sustaining rates and Chicago local sustaining rates are listed separately in proposals between the networks and AFRA. The Chicago local rates are slightly lower than those of the New York and national network figures, while the Coast scales are proportionately lower than the Chicago rates.

Associated Oil Again Takes All Big Coast Football Games

SAN FRANCISCO, Sept. 7.—Associated Oil has again contracted for exclusive broadcasts of all important Pacific Coast football games this season. Facilities of NBC, CBS, and Don Lee networks, as well as numerous independents, will be used to give coverage.

Deal involves expenditure of about \$250,000, with schools getting cut according to agreement set up by Pacific Coast Conference and college independents. Twelve announcers will handle the various assignments.

WNEW Gets Basketball Ex.

NEW YORK, Sept. 7.—For the second successive year, WNEW will have the exclusive broadcast rights to basket ball games in Madison Square Garden, according to deal set this week with Ned Irish, promoter. Program will get under way late in October, with Earl Harper at the mike.

Station will also carry the play-offs and Governor's Cup Series of the International Baseball League, starting September 17, 8:30 to 10:30 p.m. Teams listed are Rochester, Baltimore, Newark, and Jersey City. On hand to award the cup to the winning team will be governors of New Jersey, Maryland, and New York, and Lieutenant Governors of Provinces of Quebec and Ontario. Series was inaugurated in 1935.

MONTGOMERY, Ala., Sept. 7.—After having been a CBS outlet since 1931, WSFA will soon switch affiliations to NBC's Red and Blue.

E. T.'S PLAN NAME BANDS

Dramas Rise in Audience Rating

Take third place in survey, behind classical music — participation shows strong

NEW YORK, Sept. 7.—Dramatic radio programs enjoyed their best half year both as to the number of productions and popular appeal during the first six months of 1940, according to a semi-annual review made by Co-Operative Analysis of Broadcasting, which indicated also that serial dramas and audience participation shows have moved up to high positions among the 15 most popular air shows. In all, there were five newcomers to the 15 most popular, wherein variety shows still have the edge with a total of eight. Dramas moved from ninth position of five years ago to third now in the Crossley index of public interest.

Contributing to the headway made by dramas on the air are *One Man's Family*, serial; the *Lux Radio Theater*, and *Campana's First Nighter*. The elevation of the serial represents the first since Amos 'n' Andy achieved such glorification. *Family* is among the five shows gaining a post among the 15 best for the first time this year. Dramatic programs were second only to variety in the number of night-time shows on the air and in the amount of network time used for night broadcasting. Dramatics' rating of third in popular favor comes close behind second-place classical music, represented by a single show, the *Ford Sunday Evening Hour*, which won over dramatics by only a tenth of a point. This order is attributed to the lower ratings some new dramatic programs earned, thus pulling down the average for the whole type. Even at that, the average for dramatics has gained continuously to reach 12.7 per cent for this year. Figure is two points better than last year's rating.

An audience participation show made the most spectacular gain in program popularity. *Pot o' Gold* reached the 15 best rating within its first year. The four other shows new to the 15-best listing are *Fibber McGee and Molly*, *Bob Hope*, *One Man's Family*, and *Fitch Band Wagon*. Audience participation programs which rate among the top-flighters are, in addition to *Pot o' Gold*, the *Major Bowes' Amateur Hour* and *Kay Kyser's College of Musical Knowledge*.

The CAB survey shows also that peak radio audience listening time is between 5 and 8 p.m. Sundays in the standard time months. Audiences then are 61.1 per cent of set owners. Report shows that audiences increased at all times of the day and night during the first half year, and that Saturday night audience gains were the greatest, increasing 13 per cent between 5 and 8 p.m. and 17 per cent in the later hours.

SESAC Acquires Zalewski Catalog of 5,000 Numbers

NEW YORK, Sept. 7.—The Society of European Stage Authors and Composers, Inc., this week acquired 5,000 more song titles to bring its total to 55,000, in signing with B. J. Zalewski, Chicago music publishers, specializing in Polish compositions. Pointed out by SESAC spokesman that the organization now has about 75 per cent of the estimated 75,000 non-ASCAP copyrighted tunes available for broadcasting.

Newly acquired Polish catalog includes standard works, comprising probably the largest source of that type of music for foreign language stations. Slim possibilities of any more such music coming from the Continent enhance the value of the Zalewski catalog.

WILMINGTON, Del., Sept. 7.—Air Features, new corporation, was chartered Wednesday by the State Department, to deal in radio broadcasting. Capitalization is at 100 shares of no par value stock. The incorporators listed are Alfred Jervis, L. H. Herman, and Howard K. Webb, all of Wilmington.

Mohammed, Mountain, and Stuff

SALISBURY, N. C., Sept. 7.—During recent flood disaster here, John Shultz, of WSTP, took a recording outfit down to the banks of the Yadkin, to interview victims and rescue workers, and to record a running description of developments. Back at the station these were played off to direct areas cut off from wire communications.

BMI Courting Music Machines

NEW YORK, Sept. 7.—Inevitable courtship between music machines and Broadcast Music, Inc., blossomed this week when BMI sent its first direct mail catalog and sales folder to 2,500 operators as a follow-up to a questionnaire sent out earlier. The folder lists seven BMI tunes which have been released by

Bluebird, Columbia, and Okeh recording companies.

Simultaneously, BMI reported 15 sponsors are now using its tunes on the air, and that the addition of five stations this week brings to a total of 370 the number signed for BMI exclusively. New station contracts include KOB, Albuquerque, N. M.; WKBN, Youngstown, O.; WGAN, Portland, Me.; WOPI, Bristol, Tenn.; and WHOM, Jersey City, N. J.

Sponsors now using BMI titles include General Mills, Tums, Schaeffer Beer, Raleigh Cigarettes, Philip Morris, Pepsodent, Lucky Strike, Life Buoy Soap, Pet Milk, Gordon Baking, General Baking, Franco-American, Ford, Dari-Rich, and Campana Balm.

BMI recorded tunes include *Practice Makes Perfect*, *The Same Old Story*; *We're All Americans*, *All True Blue*; *Madame Will Drop Her Shawl*, *What Good's the Moon*, *I Give You My Word*, *Here in the Velvet Night*, and *You Walk By* (not yet released). Bands in the roster of BMI recorded tunes include Bob Chester, Frankie Masters, Freddie Martin, Al Donahue, Ray Herbeck, and Al Kavelin. Others working on recordings of BMI music include Eddy Duchin, Horace Heidt, Dick Jurgens, and Sammy Kaye.

Advertisers, Agencies, Stations

NEW YORK:

WNEW's Dance Parade, remote from the Glen Island Casino, will be resumed September 10. . . . *So You Think You Know Music* received another indefinite reprieve on top of a tempting offer or two for picture shorts. . . . Botany Worsted Mills, sponsor for Lisa Sergio's *Column of the Air* on WQXR, arranged for merchandising tie-up with *The Tailored Woman* at special broadcast next week. . . . Baume Bengue has renewed daily participating announcements, starting October 14, for 26 weeks over WHN. . . . Cudahy Packing Company renewed its CBS serial, *Bachelor's Children*, thru Roche, Williams, and Cunningham, Inc. . . . *Big Sister*, Lever Brothers' show on CBS, starts a fifth year September 16. . . . For Joe & Company announce representation for WIBM, Jackson, Mich. . . . In renewing CBS contract for *Take It Or Leave It*, Ever-sharp, Inc., expanded coverage from three to 52 stations, starting September 22. . . . Fourteen firms are now manufacturing FM receiving sets, ranging from \$50 adapter units to \$600 de luxe custom-built jobs.

HOLLYWOOD:

TONY LaFRANO, KHJ announcer, is heading for Lake Tahoe for some plain and fancy fly casting. . . . De Vere Zimmerman, producer of the Nancy Dixon show, heads for New York to marry John Van Horson, manager of Young & Rubicam's merchandising department. . . . Russ Johnston, CBS Pacific Coast program director, is burning the midnight oil trying to pass his aviation instructor's exams. Johnston is already a licensed pilot, having over 700 hours in the air. . . . Pat Bishop leaves KFI for a two-week vacation. Ted Meyers will sub. . . . Rod Mays, who writes *Backgrounds for Living* for KNX, heads for San Francisco for a couple of weeks. . . . Bob Garred sends word from Calgary that he is catching more fish than he can eat. . . . Harry R. Lubcke, director of television for W6XAO, left for Lake Tahoe this week. . . . Donald W. Thornburgh, CBS v.-p., returned here this week. . . . *Marines Tell It to You* bows on KHJ this week. . . . Charles Vanda, CBS program director, leaves for a six-week business trip to Detroit and New York. . . . *Broadway News* has celebrated its 1,000th broadcast. . . . CBS claims that 332,446 visitors toured Columbia Square during the last six months. . . . Ed Cashman, producer of the Kay Kyser show, off for San Francisco. . . . Ashmead Scott, writer and producer of the *Blondie* series, has bowed out of the show. Reports are that Tom McKnight will take over. . . . Bert Kalmar signed with Chase & Sanborn on a four-week scripting deal. . . . Milton Merlin has been added to Lennen & Mitchell writing staff as assistant to Richard Diggs.

PHILADELPHIA:

Larry Mallery returns his *Le Jazz Hot* stanzas to WHAT. . . . WFIL co-operating with the Charles Morris Price School of the Poor Richard Club, composed of ad agency gentry, for an air series starting September 24 devoted to advertising. . . . Henry MacPherson, Tetley Tea's *Mystery Chef* on WCAU, donating proceeds from his cook book sales to aid underprivileged children. . . . Lou Fisher takes four-month leave from his WCAU announcing duties to take in a cruise as a member of the Naval Reserve. . . . William Ashley Anderson, formerly with N. W. Ayer and Arthur Kudner, joins Donovan-Armstrong as account exec. . . . Edward T. Sajous, formerly with General Foods, links with Ivey & Ellington agency. . . . Laura May Stuart returns her *For Women Only* participating shows on WCAU.

WPEN switches from INS to Transradio News Service October 10.

HERE AND THERE:

DIXIE DABBLES: FRAN ALLISON, NBC singer-actress, is recuperating in a Memphis hospital after a nasal alteration. Operation was needed following an auto accident in Iowa five years ago. Doctors took part of a rib for the bridge work on the nose. . . . W. E. WILLIAMS named program and commercial director of WCBI, new station at Columbus, Miss. . . . AL GODWIN, WWL announcer, and Pink Vodacovich, musical director, are back from two-week vacations in Gotham and the Mississippi Gulf Coast respectively. . . . WAPI, Birmingham, recently held a Spell-a-Rec between teams of five announcers of WSGN and WBRC, same city. . . . KVOL, Lafayette, La., banned politics after candidates refused to allow station to edit all scripts. . . . Bill Larimer, one of KFAB's top salesmen, left to become public relations counsel for a California aircraft manufacturer. . . . Bill Edholm, Central States Broadcasting Company salesman, Omaha, had his pocket picked for \$35. Jack Kelly left Station WKBH, La Crosse, Wis., as announcer for a similar post with KITE, Kansas City, Mo. . . . Dick Conrad joined WHBL, Sheboygan, Wis., as announcer. . . . Joseph Schertler, once a messenger boy at KDKA, Pittsburgh, is now station's assistant office manager. . . . Bob Merri-man, newest KDKA announcer, once owned WIBR, Steubenville. He bought it at three grand, operated it for a year, and then sold it for five grand. That was 13 years ago. . . . Orville Rennie, former manager of Tri-States-Paramount theaters, Hastings, Neb., will head KHAS, new 250 watter, 13th station in Nebraska. . . . Henry M. Jackson, Northern Pacific Coast sales manager for CBS, will become Eastern representative, with headquarters in Chicago, for Radio Sales, Inc., September 15. . . . KERN, Bakersfield, spent \$20,000 for remodeling studios and setting up special broadcast facilities in the Elks Club.

Lowered Stand-By Tax Allows Firms To Expand Policy

NEW YORK, Sept. 7.—Name band boom on transcriptions and a resulting increase in use of e. t.'s on smaller radio stations is slated after next week, when the American Federation of Musicians' reduced stand-by tax on radio and transcriptions goes into effect. Larger transcription companies, anticipating the new rate, have already opened negotiations with name and semi-name bands whose touring schedule will bring them into this producing center.

Also working to the possible advantage of the transcription trade is the pending court appeal by the National Association of Performing Artists, which decision is expected by January 1 and which may put the ban on use of phonograph records over radio. Such a legal disposition, together with the more favorable cost-of-production factor, would place transcriptions in the preferred position in the radio market for the first time. Up to now the 50 per cent AFM stand-by tax made it almost prohibitive for the e. t. companies to use many name bands, for only a small proportion of them are Local 802 members. Unrestricted use of phonograph records of the name leaders, on the other hand, always gave e. t. heavy competition.

The reduction of stand-by tax from 50 to 15 per cent is outcome of action taken by the AFM convention in June. Adding no more than 15 per cent to the \$108 for six-hour scale, e. t. companies point out, brings costs down to where they can afford to try out the name-band policy.

Lowered cost is expected to benefit semi-name bands, for transcription jobs will be spread out over more orchestras than the old rate permitted. With the aid of the name band on the wax, e. t. companies will be better equipped to meet the headstart phonograph records have had by virtue of their name attraction.

When questioned about the new tax ruling a publicity spokesman for the AFM denied that the reduced figure would apply to transcriptions. However, official of Local 802, in whose jurisdiction most of the transcriptions are produced, confirmed the interpretation held by the e. t. companies, which had obtained clarification of the ruling weeks ago before entering negotiations with traveling bands.

The GOLDEN GATE QUARTET

and their DEEP SOUTH SPIRITUALS in swing

Currently Featured

★ On the Air: CBS COAST TO COAST 6 Times Weekly and also on CBS Coast to Coast

"FLOW GENTLY SWEET RHYTHM"

Sundays 5:30-6 P.M. EDST

★ In Person—Nightly CAFE SOCIETY

Sheridan Square, N. Y. C.

★ ON BLUEBIRD RECORDS

Dir.: Columbia Artists, Inc.

Radio Talent

New York

By JERRY LESSER

ED GARDNER, director of the **RUDY VALLEE** show and a comic in his own right (he's **ARCHIE**), makes a supreme sacrifice by giving up going to the tennis matches to do a dramatic role on the Columbia Workshop program. This will be his first attempt at straight drama. . . . **JAY MERIDETH**, just back from *The Barnstormers* at Tamworth, N. H., where she appeared as Jane, the brat, in *Seventeen*, returned to try out for a similar role in a new fall show and was told she was "too mature" for the part. . . . **JACKSON BECK** is pinch-hitting for **BILL SLATER** on *Big Sister*, doing the repeat commercials as *Uncle Jim*. . . . The **FOUR MARSHALLS** are now recording for Okeh records and making theater appearances.

JERRY MCGILL'S script of *Peggy's Growing Pains* should be picked up by a smart client. It is a female *Henry Aldrich*, with **CHARITA BAUER**, who plays *Peggy*, scheduled to appear with **EZRA STONE**, the real *Henry*, in a Broadway play this fall. . . . **ALAN REED** and **BETTY GARDE** are being peddled in a different type radio comedy serial. . . . **PAULA McLEAN** is now Mrs. *Cornelius Scott* on *Martha Webster*. . . . **MARTIN LOWELL'S** *Strings That Sing*, emanating from KYW, Philadelphia, is something to hear. . . . According to numerologist **GERUN MOORE**, September 18 should be a favorable radio day for **EDDIE DELAINGE**, **CHARLIE WAR-**

REN, **JOE CANDULO**, and little **RONNY LISS**. . . . The name of my daughter, born September 1, is **JERI LYNN** (in case you're interested).

Merrily They Live, a dramatic serial by **GEORGE HOGAN**, Mutual announcer, is in agency hands. It deals with the lives of a newspaper reporter and his wife. . . . **EDNA SEDGWICK**, the dancer appearing in **ED WYNN'S** *Boys and Girls Together*, is being offered NBC television dates. . . . Remember when **ADELAIDE KLEIN**, now on the *Meet Mr. Meek* series, was a monologist on the old **VALLEE** show? . . . **JOHNNY LOVE-TON**, director of *Good Will Court* and *Aunt Jenny*, writes under the name of *Notevol*, his last name reversed. . . . A pip is the one about *Good Will* director **JOHN J. ANTHONY**, who, with his wife, stopped for dinner at a small inn on the Boston Post Road last week-end. While they were being seated a waiter approached, and before Anthony could even pick up the menu the waiter whispered, "Don't take anything but the roast beef, sir." "Why should I?" countered Anthony. "Well," said the fellow, "not long ago you gave me some good advice when I appeared on the *Good Will Hour*. I'm returning the favor."

HARRY GLICK returns to WMCA after a five-year absence with morning setting-up exercises.

Chicago

By NORMAN MODELL

TOM MOORE is going to announce the new *Design for Happiness* show. . . . **MARY PATTON** left for Florida, where her mother is seriously ill. . . . **CARLTON KADELL** is returning to his first love, announcing, having the splicing job on *Woman in White*. . . . **BOB HARTMAN**, of the CBS publicity office, has just sold a play to *Grand Central Station*; he titled it *The Laughing Wife*. . . . **MARVIN MUELLER** is playing the part of **ARTURO VALDI** on *Scattergood Baines*. . . . **THE DINNING SISTERS** are going to town lately in both radio and vaude bookings. Fact is, the State-Lake wanted them a couple weeks after their appearance at the Chicago, which is something to talk about. . . . While **DON HANCOCK** takes it easy on a fishing trip, **PIERRE ANDRE** is taking over his announcing chore on *Helen Trent*. . . . **STANLEY WAXMAN'S** fingers are freshly inked from signing a contract to do *Smoke Dreams* for La Fendrick Cigars. . . . **ALEC TEMPLETON** is writing a column in *Town and Country* magazine.

Hollywood

By DEAN OWEN

THE MERRY MACS, Joe, Ted, and Jud McMichael and Helen Carroll, threw a party last week for Helen Carroll's husband, Carl Kress, who leaves for New York soon. . . . **MEREDITH WILLSON** claims he lost nine pounds while conducting the San Francisco Symphony Orchestra thru his composition, *Missions of California Symphony*. . . . **DOROTHY HAAS** won't try to kick any more footballs. Over Labor Day she tried, and wound up with a sprained ankle. . . . **JIM KELSO**, who did the sneezing routine over the Al Pearce show a few weeks ago, got himself a choice role in the new Cole Porter show opening on Broadway. . . . **EDDIE ALBRIGHT** has joined the Glendale Rotary Club as radio commentator. . . . **GENE AUTRY'S** new flicker, *Melody Ranch*, which rolls at

Republic this week, will be based on his air show. . . . **BYRON KING** did all right when he was signed to play opposite **MARGARET SULLAVAN** on a CBS *Forecast* show.

JOSE RODRIGUEZ, who conducts **JECCA'S** *Classic Hour*, has published a 500-page book entitled *Muscle and Dance in California*. . . . **ARTHUR LAKE** is being paged to enter his 60-foot racing sloop, the *Sea Hawk*, in the yacht races at Balboa. . . . **EDGAR BERGEN** did a "Corrigan" this week when he headed his monoplane for Santa Barbara and wound up in San Diego, a 100 miles or so in the opposite direction. . . . The Lux show for September 9 has the largest cast in its history. Thirty performers will work at eight mikes. . . . **BENNY RUBIN** reported getting dizzy after playing a drunk, a Negro minstrel, and doing a long tap routine all on the same program. . . . **BOB HOPE** is brushing up on his gags and golf game in preparation for resumption of his air show. **JERRY COLONNA**, **BLANCHE STEWART**, and **ELVIA ALLMAN** will handle their old assignments. . . . **KAY KYSER'S** boys are drawing lots each day to see who plays in their new flicker, *You'll Find Out*. As only seven members

Comment

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

The Green Hornet, WOR - Mutual (Mondays, 9:30 p.m.; Wednesdays, 8:30 p.m.) is back on the lanes for its half-hour periods of crime-doesn't-pay. As usual, it's an entertaining thriller from the factory of Fran Striker, who also authors *Lone Ranger*. Between *Hornet* and *Ranger*, Striker has a virtual ether monopoly on the Robin Hood boys, and if there is a striking (no pun intended) similarity in the technique employed by the two series, just wink an eye and charge it up to "success formula."

Hornet, another name for the crusading publisher (played by Britt Reid), who tracks criminals to their lair, thrives on fast action, melodramatic effects, escape stuff and brisk dialog punched thru with deliberately inserted Irish wit. For listeners who want their crime mellers served straight, this program is the goods. L. T.

Columbia's 12th sampler in the *Forecast* series, *All God's Children*, is a highly imaginative, listenable, and charming display in the *Green Pastures* tradition of history as seen thru the eyes of unlettered sepians. The program calls upon the rich talents of Paul Robeson's baritone, Eddie Green's wistful comedy, the music of Earl Robinson, and the orchestra of Mark Warnow—all sure-fire ingredients—but as presented lacks commercial punch.

There are impressive musical moments and instances of imaginative humor. Spotty writing fails to make the idea click.

Paul Robeson's baritone, as always, is superb in the recitals of his accomplishments as head man of the American Indian to his board of directors. Eddie Green likewise gets quite a few laughs as Columbus in his plaintive singing depicting the Genoan as a captain who hates the sea. Amanda Randolph in her moments as Isabella does a low-down chant mourning the loss of her diamond brooches in financing Columbus's jaunt. The program winds up with Robeson fronting the *Eva Jessye* Choir in Robinson's *Ballad for Americans*.

Further experimentation with this unit will no doubt produce the desired commercial quality. It would be derelict of CBS to abandon this cast and idea after the initial broadcast, especially since tightening is all that is lacking.

Direction was by Philip Cohan. Book and lyrics by John Whedon and John Tucker Battle.

Sinclair Lewis's best selling *Bethel Meridian* provides a peg upon which Margaret Sullavan can do some superior radio emoting. Direction by Norman Corwin and adaptation by Helen Deutsch are topnotch. The program need have no qualms about attracting a bank roller even tho the story is mainly concerned with stage life.

According to announcement, the radio story will extend beyond the confines of the novel if series acquires a sponsor. Miss Sullavan can practically guarantee an audience no matter what her vehicle. In this instance she has a substantial one by virtue of the merits of the book.

Program uses the narration and flashback method, with Wilbur Hatch, as Doc Keeser, doing the splicing of what he knows of Bethel. Initial episode had the heroine deciding to become an actress, with no amount of discouraging on the part of her parents and Keeser fazing her. J. C.

"Girl" Gets CP's Rotary Ax

NEW YORK, Sept. 7.—Sponsor's policy of changing shows yearly may terminate run of *Society Girl*, Corn Products' CBS serial, early in October. Roger White, producer, has not yet been able to pick up new backing for the program.

Similar fate befell CP's former shows, which also were RW productions. They were Fred Allen's *Lint Bath Club*, *The Hour of Charm*, and *Seven Star Revue*.

of the ork are used for each day's filming, the lucky ones face the cameras, while the losers confine their efforts to kibitzing. . . . **VAN FLEMING**, who writes *I Want a Divorce*, will tie the new Joan Blondell flicker of the same name into his opening show.

Reviews

EDST Unless Otherwise Indicated

"What Shall I Do?"

Reviewed Thursday, 8:15-9 p.m. Style—Family relations problems. Sustaining on WIP (Philadelphia).

This is an out-and-out carbon of the network's *Good Will Court*. Instead of improving on the original, it suffers by comparison. Since the local element doesn't enter because those voicing their problems remain anonymous, it's a poor substitute, especially when the original is still kicking around. If the principals would act their own selves instead of aping the better established originator, this weekly stanza might chance striking an original vein that would register with dialers.

The family problems are poured in the microphone and ears of John J. Radley, local psychoanalyst. His pipes are sympathetic enough, but he faults in copying the technique and even phrases standardized by Anthony. Also fishes around too much for an angle on which to pin a stock solution, with the result that he gets involved in a lot of extraneous patter before the party has a chance to present the problem. The proceedings are thus painfully slowed. He handles only about six cases in the 45 minutes. That most of the problems were trite didn't help the show any.

Bob Horn, assisting the problem-folk to the mike, likewise carbons the network technique. Only thing different is the lack of commercial announcement, Radley winding it up with readings from a page from his philosophy of life. Announcer John Facenda sells Radley as founder of the Philadelphia Institute of Family Relations. It sounds nice, that's all. Oradenker.

"Evening Echoes"

Reviewed Wednesday, 9-9:30 p.m. Style—Music. Sustaining over KDKA (Pittsburgh).

Aneurin Bodycombe's first program as director of the KDKA salon orchestra was a melange. Heralded as "music we all enjoy," the show included Tschalkowsky, Rube Bloom, opera, ballad, gavotte, and miscellany. It was pleasant enough, but being pleasant will be insufficient to hold an audience in the face of competition from network productions.

High spots were the solo on *A Heart That's Free* from Betty Cook, talented young soprano, and the violin spot by orkman Charles Riley.

The announced policy of featuring a different instrumentalist of the muscraw weekly sounds promising. Frank.

"Your Hollywood Informer"

Reviewed Thursday, 7-7:15 p.m. Style—Movie gossip and recorded music. Sponsored by the National Shoe Stores of New York. Station—WHN (New York).

Another Hollywood gossip show, distinctive in the fact that it is conducted by Lyle Talbot, screen player and currently in the cast of *Separate Rooms* on Broadway. He can chatter with more authority than most other cinema gossipers.

Motion Picture magazine comes in for a plug, presumably because it supplies Talbot with some of his information. While most of the stuff aired isn't new, it is listenable and of interest to movie fiends. Second broadcast caught (it is aired Mondays, Thursdays, and Saturdays) still lacked smoothness and proper spotting of the commercials. After the first news item, for example, Talbot is side-tracked by announcer Henry Gladstone, who offers a lengthy spiel about the sponsor's shoes, supposedly styled to suit the discriminating tastes of movie celebs.

Talbot delivers in a breezy style and will undoubtedly find himself more at ease as this series progresses. Recorded tunes between gossip sessions included *Madame La Zonga* by Jimmy Dorsey's band and *Nobody's Baby* by Judy Garland, whose biography, in brief, was aired by Talbot. Hontigberg.

BANGOR, Me., Sept. 7.—Claiming overdue payments for use of a dramatic library, C. P. MacGregor, of Hollywood, filed suit for \$500 against Community Broadcasting Service, Inc., operator of WABI, in Superior Court here. Specific arrears are put at \$315.

Bubelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
BARclay 7-5371.

Reisman-Marden Rehearsal Tiff

NEW YORK, Sept. 7.—Leo Reisman, maestro at Ben Marden's Riviera, Fort Lee, N. J., received his notice Wednesday (4) to become effective Wednesday (18) following a tiff with Marden concerning rehearsals because of the spot's keeping open thru October instead of the customary mid-September closing.

Reisman is supposed to have refused to conduct rehearsals of new material for Sophie Tucker, Harry Richman, and Joe E. Lewis, who are being held over until closing, and Marden is said to have handed him his notice on the spot. Reisman's version, however, was that "there was some discussion about rehearsals several weeks ago," involving extra payment, and that it was "amiably settled then."

Reisman said today that the reason for his notice, as explained to him by the Riviera management, was that since he has been there since May 23 the spot felt that it needed a new name band to exploit for the rest of the run of the show. Despite this, however, no new band has been employed, it was stated at the Riviera, because of the difficulty in securing the band that it specifically wants.

Reisman admitted that he and Marden "agreed to disagree" some time ago, but it was just a temporary affair, as happens on many jobs. When he received his notice he said that the management told him that it was satisfied with his performance and would have him back next summer. Miss Tucker said today she never had trouble over rehearsals with Reisman.

Frederick Brothers Merge N. Y. & Cleve.

NEW YORK, Sept. 7.—Frederick Bros. Music Corporation, which has been operating here, in Cleveland, and in Chicago, will consolidate its Cleveland office with the New York branch, effective Monday (9). Move, which has been mulled over for the past six months, became final after Bill Frederick, head of the local office, made a trip thru the Ohio territory this week to arrange the details.

Reason for the consolidation, according to Frederick, was because the Cleveland office has only been servicing the State of Ohio, and it was felt that that could be done just as effectively working out of New York. Roy P. Johnson, head of the Cleveland office, will come into New York as assistant to Frederick.

Cleveland office had been in existence since 1934.

Mark Warnow Going Into Dance Field

NEW YORK, Sept. 7.—Mark Warnow, maestro of the Lucky Strike Hit Parade orchestra for several years, plans to try his hand at the one-night dance band business shortly. It will be his first time at the head of a band making music for dancers rather than for radio dialers. Plans call for only periodic excursions on one-nighters. Warnow's radio commitments necessitating his remaining close to New York.

Music Corporation of America and Warnow's office will do the booking jointly, with Cal Kirby, of the latter, handling things personally for Warnow. The band Mark will baton will not be the Hit Parade crew.

Boston Music Must Be Kept Down or It's Out

BOSTON, Sept. 7.—Four local night spots were advised last week that unless the music played in them was toned down they may lose their entertainment licenses.

The advice came from the licensing board in returning the licenses of the Silver Dollar, Hamillburg's, Ort's Grill, and Playland. Right to present entertainment was suspended after complaints that passers-by were annoyed by loud, raucous music. According to the licensing board, all Boston spots must see to it that music remains strictly within the confines of the bistro. If any sound leaks out in the street, licenses will be suspended.

Preparedness

NEW YORK, Sept. 7.—Even tho the baseball season is coming to a close, the game-conscious maestri aren't going to be unprepared for next season.

Bob Crosby, self-crowned soft-ball champ of the one-night league, recently hired three musicians who play pitcher, catcher, centerfield, and double on the vocals. Now when a musician is recommended to Crosby as a good trombone player, the important question is, "Yes, but can he hit?"

Bob Zurke Doing a Single Act in Chi Hotel Floor Show

CHICAGO, Sept. 7.—Bob Zurke, who broke up his band at the conclusion of the Tony Martin one-night tour on August 4, is here now working as a single in the floorshow at the Pump Room of the Ambassador East Hotel, while his band is scattered around New York waiting for the whistle to blow. The tour blew up in a wave of trouble at the Modernistic Ballroom, Milwaukee.

Zurke, who had been the featured pianist with Bob Crosby's band for three years, has been fronting his own outfit for about a year under the William Morris banner, the office reportedly having sunk about \$20,000 in him. Altho he is still under contract to the Morris office, he said that he booked himself into the Pump Room directly and has no further intentions of reorganizing the band, but plans to continue working as a single.

NEW YORK, Sept. 7.—An executive of the William Morris Agency band department when asked if Zurke were retiring as a band leader said that he was not and that the agency had secured the Chicago Ambassador booking. The agency exec, who didn't want to be named, said that he was going to fly out to Chicago yesterday (6) to look over the situation and perhaps bring Zurke back with him. "Zurke's plans," he said, "are up to the Morris Agency and not Zurke."

AFM-AGMA Injunction Duel Postponed to September 17

NEW YORK, Sept. 7.—Application for an injunction against the American Federation of Musicians to restrain the union from preventing its members from working with instrumentalists who are members of the American Guild of Musical Artists, which was to have come up in New York State Supreme Court Thursday (5), was postponed until September 17, by mutual agreement.

Battle lines in this fight, however, were being erected during the week, when Lawrence Tibbett, president of AGMA, declared that the AFM refused Supreme Court Justice Pecora's offer to arbitrate the matter. Henry Friedman, attorney for James C. Petrillo, AFM prexy, said that Tibbett misconstrued Pecora's intentions on arbitration, and that "we would be glad to arbitrate, not thru the court tho, but before the American Federation of Labor."

Philly Musicians -WB Strike Called Off After 10 Months

PHILADELPHIA, Sept. 7.—The 10-month-old strike of the local musicians' union against Warner Brothers theater circuit here reached the settlement stage this week when the local executive board, acting on the recommendation of James C. Petrillo, AFM prexy, accepted a settlement offered by the movie chain. Under terms of the proposed peace treaty, musicians will return only to the Earle, stage show et al. moving over the river to the Stanley Theater on Sundays to round out the week. However, movie chain will raise the ante for its music costs at the Earle, spending \$92,500 a year. Prior to the walkout last November, Earle-Stanley pay roll was only \$72,000 yearly.

While settlement rules out pit band at Fox Theater, previously using the crew only for an overture, increased budget will allow for a larger band at the Earle, which normally used 23 men. Also out are the split vaude weeks at

U. S. Record Firm Declares Bankruptcy; Will Reorganize

NEW YORK, Sept. 7.—The United States Record Company, making Royale and Varsity disks, filed voluntary bankruptcy proceedings here Thursday (5), and petitioned Federal Court for permission to reorganize. Permission was granted.

Eli E. Oberstein, president of the firm, stated that the company had no alternative but to reorganize because similar action was taken by its interlocking firm, the Scranton Record Manufacturing Company, Scranton, Pa., which cuts all U. S. records. He stated that the Scranton action was news to the local firm, and that the current reorganization proceedings will result in the formation of one company which will take

charge of both the recording and manufacturing of its records. Since the birth of U. S. records in June of last year, the Scranton firm was in complete charge of the manufacturing department.

Oberstein said that under a single leadership the company will have a real chance of competing with the other major firms. Progress heretofore was hindered, he explained, because of a "clash of personalities" between the New York and Scranton executives.

Oberstein added that the company will retain the Royale (75 cents) and Varsity (35 cents) labels and all bands under contract. "Every record company has reorganized at one time or another," Oberstein said, "and have since carried on in a stabilized manner. Our reorganization means that the company will go on."

William Berkson, attorney for Oberstein, looks at this action as a "breathing spell" for the firm. Before organizing U. S. Records, Oberstein was recording manager for Victor.

In its petition, U. S. Record Company listed liabilities amounting to \$93,147, and assets, \$181,396. The liabilities stated do not include capital stock.

Kaye, Krupa Remote Shots While Touring May Start New Trend

NEW YORK, Sept. 7.—The unusual remote broadcasting scheduled for both Sammy Kaye and Gene Krupa next week may easily give rise to a new trend and subsequently a revolutionary practice in the band field.

Both orks are currently playing theaters, Kaye in Washington and Krupa in Hartford, which normally would mean that they are doing no remote shots while on tour. Each, however, will have three programs during next week, broadcasting after his last evening performance from local Washington and Hartford stations, respectively, over CBS. Special permission had to be obtained from the local musicians' union in each city, with a \$3 per man stand-by tax necessary.

Spread of this practice, granting no opposition from musicians' locals, could have many ramifications. Existing conditions necessitates bands playing locations usually at a financial loss in order to receive valuable air time that can't be gotten while they are traveling on one-nighters or in theaters. Latter side of band work, however, is the lucrative side. Coupling of broadcasting build-ups with ballroom or theater work would combine the two important facets of the business at one and the same time.

Nan Wynn Out of New Scott Band; Clyde Burke Joins It

CHICAGO, Sept. 7.—Nan Wynn, who gave up single singing engagements to become identified as the featured vocalist of Raymond Scott's new band, came to a parting of the ways with the maestro-composer on completion of the band's engagement at the Sherman Hotel here Thursday night (5).

No one has been hired to replace her, but when the band opens at the Chase Hotel, St. Louis, September 20 for a month, Clyde Burke will leave Sammy Kaye to go with Scott for the male vocal chores. After the Chase engagement Scott returns to Chi for a four-month stand at the Blackhawk Cafe.

Goodman Mulling New Idea for Ork; Sherman, Chi, Out

NEW YORK, Sept. 7.—Benny Goodman is planning something unusual when he returns to the band business with a new outfit this fall. At the moment Goodman himself isn't definite on just what form his new crew will take, but he is determined to spring something a little different. He is recuperating from his recent illness and talking to his arrangers in an effort to build something new. Final result will contain only one or two of the men who were in the band Benny disbanded in California the beginning of the summer; new aggregation will display mostly unknown instrumentalists. Goodman is also playing with the trio, quartette, or sextette idea in completely revised form.

One definite thing about his current plans is that he will not be able to fulfill the scheduled Sherman Hotel, Chicago, engagement, expected to start October 4. Condition of his health does not permit active return to a bandstand that soon, and in all likelihood the new crew will only start rehearsing about the middle of October. Possibility of a radio commercial also figures prominently in Goodman's plans.

Too Many Johnsons

NEW YORK, Sept. 7.—Malcolm Johnson, night club editor of *The New York Sun*, would like Malcolm Johnson, band leader now playing the Monterey Hotel, Asbury Park, N. J., to pick up his (the latter's) mail.

It seems that mail for the band leader (better known as Johnny Johnson) goes to MCA under his real name, Malcolm Johnson. And somebody up at MCA, it seems, addresses the maestro's mail to *The Sun's* Mr. Johnson.

Most of the mail is circulars, but this week a letter from London came in, and now *The Sun's* Johnson feels band leader Johnson had better do something about it.

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

McFARLAND TWINS (Okeh)

McFarland's Band—FT; VC. Home—FT; VC.

HERE is a band the record commercial possibilities of which are nicely strengthened by a number of weeks of air time from its current location (the Blue Gardens in Armonk, N. Y.). The lengthy radio build-up the McFarlands have had since they opened at this spot some time ago is not going to hurt their disk chances at all, and these two sides, their initial platter for Okeh, are a good enough introduction to the record-buying public. Side A is adapted from *MacNamara's Band*, with a few lyric changes to fit the twins, and is played well enough in tavern-ork style. Reverse shows the normal sweet style of the band on an old number and features some exceptionally good work by Bert Ennis and a glee club. The arrangement here is more listenable than danceable, but it's a smooth, carefully thought out interpretation that has nice ear-appeal. Disk in toto is a good wax start, and gratifying sales ought to result from the interest stimulated by so much air time.

DICK TODD (Bluebird)

We're All Americans, All True Blue—V. Sweet Lorraine—V.

THE A side here holds particular interest for the coin machine trade inasmuch as its author and composer is James T. Mangan, advertising manager for Mills Novelty Company. Altho songwriting is very much of a sideline with Mangan, he has nevertheless turned out a lively, ear-compelling patriotic melody and lyric in this timely number. With good treatment from everyone connected with making the disk, with the exception of Todd himself, these three minutes ought to make excellent music machine fodder. Todd's voice unfortunately lets the song down considerably, with poor note-sustaining and breathing giving his passages a labored effect. Work of a quartette and the orchestra (the latter particularly in a fine rousing instrumental chorus) covers Todds up a lot, fortunately. *Lorraine* is the oldie, done in typical Todd fashion, and all right, but *Americans* is the side that matters here.

RAYMOND SCOTT (Columbia)

Now I Lay Me Down To Dream—FT; VC. And So Do I—FT; VC.

THIS platter contains the first pop ballads to be recorded by the master of inventive, imaginative melodies and even more imaginative titles. After a couple of sides of his own compositions with his new dance band, Scott turns to the more conventional pattern with two of the better sweet songs of the moment and knocks out a disk far superior to most ballad pressings in style, smartness, and arrangement—but a disk that is nevertheless a disappointment, coming as it does from a composer-arranger who is noted for his brilliant and original musical conceptions. There is no question of this record's merit; it's simply that it should have been ever better than it is, not necessarily thru tricked-up and over-arranged scoring (its simplicity for one with Scott's musical ingenuity is surprising), but thru more brilliance and sparkle. If that's quibbling with undeniable quality it's Scott's own fault for being too good in the past. Nan Wynn adds immeasurably to the worth of these sides with two of the best vocal choruses in months.

ORRIN TUCKER (Columbia)

Your Flag and Mine—FT; VC. My Greatest Mistake—FT; VC.

IF MUSIC machine operators are still desirous of riding the patriotic band wagon, they'll find a natural here in the timely *Your Flag and Mine*. It's a good flag-waver with a catchy martial swing, and the Tucker Bodyguards do yeoman service in its behalf. Band doesn't let it down, either, but the vocal steals the disk and makes it a good three minutes of listening. The reverse is just another ballad, with none-too-good lyricizing from the maestro and a listless performance from the musicians.

BING CROSBY (Decca)

Can't Get Indiana Off My Mind—V. I Found a Million-Dollar Baby—V.

Two of the most commercially potent sides Crosby has made in recent months, one an up-and-coming number that has good hit potentialities, and the other a well-known and well-liked oldie. Embellished with the typically inimitable Crosby touches, this pressing has sales written all over it.

BOB CHESTER (Bluebird)

One Look at You—FT; VC. There Shall Be No Night—FT; VC.

With far fewer Glenn Miller overtones than on previous disks, Chester puts out one that proves that his band can stand on its own feet as a purveyor of good, danceable, listenable music without having to ape anyone. Dolores O'Neill rounds out the general merit with her usual capable warbling.

GLENN MILLER (Bluebird)

The Call of the Canyon—FT; VC. Our Love Affair—FT; VC.

The Billy Hill tune on the first side receives a slow, lovely treatment in the mood of Miller's noted version of *Londonderry Air*. Beautiful and listenable in the extreme. Flip-over is less outstanding, but good in the customary Miller arrangement.

CHARLIE BARNET (Bluebird)

Peaceful Valley—FT. Reminiscing—FT.

Both sides here offer a study in contrasts, the A item displaying very unexciting Barnet on a weak theme, and the companion piece exhibiting itself as just the opposite—a good theme and excellent rendition. Both are in slow tempo, and neither has a vocal.

GENE KRUPA (Okeh)

I Am an American—FT; VC. And So Do I—FT; VC.

This is not a good version of *American*. It's flat, uninspired in tempo and arrangement, contains stereotyped martial drumming from Krupa, and displays

poor taste in the appendage of special lyrics that meaninglessly couple the title to some uncalled-for thoughts about dancing to Krupa's music. Reverse is conventional and straight, but all right.

BEA WAIN (Victor)

I Could Make You Care—V. I'm the Loneliest Gal in Town—V.

First side contains little or nothing out of the ordinary, but on side B Miss Wain really shines, interpolating humor into the lyric and into her delivery of it. (See ON THE RECORDS on page 72)

On the Stand

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

Rudy Bundy

(Reviewed at Oriental Gardens, Lake Lawn, Delavan, Wis.)

BUNDY'S band is chiefly distinguished by juxtaposition of contrasts. Featuring bell-tones, produced in the reed section, it nevertheless is capable of tossing off sizzling rhythms. Mainstays of the swing stanzas are the leader himself on clarinet, trombonist Mickey Butler, and drummer Paul Rates, who displays a vigorous and entertaining passion for psychopathic faces.

At this resort ballroom the band's capacity for variety is made use of in two-number dances, most of which are divided between sweet and swing—a poor policy as far as the dancer is concerned, because he has to jerk himself out of one tempo to accommodate the new pace set by the band.

Instrumentation stresses rhythm section in a four-three-three set-up, tho Bundy pitches in with his clarinet almost every number to add weight to the reeds. Occasionally the dog house slapper mans a tuba, and the gitman plays vibes and electric guitar. Arrangements are of a high standard. Novelty numbers feature vocalist Sammy Runyan, whose tubes and salesmanship are okeh. Runyan, Bundy, and pianist Dick Bixbey form a trio. Band as a whole is live and interesting to watch. Modell.

Bill Carlsen

(Reviewed at Elitch Gardens, Denver)

CARLSEN puts out a nice brand of danceable music and has enough on the novelty and show side to make him click in almost any set-up. Instrumentation of three brass, three reed, three fiddles, and three rhythm plays midway between jive and sweet, leaning toward sweet swing. Carlsen is a personable front with little chatter and lots of smile. Every now and then he takes a turn on sax or clarinet.

Mickey Dowd heads the male vocal department with a youthful style that accentuates the lyric quality of his voice. Gil Rutzen shades his vocalizing with a bit of corn and, laying off ballads, his work sells nicely. Joe Potzner, bass player, is a show in himself and keeps a flow of novelties and gags on tap at all times. The "Zilch Brothers"—Potzner, Steve Kozera, and Otto Scharf—do comedy novelties that sell from the standpoint of lyrics as well as actions. Helen Kaye, a brunet looker, leans toward the torchy side in her vocalizing with nice results.

Carlsen features fiddles a great deal, and the boys offer a smooth background for either sweet or jive. With its combinations and variety of presentation this outfit, altho doing its best work in ballrooms, has enough to offer for hotel or stage work. Trackman.

Mal Hallett

(Reviewed at Starlit Ballroom, Hunt's Ocean Pier, Wildwood, N. J.)

HALLETT is an old hand when it comes to pleasing the ballroom dancers, and his current crew is undoubtedly one of the best bands he has had in his recent barnstorming years. Has many of his stand-bys back, notably Buddy Welcome on sax and Joe Carbonaro on bass. And among the newcomers he has a find in trumpeter Joey DePaul, who blows a mess o' horn.

Combo takes in four sax, three trumpets, two trombones, and piano, bass, and drums, with Mal out front. Selections dip into the current and past pop faves, with a generous sprinkling of the stompers and swingers. Arrangements are all brilliant, and the band gives out solidly.

Plenty of showmanly attributes to the band apart from Hallett's own selling out front and the comedy antics of the bassist, whose poundage dwarfs the instrument. Clarinet, trumpet, and trombone step out in front of the stand, aided and abetted by the rhythm instruments, for delicious sessions of corn music. Then turn about face and give out in the modern manner with a Dixieland brand of jazz that excites. Band also goes in heavy for novelties, getting in good musical sarcasm in mimicking the standard styles of the familiar mickey mouse maestri.

Song selling department just as solid, with Jerry Perkins piping the pash ballads and Madeline Greyo giving voice to the rhythmic patterns. Orodenerker.

Herb Cook

(Reviewed at Club Mayfair, Kansas City, Mo.)

ONE of the better all-girl bands is the Swinghearts, combo managed and fronted by Herb Cook, who is familiar to Kaycee as a former WHB radio entertainer. Cook built the band in Texas and then brought it north for its first tour.

The outfit swings but does a better job on sweet tunes. Set-up measures bass, drums, and piano in the rhythm section, four sax, and three brass. Single siphon is played by Fy Hesser, formerly trombonist in Ina Ray Hutton's ex-girl ork. Pianist Anna Tims is a neat boogie-woogie player, particularly listenable on hot choruses.

Arrangements of sugar tunes resemble the Glenn Miller style, but the hot style is the band's own. Many of the swiny pieces are purposely swampy and weird, with a great deal of wild clarinet melody strung thru the scores.

Bonnie Bakerish at times is Dolores (Dopey) Conlee. A vocal trio, is also featured. Band stacks up as more entertaining than solid and should do all right if it continues as a novelty band rather than as a straight dance crew. Cook makes a neat front and does not try to make his musicians' good looks prove the only audience appeal, preferring instead to win applause with a worth-while brand of musical entertainment. Locke.

Bernie Sandler

(Reviewed at Glen Casino, Williamsville, New York)

THE Sandler combo is endowed with youth, and its really hard-working efforts, combined with good showmanship and pleasing musical product, ought to bring results. Style, tho still in the developing stage, is a staccato rhythm and features triple tongue brass in muted manner. The unit is dividing the honors between sweet and hot, but sounds better with the latter. Books are well varied and band specializes to good advantage in novelties with plenty of clowning. Particularly impressive is the Silly Symphony comedy bit, which includes some fine ork parodies.

Instrumentation has four saxes, three brass, and four rhythm. Sandler, a personable youngster with much talent for hoke, entertains the customers well out front and gives out with a nice full-bodied baritone voice in the bargain. His pipes would do credit to any olderster in the biz. A rhythm quartette and some glee club injections into regular routines are equally stimulating. Warner.

On the Air

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

By SOL ZATT

Herbie Holmes

(Beverly Hills Country Club, Newport, Ky., NBC Red Network, Tuesday (3), 1-1:30 a.m.)

FOR smoothness and very solid danceability in the schmaltzy vein, Herbie Holmes, a Midwest territorial favorite, reaches the Eastern Seaboard via the airlines, dishes out a highly commercial brand of rhythm, and proves not only that he is capable of pleasing the folks in his own ballwick but also that he is ace in selling a style that appeals to the population elsewhere.

Holmes himself is predominant on the vocals with a soft, Southern drawl that is a good sales point and good listening for those who just want to listen. The remote is well sprinkled with a diversity of pop and standard tunes, with a few old-timers thrown in for good measure. The band is exceedingly sweet, but has plenty of rhythmic guts and sells very easily.

Johnny Richards

(Biltmore Hotel, Los Angeles, NBC Red and Blue Networks, Thursday (5), 1-1:30 a.m.)

EVEN tho Richards and his outfit are just a young band arising out of the West, with plenty of rough edges, someone must have told him the importance of a well-balanced, variegated, and concise program. Because, with all of those qualities, he puts many of his bigger name colleagues to shame.

Remote is nicely fashioned, vocals are well spaced, with Patricia Kaye singing in the rhythm department and Chuck Butler taking the male assignment. Balance and pitch were a clear and distinct aid, and proving the importance of the announcer, this one helped tremendously in putting a young band across.

Study in Contrasts

PHILADELPHIA, Sept. 7.—Grand opera and swing will find a common denominator on October 13 when Glenn Miller comes to Convention Hall here to play a benefit dance for the Philadelphia-La Scala Opera Company. The interested parties, representing complete antithesis in the musical field, made their extraordinary pact on Labor Day at Steel Pier in Atlantic City, where Miller was playing a dance engagement.

It is believed that this event marks the first large scale merger of serious lyric drama with swing. It is said that Miller's contract calls for a figure that would probably make Caruso turn over in his grave.

Savitt Claims CRA Trouble Not Over

ATLANTIC CITY, Sept. 7.—Jan Savitt, playing the Labor Day holiday at Hamid's Million-Dollar Pier here, indicated that he has far from patched up his differences with Consolidated Radio Artists, his booking office. "Charlie Green (CRA prexy) still books me," he said, "but we don't talk."

Savitt explained that he hoped to be out of the CRA camp before the year runs out and will link with Music Corporation of America, tho nothing definite is set in that direction. He takes his band into Meadowbrook Country Club, Cedar Grove, N. J., on October 1, being booked in by Mike Nidorf, of General Amusement Corporation.

Savitt also scouted the rumors he would emulate Artie Shaw and walk out on the band biz to turn musical director in radio or pictures, declaring that the idea was absurd and strictly a gag mentioned by an outside party jokingly. Says his sole interest is in developing his present dance band to an even greater degree of perfection as soon as his managerial headache is over.

J. Dorsey Hits Top Money at Wildwood

WILDWOOD, N. J., Sept. 7.—Jimmy Dorsey, aiming to top the house record he established the previous year, established a money high at Hunt's Ocean Pier last Sunday (1), altho falling short of the attendance mark. Labor Day Sunday last year, Dorsey dragged in 5,500 dancers at a 55-cent gate to make it an all-round high of \$3,000 for the one-nighter. This time crowd was held down to 4,400, but the admission was upped 20 cents over last year, and the 75 cents for all made for a top-heavy \$3,300.

Guy Hunt and Bill Gerst, pier operators, were convinced that Dorsey would have equaled or bettered his attendance record were it not for the New Jersey flood rains that curtailed holiday traffic to the resort. As it was, draw was considered remarkable in view of the fact that there was no bus, train, or auto service into Wildwood that day, and amusement business at the resort was down from 30 to 40 per cent. Moreover, pier operators were lucky that Dorsey didn't invoke the "act of God" clause in his contract to make the stand. Took the maestro 10 hours to get in from Hershey, Pa., about 175 miles away, arriving here at 8 p.m. Two men in the band didn't get in until 10 p.m.

Irving Berlin Hit for 11Gs In Back Income Tax on Film

WASHINGTON, Sept. 7.—Irving Berlin this week was clipped by the Department of Internal Revenue for \$11,092 in back taxes on the profits of the songs he composed for the picture, *Top Hat*, in 1935. Berlin, who filed an appeal before the Tax Appeals board, contended that the money he made from the film represented "gain from the sale of capital assets," and as such could be written off by corresponding losses. Board, however, ruled that the money represented only ordinary income.

VERY URGENT, NOTICE!

Our Catalog of **IRVING SIEGEL'S SONGS** are FREE from license or tax. Copies are FREE to artists. Write **SUDLIK & SIEGEL, Music Publishers** 1650 Broadway, New York City, N. Y.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

ALTHO the appearance of **BUNNY BERIGAN** in Joe Venuti's band at Meadowbrook, Cedar Grove, N. J., led to rumors that after all Bunny had given up ideas of forming his own band again, he nevertheless is going thru with his plans to front another combo . . . the Venuti sojourn was merely temporary. . . . **GENE KRUPA** makes it three weeks instead of two at Glen Island Casino, starting October 2, with Roseland Ballroom following on the 25th. . . . **ED FISHMAN**, of the William Morris office, made a flying trip to Chicago last weekend. . . . **MURRAY GREENE**, ork leader, has joined the William Shuback booking office in New York . . . he will book as well as play Shuback dates. . . . **EDDIE DAVIS** starts his fifth year at LaRue's, smart East Side spot, this week. . . . **FRANKIE MASTERS** takes in an additional month at the Hotel Taft, which brings him up to October 15. . . . the 12th of this month finds **STUFF SMITH** replacing Roy Eldridge at Kelly Stables. . . . **EDDIE SOUTH** will play the dinner sessions at the uptown Cafe Society, which opens either September 27 or October 3, with Teddy Wilson as the stellar attraction. . . . Joe Turner and Pete Johnson, of the downtown Cafe Society roster, will not be at the new place, while **BILLIE HOLLIDAY** replaces Hazel Scott at the Greenwich Village bistro, with **JOE SULLIVAN'S** band coming back. . . . The Hotel Pennsylvania's Cafe Rouge opens for the new season September 12, with **RUSS MORGAN** moving downstairs from the roof . . . the definite date for **GLENN MILLER'S** return to that room is October 7. . . . **JOHN MOORE**, head of John Moore Attractions, Columbus, O., is in town for the opening of his band, Jack Coffey, at Leighton's Half-Way House near Darien, Conn.

Midwest Murmurs

ART KASSEL makes it a return at the Walnut Room of the Hotel Bismarck, Chicago, October 4. . . . **EDDIE OLIVER** reopens the Continental Room of the Hotel Stevens, Chi., September 21, to remain until Griff Williams comes back the middle of October. . . . **SEGER ELLIS** goes into the Lowry Hotel, St. Paul, on the 20th for four weeks. . . . **AL HAHN**, recently signed to a Frederick Brothers management pact, is set for a pair of weeks at the Kansas City Club in that Missouri city, as of September 14. . . . Aragon Ballroom, Cleveland, gets **EARL MELLEN** for two weeks beginning the 22d, followed by **TINY HILL** October 6 for another fortnight. . . . **RUDY RUDISELL** started a four-week stand Friday (6) at the Gibson Hotel, Cincinnati. . . . the **LUMBERJACKS**, novelty outfit, go into the Broadmoor Country Club, Denver, for a month. . . . **JACK LEONARD**, former Tommy Dorsey vocalist now working as a single, starts an indef engagement at the Riverside Theater, Milwaukee, Friday (6) he'll be emcee and singer, and his sustaining CBS shots will originate from the WISN outlet there. . . . will cut his Okeh platters in Chicago. . . . **EDDIE YOUNG** into Southern Mansion, Kansas City, Mo., this week for an indefinite stay. . . . **EDDY ROGERS** likewise indef at the Radisson Hotel, Minneapolis, starting the 21st.

Penn-Jersey Patter

JERRY LEAR, hit band leader of Keith's Circuit days, staging a comeback at the Heidelberg, Philadelphia. . . . And in the same town, **HARRY DOBBS**, who gave up his maestro career for music arranging, back with a band at Cadillac Tavern. . . . **JOE RICHIE** takes to the stand at Miller's 41 Club, Maple Shade, N. J. . . . **ERSKINE BUTTERFIELD**, Mutual's vagabond of the keys, at Jack and Bob's, Trenton, N. J., alternating with **RUSS MILLER**. . . . Jack Lynch's, Philadelphia, finally selects **AUGUSTO SANABIA** for the rumba rhythms, holding on to **VINCENT RIZZO** as well. who moves to the Tropical Bar. . . . **DON PEDRO** takes over the Latin music assignment at Club Bali, Philadelphia. . . . Irvin Wolf's Hotel Senator Rendezvous, Philadelphia, starts the season with the hula harmonies, bringing in **JOHNNY DeLEON** and his Island Troubadours. . . . **LEN PARKER** takes to parking at Browning Lane Inn, Bellmawr, N. J. . . . **MARTY MONTGOMERY** takes over the music making

at Di Pinto's Cafe, Philadelphia. . . . And at the Hotel Philadelphian in that city, **JOHNNY ARTHURS** is set to usher in the new season later in the month.

Of Maestri and Men

HARRY JAMES begins a monther at the Hotel Brunswick, Boston, September 27. . . . **TOMMY TUCKER** and **TOMMY REYNOLDS** are set for a couple of battles of sweet versus swing at Johnson City and Mahanoy City, both in Pennsylvania, on the 12th and 13th. . . . **HILDE SIMMONS**, Philadelphia chirper, is the new vocalist with Jack Teagarden. . . . **DUKE DALY** gets a holdover ticket thru September at the Biltmore in Providence. . . . **TITO** and his seven-piece ork open at the Sir Francis Drake Hotel, San Francisco, September 17 for four weeks, with a 12-week option. . . . **RALPH BARLOW** gets back to the States September 20 after a summer spent at the Escambron Club, San Juan, Puerto Rico. . . . **HOWARD HECKER** at the Dellwood Ballroom, Buffalo, commencing September 17 for the fall and winter. . . . Rainbow Rendezvous Ballroom, Salt Lake City, gets **SONNY DUNHAM** for a four-weeker starting the 6th. . . . September 26 brings **RAMON RAMOS** to the Drake Hotel, Chicago, indef. . . . **LEW LADD** moves his band into Bordewick's, Tuckahoe, N. Y., after his September 15 closing at Luna Park, Coney Island, N. Y. . . . **BILL LESTER** bows out of the Homestead Hotel, Kew Gardens, L. I., September 15 after a five-month tenure of its bandstand.

Palumbo's \$25,000 Suit Against MCA Dropped in Philly

PHILADELPHIA, Sept. 7.—Frank Palumbo, operator of the night club bearing his name here and the Renault Tavern in Atlantic City, last week withdrew a \$25,000 court suit against Music Corporation of America for alleged contract violation concerning an engagement by Dick Stable at the seashore resort.

Palumbo, who had given the exclusive booking rights for Renault Tavern to MCA early this summer, became incensed at the office last month, when he alleged that MCA failed to deliver two and a half hours of wire time per week, and that substitute musicians were placed in bands which Palumbo had booked. During the difficulties Palumbo switched to CRA, and booked Sonny James, but the American Federation of Musicians ruled that Stable would have to play a week of the two weeks contracted for.

Suit hadn't reached the prosecution stage when it was withdrawn.

J. Dorsey Draws 2,700

HERSHEY, Pa., Sept. 7.—Despite inclement weather, Jimmy Dorsey's crew, playing a one-nighter at Hershey Park, drew 2,700 patrons at \$1.10 a head Saturday, August 31.

Photo Reproductions

F Glossy prints, all sizes, 1000 prints, R
8x10, \$4.50 per hundred; 100, \$5.50; A
50, \$3.25. Others even lower! References: T
L MCA, RCA Victor, Wm. Morris, E
CRA, etc. Write for price list. S
L MOSS PHOTO SERVICE 4c
● 155 W. 46th St., New York ●

SPECIAL DISPATCH FROM

EDDIE LEBARON ★

AND HIS CONTINENTAL ORCHESTRA

4 WEEKS ONLY!
Opening Sept. 18
for limited four week engagement
LA CONGA
New York

THEY LIKE US!
Returning Oct. 16
RAINBOW ROOM
Rockefeller Center
New York
(Our first engagement lasted three consecutive years)

MUSIC CORPORATION OF AMERICA
Exclusive Management
LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • SEVERLY HILLS • CLEVELAND • DALLAS
EACH OFFICE A COMPLETE UNIT IN ITSELF



The Billboard

WEEK ENDING
SEPTEMBER 6, 1940

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

THE BREEZE AND I. (8th Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.

SIERRA SUE. (8th Week) Bing Crosby, Glenn Miller.

I'LL NEVER SMILE AGAIN. (7th Week) Tommy Dorsey.

FOOLS RUSH IN. (6th Week) Glenn Miller, Tommy Dorsey.

WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (2d Week) Glenn Miller, Dick Todd, Ink Spots.

BLUEBERRY HILL. (1st Week) Glenn Miller, Kay Kyser, Russ Morgan.

I'M NOBODY'S BABY. (1st Week) Judy Garland, Tommy Tucker, Benny Goodman.

COMING UP

TRADE WINDS. * Bing Crosby.

I'M STEPPING OUT WITH A MEMORY TONIGHT. Glenn Miller.

ALL THIS AND HEAVEN TOO. Jimmy Dorsey, Charlie Barnet, Dick Todd.

CAN'T GET INDIANA OFF MY MIND. Bing Crosby, Kate Smith, Bobby Byrne.

WHISPERING GRASS. Ink Spots.

FERRYBOAT SERENADE. Gray Gordon.

MAYBE. Ink Spots.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: H. Royer Smith Co.; Weyman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Mel and Frank Co., Inc.; Sherman Clay & Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Clifton Music Shop; Song Shop; Willis Music Co.; Wurlitzer; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McOrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	J. I'LL NEVER SMILE AGAIN — TOMMY DORSEY	1	I'LL NEVER SMILE AGAIN — Tommy Dorsey	1	I'LL NEVER SMILE AGAIN — Tommy Dorsey
2	2. BLUEBERRY HILL — GLENN MILLER	2	2. Blueberry Hill — Glenn Miller	2	2. Blueberry Hill — Glenn Miller
3	3. THE BREEZE AND I — JIMMY DORSEY	4	3. Dolemite — Erskine Hawkins	4	3. Sierra Sue — Bing Crosby
4	4. SIERRA SUE — BING CROSBY	—	4. Fools Rush In — Glenn Miller	10	4. When the Swallows Come Back to Capistrano — Glenn Miller
5	5. I'M NOBODY'S BABY — JUDY GARLAND	7	5. Nearness of You — Glenn Miller	8	5. The Breeze and I — Jimmy Dorsey
6	6. WHEN THE SWALLOWS COME BACK TO CAPISTRANO — INK SPOTS	3	6. The Breeze and I — Jimmy Dorsey	—	6. Frenesi — Artie Shaw
7	7. NEARNESS OF YOU — GLENN MILLER	—	7. God Bless America — Kate Smith	—	7. Beat Me, Daddy (Eight to a Bar) — Will Bradley
8	8. FOOLS RUSH IN — GLENN MILLER	—	8. The One I Love — Tommy Dorsey	—	8. Maybe — Ink Spots
9	9. GOD BLESS AMERICA — KATE SMITH	5	9. Maybe — Ink Spots	—	9. When the Swallows Come Back to Capistrano — Ink Spots
10	10. DOLEMITE — ERSKINE HAWKINS	—	10. Adios, Marchotta Linda — Artie Shaw	—	10. I'm Nobody's Baby — Judy Garland
		MIDWEST		SOUTH	
		1	1. I'LL NEVER SMILE AGAIN — Tommy Dorsey	1	1. I'LL NEVER SMILE AGAIN — Tommy Dorsey
		2	2. Blueberry Hill — Glenn Miller	2	2. Blueberry Hill — Glenn Miller
		4	3. I'm Nobody's Baby — Judy Garland	4	2. Blueberry Hill — Glenn Miller
		5	4. Nearness of You — Glenn Miller	7	3. When the Swallows Come Back to Capistrano — Ink Spots
		7	5. Sierra Sue — Bing Crosby	5	4. I'm Nobody's Baby — Judy Garland
		6	6. When the Swallows Come Back to Capistrano — Ink Spots	2	5. The Breeze and I — Jimmy Dorsey
		8	7. Six Lessons From Madame La Zonga — Jimmy Dorsey	—	6. Trade Winds — Tommy Dorsey
		3	8. The Breeze and I — Jimmy Dorsey	10	7. God Bless America — Kate Smith
		9	9. Fools Rush In — Glenn Miller	8	8. Fools Rush In — Glenn Miller
		10	10. Pennsylvania 6-5000 — Glenn Miller	9	9. Sierra Sue — Bing Crosby
				—	10. Maybe — Ink Spots

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. I'LL NEVER SMILE AGAIN	1	1. I'LL NEVER SMILE AGAIN	1	1. I'LL NEVER SMILE AGAIN
2	2. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	2	2. Blueberry Hill	5	2. Sierra Sue
3	3. SIERRA SUE	3	3. When the Swallows Come Back to Capistrano	4	3. Blueberry Hill
4	4. BLUEBERRY HILL	4	4. Sierra Sue	3	4. When the Swallows Come Back to Capistrano
5	5. GOD BLESS AMERICA	5	5. I'm Nobody's Baby	—	5. Practice Makes Perfect
6	6. I'M NOBODY'S BABY	6	6. The Nearness of You	6	6. Fools Rush In Where Angels Fear to Tread
7	7. FOOLS RUSH IN WHERE ANGELS FEAR TO TREAD	7	7. Fools Rush In Where Angels Fear to Tread	7	7. I'm Nobody's Baby
8	8. THE NEARNESS OF YOU	8	8. God Bless America	8	8. The Nearness of You
9	9. PRACTICE MAKES PERFECT	9	9. All This and Heaven Too	12	9. All This and Heaven Too
10	10. THE BREEZE AND I	10	10. The Breeze and I	2	10. The Breeze and I
11	11. SIX LESSONS FROM MADAME LA ZONGA	11	11. Love Lies	11	11. God Bless America
12	12. ALL THIS AND HEAVEN TOO	12	12. Trade Winds	9	12. Six Lessons From Madame La Zonga
13	13. MAKE BELIEVE ISLAND	13	13. Practice Makes Perfect	13	13. I Can't Get Indiana Off My Mind
14	14. I CAN'T GET INDIANA OFF MY MIND	14	14. I Can't Get Indiana Off My Mind	—	14. That's for Me
15	15. I'M STEPPING OUT WITH A MEMORY TONIGHT	15	15. Only Forever	10	15. Make Believe Island
		MIDWEST		SOUTH	
		1	1. I'LL NEVER SMILE AGAIN	1	1. I'LL NEVER SMILE AGAIN
		1	2. When the Swallows Come Back to Capistrano	6	2. Sierra Sue
		6	3. God Bless America	2	3. When the Swallows Come Back to Capistrano
		4	4. Sierra Sue	4	4. Blueberry Hill
		7	5. Blueberry Hill	3	5. I'm Nobody's Baby
		9	6. I'm Nobody's Baby	7	6. The Breeze and I
		11	7. Fools Rush In Where Angels Fear to Tread	11	7. Six Lessons From Madame La Zonga
		12	8. The Nearness of You	12	8. Fools Rush In Where Angels Fear to Tread
		3	9. Practice Makes Perfect	5	9. God Bless America
		8	10. The Breeze and I	9	10. The Nearness of You
		11	11. Make Believe Island	—	11. Call of the Canyon
		12	12. Six Lessons From Madame La Zonga	—	12. I Can't Get Indiana Off My Mind
		10	13. All This and Heaven Too	—	13. Playmates
		—	14. I'm Stepping Out With a Memory Tonight	—	14. Practice Makes Perfect
		—	15. I Am an American	—	15. Maybe

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WJZ, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, September 6. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

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

Position	Title	Publisher	Plugs
Last This Wk. Wk.			Net Indle
8	1. MAYBE	Robbins	50 18
1	2. PRACTICE MAKES PERFECT	BMI	43 10
11	3. THAT'S FOR ME (F)	Famous	42 11
5	4. ALL THIS AND HEAVEN TOO	Remick	25 17
10	4. I'M NOBODY'S BABY (F)	Feist	25 14
2	5. I'LL NEVER SMILE AGAIN	Sun	24 25
3	6. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	Witmark	23 17
—	6. RHUMBOOCIE (F)	Leeds	23 3
11	7. ONE LOOK AT YOU (F)	Paramount	22 4
7	8. TRADE WINDS	Harms	21 25
9	9. FOOLS RUSH IN	Bregman, V. & C.	18 14
4	10. NEARNESS OF YOU	Famous	17 17
7	10. LOVE LIES	Feist	17 13
12	10. I CAN'T RESIST YOU	Agar	17 11
9	11. SIX LESSONS FROM MADAME LA ZONGA	Bregman, V. & C.	16 9
12	11. CALL OF THE CANYON	Shapiro-Bernstein	16 8
5	12. I CAN'T GET INDIANA OFF MY MIND	Santly, J. & S.	15 16
5	12. BLUEBERRY HILL	Chappell	15 9
8	13. ORCHIDS FOR REMEMBRANCE	Miller	14 12
10	13. GET THE MOON OUT OF YOUR EYES	Paramount	14 7
—	13. DOWN BY THE OHIO	Forster	14 5
10	13. MISTER MEADOWLARK	Mercer	14 4
2	14. SIERRA SUE	Shapiro-Bernstein	13 5
11	14. DANNY BOY	Mills	13 2
—	15. AND SO DO I	E. B. Marks	12 14
—	15. NOW I LAY ME DOWN TO DREAM	Remick	12 8
12	15. THERE I GO	BMI	12 4
—	16. ONLY FOREVER (F)	Santly, J. & S.	11 23
—	16. THE BREEZE AND I	E. B. Marks	11 14
11	16. MOON WON'T TALK	Regent	11 10
—	16. TONIGHT	Southern	11 7
—	16. A MILLION DREAMS AGO	Berlin	11 4
—	16. SAME OLD STORY	BMI	11 2
11	17. CROSSTOWN	Shapiro-Bernstein	10 5



Celebrating Our First Anniversary
at the

ST. MORITZ ON-THE-PARK

NEW YORK CITY

(beginning our 2nd year September 10th)
Held Over Indefinitely

EDDIE VARZOS

HIS VIOLIN AND HIS ORCHESTRA
featuring Danny Varzos at the piano

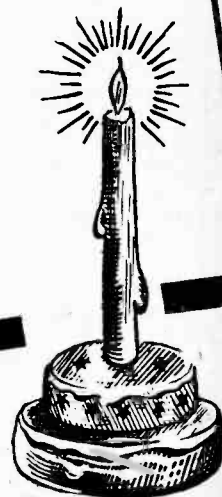
A Great Big THANKS to all who made our first 52 weeks so successful

Especially to:
S. GREGORY TAYLOR
President and Managing Director
St. Moritz on-the-Park

The Boys in the Band Who Have Co-Operated so Splendidly

- DANNY VARZOS featured pianist
- JACK WUERL violin, clarinet and baritone sax
- JOHN GRIMARDI accordion and solovox
- JOHN PERRING drums and vibraphone
- ELMER KANE cornet
- MARCELLA HENDRICKS vocalist
- BOBBY DIAZ Cuban boy vocalist

ROBERT REUD
Publicity Director
St. Moritz on-the-Park



Music Items

Publishers and People

BOB MILLER, formerly with Sun Music, joined Mercer-Morris to contact in the Midwest territory.

Roy Music Company bought *Love on a Shoestring*, by Ernest Ford and Doc Bechtel, a couple of Texas tunesmiths. Mercer-Morris accepted Gray Gordon's arrangement of *Molly Malone*.

Evan Georgeoff Music Publishing Company, Cleveland, will open a branch office in New York, with the standard bearer of the firm coming into New York to head it from there.

Lou Levy, Mickey Goldsen, and Happy Goday are working to push the Leeds tune, *Kumboogie*, into the top radio brackets in preparation for the release of the Andrews Sisters' flicker, *Argentine Nights*, in which the song is being featured.

Songs and Such

GLADYS SHELLEY and Ted Mossman have knocked off a new one, *Six PM*, which Chappell is publishing.

Josephine Royle, who deserted the stage some years ago, penned a new patriotic tune, *We Are Freeman*.

Zora Layman, NBC singer, has collaborated with Jack Allison, arranger for Frankie Masters, and Leo Goldsmith in their torch song, *Free*. Placed with Kanner Music Company.

Teddy Hall and Don George have a new ballad up their sleeve entitled *Concert to the Stars*. Doraine Music Company publishing.

Al Kavelin, who recorded his newie, *I Give You My Word*, on Columbia's Okeh label, isn't turning it over to a publisher until the reactions from his disk of the tune are in.

Henri Woode got himself a bunch of collaborators to turn out two new songs, including "I'm Afraid To Love," with the additional aid of Evelyn Stewart. It's being published by Famous. Jules Loman and Jimmie Jackson are giving an assist on "Gotta Have Your Love." Mello-Art publishing the latter.

"We Three (My Echo, My Shadow, and Me)," published by Mercer-Morris, has been recorded by the Ink Spots, Bob Chester, and Ray Herbeck, without the tune being released as yet.

Trend of the Times

PHILADELPHIA, Sept. 7.—Another indication that swing is going the way of all flesh is seen in the contest being promoted by the 9:15 Express, daily record program on WHAT. Instead of asking listeners to vote for their favorite swing king, balloting is for the sweet music masters. And instead of the call for hi-de-ho fans, it's a "Battle of the Sweets and Sways."

Hollywood Highlights

TWENTIETH CENTURY - FOX signed Mack Gordon and Harry Warren to write the musical score for *They Met in Rio*.

Irving Berlin is on the Coast scouting talent for his new Broadway musical.

Hal Borne, arranger for Johnny Mercer and Fred Astaire, had his newest song, *I Ain't Hep to That Step*, placed in the new Astaire-Paulette Goddard musical, *Second Chorus*. Paramount producing.

Philly Jottings

GENE AUTRY is taking *Mary, the Prairie*, and *I* for his latest horse opy flicker, tune fashioned by Frank Capano, Billy Hays, and Jack Ziebler, Philadelphia tunesmiths.

In the same town Michael Davis, stage player turned songwriter, has Tommy Dorsey lending an interested ear to his *Say We're Not Thru*, while Eddie O'Neil is trying to attract publishers with a novelty, *I'm Glad I Made You Cry*, "Cause Now Your Face Is Clean."

Harry Dichter, caterer in Philadelphia, has compiled enough data on his favorite subject, sheet music, to publish a volume on it. The title of his tome is *Early American Sheet Music: It's Lure and Lore*, and should be in the book stalls by next month.

Ohio Dansant Starts Season

DOVER, O., Sept. 7.—Spanish Ballroom, ace dansant here managed by Vincent J. Weber, bowed Labor Day (2) for the fall and winter. Ross Halamay orchestra played for the inaugural. Policy will continue social plan, with number of weekly sessions still indefinite.



Selling the Band

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

Aeronautical

THE "Skyline Rhythms" bannered by Ted Fio Rito and his Musical Pilots made a natural tie-in with American Airlines. Seymour Heller, Ted's personal manager, had American Airlines get up a series of airplane cut-outs tying in with the coming of the Fio Rito boys to an engagement. One set of cut-outs streamers the fact that the band is "coming," and the other is a double-plane card placed on the tables when the band is already on the stand. As might be expected, the public grabs up the planes as fast as they can be placed before them.

The double cut-out mentions the name of the spot, length of engagement, and carries a mention for Candy Candido and Frank Flynn, featured with the band. The advance planes advise when and where the band is "landing." The double planes, on the inside, suggest space for the autograph of "Captain Fio Rito" and on the second ship for signatures of the "crew." All the cut-outs carry a "Fly American Airlines" on the tail, with an "A A" stamped on the wings. Ted is getting writer's cramp autographing the plane souvenirs.

Koki-Koki Klub

WHILE the usual procedure is for the maestro to identify himself with a definite musical style, Herby Woods, finishing out the season at Hunt's Ocean Pier, Wildwood, N. J., makes his bid for fame with a dance routine. Has

been bannered a Koki-Koki dance step, a Boston outgrowth of the Lambeth Walk and its like, Herby getting out on the floor and teaching the step to the dancers.

Dance tidbit has been catching on terrifically, with the result that Herby has now organized a Koki-Koki Klub among his fans. Name and address are necessary for the membership card, which means the maestro is building up an all-important mailing list. Card carries a face cut of the maestro, and reading matter is all smartly worded and lettered to make it a desired item, especially among the younger element. Even has a password for the club, "Put your right foot out and wiggle your ears," the first line of the descriptive song that accompanies the dance step.

Record dealers and music merchants might well make copy of the prescription "For Mental Indigestion" offered to record buyers by the J. H. Trout Music House, Lancaster, Pa. It's just what the doctor ordered when it prescribes:

"For mental indigestion there's nothing like a 'jam sessie' with records by the Swingmasters of America! When these Rulers of Rhythm start putting in their Hot Licks lit' shivers run up and down your spine, mental fog blows away, problems seem to solve themselves, your entire outlook looks up and brightens! We're no doctors, but we don't hesitate to prescribe Melodies for Maladies! Come in and hear the latest!"

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. **\$17.50**

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

10,000 ... \$6.00
20,000 ... 7.25
50,000 ... 10.75

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

Orchestra Routes



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

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

A
Abb, Vic (Stuyvesant) Buffalo, h.
Akin, Bill: (Club 17) Hollywood, nc.
Alberto: (Music Bar) Atlantic City, c.
Alexander, Van: (Sea Girt Inn) Sea Girt, N. J., nc.
All, Bardu: (Paradise Club) Atlantic City, nc.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Alvarez, Don: (Conga Casino) Asbury Park, N. J., nc.
Aristocrats, Four: (Shawnee) Springfield, O., h.
Arthur, Artie: (Ken) Boston, nc.

B
Bakay, George: (Wilson's) Phila, nc.
Barrett, Hugney: (Ten Eyck) Albany, N. Y., h.
Barrows, Charlie: (Berkeley-Carteret) Asbury Park, N. J., h.
Becker, Saxie: (Top Hat) Phila, ro.
Beekman, Jack: (Brown) Louisville, h.
Benedict, Gardner: (Netherland Plaza) Cincinnati, h.
Bernie, Ben: (Palace) Cleveland, t.
Biltmore Boys: (Sir Francis Drake) San Francisco, h.
Blaine, Jerry: (Deshler Wallick) Columbus, O., h.

C
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont Plaza) Boston, re.
Bradd, Eddie: (Herman's Continental) Atlantic City, re.
Bradley, Will: (Paramount) NYC, t.
Bragale, Vincent: (Beachcomber) Boston, nc.
Brigode, Ace: (Avalon) Niles, Mich., 11-16, b.
Brown, Les: (Arcadia) NYC, b.
Byrne, Bobby: (Glen Island Casino) New Rochelle, N. Y., ro.
Bryson, Jack: (Belvedere) Baltimore, h.
Burke, Morty: (Purple Derby) Phila, nc.
Bush, Eddie: (Hurricane) NYC, nc.
Busse, Henry: (El Patio) Reno, Nev., 12; (Memorial) Vallejo, Calif., 13; (Sweets) Sacramento 14-15, b.

D
Caballeros, Gay: (Glen Island Casino) New Rochelle, N. Y., ro.
Cabot, Tony: (Villa Moderne) Chi, nc.
Cameron, Cecil: (Jasper Park Lodge) Alberta, Can., h.
Canay, Fernando: (Ross-Fenton Farms) Asbury Park, N. J., ro.
Camden, Eddie: (Cold Springs) Hamilton, Ind., h.
Carlsen, Bill: (Elitch Gardens) Denver, nc.
Carlyn, Tommy: (Ye Olde Tavern) West Brookfield, Mass., nc.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Chesny, Louis: (Merry Gardens) Lynchburg, Va., nc.
Childs, Reggie: (Brighton Beach) Brooklyn, h.
Clark, Lowry: (Book-Cadillac) Detroit, h.
Clarke, Buddy: (Park Central) NYC, h.
Clements, Curly: (Vaughan House) Caribou, Me., h.
Clinton, Larry: (Strand) NYC, t.
Clyde, Harold: (Canyon Supper Club) Wichita, Kan., nc.

E
Cobina, Carlos: (Biltmore) NYC, h.
Coffey, Jack: (Leighton's Halfway House) Darien, Conn., ro.
Colett, Syl: (Greywolf Tavern) Sharon, Pa., nc.
Coleman, Emil: (Chez Paree) Chi, nc.
Columbo, Harold: (Royal Cafe) Camden, N. J., c.
Conkling, Lockwood: (Glen Island Casino) New Rochelle, N. Y., ro.
Cordero, Romulo: (Cuban Casino) NYC, nc.
Cordoba, Lolita: (El Chico) Pittsburgh, nc.
Cromwell, Chauncey: (Tutwiler) Birmingham, Ala., h.
Crusaders, The: (La Salle) Chi, h.
Cutler, Ben: (Rainbow Room) NYC, nc.

F
Davey, Arthur: (Villegue's) Sheephead Bay, N. Y., re.
Davidson, Bill: (Star Dust Inn) Pleasantville, N. J., nc.
Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.
Day, Bobby: (Arcadia) NYC, b.
De La Rosa, Oscar: (Havana Madrid) NYC, nc.
De Lao, Rafael: (Cuban Casino) NYC, nc.
Dennis, Dave: (Hollywood) West End, N. J., h.
DeSalvi, Emil: (L'Aiglon) Chi, re.
Devine, Paul: (Gull Lake) Battle Creek, Mich.
Dibert, Sammy: (Powatan Club) Detroit, nc.
Dickler, Sid: (Anchorage) Pittsburgh, nc.
Ding Bell & Chuck Wagon Boys: (Bismarck B-Bar-H) Chi, h.
Donahue, Al: (Totem Pole) Auburndale, Mass., nc.
Drummond, Jack: (Wright's Tavern) Plainville, Conn., re.
Duchin, Eddy: (Waldorf-Astoria) NYC, h.
Duke, Jules: (Tutwiler) Birmingham, h.
Dunsmoor, Eddy: (Colony Club) McClure, Ill., nc.

G
Eby, Jack: (Royal Palm) Miami, nc.
Eldredge, Row: (Kelly Stables) NYC, nc.
Ellington, Duke: (Sherman) Chi, h.
Ellis, Joe: (Queequeg) NYC, re.
Emma, Pete: (Lakeside) Albany, N. Y., h.
Engel, Freddy: (Day Line Boats) Albany N. Y.
Evans, Bobby: (Cotton Club) Phila, nc.
Faye, Lew: (Fiesta Danceteria) NYC, re.
Fedor, Jerry: (Fischer's Casino) Detroit, nc.
Fidler, Lew: (Tampa Terrace) Tampa, Fla., h.
Fielder, Johnny: (Plaza) San Antonio, h.
Flelding, Alan: (Club Ball) Phila, nc.
Fisher, Freddie: (Happy Hour) Minneapolis, c.
Fisher, Art: (Club Minuet) Chi, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Fontaine, Sonny: (Walton) Phila, h.
Francisco, Don: (Palmer House) Chi, h.
Freedley, Bob: (Troc) NYC, nc.
Fuhrman, Clarence: (Willow Grove) Willow Grove, Pa., p.

H
Gaines, Charlie: (Lexington Casino) Phila, nc.
Garr, Glenn: (Rustic Cabin) Englewood Cliffs, N. J., nc.
Gasparre, Dick: (Plaza) NYC, h.
Gaston: (Monte Carlo) NYC, cb.
Gates, Bill: (Blue Room) Beach Arlington, N. J., nc.
Gentlemen of Rhythm: (De Witt Clinton) Albany, N. Y., h.
Gill, Emerson: (Green Mill) Saginaw, Mich., nc.
Glass, Billy: (Pastor's) NYC, nc.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Gray: (Edison) NYC, h.
Gordon, Chuck: (Pier) Ocean City, Md., b.
Gordon, Paul: (Chez Paree) Omaha, nc.

Gordon, Don: (Armbruster's) Great River, N. Y., ro.
Gorman, Johnny: (Club Casa Rio) Atlanta, nc.
Granado, Guy: (Fiesta Danceteria) NYC, re.
Grant, Tommy: (Peninsula House) Seabright, N. J., h.
Grayson, Hal: (Wil-Shore) Chi, b.
Green, Hy: (Harmony) Hurleyville, N. Y., cc.

I
Hahn, Al: (Paxton) Omaha, h.
Hale, Tige, Concert Band: (Fair) Wooster, O.
Hall, Sleepy: (Biltmore) NYC, h.
Hamp, Johnny: (President) Atlantic City, h.
Harper, Don: (Grove) Orange, Tex., nc.
Harris, George: (Bradford) Boston, h.
Hawaiian Trio: (University Grill) Albany, N. Y., nc.
Hayes, Joe: (Streets of Paris) Phila, nc.
Hays, Billy: (Open Door Cafe) Phila, nc.
Hecksher, Ernie: (Clift) San Francisco, h.
Hendricks, George: (Cobb's Mill Inn) Weston, Conn., nc.
Herbeck, Ray: (Log Cabin) Armonk, N. Y., ro.
Herman, Woody: (New Yorker) NYC, h.
Herr, Chic: (Heldberg) Akron, O., nc.
Hilburn, Mark: (The Inn) Buck Hill Falls, Pa., re.
Hill, Benny: (Tops) Phila, c.
Hoffman, Ray: (Red Fox Tavern) South Merchantville, N. J., nc.
Holman, Syd: (Blue Room) Beach Arlington, N. J., nc.
Holmes, Miller: (Gym) University, Miss., b.
Holmes, Herbie: (Beverly Hills) Newport, Ky., cc.
Holst, Ernie: (Ritz-Carlton) Boston, h.
Hope, Al: (Park Lane) NYC, h.
Horton Girls: (Paragon) Burlington, Vt., re.
Hudson, Dean: (Cavalier Beach) Virginia Beach, Va., h.
Hudson, Will: (Lincoln) NYC, h.
Hugo, Victor: (Little Rathskeller) Phila, nc.
Humbert, Don: (Ort's) Boston, c.
Hutton, Ina Ray: (Astor) NYC, h.

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

J
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
Jackson, Jimmy: (Paradise) Chi, b.
Jackson, Armond: (Paramount Club) La Salle, Ill., nc.
Jaffee, Moe: (Poland Spring House) Poland Spring, Me., nc.
James, Sonny: (Renault Tavern) Atlantic City, nc.
Jarvis, Eddie: (Di Pinto's) Phila, c.
Jay, Lou: (Wagon Wheel) Atlantic City, nc.
Jean, George: (Melody Mill) Chi, b.
Johnson, Buddy: (The Place) NYC, nc.
Johnson, Freddy: (Club 509) Detroit, nc.
Johnson, Johnny: (Monterey) Asbury Park, N. J., h.
Jordan, Snooks: (Pinto's) NYC, nc.
Jouneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Aragon) Chi, b.

K
Kaahue, Johnny: (Roosevelt) Pittsburgh, h.
Kara, Peter: (Roseland) NYC, b.
Karson, Maria, Musicales: (Miami) Dayton, O., h.
Kavelin, Al: (Essex House) NYC, h.
Kaye, Freddy: (Olson's) Chi, re.
Kaye, Sammy: (Earle) Washington, D. C., t.
Keith, Karl: (Primrose) Newport, Ky., cc.
Kendis, Sonny: (Beachcomber) NYC, nc.
Kenley, Billy: (Essex) Boston, h.
Kent, Roger: (The Embassy) Brooklyn, re.
Kent, Peter: (New Yorker) NYC, h.
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.

L
Kling, Russell: (Steve's) NYC, nc.
Kling, Teddy: (Chez Ami) Buffalo, nc.
Kling, Wayne: (Edgewater Beach) Chi, h.
King, Henry: (Mark Hopkins) San Francisco, h.
King's Jesters: (Philadelphia) Phila, h.
Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.
Korn-Kobblers: (Ballantines Inn) World's Fair, NYC.
Kovach, Johnny: (Continental Room) Fords, N. J., nc.
Krupa, Gene: (Eastwood Gardens) Detroit, nc.
Kuhn, Dick: (Ritz-Carlton) Atlantic City, h.
Kurtze, Jack: (Carter) Cleveland, h.

M
Le Baron, Eddie: (La Conga) NYC, nc.
Ladd, Lew: (Essex) Boston, h.
Lamb, Drexel: (Roseland Inn) Jackson, Mich., nc.
Lake, Sol: (606 Club) Chi, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Lou: (Canoe Place Inn) South Hampton, L. I., nc.
Lansberry, Hal: (Leighton's Tavern) Ardsley, N. Y., ro.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Gene: (Windsor) Rochester, N. Y., h.
Le Roy, Howard: (Ohio) Youngstown, O., h.
Lester, Earle: (Colonial) Bridgeport, Pa., h.
Lester, Bill: (Homestead) Kew Gardens, L.I., h.
Levant, Phil: (Bismarck) Chi, h.
Lewis, Bud: (Pine Tavern) Trenton, N. J., nc.
Livingston, Jerry: (Peabody) Memphis, h.
Locke, Floyd: (Westwood Club) Little Rock, Ark., nc.
Lunceford, Jimmy: (Casa Manana) Culver City, Calif., b.
Lynn, Bert: (La Conga) Hollywood, nc.

N
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., nc.
McDowell, Saxie: (Edgewood Inn) Albany, N. Y., nc.

O
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGrane, Don: (Diamond Horseshoe) NYC, nc.
McHale, Jimmy: (Westminster) Boston, h.
McGuire's, Jimmy, Rhythmaires: (Wilson's) Trenton, N. J., nc.
McLain, Russ: (Dempsey's Broadway Bar) NYC, c.
Madden, Bill: (Traymore) Atlantic City, h.
Madres, Eddie: (Golden Dragon) Wildwood, N. J., c.
Madriguera, Enric: (Lido Club) Long Beach, N. Y., cc.
Mallak, Gene: (Rendezvous) Gaylord, Mich., c.
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.
Manuel, Don: (Woodruff) Joliet, Ill., h.
Manzanares, Jose: (La Conga) Chi, nc.
Marinara, Joe: (Park Lane) NYC, h.
Martell, Paul: (Arcadia) NYC, b.
Martin, Bobby: (Jiggs) NYC, re.
Masters, Charlie: (20th Century Tavern) Phila, nc.
Masters, Frankie: (Taft) NYC, h.
Mathey, Nicholas: (Russian Kretchma) NYC, re.
Matteo, Dan: (Brown Derby) Albany, N. Y., nc.
Maya: (La Conga) NYC, nc.
Meadows, Frankie: (Swing Club) NYC, nc.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Meyers, Al: (Engleisle) Beach Haven, N. J., h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Murray: (Dempsey's Broadway Bar) NYC, c.

Bands on Tour—Advance Dates

TINY HILL: Shadoak Park, Clinton, Ia., Sept. 12; Excelsior (Minn.) Park, 13-15; Oshkosh (Wis.) Theater, 17; Eagles' Ballroom, Sheboygan, Wis., 18; Oasis Ballroom, Michigan City, Ind., 19; Cedar Lake Park, Kiel, Wis., 22; Avalon Ballroom, Niles, Mich., 25-29.
BOYD RAEBURN: Tune Town Ballroom, St. Louis, Sept. 12-15.
BOB CHESTER: Adams Theater, Newark, N. J., Sept. 13 week.
VAN ALEXANDER: Manhattan Beach, Brooklyn, Sept. 13-14.
ADRIAN ROLLINI TRIO: Hippodrome Theater, Baltimore, Sept. 13 (week).
GEORGE HALL: Philmonte Country Club, Philadelphia, Sept. 13; Steel Pier, Atlantic City, 14-15.
TOMMY TUCKER: Steel Pier, Atlantic City, Sept. 14-15.
DEL COURTNEY: Castle Farm, Cincinnati, Sept. 14; Tune Town Ballroom, St. Louis, 17, 19, 20, 21, 22.
GEORGE OLSEN: Hotel Statler, Detroit, Sept. 19; Packard Motor Company, Detroit, 20; Strand Theater, Lansing,

Mich., Sept. 29-Oct. 2; I. M. A. Auditorium, Flint, Mich., Oct. 5; State Theater, Kalamazoo, Mich., 6-9; Michigan Theater, Jackson, Mich., 10-12; Michigan Theater, Ann Arbor, Mich., 13-14; Keith Theater, Grand Rapids, Mich., 17-19.
BENNY CARTER: Strand Ballroom, Philadelphia, Sept. 19.
JIMMY DORSEY: Flatbush Theater, Brooklyn, Sept. 19 (week); Windsor Theater, Bronx, New York, 26 (week).
ACE BRIGODE: Music Box, Omaha, Sept. 19-Oct. 2.
COUNT BASIE: Auditorium, Birmingham, Ala., Sept. 25; Auditorium, Raleigh, N. C., Oct. 4.
LOUIS PRIMA: Apollo Theater, Sept. 27 (week).
WILL OSBORNE: Municipal Auditorium, Beatrice, Neb., Oct. 3; University of Wichita (Kan.), 4; Pla-Mor Ballroom, Kansas City, Mo., 5.
AL DONAHUE: Flatbush Theater, Brooklyn, N. Y., Oct. 10 (week); Windsor Theater, Bronx, New York, 17 (week).

Miller, Glenn: (Keith) Boston, t.
Mills, Skippy: (Asbury-Essex) Asbury Park, N. J., h.
Mills, Jay: (Colony Surf Club) Asbury Park, N. J., nc.
Molina, Carlos: (State-Lake) Chi, t.
Monahan, Josephine: (Stanley) Estes Park, Colo., h.
Monchita: (Colony) Chi, nc.
Monroe, Vaughn: (Seller's Ten Acres) Wayland, Mass., nc.
Moore, George: (Albany Arms) Atlantic City, c.
Morris, George: (Whirling Top) NYC, nc.
Morris, Benny: (Herman's Continental Room) Atlantic City, nc.
Morton, Gerry: (Plaza) NYC, h.
Morton, Ray: (Yacht Club) Sea Bright, N. J., nc.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murphy, Prof. F.: (New Goblet) Albany, N. Y., nc.

N
Nanette, Marie: (Hofbrau) Wildwood, N. J., nc.
Nave, Sal: (Montgomery House) Conshohocken, Pa., h.
Navis, Mary: (Yacht Club) Phila, nc.
Neibaur, Eddie: (Marigold) Chi, b.
Nielsen, Paul: (Greystone) Mansfield, O., nc.
Noble, Ray: (Palmer House) Chi, h.
Noble, Leighton: (Cleveland) Cleveland, h.
Norman, Duke: (Pleasant View) Reading, Pa., h.

O
Oger, Bill: (Hillcrest) Toledo, h.
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Olman, Val: (La Martinique) NYC, nc.
Oliver, Eddie: (Stevens) Chi, h.
Oliver, Fred: (Warwick) NYC, h.
Orlando, Carlos: (Nor-bridge) Phila, nc.
Orlando, Don: (Chez Paree) Chi, nc.
Osborne, Will: (Colonial) Dayton, O., t.
Owens, Harry: (St. Francis) San Francisco, h.

P
Palermo, William: (La Marquise) NYC, nc.
Palmquist, Ernie: (Trocadero) Wichita, Kan., nc.
Panchito: (Versailles) NYC, nc.
Pantone, Mike: (Manor Inn) Albany, N. Y., nc.
Parker, Paul: (Hunter's Inn) Albany, N. Y., nc.
Parks, Bobby: (Child's Spanish Gardens) NYC, re.
Patrick, Henry: (Stork Club) Phila, nc.
Patterson, Pat: (Pine Inn) Albany, N. Y., nc.
Perez, Milo: (885) Chi, nc.
Perry, Ron: (Belvedere) NYC, h.
Peterson, Dee: (Clayton Casino) Clayton, N. Y., nc.
Petti, Emile: (Savoy-Plaza) NYC, h.
Pinelli, Sam: (Martino's Grill) Asbury Park, N. J., nc.
Powell, Walter: (Old Vienna) Cincinnati, nc.
Prager, Col. Manny: (Chippewa Lake) Cleveland, p.
Prima, Louis: (Chatterbox) Mountsinside, N. J., nc.
Prospero, Fritz: (Rainbow Room) NYC, nc.

Q
Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R
Rapp, Barney: (Barney Rapp's) Cincinnati, nc.
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.
Ravazza, Carl: (Chase) St. Louis, h.
Ray, Alvin: (Biltmore) NYC, h.
Reack, George: (The Cave) San Bernardino, Calif., nc.
Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Ricardel, Joe: (Claremont Inn) NYC, nc.
Ricardo, Don: (Casa Loma) Missoula, Mont., nc.
Riley, Mike: (Fontaine Ferry) Louisville, p.
Rizzo, Vincent: (Walton) Phila, h.
Roberts, Jole: (Gypsy Camp) Trenton, N.J., nc.
Roberts, Red: (Madura's Danceland) Hammond, Ind., nc.
Rocaforte, Joseph: (Valenti) Rockway, L.I., h.
Rodman, Will: (Blackstone) Wildwood, N.J., c.
Rogers, Buddy: (Baker) Dallas, h.
Rodriguez, Johnny: (Riley's Lake House) Saratoga, N. Y., nc.
Roth, Eddie: (Alabama) Chi, nc.
Rudolph, Jack: (Hollywood Grill) Sharon, Pa., nc.
Rudisell, Rudy: (Gibson) Cincinnati, h.
Russell, Jack: (White City) Chi, b.
Russell, Mark: (Eden) Chi, nc.

S
Sabin Paul: (Henry Grady) Atlanta, h.
Sacacas: (Colony Club) Chi, nc.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sandler, Bernie: (Glen Casino) Glen Park, Williamsville, N. Y., nc.
Sands, Phil: (Atlantic Beach) Atlantic Beach, L. I., h.
Saunders, Red: (Club Delissa) Chi, nc.
Saunders, Hal: (St. Regis) NYC, h.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Sharkey, Bill: (Troc) NYC, nc.
Shelton, Jerry: (Ambassador) Chi, h.
Shelton, Dick: (Blackhawk) Chi, re.
Shepard, Les: (Forest Park Casino) Toledo, O., nc.
Shevlin, Pat: (Evergreen Casino) Phila, nc.
Shilling, Bud: (Terrace Gardens) Port Clinton, O., nc.
Silva, Romeo: (Brazilian Pavilion) World's Fair, N. Y., re.
Sisile, Nobel: (Diamond Horseshoe) NYC, nc.
Small, Wilson: (Hillside Tavern) Albany, N. Y., nc.
Smith Sisters: (Kenmore) Albany, N. Y., h.
Snider, Billy: (Lookout House) Covington, Ky., nc.
Sousa III, John Philip: (Paxton) Omaha, h.
South, Eddie: (Capitol Cocktail Lounge) Chi, c.
Spitalny, Maurice: (Mission Inn) Latrobe, Pa., ro.
Spratt, Jack: (Knickerbocker Gardens), Flint, Mich., nc.
Stanley, Roger: (London Chop House) Detroit, nc.
Steck, Gus: (The Brook) Summit, N. J., nc.
Stevens, Bert: (Governor Clinton) NYC, h.
Stoeffler, Wally: (Belvedere) Baltimore, h.
Story, Lew: (Graemere) Chi, h.
Stuhl, Benny: (Tutwiler) Birmingham, h.
Sudl, Joe: (Schroeder) Milwaukee, h.
(See ORCHESTRA ROUTES on page 27)

Jolson Takes 47G In Two Phil Wks.

PHILADELPHIA, Sept. 7.—Al Jolson grabbed off a profitable \$47,000 for his fortnight with *Hold On to Your Hats* at the Forrest Theater ended tonight (7). Gate not sensational, but considered good in view of the fact that the season opened before Labor Day. Started on a Tuesday (27) and played extra matinee first week, tallying \$22,500. New Jersey flood rains keeping folks at home on Labor Day helped the current week, with usual Wednesday matinee switched to the holiday, bringing in \$24,500 total for the second stanza.

Musical well received by both press and public.

House darkens until September 16. Jolson making a third week, when Ed Wynn comes in with *Boys and Girls Together*. Locust Street Theater makes up for the slack in reopening Monday (9) with new *Pins and Needles*.

St. Louis Muni Opera Sets 1-Show Record

ST. LOUIS, Sept. 7.—It took the final performance of *The Great Waltz*, which was the final showing of the 1940 season of the St. Louis Municipal Opera, Sunday night, September 1, to break the all-time single night attendance record of the 22 seasons of musical presentations in the Forest Park Amphitheater, when 10,991 persons attended, with approximately 3,500 people turned away. The total attendance for the 1940 season was 765,156 for 91 performances, as compared to 686,045 for last year, when 83 performances were given, making a season's average of 8,408 for each single performance this year, as compared to an average of 8,265 last year.

Besides setting a new high mark for attendance at a single performance, *The Great Waltz* drew 70,089 for the week, the third largest weekly attendance in the history of the opera. The largest single week was 72,251 for *Roberta* in 1938, and the second largest 70,840 for *Rosalie* the same season.

Capacity audiences were the vogue almost nightly for the early weeks of this season. However, extremely hot weather in July, followed by many days of threatening clouds and downpours, hit the box office severe wallops. All shows, with the exception of *The American Way*, ran seven nights each.

Attendance at each play, including the 1,700 who sat nightly in the free seats at the rear of the auditorium, was as follows, in the order of their attendance figures: *The American Way*, 14 performances (first time in St. Louis), 109,492; *The Great Waltz*, 70,089; *Rio Rita*, 68,187; *Naughty Marietta*, 65,181; *Good News*, 62,226; *Apple Blossoms* (first time at Municipal Opera), 60,278; *The Chocolate Soldier*, 60,028; *Babes in Arms* (first time in St. Louis), 59,241; *Rosalie*, 57,269; *Anything Goes* (first time at Muni Opera), 54,337; *East Wind*, 51,168; *Knickerbocker Holiday* (first time in St. Louis), 47,600.

The 1940 season was one of the costliest sponsored by the Municipal Theater Association in recent years. As a result, a preliminary survey indicates that the season will result in a deficit, according to Paul Beismann, general manager, and other opera officials. The extent of the loss, however, cannot be determined until accountants complete an audit of the books, which will be presented to the board of directors in several weeks.

It is assured, however, that the surplus which has accrued from previous seasons will more than make up the loss of the 1940 season, so that guarantors will not be called upon for financial aid.

Oberfelder's Denver Bookings

DENVER, Sept. 7.—Arthur M. Oberfelder has announced a complete series of legitimate attractions in addition to his Greater Artist Series and the Celebrity Series. Legits booked for this season include Gertrude Lawrence in *Sky-lark*, September 9-10; Flora Robson in *Ladies in Retirement*, September 26; Tallulah Bankhead in *Little Foxes*, November 27-28; Cornelia Otis Skinner, December 7; Katharine Hepburn in *Philadelphia Story*, December 31 and January 1; *The Man Who Came to Dinner* (January date not definite); John Barrymore in *My Dear Children*, March 7-8; Alfred Lunt and Lynn Fontanne in *There Shall Be No Night*, March 12.

BROADWAY RUNS			
Performances to Sept. 7, Inclusive.			
Dramatic			
Kind Lady (revival) (Playhouse)	Sept. 3	---	7
Life With Father (Empire)	Nov. 8	---	350
Man Who Came to Dinner	Oct. 16	---	376
The (Music Box)	Mar. 23	---	193
Separate Rooms (Plymouth)	Dec. 4	---	2869
Tobacco Road (Forrest)	Dec. 11	---	312
Musical Comedy			
DuBarry Was a Lady (46th St.)	Dec. 6	---	318
Louisiana Purchase (Imperial)	May 28	---	119
New Hellzapoppin (Winter Garden)	Dec. 11	---	312

Buffalo Awaits Guild Shows; Outlook OK

BUFFALO, Sept. 7.—The Erlanger Theater, only legit house here, is making elaborate plans for a full season. The most interesting development for the 1940-'41 season is the acquisition of six Theater Guild plays in a subscription series. Buffalo, always short of good bookings in past years, expects finally to come into its own.

First Guild presentation is to be *The Philadelphia Story*, with Katharine Hepburn, which will play its second road engagement here on October 10. In addition to the Hepburn comedy the Guild shows will be Robert E. Sherwood's *There Shall Be No Night*, with the Lunts; Saroyan's *The Time of Your Life*, with Eddie Dowling and Julie Haydon; Ernest Hemingway's *The Fifth Column*, with Franchot Tone, and *Twelfth Night*, with Helen Hayes and Maurice Evans. The sixth play is not set.

A whirlwind campaign for subscribers has already begun. Mrs. Merrill B. Meyer, appointed as Buffalo subscription manager, reports better than anticipated response. Series prices range from \$14.30 down to \$6.60.

Outside of the Guild series, the Erlanger expects to bring a full array of plays to the Queen City. It is opening the season September 16 with *Tobacco Road*, in its ninth time back.

Heavy Washington Bookings Are Made

WASHINGTON, Sept. 7.—Opening date for the National Theater has been set for Monday, September 23, with *Pins and Needles*. Altho no complete schedule has been worked out for the coming season, a number of shows are definitely on the books. These are *The Time of Your Life*, *Life With Father*, *The Male Animal*, *Fifth Column*, *Ladies in Retirement*, and *The Man Who Came to Dinner*. A few tryouts are being planned, which may include a new play for Maurice Evans, a new Kaufman-Hart production, and a new musical from Jerome Kern and Oscar Hammerstein.

As part of the Theater Guild-American Society subscription series Helen Hayes will appear here in the *Twelfth Night*. Musical comedy quota includes *Hellzapoppin*, *Too Many Girls*, and *Du Barry Was a Lady*. *Tobacco Road* probably will make another final appearance at the National, according to plans, before the movie by that name is released. Return engagements of *Philadelphia Story* and *The Little Foxes* are held as possibilities.

St. Louis Summer Spots Have Successful Season

ST. LOUIS, Sept. 7.—Sponsors of both the Civic Theater and Town Square Theater claim that the 1940 season will close "well in the black." Altho no figures have been given out, it is claimed that receipts and attendance have increased over 1939.

The estimated attendance at the Civic was in excess of 15,000, while the Town Square, which gave its final performance September 4, reached an attendance of approximately 6,000 for the season.

Conn. Cowbarn Notes

The Players' Guild at the Plymouth Theater, Milford, Conn., is closing this week after a 10-week season under direction of Frank Gaunt. Company enjoyed fairly successful season, with two productions, *Margin for Error* and *Kiss the Boys Goodbye*, each holding over for a second week. Closing production is *No Time for Comedy*.

Ben Plotkin's Pinebrooke Theater, Nichols, Conn., closed this week, making a complete cessation of summer theater activity in Southern Connecticut.

Summer Theater Reviews

"Something About a Soldier"

(Bucks County Playhouse)
NEW HOPE, PA.

A comedy by William Saroyan; directed by Jose Ferrer; settings by John Koenig. Cast includes Crahan Denton, Katherine Emery, Dickie Van Patten, Alfred Etcheverry, Morton L. Stevens, Becky Gardiner, Isabella Hoopes, Robert Emhardt, A. J. Herbert, Sayre Belden, Howard Freeman, Thomas Elliott, Carter Blake, and Fleming Ward.

This marks the third world preem in seven days for the daring young Saroyan and his pilliated typewriter along the barn circuit. Last week this barnstormer was left in a tree with *Sweeney*, and on the same Labor Day night Roslyn (L. I.) Playhouse opened with his *The Hero of the World*. It would seem that Saroyan is in full production with full steam ahead.

His *Soldier*, technically a comedy, is Saroyan's preachment against war—the current war—and all the evils pertaining thereto. However, he becomes overwhelmed by the subject, and, instead of the point striking home with the desired effect, the whole lesson is lost. No one knows quite where.

As was bruited about before the opening, the central character, Oscar Penrock, is a 71-year-old American author with a red beard, a Shavian vocabulary, and a world-wide reputation, intended as something of a satire on George Bernard Shaw. Saroyan himself, always vocal about his own work, provides his own account. "In this play, he says, "a

man of 70 who has lived a truly civilized life, along with his adopted son of 11, who has not as much as begun to live consciously at all, declare war against the political leaders of the world."

Crying out against the silly way man tries to settle his problems, Penrock argues if men must fight to settle their differences, why take the young men, those just beginning to live and love and make something of their lives? Instead, take the men over 50 and the children under 15. They are the alpha and omega of life—the one ready to die, the other not having lived very long and not knowing what has been missed.

Carrying out that theme, Penrock and his 11-year-old adopted son, Moses, try to join the United States infantry. Disgusted after being rejected by the army, they declare their own war and dig their own trench and dugout in their own front yard—sort of a Sweeney in the trenches. This causes a national sensation and gives the elder an opportunity to broadcast his views to the entire nation over a Coast-to-Coast radio network. In this private war are recruited, to a certain extent, a priest, a philosophical policeman, a U. P. correspondent, a barber, and the inevitable children which clutter a Saroyan cast.

The preachment takes three acts set in a surrealist pattern. The note on which the play ends is furnished by a clarinet, toward the mastery of which the barber's son is struggling.

Crahan Denton is excellent in the central Penrock character. Doing most of the talking all evening, he is called on in the final act to deliver a lengthy sermon (clocked at 12 minutes) presenting all the argument, obvious philosophy, and overwhelming number of platitudes explaining his point of view. If he delivered the speech in the first act the other two would hardly be necessary.

Outstanding in his support is Dickie Van Patten as his adopted son. Thruout the youngster wears the beard shaved off by the elder, who dons a uniform which robs Goering's of its grandeur.

Katherine Emery, as the patient, loving wife who sticks by her uniformed husband thru it all, received a major share of the plaudits. Howard Freeman, as the policeman; Alfred Etcheverry, as the newspaperman; Thomas Elliott, as the Armenian barber, and Sayre Belden, as his son, all did nobly.

Characters singled out will probably continue their roles when *Soldier* invades Broadway. Special mention should also go to John Koenig's settings and Jose Ferrer's first-rate direction.

M. H. Orodener.

"Your Loving Son"

(Cambridge Summer Theater)
CAMBRIDGE, MASS.

A comedy by Abbie Merchant. Presented by Bernard Cliff Hayman. Staged by Ezra Stone, with settings by Lester Polakov. Cast features Stone and includes Jessie Royce Landis, Kate Wariner, Maria Coxe, Stephen Courtleigh, Charita Bauer, Rex Williams, Dorothy Raymond, Judson Laire, and Ralph Morehouse.

An ideal new Stone vehicle, *Your Loving Son* needs only a few minor changes to insure a successful Broadway run. Changes should come in the first and third acts.

Stone and Charita Bauer are the adolescent sweethearts whose families are suffering from complications. Stone's father making a play for Miss Bauer's mother while his mother grabs at an artist. It's a regular thing with the juvenile's parents, and he decides this time to bring them to their senses for good. His trials and tribulations in reconciling his parents and his girl's parents—and incidentally philosophizing on adolescence—make a strong plot.

Stone is up to all his old tricks and manages to steal the show without trouble. And, apparently having learned a lesson from *See My Lawyer*, his direction is generally good. He has inserted some of his own lines in the play.

Miss Bauer shares honors with Stone for a fine performance. Jessie Royce Landis, as the philandering mother, also turns in a good job. Credit is also due Stephen Courtleigh, Dorothy Raymond, and Judson Laire.

Necessary changes include a shortening of a draggy first act and more Aldrichian dialog for Stone.

Mike Kaplan.

Elkins, Taylor Join For Play Productions

NEW YORK, Sept. 7.—Marie Louise Elkins and Clarence Taylor have joined forces for the production of plays, with offices at 11 West 42d Street. Miss Elkins has been implicated in the management of several summer theaters, and co-produced *Michael Drops In* on Broadway. Taylor was last represented on the Stern by *Sea Dogs* early last season.

Elitch Gardens Closes

DENVER, Sept. 7.—The Elitch Players, oldest summer stock theater in America, closed a successful season at Elitch Gardens September 2. Night performances with two matinees, Wednesday and Saturday, were presented thruout the 10-week season. Plays offered included *No Time for Comedy*, *Margin for Error*, *Missouri Legend*, *A Slight Case of Murder*, *Outward Bound*, *Ladies and Gentlemen*, *The White Steed*, *Mornings at Seven*, *Burlesque*, and *The Vinegar Tree*. *Mornings at Seven*, *Burlesque*, and *The Vinegar Tree* rated tops for attendance.

Director George Somnes, Donald Cook, Helen Trenholme, Helen Bonfils Somnes, Ruth Lee, Brandon Peters, Millard Mitchell, Lewis Russell, Viola Roache, David Wayne, Mary Howes, Robert Stewart, Lucian Self, and scenic artist Victor Paganuzzi are all heading east. Francis Compton goes west for picture tests.

Selwyn and Harris Renewed

CHICAGO, Sept. 7.—The Selwyn and Harris, twin legit theaters, have undergone complete rehabilitation and modernization in preparation for the new season. An air-conditioning plant costing \$50,000 has been installed to service both houses. The theaters have been repainted thruout; new seats, carpets, and drapes have been installed, and the lounges have been redecorated and carpeted.

The Selwyn opens Monday with *The Male Animal*. The Harris was scheduled to open September 30 with *Ladies in Retirement*.

D. M. Shrine Gets Set

DES MOINES, Ia., Sept. 7.—The fall season at the Shrine Auditorium here will open September 18 with Gertrude Lawrence in *Sky-lark*.

Other shows booked include Flora Robson in *Ladies in Retirement*, October 30; Grace Moore concert, November 6; Tallulah Bankhead in *The Little Foxes*, November 20; *Tobacco Road*, November 24; Katharine Hepburn in *The Philadelphia Story*, December 18.

New Play on Broadway

Reviewed by EUGENE BURR

PLAYHOUSE

Beginning Tuesday Evening, September 3, 1940

KIND LADY

(Revival)

A play by Edward Chodorov, adapted from a story by Hugh Walpole. Staged by Felix Jacoves. Setting designed by Watson Barratt, built by Martin Turner Construction Company, and painted by Louis Kennel. Press agent, Thomas Barrows. Stage manager, James Furness. Presented by William A. Brady.

Lucy Weston	Ivy Troutman
Rose	Marie Paxton
Phyllis Glanning	Joan Wetmore
Peter Santard	Melchor Ferrer
Mary Herries	Grace George
Henry Abbott	Stiano Braggiotti
Ada	Dorothy McGuire
Doctor	Wylie Adams
Mr. Edwards	Oscar Stirling
Mrs. Edwards	Elfrida Derwent
Aggie Edwards	Grace Dougherty
Gustav Rosenberg	Clarence Derwent
Mr. Foster	John Robb

The Action of the Play Takes Place in the Living Room of Mary Herries' Home in Montague Square, London.

ACT I—Scene 1: Late One Christmas Eve. Scene 2: After Dinner the Following January. ACT II—An Afternoon Later in January. ACT III—An Afternoon in the Following Summer. EPILOG—An Afternoon in Spring.

It took a revival of a medium hit of five years ago to get the New York drama season of 1940-'41 under way—but plenty of seasons in the past have made starts that were both later and worse. Edward Chodorov's *Kind Lady*, dramatized from a Huge Walpole novel, failed to set Times Square afire on its first try; but at least it has an act and a half of tense excitement, and it gives Miss Grace George, that very great lady of the American stage, a fine chance to display her restrained and consummate artistry. Under the management of Miss George's husband, William A. Brady, and the direction of Felix Jacoves, a smooth and effective performance is attained, despite the speed with which Mr. Brady rushed the piece to the Playhouse. Noting its success among the cowbarns and also the sudden surge of attendance on the Stem, Mr. Brady brought it in in little more than a week, opening it Tuesday night.

In case you've forgotten (which is easy enough to do in this case), *Kind Lady* is less a play than a study in suspense—and suspended animation. It tells of a gracious spinster who invites an indigent young man into her house on Christmas Eve to have a cup of tea and subsequently gets pretty conclusively caught in a dire web of the young man's spinning. She is held a prisoner in her own house, while the young man sells her valuable paintings and convinces all and sundry that she is slightly teched in the head. Her pitiful efforts to escape, uninventive, but exciting under Miss George's playing and Mr. Jacoves' direction, afford some gratifyingly tense moments. There's plenty wrong with the play—it fails to get going at all until its second act is almost over; it lacks any sort of invention or imagination; and its baleful plotting is as phony and full of holes as a badly moth-eaten fright-wig. But the suspense, when it comes, is properly spine-chilling; and you don't really notice the holes in the plot until you've safely reached the sidewalk.

And there is, of course, Miss George's performance, a lovely, sensitive, marvelously detailed, powerfully projected acting job, as fine a piece of work as we are likely to see all season. With care, understanding, and terrific effect, Miss George has worked out every shading and change in the character, and is, if possible, even better than she was in the play's first showing.

Also helping mightily is Stiano Braggiotti as the evil young man, a role played to great acclaim by Henry Daniell in the original version. Mr. Daniell deserved his acclaim; but for this reporter's money Mr. Braggiotti is even better. Lacking the subtlety and smooth underplaying of Mr. Daniell, he none the less



Review Percentages

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

"Kind Lady"—100%

YES: Lockridge (*Sun*), Watts (*Herald Tribune*), Mantle (*News*), Coleman (*Mirror*), Atkinson (*Times*), Whipple (*World-Telegram*), Anderson (*Journal-American*), Waldorf (*Post*).

NO: None.
NO OPINION: None.

makes a much more believable young man in the early sequences and a much more forthrightly menacing one later on. It's an excellent job. And also very much on the credit side are John Robb, who does beautiful work in a small role and helps Miss George hugely in building up the play's climax; Elfrida Derwent, still excellent in her original part as a dim-witted female menace; and Clarence Derwent, appearing briefly but effectively as a confused art dealer. Marie Paxton has her moments as the maid, and Joan Wetmore makes a personable enough ingenue.

The rest, however, may be mildly described as unfortunate, with the greatest pain caused by Melchor Ferrer, as a juvenile who acts as tho he had stepped straight from the cloistered halls of Mat-teawan, and Ivy Troutman, who plays an English matron as tho she were doing a musical comedy burlesque of all stage Englishwomen. It's hard for even Miss George to seem believable when Miss Troutman is around.

Mr. Jacoves' direction starts slowly, lacking pace and timing and bowing to the obvious in the early sequences; but it becomes beautifully effective as soon as the author gives him something to work with.

Anyhow, revival or no revival, the season might have had a far less auspicious start.

Radio "Drama Page" To Seek Legit, Pix Spot Announcements

NEW YORK, Sept. 7.—Innovation of a theatrical news and reviews department, patterned on newspaper theatrical pages, will be inaugurated September 16 by Julius J. Colby, formerly dramatic and motion picture critic for the Ridder chain of newspapers, over WMCA. The new department will cover theatrical premieres, going on the air shortly after legit and picture openings, with reports of audience reaction, casting, and production news. Colby does not expect to give critical analysis or Hollywood gossip type of chatter. Plan is to keep contents of program closer to character of theatrical news department, in order to attract spot commercials equivalent to the advertisements used by legit and picture houses to list current productions in newspapers.

Nature of the program forces it to be scheduled irregularly, but it is expected to take on more regular habits as the legit season swings into fuller action. Program will go on the air shortly after midnight.

From Out Front

By EUGENE BURR

DURING the week the season of 1940-'41 crept past the starting line in a blaze of silence. But at least it managed to approximate the old Labor Day rush more closely than any other season in the immediate past. Back in the days when legit was something more than an after-thought in the line-up of entertainment even the office boys in the drama departments of the dailies were called upon to cover shows on Labor Day, so many were the openings; this year we had one revival opening on the night after the holiday. Even that's better than the last few years.

What the season will be like is anybody's guess. It depends, of course, on the usual factors within the industry itself—and even more upon outside factors over which the industry has no control. Announcements are very few—dispiritingly few; but, on the other hand, the Dramatists' Guild has suggested that its number of signed contracts amounts to something of a latter-day record. It is probable that most producers are at the moment content to hang on and see what happens to those shows that do dare early-season openings. If the first few shows take the town by anything approaching storm, then perhaps we can expect a November flood. At any rate it's nice to have some sort of hope, even a weak one, in these hopeless days.

It is, of course, possible that the first few shows will show no strength at all. In that case you can probably prepare for famine. The season of 1939-'40 was the worst in the history of the modern theater; but unless the season of 1940-'41 runs into a streak of good luck at the start it may easily make last season look like a line-up of fatted calves.

TO TURN to infinitely happier and less important things, this column seizes the opportunity to welcome Brooks Atkinson, of *The Times*, back into the fold. Mr. Atkinson, usually astute and sensible, spent almost half of last season praising what are euphemistically called the plays of William Saroyan and insisting that their perpetrator was a warm-hearted and genuine genius. But last Sunday, in his column, Mr. Atkinson perilously retraced his way back along the limb he had climbed and threw a firm grasp around the trunk of common sense. Mr. Atkinson had read the Saroyan effusions in book form; and, while still insisting on the man's honesty and warmth of heart, he performed tasty and thrice-welcome somersaults regarding the astounding Armenian's other alleged qualifications. Said Mr. Atkinson, in part:

"Apart from his plays, Mr. Saroyan's bent seems to be for hospitality. . . . Hospitality and good will need not be confused with artistic genius or intellectual brilliance. But there is something fundamentally sound about a man who likes people, likes to have them around, and appreciates good companionship. . . . That is the emotional side of Mr. Saroyan. The intellectual side is more trying. When he permits himself to discuss ideas he can write some of the worst nonsense that ever clattered out of a typewriter. His mind is shallow and unsettled, and he sounds off like a sophomore. . . . For the truth is that Mr. Saroyan is at his worst in any discussion of ideas. He lacks knowledge; he has no capacity for orderly reasoning. Since these are his weak points he affects to despise them and hopes that a loud noise will be equally acceptable. . . .

"He also shows a curious lack of perception toward the subject that interests him most. Altho he talks a good deal about love, his knowledge of it is limited. His egoism stands in his way. . . ." (Which is what this corner tried to say when it pooh-pooed claims of Saroyan's great love of humanity—a love that really does seem incompatible with an ego that stands in the way of any love at all.)

"How, then," to continue with Mr. Atkinson, "can a man so unevenly balanced as Mr. Saroyan write plays that stir audiences and win prizes? Within certain limits he can and does. Out of his natural ebullience, hospitality, decency of outlook, and impudence he can improvise charmingly on the theme of life and recover some of the lost innocence of the world. The great works in drama require greater capacities. . . . But a hospitable attitude toward life makes for humorous and poignant sketches of the simple truths. Mr. Saroyan lacks talent, but he has a genius for touching and comic homeliness."

This corner feels as tho it can almost take a bow.

PLENTY ACTS AT FAIRS

(Continued from page 4)

grand-stand spots the average is three to five top-rated acts. In this class are Mandel Brothers, the White Guards, Harold and Lola, Nirska, Milt Britton's band, George Givot, Rochester, Paul Remos, Buster West and Lucille Page, Myrtell and Picaud, Alexander and Santos, the 12 Aristocrats; Smith, Rogers, and Eddy; the Three Be Brummels, and the Four Franks. It is apparent that the circuits west of the Mississippi go in for bigger box-office values, but this region has more and bigger fairs in operation, while key cities where class entertainment may be seen in theaters thruout the year are few and far between.

Dance bands at fairs occupy a different spotlight. They are not yet standard attractions in this market, tho bookings which have been made over the last few years run into healthy figures.

A combination of the European war and the Presidential election year has kept fairs from changing the uncertainties of top gates, whereas in other years appropriations for attractions were higher. The talent buyers probably missed their guess, however, because fairs with good weather breaks have been turning in good report cards.

Chi AFRA Ultimatum To Local Stations, Agencies

CHICAGO, Sept. 7.—Chi local of the American Federation of Radio Actors last Wednesday (4) sent out letters to all advertising agencies and radio stations giving them until Tuesday (10) to sign an agreement whereby they will abide by the arbitration award of July 12, which fixed compensation for AFRA members working local NBC, CBS, and WGN shows. If any agency or station should not sign by the stipulated time, it will not be permitted to employ AFRA members.

The letter stated: "AFRA believes that

all performers should be working under the same minimum compensation. . . . Stabilization is important not only to AFRA members but to producers of radio programs as well." Attached to the letter was the award of the arbitration committee, which fixed compensation for 15-minute periods at \$9 for actors, \$6 for singers in groups of five or more voices, \$9 for singers in groups of two to four voices, and \$20 for soloists. Compensation for half-hour and hour periods is fixed at four-thirds and five-thirds respectively of the 15-minute rates.

NBC Trades Time for Space

CHICAGO, Sept. 7.—A reciprocal deal was made this week between NBC Central Division and *The Herald-American*. NBC will buy display space for Stations WMAQ and WENR, in return for which *The Herald-American* will buy time on the two stations, both transactions to be at card rates and about equal in cost. The newspaper will use WENR for a five-a-week news summary by Ulmer Turner, 11-11:15 p.m., and a half-hour period on WMAQ, Sundays, 11-11:30 a.m., which will probably be used for a reading of the Sunday comics. The stations will advertise various NBC programs in the display space bought.

A similar deal was made last year between these stations and *The Daily News*. A column on NBC personalities was used in the display space purchase. This contract, which terminated recently, may be renewed soon.

\$743 for Al Donahue

BRIDGEPORT, Conn., Sept. 7.—Coming in as the last name band of the season, Al Donahue last Sunday night (1) did pretty well at Pleasure Beach Ballroom here, with 996 persons paying an upped admission of 77 cents, making a total gross of \$743.82. Ballroom will operate for another week, using Al Christie, local band, on the stand.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26TH

FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

Palumbo Forming Night Club Chain; Others Spread, Too

PHILADELPHIA, Sept. 9.—The practice of a night club operator running two clubs in the same town is growing here. Latest is Frank Palumbo, who has bought out Dick McClain's interest in the downtown 20th Century Tavern. Warren Poinsette still retains his interest in the club. In addition, Palumbo operates the nitery under his own name which reopens next week for its 58th year.

Palumbo may also buy an interest in the Spread Eagle Inn, Stratford, summer spot operated by Poinsette and McClain. Palumbo shares his summer between his Renault Tavern, Atlantic City, and the Club Avalon, Wildwood. He also has his finger in Miami's San Souci. He uses floorshows for all his spots.

Carroll Brothers, operating Carroll's Cafe in West Philly, are dickering for the shuttered in-town Cotton Club. Figure on converting it into a pop-priced spot, to compete with the Kainers' Little Rathskeller. Kaliner Brothers (3) entered the dual circles earlier in the year in taking over Benny the Bum's, next door to their Rathskeller, and converting it into the Club Bali. John Weber was this area's first double operator, bonifacing the swanky Silver Lake Inn and the pop-priced Hof Brau on the Jersey side several miles away.

Bands Do Well for N. O. Hotel Spots

NEW ORLEANS, Sept. 7.—Ending its most successful year, the Hawaiian Blue Room of the Roosevelt darkened Thursday (5) for redecoration in the baroque theme. Reopens October 1, according to George V. Riley, hotel manager. Booking orks and acts thru MCA, the spot enjoyed full attendances thruout the season. The array of name bands finished with a four-week stay of Hal Kemp.

The Roosevelt continues the Fountain Lounge, with Harold Nagel and ork replacing the house band, and a Champagne Hour nightly with Arthur Murray Dancers being added.

Tomlin Band, Garr, West Season's Best

SAN FRANCISCO, Sept. 7.—Cal-Neva Lodge and the State Line Country Club, both on the California-Nevada boundary, had nice turnouts over Labor Day, closing date for both.

State Line dragged at the start of the season but perked up about August 1 when Pinky Tomlin's band replaced Bill Roberts. Eddie Garr, emcee, and Everett West, singer, were tops at Cal-Neva.

Sam Rosey, who booked the attractions, said season at both spots was the best in years.

Set by Rosey for the Elko County Fair, which opens today, are Garr, West, and Petch and Deauville.

Milwaukee Spots Reopen

MILWAUKEE, Sept. 7.—Club Esquire and Moco's Bar reopened here last month. Former spot is open 24 hours daily and employs Marty Gray's band. Latter offers back bar entertainment nightly with Buddy Hanson and his banjo and guitar; Carmen Bennett, pianist and vocalist, and Barney Moore and trio.

Youngstown Resumes Shows

YOUNGSTOWN, O., Sept. 7.—The Barron-Alvino Rendezvous Villa has resumed floor shows, using burlesque talent. Johnny Jones Orchestra has been installed and initial show will include six disrobers, changed weekly. Three shows a night.

Pa. Sunday Vaude Hit

LANCASTER, Sept. 7.—Sunday vaude, presented all season at amusement parks in this area, has been banned by District Attorney K. L. Shirk. Ban also includes Sunday movies.

Outdoor amusement parks and groves in Eastern Pennsylvania have been a beehive of vaude activity Sundays.

What Next?

NEW YORK, Sept. 9.—One of the three strolling musician-singers, Los Charos, appearing at the Marta Club here is using the brim of his big Mexican sombrero for a commercial plug.

Embroidered letters read, "Imported Marta Blanca Beer."

Fort Worth Floor Shows Boom; But Salaries Still Low

FORT WORTH, Tex., Sept. 7.—There are more local floorshows in evidence than in several years. They feature no names, most of the talent being known only to this section, but they are filling a local demand for flesh at only a small cost to the managements.

Latest spot to add floorshows is the Pheasant, on Jacksboro Highway. Formerly a combination drive-in spot and night club, it has been taken over by Ray Montgomery, formerly at the old Ringside Club, and made into a supper club, with orchestra and two floorshows nightly. Joe Crosby is producing the show, which has Crosby, dancer; line of six girls who also do specialties; Bobbie Forrest and Carl Shamburger, vocalists, and Henry Alexander's orchestra. It is expected to keep its floorshow policy indefinitely, with shows changing bi-weekly. Charges are 25 cents week nights and 40 cents Saturdays.

The Palm, also on Jacksboro Highway, is experimenting with Saturday night floorshows, mostly black and tan.

The 400 Club, class spot on the Jacksboro Highway, is reopening September 19 with Paul Page's orchestra. The club's reopening is being tied in with the world premiere of *The Westerner* in two local theaters September 19 because of the resemblance of Page to Gary Cooper, who will be here for the club's premiere.

The Den, in Hotel Texas, with its *Memories* floorshow of former Casa Manana and Pioneer Palace revues, continues to pack them in.

Other floorshow here, the *Fat Girl Revue* at Jenny Lind on Weatherford Highway, continues to draw crowds.

Another novel spot here that has reopened for the winter is Grace Riggs' Skeet and Gun Club. Miss Riggs teaches customers to shoot between steaks or drinks.

Bookings in So. Calif. Spots 25 Per Cent Over Last Year; Conditions, Money Favorable

LOS ANGELES, Sept. 9.—Local bookers handle around 14 out-of-town spots located in eight towns. Altho a majority of them pay only union scale, a couple dish out top money. According to the American Guild of Variety Artists, bookings from here are up about 25 per cent over the same period last year. There are an additional 76 night clubs in this immediate area, using an average of 190 acts a week but few name bands.

Dough runs all the way from \$50 a week for singles up to \$250 for name acts on out-of-town dates. Under AGVA ruling, acts booked outside the 25-mile zone are entitled to transportation both ways if engagement is for two weeks or less. If act stays over two weeks only one-way transportation is required. Contracts cannot be canceled. Bookers are allowed to collect 10 per cent only.

While acts fare comparatively well on out-of-town bookings from here, musicians get little of the gravy. Outside of a few name band spots, there are few bookings of orks in this immediate vicinity. Most of the spots use small combinations, with many of them letting a piano player take care of their dancelined patrons.

Most out-of-town nitery owners figure name bands are too much risk for the money laid out. Most club proprietors claim they would rather get first-class acts and a fair band, stating that this combination can out-draw a name crew and mediocre acts.

Much Work Seasonal

Much of the out-of-town nitery booking business is seasonal, with slow-ups occurring during the winter and summer, depending on location of nitery. Beach areas here increase bookings during the hot months, with Catalina Island drawing most of the resort business. Two spots go full tilt from Memorial Day to Labor Day. Club Catalina uses an emcee and three acts, while the Chi Chi goes for two acts. Casino goes strictly for name bands, Bob Crosby being current. These spots, except the Casino, usually pay scale.

Winter finds Palm Springs in the limelight with a collection of spots booking bands and acts. Chi Chi uses a piano player and a pair of warblers; the Mirimar uses a straight ork, and the

Doll House a piano and singer. While the beach areas get their heavy play only three months of the year, the desert spots can rake in the dough for seven and eight months, depending on the weather. These spots pay scale.

Two mountain resorts above San Bernardino are booking acts steadily. Big Bear has Barney's spot, which features an emcee with one or two acts. The swank Arrowhead district has the Blue Jay, where an ice show is getting heavy play. Such names as Roy Shipstead and McGowan and Mack have played there.

At San Diego, 120 miles south, there are three spots doing good biz. Paul's, the Paris Inn, and the College Inn are garnering most of the biz. These spots get first-class talent and pay better than scale.

Santa Barbara Limited

Bookings at Santa Barbara, 90 miles above here, are limited to a few spots. El Paseo is one of the class niteries and uses Spanish acts and a couple of strollers, paying better than scale. The Mirimar by the Sea uses a name band and a featured vocalist.

One of the top spots being booked out of this area is the Cal Neva Lodge at Lake Tahoe. This spot uses a girl line, a name act, and a couple of singles. Money here ranges from \$175 to \$250.

San Bernardino has very little to offer acts. Only one spot is booking from here at present, the 467 Club, using two acts and an emcee.

While there are plenty of acts available for out-of-town bookings, spot owners claim they need new faces.

Local bookers who have AGVA licenses are Kay De Roda, Al Wager, George Ball, Tony Brill, Coast-to-Coast, Ted Gustafson, Ace Entertainment Service, Lottie Horner, MCA, William Morris, Roy McCray, Grace McKee, Patrick & Marsh, Lloyd Skeels, Arthur Silber, Jack Pomeroy, Harry Singer, Ann Dempster, Bill Fleck and Jack Kelly (American Productions), Sunny O'Neill, Bob Black, Sam Howard, and Doc Manna. According to local AGVA office, these agents have all been given clean bills of health and are reliable bookers.

Union Scale Set

Scale for out-of-town niteries includes \$50 per week for singles, \$75 for teams, \$105 for trios, \$140 for quartettes, and \$33 per week for line girls.

It is expected that the end of summer will see additional acts being booked out of here. With the beach areas a negligible factor, there is plenty of biz on tap from the desert and winter mountain resorts.

Name Bands for Brunswick, Boston

BOSTON, Sept. 7.—Paul Bromley opens the Hotel Brunswick's Marionette Room September 27. Completely redecorated and renamed the Bermuda Terrace, spot will feature name bands, with Harry James booked for opener.

A 75 cents per person cover will be in effect, but couples spending \$3 or over will have the cover lifted.

Bromley started with policy of recordings last year. Later he brought in acts and name bands.

West Coast following their current run at the Dorr St. Night Club, Toledo, O.

LOLA AND ANDRE have returned to the Beachcomber, Boston. . . . DELMAR AND DELANEE are staying an extra week at Jack's Beach Bar, Jacksonville, Fla. . . . KATHLEEN MARCY (Drayton), of the team of Drayton and Kathleen, entered General Hospital, Buffalo, Monday (9) for an operation. . . . ARTHUR BLAKE opened a four-week run at Sam Pick's Club Madrid, Milwaukee, Monday (9).

LEO MANTIN and his act, *Cavalcade of the Dictators*, completed an engagement at Hamid's Pier, Atlantic City, and return to New York.

HARRY SMALL AND LANE have had their engagement extended at the Happy Show Place, Glendale, Long Island, N. Y.

Club Talent

New York:

HARRIS AND SHORE go into Dario's La Martinique Tuesday (10), opening show of the season.

BLANCHE RING is back in the Diamond Horseshoe Revue after a brief rest in the LeRoy Sanitarium here.

Chicago:

JACK DALTON is in his second month at Russel's Silver Bar, serving as emcee and taking charge of entertainment.

COLLETTE AND BARRY return to the Walnut Room of the Bismarck October 4. . . . RAJAH RABOID, who closed recently at the Cromwell Hotel, Miami, is here to play club engagements until December, when he returns to Miami. . . . WOOD AND BRAY, dance team, open at the Edgewater Beach Hotel Friday (13).

BOB EVANS, ventriloquist, is playing a return at the Eden theater-restaurant before leaving for New York. . . . KAY DARE is singing with the Continentals at the Monte Cristo. . . . Playing her first Loop engagement is swing-songstress Charlotte Morris, now at the Brevoort Hotel.

Philadelphia:

GEORGE CHURCH doubling between Al Jolson's *Hold On to Your Hats* at the Forrest Theater and Club Bali. . . . LORETTA LANE, from the short-lived *The Little Dog Laughed*, also added at the Bali. . . . KELLER TWINS and BOBBY WHITE added at 69th Street Rathskeller. . . . GRACE AND NIKKO return to Jack Lynch's. . . . THE THREE LOOSE NUTS locate at the Stork Club. . . . FRANK SWANEE new emcee at the Lexington Casino.

Atlantic City:

SANTOS AND ELVIRA open at Club Nomad. . . . MARTIN BURNS, Eddie Menetti, and the Callahan Sisters in the new show at President Hotel's Round the World Room. . . . MICHAEL MICHALESKO brought back at Breaker Hotel's Russian Casino. . . . BETTY BROOK brought into Applegate Tavern.

GINGER SHERRY and Arlene Dawn in the fem leads at Jockey's Derby Club.

Here and There:

MARINO and DE VOLL, dance team, have concluded a nine-week engagement at Kit's Patio, Jacksonville, Fla., and are now playing the Hotel Roosevelt in the same city. . . . Jimmy Maglio, operating the Miami Club, Milwaukee, is going in for a bigger entertainment budget. His starter is RALPH (COOKIE) COOK, comedian, September 12, with Johnny King booking.

JOHNNY KAAIHUE'S Royal Hawaiians wind up 12 weeks at the Roosevelt Hotel, Pittsburgh, September 21, to move to the Adolphus Hotel, Dallas, for an indefinite stay, beginning October 3. They return to the Hotel Gibson, Cincinnati, for the holiday season. . . . ETHEL SHUTTA heads the new show at Beverly Hills Country Club, Newport, Ky., September 13. Lou Breese's band moves in the same day.

ERSKINE BUTTERFIELD is current at Jack and Bob's in Trenton, N. J. . . . THEODORA closed at the Old Vienna Gardens, Russells Point, O., Labor Day.

ANN SABER has opened at the Show Box, Seattle, Wash. . . . BOBBIE LARUE and his unit will head for the

Hotel Astor Roof, New York

Talent policy: Floorshow and dance band; shows at 8 and 12 p.m. Management: R. K. Christenberry, managing director; Hy Gardner, publicity.

Following one of the most successful stands ever chalked up by a name band in a location, Tommy Dorsey pulled out of the Astor Roof August 30, leaving the podium to Ina Ray Hutton and her new all-male aggregation. Not only is it a new band, but it's also a new Ina Ray—no longer a blonde nor a bombshell, she now fronts with ease, grace, and poise. Her flamboyant blond locks have been traded for a much more attractive reddish-light brown, and her violent hip-shaking has been toned down into a dignified rhythmic sway. It's an improvement all around.

Her band is all right, and adequately does what it's called upon to do—swing out, play sweet, and be danceable and listenable. Miss Hutton gives it the added attribute of being lookable, and in the spot's 35-minute floorshow she and it run off with top honors. Ina Ray sings, dances a bit, fronts the boys with authority, and emcees extremely capably and personably.

Supporting the band's show performance are Sigrid Dagnie, a graceful blonde with a couple of nice dance routines; the Three Wives, with an assortment of tap steps, magic tricks, and impersonations, of which the wooden French soldier routine could be considered in poor taste at this particular time; and Ruth Hughes Aarons and Bernard Grimes in an exhibition of table tennis. Only the latter turn offers anything outstanding or even particularly good. Ping-pong idea is novel and makes good watching; speed and excitement of the game, plus its unusual setting in a night spot, are worth many a conventional floorshow turn.

Grimes and Miss Aarons hold table tennis championships, and the ringsiders are given a chance to see how they stack up against such competition. Miss Aarons taking on volunteers, with a bottle of champagne for the customer if he wins. Informality adds to the act.

Relief rhythms come from Sande Williams, who apparently tries to outplay the main band at times. Ork is all right, but far too noisy on occasion.

Daniel Richman.

Cocoanut Grove, Los Angeles

Talent policy: Dance and show band; floorshows at 9:30 and 11:30. Management: J. E. Benton; Danny Dare and Josephine Earle, dance directors; Sol and Ben Barzman and Arthur Morton, lyrics and music; John Brown, publicity. Prices: Dinner from \$3; drinks from 50 cents; cover, \$1 week nights; \$1.50 Saturday.

Still one of the local class spots, the Cocoanut Grove in the Ambassador Hotel manages to get a nightly throng of spenders. Steeped in Hollywood tradition, the Grove has not only been a favorite spot for celebs but has become a "must" on every tourist's list. Spot is decorated with palms and a profusion of coconuts and papier-mache monkeys.

Opening of new show has Clyde Lucas and Ork and Danny Dare's new revue, *Laughing at Troubles*. After whipping up a hit in *Meet the People*, Dare has turned from legit to nitery production.

Altho the show sagged in many spots, it added up as good night club fare. Evening featured line of eight femmes doing a bit of hoofing interspersed with patter. Bit, *We Know All the Answers*,

Night Club Reviews

was cleverly worked out. The girls can dance as well as talk.

Happy Felton, who has tough job of holding the show together, emcees and does a swell job in a couple of his own bits. First was take-off on Kay Kyser's air show, with Felton acting as prof and firing questions at the line girls. Felton's best was a political turn titled *I'll Vote for Me*. This number had everything, including clever lyrics, a good job of selling by Felton, and a nifty bit by the girls, who wound the number up by getting banners and parading around the floor.

From a laugh standpoint the best number of the evening was *Cupid Is a Stinker*. This was done with Felton as a male "Beatrice Fairfax," answering questions from femme plants. Costuming was above the average.

Smooth ballroom routines were turned in by Crawford and Caskey, who showed to good advantage in several numbers. This team does the most difficult steps with apparent ease. Smart showmanship is their magic while dancing, including changing handkerchief colors, picking fans out of unexpected places, and paper tearing. While this stuff in a straight magic act would be nothing unusual, worked into a turn of this kind it is very good. Their finish found male wearing Fred Astaire mask and going thru flash steps with his partner.

Warbling assignment was handled effectively by Susan Miller, a cute blonde. She has a good voice. Her best were *Why Was I Born?* and *Summertime*.

Show-stopper was Hughie Green. He presented a condensed version of *The Old Homestead*, assuming all the roles, which included impersonations of Lionel Barrymore, Laughton, Hepburn, Colman, Edward Everett Horton, and W. C. Fields. His delivery is excellent.

Darlene Walters did a couple of nice acro turns that brought a good hand. Best production number was *We're Eight of the Three Musketeers*, with the girls as swordsmen dueling with each other. Basis of the lyrics is the battle between the CIO and the AFL. Bit wound up with some flag-waving.

Lucas and the boys took no part in the revue, but played the show.

As a whole, Danny Dare has fashioned a neat little nitery revue. He is just rowdy enough to please the sophisticates without getting into the sawdust class. *Laughing at Troubles* may hit the road as soon as the Grove date ends.

Dean Owen.

Gray Wolf Tavern, Masury, O.

Talent policy: Dance and show band; floorshows at 10, 12:30 and 1:30. Management: Pete Meyer, owner-manager. Prices: From \$1, drinks from 25 cents, 25-cent amusement charge Saturdays and Sundays.

Syl Colett is the new maestro current at this club just outside Youngstown, O.

The band comes from a lengthy engagement at the Chez Paree, Chicago, and has created a reputation in the Midwest. His featured songbird, Jean Walker is a honey, with plenty of talent. Colett offers unique arrangements using five saxes, two brasses and two rhythm.

Prince Mendes is the hit act here this week with his magic novelties which are amusing and new. One of his best tricks is to call up someone from the

audience and transform him into a Charlie McCarthy.

Don Harris, a boy with a beautiful voice, is the emcee. Richard and Rouvelle, acrobatic and tap artists, garner their share of palm beats on every show. The Six New Yorkers, well-routined line, add plenty of pep and spice to the show.

Biz is looking up with industrial activity the best in recent years and no indication of a let up.

Rez McConnell.

Embassy Club, Philadelphia

Talent policy: Dance and show band, piano relief; floorshows at 8, 12, and 2. Management: Sam Silbers and Herb Smiler, proprietors-managers. Prices: Dinners from \$1, drinks from 50 cents; \$1 minimum weekdays, \$2 on Saturdays and holidays; no cover.

Festivities are still on the ground floor of this sumptuous home, the upstairs rooms getting new furnishings and decors. New show presents many new faces, all in keeping with the club's comfort and glamour. Double entendre and sexy stuff, usually characteristic of intimate clubs, finds no encouragement here.

Spotlight goes to Celia Villa, portly Mex song lady. Sings native lullabies with all the fire and verve they demand. Hits the mark.

Jean Sawyer, blond looker, tees off with sveite rhythm singing, delivering *I Can't Love You Anymore*, *Ghost of a Chance*, and *Six Lessons From Madame LaZonga*.

Thelma Flowers, of Latin looks and a pert miss, does fancy interpretative stepplings. In a feathered costume, hits solidly with a rumba twister, returning later for a hot tango terp.

Erin Dale, singer, on next, is only mildly received for her musical comedy medley and *Imagination*.

Cynthia Hare, who comes from the blue-blood ranks, making her return here and clicking handsomely with her rhythmic toe-tapping. There was much ado several years ago when she stepped out of the deb class to dance here.

Nino Nanni, holding over as the gracious emcee, is also in the smash class with his romancy bary singing for *Nearness of You*, *Girl of My Dreams*, and *Jealousy*, the last an Italian tango that's ripe for any music publisher. Lad is also tall, dark, and handsome, and gives out as well at the piano for the lulls.

Johnny Paris, styled along swingy lines, alternates for the piano relief sessions. Mendoza Trio (accordion, guitar, and bass) makes the musical setting for show and dance, with emphasis on the South American rhythms, giving out aplenty for a threesome. M. H. Orodener.

Adolphus Hotel, Century Room, Dallas

Talent policy: Dance and show band; ice revue with floorshows, 1 p.m., 8:30 p.m., and 11:15 p.m. Management: H. Fuller Stevens, managing director; Abe Burger, publicity. Prices: Dinners from \$1.50 weekdays, from \$2 Saturdays; admissions, weekdays, 75 cents, \$1 Saturdays and holidays. Bookings by MCA.

Catering to the younger set and those who seek atmosphere, the Century Room is presenting its second successful ice revue of the summer. Griff Williams' ork is a smooth, rhythmic band that does a nice job backing up the ice show and for dancing afterward.

Paul Sutton emcees in acceptable style, as ork opens with *Jungle Bells* and then presents Buddy Moreneo, band vocalist, with Walter King, Bob Kirk, and the maestro in a nifty Hawaiian novelty tune that clicks.

With Sutton parrying on the mike, Bobby McLean introduces a clever rube act on skates. In hick costume, McLean not only does some plain and fancy skating but pleases immensely with his witticisms and good humor.

The Brandt Sisters, both lookers, bring an artistic touch with their *Lights and Shadows* number, done to the tune of *Me and My Shadow*. It's a polished dance and skate routine, delightfully costumed in contrasting black and white briefs, and gets plenty of applause. After spread eagle, Egyptian spin, and parallel spin stunts, the girls snappily close their act dancing *La Conga* and *Beer Barrel Polka* on skates.

James Caesar follows with some expert trick skating, then jumps barrels, hurdles, and winds up with a crashing flight over flaming bars. Entire company does

a crescendo closing number, an ensemble skating stunt that closes with *God Bless America*.

Between the skating acts band vocalists do some pop tunes that are well received. Especially pleasing is Moreneo's interpretation of *Seems Like a Month of Sundays Since I Saw You Saturday Night*. Walter King sings *Maybe* in a competent tenor, and Bob Kirk gets a nice hand with *I'll Never Smile Again*.

A four-week stint for the ice revue closes the Century Room's summer season. Room will be decorated again in Hawaiian theme for fall opening.

Business is better than usual in summer. Food, excellent; service, good.

Frank W. Wood.

Club Mayfair, Lansing, Mich.

Talent policy: Dance and show band; floorshow at 10:40 p.m. and 1 a.m. Management: Harry Burger, manager. Prices: Dinner from \$1; drinks from 25 cents; sandwiches from 15 cents; 30-cent door charge.

Entertainment has three acts and band doing two 25-minute shows. Acts booked by the Amusement Booking Service, Detroit.

The Clark Twins open with a prancing tap to Rimsky-Korsakov's *Song of India*, costumed in multi-colored bits of cloth and imitation grass skirts, in appropriate sinuous style. Their second turn is in costumes a la 1870, doing rumba tap. Their style is individual and a little exotic, but they work well in their own medium.

Johnny Weber has a hand-balancing stunt, walking up an inclined board, balancing on three pedestals while building a stack of blocks up and down under his hands, pivoting on one hand and also on his head. Works smoothly and got a good hand.

Lucile Hughes, girl magician, is a very comely light blonde whose personal charm helps her act and patter. Opening with a bit of paper and novelty magic, her climax is a carefully built-up stunt of opening a grapefruit to find successively an orange, egg, and live canary. Her act was too short to suit the customers. The girl is a real trouper, as shown by her carrying on when a stage helper upset her table of paraphernalia.

Foy Witherspoon is emcee, with a strong dramatic style of introduction that gives an impression of obvious sincerity. He does a vocal of *God Bless America* for a climax to the show.

Karl Kalslow and his seven-piece band play for both dancing and show, with a nice sweet style, especially on waltzes, and a genuine ability to respond quickly to cues for the show. H. F. Reves.

Hotel New Yorker, New York

Talent policy: Ice show and dance band; shows at 8 and 12 p.m. Management: Frank L. Andrews, managing director; Carl Snyder, entertainment director; R. D. Mockler, publicity director.

Altho the ice show that made its annual summer appearance in the hotel's Terrace Room (yclept the Ice Terrace for the purpose) last May remains largely the same, Woody Herman's band came into the room early last month to inject a new note into the proceedings.

Herman's musical performance here reaffirms the conviction held for a long time by discerning critics, professional and otherwise, that Woody has one of the greatest bands in the business, and that he himself makes one of the best leaders with his superb clarinetting, his excellent singing of both ballad and rhythm material, and his genial and affable fronting.

But the new note stems from the job he is doing in pleasing the older, more sedate dinner crowds, and from the miracle of bringing in at supper the young crowd of moneyed kids that had rarely patronized the New Yorker. Fulfilling requests far afield from his normal output has set Woody in solidly with the diners, and his superior brand of swing (plus the valuable publicity involved in playing the Harvest Moon Ball in Madison Square Garden here recently) is attracting surprising supper business.

The ice production of course has its followers, and as the season has progressed so have the smoothness, speed, and pacing of the show. Altho the skating pyrotechnics have always proved popular and business-getting here, it has remained for the Herman band to pull in a larger, more diversified crowd.

Daniel Richman.

★ **DEANA and DEL CAMPO**

★ **LATIN AMERICAN AND DISTINGUISHED BALLROOM DANCERS**

★ with their **Rumba and Conga Orchestra**

★ After 12 Record Breaking Weeks at the **BELMONT CLUB, Miami, Beach**

★ Currently **THE CROMWELL HOTEL, Miami Beach**



★ ★ ★

Beverly Hills Country Club, Newport, Ky.

Talent policy: Show and dance band; floorshows at 9 and 1. **Management:** Peter Schmidt, owner; Glenn Schmidt, manager; John Stoeffel, headwaiter; Harry Martin, press agent. **Prices:** Dinners from \$2; drinks from 50 cents; \$3 minimum weekdays and Sundays, \$2 Saturdays. Bingo, with cash prizes, thrice weekly.

Three solid floorshow names, augmented by several better-than-average specialties recruited from the Herbie Holmes ork, and a good production effort by Truly McGee make for one of the fullest and smoothest floor offerings seen here in weeks. The layout pulled 2,200 customers, 300 under the record, Sunday (1) when the spacious main room attracted 1,149 diners, an all-time high. Several hundred diners were turned away when food stocks were exhausted.

Ork leader Herbie Holmes handles the early emcee duties, introducing first the Truylettes, 10 shapely lookers, who cavort in their usual able fashion in a smart picture-hat number. Cromwell Sisters, youthful trio from the band, turn their personality and good voices on *There'll Be Some Changes Made* and *Bring It On Down to My House, Honey*, both nicely done and well received.

In the next spot Holmes leads Nancy Hudson, band's canary; the Cromwell lassies, and his band boys in a glee-club session on an unusual arrangement of *St. Louis Blues*. Miss Hudson carries the lead, with three fiddlers backing her at the finish. Nicely sold. The Truylettes return here for an effective school-days routine, which gives Esther Whetten, long a line favorite here, a chance to show off.

Jack Durant, with his potpourri of nonsensities, including burlesqued carbons of Gable, Marshall, Boyer, and Richman; his corny crooning, comedy tumbling, and solid gag material, found this crowd right up his alley. He was called back twice and had difficulty in getting away. He emceed the remainder of the show.

Dixie Dunbar leads her four Rhythm-aires in a pair of delightful dance sessions, one a rhythmic tap and the other a strut tap with a conga flavor. Dixie takes a spot for herself to do her familiar *Comes Love* routine. She was forced back for a "thank you" speech.

Dennis Day, Jack Benny's Jello tenor, made a sterling impression on this, his first nitery engagement. He sang *Say It, I Can't Resist You*, and *I'll Never Smile Again*, and encored with an Irish ditty, *There's the One for Me*. Backs his honeyed voice with a boyish charm and easy style. Bowed to solid mitting.

Finale has everybody out and working except the waiters and makes for an excellent closer. Herbie Holmes and His Music Served Southern Style kept the dancers in a happy mood and handled the show stint in crackerjack style.

Bill Sachs.

El Chico, Pittsburgh, Pa.

Talent policy: Latin orchestra; floorshow at 8 and 12:30. **Management:** Joe Sala; Joe Antoon, publicity. **Prices:** Drinks from 50 cents; dinners from \$1.50.

Pittsburgh's first all-Spanish cafe was a sellout opening night at \$2.50 per for dinner. And for the first club premiere since the William Penn's Italian Terrace years ago, formal.

The spot was formerly the Plaza, located downtown. After being shuttered for months because of liquor license trouble the site was leased by Cuban Joe Sala, former Nixon Restaurant bartender.

After more than \$20,000 spent in remodeling, the spot is completely Spanish. Patio, Cuban pictures on the wall, Mexican furniture are part of the decor. Even the bandstand and dance floor have been changed. A stand-up bar, lounge, and table space make for three connecting wall-less rooms.

Opening bill includes George Negrete, Juanita Juarez, the Sans Souci dance sextet, and Lolita Cordoba's rumba band.

Opens with hot rumba by three warm-looking senoritas and three smooth lads, received handsomely.

First show-stop was Negrete, stepping out of emcee role to sing *Perfidio, El Rancho Grande*, and *Cicloto Lindo*. Introduced by Miss Cordoba as "the Mexican stage and screen star," Negrete scored on an astonishingly clear and powerful voice, abetted by good looks and an ingratiating smile. His inveigling the crowd to join in singing on *Lindo* augurs well for future patronage.

A return of the dance troupe in a *Chapanekas* was followed by Juanita Juarez. She's saucy, full of ginger, sensu-

ous, and she can sing. Four numbers earned her acclaim.

A wind-up turn of the Sans Souci six on la conga dovetailed into rumbas for the house and a mass conga led by the band maestra.

The music is sometimes fox trot, sometimes Spanish. The band's better on the latter.

El Chico will serve lunches in a drive for trade from the near-by office buildings.

The spot should click.

Morton Frank.

Hotel Sherman, Panther Room, Chicago

Talent policy: Dance and show band; floorshows, 9 p.m. and 12 midnight. **Management:** Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. **Prices:** Dinner from \$2 in Panther Room, \$1.25 in Malaya Room; drinks from 50 cents; minimum \$1 on weekdays, \$2 on Saturdays.

The heat was on as it seldom has been in the Panther Room when Duke Ellington and a septa and bronze revue opened the fall season of the popular dine and dance spot Friday (6). To a packed house Ellington blasted away with his delirious blues, jazz, swing, and what-not to the keen delight, apparently, of everyone but this unregenerate reviewer, whose taste in music still leans heavily to the sweet side and can't assimilate the cacophonous Harlem razmataz except in small doses. Occasionally Ellington relieves the din with contrasting tunes, such as *Mood Indigo*, that compel appreciation of the real musicianship of his organization. But the numbers that win the wholehearted acclaim of the youthful jitterbug audience are those abounding in freak and fantastic tones that literally blast the eardrums.

Ellington has in his outfit some of the finest exponents of his particular type of music. At the supper show he presented *Never No Lament*, featuring Johnny Hodge's sax; *Caravan*, an Ellington-Juan Tizol song which features Tizol and Cootie Williams, trumpets, and Barney Bigard, clarinet; *Cotton Tail*, soloed by Ben Webster; *Boy Meets Horn*, with Rex Stewart doing some torrid trumpet tootling, and ends up with *Tootin' Thru the Roof*, a blasting blitzkrieg featuring a trumpet duo by Rex Stewart and Cootie Williams. Every number was greeted with prolonged applause.

In the floorshow portion of the entertainment, Marie Bryant, dancer, offers a scorching interpretation of *I Like To Riff*; Herbie Jeffrey gives excellent renditions of *All This and Heaven Too*, *June on the Isle of May*, and other popular numbers; Bill Bailey presents a fast tap routine, and Ivie Anderson, "Bronze Baroness of Song," warbles pop tunes nicely. The Ball Girls and Carl Marx, clown, enliven the intermissions. *Nat Green*.

Rainbow Grill, New York

Talent policy: Show and dance band; floorshow at 8:15 and 11:30 p.m. **Management:** John Roy, director; Edward Seay, publicity chief, assisted by Marjorie Bruce. **Prices:** Supper cover charge 50 cents weekdays and \$1 Saturdays; dinner from \$2.

The Rainbow Room's less formal companion, selling an evening's entertainment at more reasonable prices, offers a very intimate atmosphere, created not only by the architectural designs of the room but also by the almost continuous entertainment.

Only change last week was Don Julian and Marjorie succeeding Marlynn and Michael, who had been here for 2 1/2 years. They appear in the two shows and conduct the Champagne Hour (9:30-10:30). Judging by the impression they created during their first couple of days, the team should remain a long time.

They proved a revelation to this reviewer, who has watched their work for the last couple of years in the Midwest. Their delivery and confidence, reflected in their routines, have improved over 100 per cent. They make a gay, refreshing appearance and score in a versatile way.

Their numbers included a tango fantasy, a Mexican clap dance, a bullfight cape number (fine sight fare), and a Brazilian concoction. Don Julian handles talk amusingly, describing the Latin routines. The girl is a good-looking and talented brunette.

When caught during the Champagne Hour they encountered little trouble inviting customers on the floor to do the rumba, tango, conga, and waltz. Usual champagne and dinner prizes are awarded to winners.

The music assignment is still in the capable hands of Barry Winton and

band, who play in smooth, sweet rhythm. Winton appears in the shows with violin solos, played with polish. Russ Smith, guitarist, doubles on vocals.

Dr. Sydney Ross, magician, works at tables by request. *Sam Honigberg*.

Deshler-Wallick Hotel, Ionian Room, Columbus, O.

Talent policy: Dance band and relief duo. **Management:** L. C. Wallick, hotel president; James H. Michos, manager. **Prices:** Moderate.

A general renovating and enlargement program has been completed in this appealing dine-dance spot in the heart of Ohio's capitol.

More than \$25,000 has been spent in beautifying the spot, which is particularly attractive to the Ohio State College trade.

Besides offering some of the more popular traveling bands, the hotel still has hot dog sandwiches at a jitney, ham-and-egg sandwiches for a dime and welsh rarebits for 15 cents from 10 p.m. on.

Individual phone service is now offered at each table and a novel bar with 400 new silver dollars imbedded in the floor has been constructed.

For the opening Saturday (24) and an indefinite stay Jerry Blaine and His Dream-Lined Rhythm occupied the new bandshell. For soothing and soft melodies he features five fiddles, with two saxes and two trombones doubling on the strings. He has three vocalists, Arlyne Chanler; Artie Dann, a singing comedian, and Mal Emerson, romantic baritone.

When the band is off the stand Robert and Helene Allison, talented piano and violin duo, entertain.

Dancing and entertainment is continuous from 9 p.m. until 1 a.m.

Service is good; atmosphere, splendid. *Albert E. Redman*.

Martinique Cafe, Wildwood, New Jersey

Talent policy: Continuous entertainment. **Management:** Jake Diamond, proprietor-manager. **Prices:** Food a la carte; drinks from 25 cents; no minimum; no cover.

Just a step or two off the Boardwalk at a corner where the activity is greatest, this spot is rarely without crowds.

After toying around with various entertainment policies, Martinique hit the spot last year and carries on this year as a musical bar, approximating the Hickory House in New York. The Three Peppers (Walt, Roy, and Bob) are clicking solid for a second year. Septa trio are swing-mad and plenty personable in their singing and playing, equally proficient on the harmonizing as on their piano, bass, and guitar. Bar dominates the large room, the Peppers posed on a platform in bar's center. Selections run from Harlem double talk to the current pops, with the boys outstanding when delivering numbers they've recorded for Decca. *M. H. Orodener*.

Pinto's, New York

Talent policy: Dance band; floorshows three times nightly. **Management:** Nick Pinto. **Prices:** Dinner from \$1; also a la carte; drinks from 40 cents; no minimum or cover.

Located in section of Greenwich Village that enthalls visitors from the hinterlands, Pinto's has been doing business for a good many years. While some World's Fair visitors were sighted at the bar and tables, patronage is mainly villagers. Spot, excepting the bar, is small and crowds intimate.

Snooks Jordan and His Stooges play for dancing and also the show. While band consists of only three pieces, each is a good musician and supplies music in true Harlem hot-spot fashion. Snooks and Sonny Jordan, drums and sax, also do a little vocal harmonizing.

Floorshow starts with usual fanfare with Viola Baulson, comedy blond, emcee, who vocals, welcoming patrons to tune of *Well, All Right*. Mickey Dare sings *In My Solitude*, struggling thru the first chorus in torch fashion but doing all right on the swing version. Bette Platt does a swell rhythm tap in a Philip Morris get-up. Miss Baulson does a fair job on *How Can I Ever Be Alone?* Nina Nixon, a little on the hefty side, which is to her advantage in doing this type of act, does a strip to really warm up the crowd. Geraldine Delaney wows *Sierra Sue* and without a mike. Miss Dare, up for the second time, surpasses her first efforts in the rendition of *Alice* (See *NIGHT CLUB REVIEWS* on page 27)

NEW YORCHIDS

from
Walter
Winchell



"ROMO VINCENT
is the town's newest comedy find!"...
—DANTON WALKER

"ROMO VINCENT
reveals slick talent, a welcome newcomer!"
—LOUIS SOBOL

"ROMO VINCENT
is a rare comedian!"
—ROBERT DANA

"ROMO VINCENT
is refreshingly different—listeners clamor for more!"
—MALCOLM JOHNSON

"ROMO VINCENT
is a card, a first-class comedian!"
—RICHARD MANSON

"ROMO VINCENT
is the night club comedy find of the year!"
—DOROTHY KILGALLEN

"ROMO VINCENT
is Broadway's Newest Favorite!"
—LEONARD LYONS

"ROMO VINCENT
is Broadway's most successful new recruit!"
—TED FRIEND

"ROMO VINCENT
is the town's newest comedy sensation!"
GENE KNIGHT

"ROMO VINCENT
'hottest' performer to hit Broadway in many seasons!"
—ED SULLIVAN

P. S.—This is an ad for Romo Vincent, who thanks all the critics and the columnists, as well as Mario and Hy Gardner. Thanks also to Joel Rose.

Now Going on His 16th
Week at the Hurricane

Management
WILLIAM MORRIS AGENCY
Paul Small

KC Tower Theater Beats Heat With Hefty Summer Grosses; "Scandals," Busse, Moore Tops

(Continued from page 5)

Randolph Avery Trio, Don and Jane Ford, and Ed Richard, grossed average \$6,000. Pic, *Free, Blond and 21*. Fair attraction.

May 2—*Springtime in Swingtime* picked up to gross good \$6,800. Acts included Radke Sisters, Whitey Roberts, and Chester Dolphim. Pic was *Shooting High*. Roberts' comedy brand proved popular.

May 16—Henry Busse's unit grossed sensational \$8,800, best up to the time. Pic, *Viva Cisco Kid*, with 35-cent top. Good show by ork and attractive pic.

May 23—*Rhapsody in Feathers*, with Remaine, Rex Weber, Bob Easton, and Lester Harding, grossed better than average \$6,400, with pic, *In Old Missouri*, and back to 25-cent top. Fan dancer appeal.

May 30—Deacon Moore's band with Marge Hudson grossed good \$7,900, with pic, *A Chump at Oxford*. Moore is very popular in this area and with higher scaled prices would have set record.

June 6—*Miracles of 1940 Revue*, featuring Duval and Company, Jimmy Byrnes, Novak and Fay, and Betty Black, grossed an average \$6,000, with pic, *LaConga Nights*. Weak pic held this one down.

June 13—Art Kassel and ork, with Marlon Holmes, grossed a neat \$7,500 with pic, *Bombs Over London*. Good show.

June 20—George White *Scandals*' unit, featuring Ben Blue, grossed record \$12,000 for six-day stand, show playing at 50-cent top. Accompanying pic, *I Can't Give You Anything But Love, Baby*. Good show, higher scaled prices, and strong pic boosted this one.

July 4—Evelyn Brent, Harry Fox, Gene Fields, Three Olympic Girls, and Jackson and Nedra grossed weak \$6,000, with strong opposition from other local houses and sour pic, *Girl in 313*.

July 11—Shayne and Armstrong, John Tio, and Bogash and Bardine pulled a fair \$6,000. Pic, *Saps at Sea*. Vaude show was weak.

July 18—*Esquimo Follies*, with Barr and Estes, Bud Hughes and Pals, Three Top-pers, and Lester Harding, grossed \$6,500. Good vaude program caused biz to pick up despite another weak pic, *Grand Ole Opry*.

July 25—Isham Jones' ork, featuring Connie Starr, grossed good \$7,500, with pic, *Lucky Cisco Kid*. Improved shows boosted biz.

August 1—*Happy-Go-Lucky* unit grossed better-than-average \$6,600, with accompanying pic, *Cross-Country Romance*. Acts included Walton and O'Rourke, Ming and Toy, Wilfrid Dubois, and Lester Harding. Neat film helped this one. New amusement taxes had gone into effect by this time.

August 8—Clyde McCoy and ork rolled up nifty \$9,000, well above average, with pic, *Love, Honor, and Oh, Baby*. Band staged excellent show.

August 15—Bill with Terry Howard Company, Bernhardt and Ketrov, and

Rich and Gibson grossed average \$6,000, with pic, *Sailor's Lady*. Pic no help here.

August 22—*Dude Ranch Follies* grossed neat \$6,800, with Ford Harris and Jones, Jimmy and Mildred Mulcay, Billy and Idylle Shaw. Good pic, *Scatterbrain*, helped.

August 29—*Vacation Varieties*, with the Blanchards, Hector and Pals, and Alene and Evans, did average \$6,000. Pic, *Private Affairs*.

Lincoln Circuits Seek More Attractions, Units

LINCOLN, Neb., Sept. 9.—At least two Nebraska showmen are interested in stagershow, and more of them.

Evert Cummings, Tri - States - Paramount district manager in Omaha, wants to do better than the catch-as-catch-can basis under which bookings have been made in this territory. He's sending out bids to various booking offices for bands and attractions.

R. W. Huffman, city manager for J. H. Cooper-Paramount theaters here, played *Midnight in Paris* unit recently at the Stuart, and has been asking about other units to follow ever since.

Earl Vollmer To Hollywood

CINCINNATI, Sept. 7.—Earl Vollmer, for many years manager of Castle Farm here for his brother-in-law, A. J. (Toots) Marshall, has gone to Hollywood to assist in opening the new Palladium. Vollmer has been given a 60-day leave of absence, but may remain at the Palladium in a managerial capacity.

The Palladium, which will accommodate 3,500 patrons, is being erected at a cost of \$500,000. Opens in October.

K. C. Houses Sign Up

KANSAS CITY, Mo., Sept. 7.—Contracts between the stagehands' union and the downtown houses have been renewed for another year. The houses signing the pact are the Tower, Midland, Esquire, Regent, Orpheum, Newman, and the suburban Fox and Fox Plaza.

Contracts with the motion picture projectionists were delayed due to requests for several changes.

Dance Teacher Rides 'Em

DETROIT, Sept. 7.—Professional training counts, even in riding those mechanical hobby horses. Charles Roth, head of the Roth & Berdun Studios, took his turn at riding the horses at a local club and won the champagne prize.

The payoff came at the last show, when Roth won again.

Vaude for Minneapolis

MINNEAPOLIS, Sept. 7.—Follies Amusement Company will reopen the long-darkened Alvin Theater September 13 under a stagershow-picture policy. Kickoff stage attraction will be *Cocktails of 1941*. Former legit house will offer three shows a day.

Hope, Kaye, Meroff Grosses Revive Omaha Vaude Interest

OMAHA, Neb., Sept. 7.—Orpheum Theater here, 3,000-seat vaudefilm house, will be operated this fall and winter on the most liberal flesh policy since Tri-States Theaters started operating it, says Manager Bill Miskell. Assuming he can obtain the orks and units he wants, Miskell expects to use vaude one-third to one-half of the time.

Prior to the last part of 1939 the Orpheum used vaudefilms about nine weeks a year. Rest of time theater uses double features. A year ago Tri-States opened the long-dark Paramount, another 3,000-seat deluxer, on a vaudefilm policy that was anything but profitable. The A. B. Marcus revue was n. g. Phil Spitalny and his ork were mediocre, and Cab Calloway was little better than so-so.

Fingers burned by the Paramount experience, Tri-States forgot about vaude

Agents Stick Together

BUFFALO, Sept. 7.—Maybe there aren't enough acts to go around, or else the booking trade is really sticking together, because local talent agent Walter J. Gluck booked two other agents on jobs this season. And, strangely enough, both do a similar type of comedy cartooning and caricature act.

Frank Belt, of Columbus, formerly associated with Pete Iodice Agency, Detroit, worked for Gluck at Kaufman's Cafe Madrid nitery here. Matt Kolb, now affiliated with the Baldwin-Davis office, Akron, O., and previously with the Jack Middleton Agency, Cincinnati, played the Canadian Showboat and Crystal Beach Ballroom for Gluck.

Apollo Resumes; 2 Harlem Houses; Maybe Third Soon

NEW YORK, Sept. 7.—Vaude will not be dropped from the Harlem Opera House despite the opening of the Apollo a few doors down the street by the same management. The Opera House will continue with the policy formerly at the Apollo, with a line, small septia and white bands, and several vaude acts.

The Apollo will go in for a more elaborate presentation, featuring name bands both white and colored. The house opened with Lew Leslie's *Blackbirds*. According to Frank Schiffman, operator of both houses, a chorus line will be used occasionally. Gene Krupa band is tentatively penciled in for October 4 at the Apollo.

Harlem may get a third vaude house. According to the American Guild of Variety Artists, negotiations are under way for conditions regarding the reopening of the West End Theater with a septia vaude policy.

Vaude Resuming at Colonial, Detroit

DETROIT, Sept. 7.—Colonial Theater reopened Saturday with straight films following remodeling and will become the first downtown house to adopt a permanent vaude policy September 22, says Manager Raymond Schreiber, of the Midwest Circuit. Schreiber just returned from New York, where he completed booking arrangements, with Sol Berns booking the house.

Phil Regan opens the new policy, followed by a Major Bowes unit, and by Fats Waller.

Charter Columbia Group

COLUMBIA, S. C., Sept. 7.—Silver Dollar, Inc., of Ocean Drive, has received a State charter to operate night clubs, dance halls, restaurants, etc., under authorized capitalization of \$3,000.

Officers are W. A. Somersett, president; John R. Cargill, secretary-treasurer.

MARY BRANT, billed as "Waitress de Lux," now in her sixth week at the Catacombs in the Chittenden Hotel, Columbus, O., was inadvertently left out the review of the spot in last week's issue. Sorry!

Bryden Booking 2 Soucie Full Weeks In North Ontario

DETROIT, Sept. 7.—La Salle Theater at Kirkland Lake and the Cartier at Timmins, both in Northern Ontario, are booking full-week stagershow thru arrangements made this week with the Betty Bryden Booking Office here. Deal was made by T. C. Soucie, owner of the houses, who is flying American bombers across the Atlantic for the Canadian Government. Soucie has been at Selfridge Field, near Detroit, and left this week to take his first plane across.

Completion of a new government road makes it possible to book these theaters from Detroit. They were turned down a year or more ago by the Bryden office because road conditions made it difficult for acts to get thru in time for bookings and the houses were booked for a time from Toronto.

Val Campbell, formerly of the Gus Sun office here and lately operator of a night club in Miami, has joined the Bryden office.

Oriental, Chicago, Sets Attractions

CHICAGO, Sept. 7.—Jones, Linick & Schaefer, operators of the Oriental Theater, have booked several attractions the next several weeks. *Tattle Tales of 1940*, Mary Carlisle unit, now playing, will be followed by George Jessel's unit, featuring Rochelle Hudson, Jean Parker, Isabel Jewell, Steffi Duna, Lya Lys, Jean Manners, Betty Jane Cooper, and others.

Other attractions soon to appear include Tommy Tucker orchestra; *Uncle Walter's Dog House*, radio show, with Uncle Walter, Virginia Verrill, Bob Strong, the Dog House Quartet, and Charlie Lyon; Duke Ellington band unit; the Dead End Kids, and the Little Tough Guys in *Double Dynamite* unit; Phil Spitalny and his all-girl orchestra, and Ina Ray Hutton orchestra.

Capitol, Portland, Will Not Drop Vaude

SEATTLE, Wash., Sept. 7.—According to Joe Daniels, local booker, the Capitol Theater in Portland, Ore., which he has been servicing, will continue to operate with a vaude policy. He states that he set a Major Bowes unit to play that house soon.

Daniels states that he also books the Cave Club, Winnipeg, Man.; the Musical Gardens, Kellogg, Idaho; the Cave Club, Vancouver, B. C.; the Oasis Club here, in addition to the Edison Theater, New Westminster, B. C.; Capitol, in Olympia, Wash., and the State, Salem, Ore., which use units for one, two, and three-day dates.

Stanley Fields' P. A.'s

NEW YORK, Sept. 9.—Stanley Fields, film player, will begin a series of personal appearances at the Palace, Cleveland, September 13. Bill Miller is handling Fields in the East.

Southland's Colored Shows

BOSTON, Sept. 7.—After complete alterations, the Southland will reopen next week with a different talent policy, under new management of the Coconut Grove. Plans call for featuring colored shows, with accent on swing music.



FOLLIES * COSTUMES

315 W. 47TH ST. N.Y.C.
PHONE CIRCLE 5-9861

Enclosed an extra \$10.00 for the good service and nice wardrobe given us for our opening.
H. K. MINSKY
Grand Theatre, St. Louis, Mo.

ATTENTION! PROFESSIONAL TALENT

When in or near San Antonio, Texas, inquire at the

KIT KAT KLUB

Phone: Pershing 9081

JUST OUT!

McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band, Entertainers. Contains:
15 Screaming Monologues
8 Roaring Acts for Two Males
7 Original Acts for Male and Female
30 Sure-Fire Parodies
Great Ventriloquist Act
A Roof-Lifting Female Act
Trio, Quartet and Dance Specialty
Musical Comedy, Tab and Burlesque
16 Corking Minstrel First-Parts
McNally Minstrel Overtures
5 Grand Minstrel Finales
48 Monobits
Blackout, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletin Nos. 10, 11, 12, 15, 16, 17, 20 and 21 for \$4.50, with money-back guarantee.

WM. McNALLY

81 East 125th Street, New York

HOLD AUDIENCES SPELLBOUND WITH STROBLITE

Luminous colors that glow in dark. Produce spectacular effects on costumes, scenery, lobby displays, night club decorations, etc.
STROBLITE CO., Dept. B9, 35 W. 52, N. Y.

Vaudefilm Grosses

Stem Grosses in Top Brackets After Sensational Holidays

NEW YORK.—Grosses in the five Broadway vaudefilmers continued to hold up in the higher brackets after registering sensational figures during the Labor Day week-end. In their favor is the weather, which during the September 7-8 week-end was cool, and strong attractions with appeal for both New Yorkers and visitors. Two of the current shows are holdovers.

The Paramount started the second week September 4 of its winning combination bill—*Rhythm On the River* and stage-show headed by Ken Murray, Will Bradley's band, Dinah Shore, and Tito Guizar. Business continued strong, with an impressive \$45,000 indicated for second stanza. Will hold a third week. Gross for initial week, ended September 3, was \$60,000.

The Strand opened well Friday (6) with Larry Clinton's band unit and *No Time for Comedy* for a three-week run. Should pull a nice \$38,000, Clinton's popularity here and the co-stars of the film, James Stewart and Rosalind Russell, being b.-o. magnets. For the fourth and final week ended September 5, Phil Spitalny's band and *The Sea Hawk* pulled in a great \$37,000, the holiday week-end coming in for assistance. Total gross for this combination was a mighty profitable \$165,000.

The State, week beginning September 5, opened well with the second week hold-over of Ed Sullivan and the Harvest Moon Ball dancers, augmented by Benny Fields and, on the screen, by second-run of Metro's *Andy Hardy Meets Debutante*. Should pull a decent enough \$24,000. Last week (ended September 4), the Harvest Moon stunt was a comparatively better draw, its sponsor, *The Daily News*,

giving it plenty of publicity. Wound up with a good \$28,000. Screen had *New Moon*, second run.

The Music Hall changed bills Thursday (5) for the first time in four weeks, bringing in Ginger Rogers and Ronald Colman in *Lucky Partners* on screen and a new revue, again produced by Florence Rogge. Headed for good \$85,000, altho not near as strong as the gross copped by the previous picture, *Pride and Prejudice*, which in its fourth and final week, ended September 4, drew an excellent \$103,000. The Labor Day week-end alone produced an estimated \$55,000. Take for entire four-week run is estimated at \$389,000.

The Roxy, encouraged by the first week's receipts (sensational \$51,000 for week ended September 5), held over both the picture, Columbia's *He Stayed for Breakfast*, and the stage bill topped by Larry Adler. Current session is scheduled to wind up with a fair enough \$35,000. Another big picture, *Brigham Young*, comes in Friday (13).

Kaye 23G in D. C.; Capitol Fair 12½G

WASHINGTON.—The swing and sway of Sammy Kaye at the Earle this week, ending September 12, and capacity business of \$23,000 is expected. On screen is *He Stayed for Breakfast*. The Kaye band, the Nonchalants, Criss Cross, and the Three Debs are on stage. Last week, second week of *Sea Hawk*, did \$15,500, a little under expectations.

Vaude headliners of yesteryear are at the Capitol. Billed as *Variety Hall—1910*, it includes Fritzi Scheff, the Primrose Four, Joe E. Howard, the Watson Sisters, Emma Francis, Marshall Montgomery, Eddie Horan, with the Rhythm Rockets. Competish from Earle will pull down normal take, so six days, ending September 11, should do around \$12,500. Picture, *Captain Caution*. Last week Shirley Temple in *Young People* did a poor \$13,000.

Armetta, "Scandals" Boom Balto Trade

BALTIMORE.—The Hippodrome drew a better than average gross of \$18,000 week beginning August 30 with a vaude bill topped by Henry Armetta and *Lucky Partners* (Ronald Colman and Ginger Rogers) on the screen. Armetta's name was only stagershow draw.

Week of August 23 the abbreviated version of George White's *Scandals*, featuring Ben Blue and Ella Logan, drew heavy trade, winding up session with a neat \$19,000, some \$5,000 above the average gross. Tab is credited with all biz, since screen feature, RKO's *Millionaires in Prison*, with Lee Tracy, meant next to nothing.

"Conga" Show Off At Lyric, Ind'p'lis

INDIANAPOLIS.—George Olson's Lyric Theater had one of its few poor weeks of the season for the session ending September 5, the *La Conga Nights* unit and Shirley Temple's last picture, *Young People*, failing to attract more than \$8,000. Show, headed by Carlos Molina and band and a couple of vaude acts, had little box-office draw. Temple's name, too, has apparently lost its drawing power.

Week ended August 30, the house grossed a fine \$12,500 with the personal appearance of the Ritz Brothers plus *The Man I Married* on screen.

Dayton Good 88C

DAYTON, O.—Second week of stage shows at the RKO Colonial, headed by Tommy Riggs and Betty Lou, grossed an increase over the opening week, total being reported as \$8,800. Labor Day helped out.

Penner Does Sock 45G; Glen Gray Big; Dick Todd 18G; Current Week Will Dip

CHICAGO.—Following a highly satisfactory week at the vaudefilmers, the three houses are due for a substantial dip on current shows. While stage bills offer some first-rate entertainment, none of the houses has anything that means big box office, and the pix won't pull them in.

Week ended Thursday (5) was close to expectations at the Chicago Theater. Joe Penner drew terrific biz over the holiday week-end but let down the last few days. Nevertheless, the house came thru with a big 45G. At the State-Lake, Dick Todd proved a good draw along with a Hardy Family picture, pulling a swell \$18,000. Glen Gray was a happy booking at the Oriental, the J., L. & S. house winding up with close to 20G.

Biz was off at all houses for start of current week. *Tattle Tales of 1940*, at

the Oriental, has Mary Carlisle and a lot of razzle-dazzle but misses being a hit and the picture *Ladies Must Live* is not b. o. House may hit a fair 16G. Chicago Theater stage bill is entertaining and *He Stayed to Breakfast* is a first-rate picture, but box-office appeal is lacking and the B. & K. ace house is due for a dip to a poor 29G. State-Lake will have no more than a fair week with Carlos Molina. Indications are for around \$13,000.

Basie, Crosby Pic Good Draws in L. A.

LOS ANGELES.—Count Basie and ork and Bing Crosby's latest film, *Rhythm on the River*, held over a second week, beginning August 30, at the Paramount, lone combo polley in this area. Initial week drew a strong \$24,000, with current session copping a fair \$17,000.

Aggregate figure represents a boost of \$5,000 over the average take for a fortnight.

Bowes Unit Cops 75Cs in Seattle

SEATTLE, Wash.—Major Bowes' Anniversary unit and Republic's *Three Faces West* on screen gave the Palomar a strong \$7,500 for week ended August 30. House average is \$5,000.

Routine vaude bill and Warner's *My Love Came Back* brought a poor \$4,100 week ended August 23.

Blackstone Neat 88C in Milwaukee

MILWAUKEE.—Blackstone and his *Show of 1,001 Wonders* turned in a respectable \$8,800 at the Riverside Theater for the week ended September 5.

The house has dropped its 30-cent balcony admission after 5:30 p.m., with all seats 40 cents in the evening. The two-bit fee from 11 to 5:30 continues.

Pic, Sing, Dance, Plenty Hot (Rep).

Lamour Heavy 23G Click in San Fran

SAN FRANCISCO.—Personal appearance of Dorothy Lamour, who topped the Golden Gate vaude bill week ended August 29, boosted gross from weekly average of \$15,000 to big \$23,000. Screen had RKO's *Bill of Divorcement*.

Week ended September 5, six-act bill and *Dance, Girl, Dance* (RKO) brought a fair enough \$15,000. Figure was reached thru big biz opening day, when Maureen O'Hara and Lucille Ball, who appear in the picture, made personal appearances.

Royce, Barnet, May Are Cleveland Draw

CLEVELAND.—Rosita Royce and her highly publicized dove dancing act, together with Charlie Barnet's band and Marty May, drew a very big \$19,000 gross at the Palace week of August 30, the first flesh bill of the new season. Miss Royce landed good space in the local dailies. Screen had *Young People* (20th-Fox), the last Shirley Temple film.

Ben Bernie ork, the Del Rios, Shea and Raymond, and Dale Withrop opened at the Palace Friday (6).

Millinder Clicks

BOSTON.—The Keith Boston, for week ended September 4, grossed a fine \$11,500, holding Lucky Millinder band on stage for first five days in conjunction with two indie films and concluding the week with a straight double feature bill.

Holiday trade and good weather boosted the figure to \$3,500 above the average take.

Record 17G for Meroff in Omaha

OMAHA.—The Orpheum, running vaude and unit shows periodically, scored a tremendous \$17,000 with Benny Meroff's unit, *Funzafire*, and Metro's *Gold Rush Maisie*, week ended August 29. Take is some \$10,000 above the average gross.

Funzafire had been given a circus ballyhoo prior to its arrival.

Buffalo Is Off On Labor Day Biz

BUFFALO.—Local vaudefilmers didn't do the big Labor Day business they anticipated, due to strong picture competition at other downtown houses and the warm weather.

The Buffalo opened well for the week of September 6. Pic, *The Great McGinty*, in itself is a good draw. The addition of Jimmy Dorsey's band, with Bob Eberle, Helen O'Connell, and Buddy Schutz, makes b.-o. success imperative. Supporting acts are Cass Dailey; Trixie, girl juggler, and Tip, Tap, and Toe. Gross expected to top \$17,000. Average is \$12,500. The Buffalo landed way below expectations with Bing Crosby's *Rhythm On the River* for week ended September 5, pulling a very meager \$10,400, almost four G below average. On the stage Ernie Florito, new conductor, made his debut, leading the house ensemble in a production entitled *Americana*, The Hansonettes, Meyer Balsom, Max Miller, and Eddie Manguso composed the flesh layout.

The Century did so-so with the over-rated picture, *Lucky Partners*. For nine days ended September 5 the house grossed \$9,000. Second pix was *Millionaires in Prison*, b.-o. poison that hurt. For the second week of *Lucky Partners*, Century substituted *Wagons Westward* as the co-feature, which is an improvement. Take for two weeks is expected to run around \$14,000.

Sammy Kaye Draws 18G in Milwaukee

MILWAUKEE.—Despite daily rains, Sammy Kaye and band grossed a top-heavy \$18,273.75 at the Riverside, week ended August 29 (not \$14,000 as reported last week). Admission top was boosted from 40 to 50 cents, plus tax. Kaye's name and his "lead the band" stunt proved nice drawing cards.

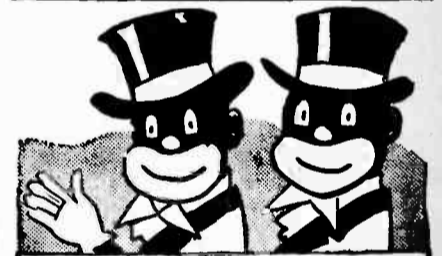
His daily take, beginning August 29, follows: Friday, \$2,095.80; Saturday, \$3,012.60; Sunday, \$3,927.55; Monday, \$2,205.55; Tuesday, \$2,372.50; Wednesday, \$2,496.45; Thursday, \$2,163.30.

Kaye copped 50 per cent of the gross, taking \$9,136.88 for the week.

Talent Agencies

JIMMIE HEAVENER, of Amusement Service, Jacksonville, Fla., says he and Barney Whitney have acts working West Palm Beach, Fla.; Daytona Beach, Fla., and hotels and clubs in Jacksonville.

JOLLY JOYCE, Philadelphia, has set this week, Three Peppers, Ed and Morton Beck, Grace O'Hara, and the Modernettes at the Stork Club, Philadelphia; Roy Sedley, Ruth Warren, Darlene, the Yvonnets at the 2-4 Club, Philadelphia; Bobby Bernard, the Henrique Rhythmettes, Beth Calvert, Edith Brown, Maurine and Norva of the Cadillac Club. (See TALENT AGENCIES on page 30)



AMERICA'S SNAPPIEST Minstrel Shows

Unrivalled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
205 N. Wabash Ave. Dept. 150, Chicago, Ill.

PAGE AND DE WOLFE UNIT PRODUCTIONS, INC.

—WANTED—

For Two 30-People De Luxe Stage Units

People in all lines. A-1 Vaudeville Acts, Novelty, Comedy, Singing, Dancing; young, shapely Chorus Girls; Musicians (union only). People must be youthful, good dressers on and off. Drinking not tolerated. Long season to real talent. State all. Send late photos. Marvin A. Boone and 4. Dukas, contact quick. Address: LINTON DE WOLFE, care The Billboard, Cincinnati, Ohio. P.S.: Our "Midnight in Paris" unit just finishing a seven-month Coast to Coast tour.

WANTED MALE DANCING PARTNER

Must be at least 5 feet 10 inches tall and experienced in ballroom work. Please communicate at once, sending photo and complete information. Address: BOX D-92, care The Billboard, Cincinnati, O.

WANTED
Girl Dancers and Singers, Sister Teams, Novelty and Comedy Acts, Dance Teams and M. C.'s. Send photos and publicity to
JIMMIE HEAVENER, AMUSEMENT SERVICE
1536 Main Street, Jacksonville, Florida

Strand, New York

(Reviewed Friday Evening, September 6)

The acts are superior to the band attraction in this layout, which is scheduled to run until September 27. Principal fault with Larry Clinton's outfit is lack of fresh material. The group seems to be content to get by on past glories.

Clinton fronts a pounding swing organization. Opens with a stylized version of a classic, and the music of *The Breeze and I* brings forth Terry Allen, good tenor, who embellishes it with an acceptable vocal and stays over for *I'll Never Smile Again*.

Later the band honors some of Clinton's own compositions, including *The Dipsy Doodle* (as conceived by various nationalities), *My Reverie*, and *Our Love*. Latter was all but ruined by Helen Southern, poor stage vocalist, who, perhaps for the sake of creating a style, gives false emphasis to words and phrasing. She wasn't much better laboring thru *When the Swallows Come Back to Capistrano*.

Jimmie Curry, trombonist and band's singing comedian, had a strike against him trying to hoke up the beautiful *Night and Day* tune, but redeemed himself later with some special lyrics set to pop music.

Last two band specialties were particularly appetizing to swing fans, *Study in Surrealism* and a streamlined treatment of a Sousa march.

Acts, in order of appearance, included Johnny Coy, Goodrich and Nelson, and Sue Ryan. Coy is a youthful tapper whose fast and tricky spins encourage good applause. His pitter-patter tapping session is snappy fare.

Goodrich and Nelson still rate top honors in the hand-balancing field. They work in slack suits and exhibit herculean feats. They don't tire the audience with preliminaries, going into difficult stunts from the beginning.

Sue Ryan, singing comedienne, stopped the show with broad vocal impressions of female magazine cover subjects (a clever idea tying in a number of amusing characters), and now-and-then take-off of *You Made Me Love You*, and finally bemoaning the trials and tribulations of being married to a jitterbug. Last number is not timely any longer. Has a fine personality for this type of work.

Sam Hontigberg.

Vaudeville Reviews

Earle, Washington

(Reviewed Friday Afternoon, Sept. 6)

Fans packed the Earle this week to hear Sammy Kaye and his ork boys. It's not a flashy band, but it pleases the customers. Kaye ork gets down to business as soon as the curtain goes up, and before one realizes it Sammy beats his baton thru two solid numbers and the spotlight is on Lillian Mack, who renders an energetic tap routine. Is a competent performer. She could improve her style, however.

Tough Hombre, with Jimmy Brown stepping down from the stand to vocalize, is a good novelty and got a good hand.

Criss Cross, with a leering dummy done up in cowboy clothes, is next on, and patter offered is good. Cross offers a highlight in vent with a smaller dummy dressed like a minstrel end man. With darkened stage, dummy gleams in his luminous raiment to warble *If I Didn't Care*. Number almost stopped the show.

A medley of rumba tunes provides an opportunity to the Three Debs to tap in unison, finally making way for Tommy Ryan to sing *The Breeze and I*. Little time was given for applause or encores, consequently acts were trimmed to briefest schedule. Kaye tootled his clarinet only for a moment and the Nonchalants went thru their funny strongman act. Trio features its smallest member, who keeps up zany chatter a la Baby Snooks. Turn got a swell hand.

Remainder of show is given over to the Kaye feature, "So You Want To Lead a Band?" About 60 extroverts shot up their hands when Kaye called for two boys and two girls to wave the stick. Best in any show gets a chance at end of week for a \$35 first prize. Kids stayed thru two and three shows for a try, and the short interview between Kaye and contestants is terrific. Kaye has an easy mike style and is able to get good chuckles out of ordinary chatter. Pix is Columbia's *He Stayed for Breakfast*. Edgar Jones.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 6)

No names this week but a first-class stage bill on which every act clicks. Picture, *He Stayed for Breakfast*, only fair. Opening production number, used as a prelude to the appearance of Harris, Claire, and Shannon, is farfetched as to title, *Power House*, but is beautifully done. Girls in black net full skirts go thru a series of motions evidently supposed to represent power; could more appropriately have been termed *Poetry of Motion*. Gracefully done and entertaining. It brings on the dancers, man and two girls, for a lively and beautifully executed dance session, featuring difficult twirls and graceful pirouettes. Received a big hand.

Jimmy and Mildred Mulcay have a harmonica act different from the usual run. Jimmy opens supposedly playing a two-harmonica effect, then curtain opens to reveal Mildred playing a second harmonica. Duo then goes into a torrid harmonica session that brings a storm of applause. They are genuine artists on the mouth-organ and have plenty of showmanship as well. *Six Lessons From Madame La Zonga*, soloed by Miss Mulcay, and *Rhapsody in Blue* and *Carnival of Venice*, the latter done with double and triple-tongle effects, by the duo brought repeated applause, and *Tiger Rag*, with modern trimmings, sent them off to a resounding hand.

New to this territory is Lalage, graceful young aerialist of the web and Roman rings. Handling herself exceptionally well, she executed an entertaining routine, finishing with an exceptionally fine exhibition of one-arm planges that put her over to rounds of applause.

Frank Gaby, ventriloquist, is a real artist and has an excellent line of chatter which he puts over cleverly for plenty of laughs. For a strong finish Gaby has a boy come to the mike and go thru the motions of singing *When You Wish Upon a Star* while Gaby nonchalantly lights and smokes a cigarette as he sings. Over big.

Corinna Mura, Latin American singer, comes on to a Spanish production number, *Violetta*, and proceeds to win the audience with her clear, musical voice and vivacious manner. She has a voice of wide range and takes the high notes easily, and her rumba, Argentine, and Spanish serenade numbers were beautifully done and won her generous acclaim. Nat Green.

Ohio, Cleveland

(Reviewed Friday Evening, September 6)

Of the numerous motion picture stars who have appeared here in the past, none was accorded a greater reception than that given Mickey Rooney. He's a brat, this boy Rooney; he's a mugger and he steals and holds the stage from the time he makes his first appearance until he's blacked out by the final curtain.

Brought up to vaudeville and weaned in the top tray of a theatrical trunk, Mickey knows his audience and is supported by a tremendously strong background; at least he is at this spot. Palace Theater puts Ben Bernie on the spot and indications are that the fair-haired boy will give the old music master cards and spades and win hands down.

At the opening Rooney held the spot thruout. He relies, of course, on his old tricks. In fact he did everything from playing the piano to introducing original music and a bit of rug cutting. Local critics fell for the gag that Judy Starr, who plays straight to Mickey, had retired to her dressing room and that an unrehearsed stooge came up to the stage to replace her.

Anyway, it's good theater. There are certain persons supporting Mickey but they don't count. If you enjoy the alleged comedy of the trio known as the Ritz Brothers, you'll appreciate the act. If you don't, well then you're in the writer's class. But that little red-headed Irishman makes it worth while and you may want to hand him a swift kick in the pants, even while you applaud.

Harlowe Hoyt.

State, New York

(Reviewed Thursday Evening, September 5)

Slim stage bill this week. The Harvest Moon Ball show did not create the expected sensation during its initial stanza, so bill has been revamped, holding over the winning teams of *The Daily News* ball contest, whose awards call for a two-week State engagement, plus two new acts, Benny Fields and the Three Swifts. The new picture is Metro's *Andy Hardy Meets Debutante* (second run).

Columnist Ed Sullivan, who stayed over with the dance teams, continues to emcee in his cool and easy manner. This time the winners are disposed of in the opening chapter, each couple doing the routine which won honors in the recent Madison Square Garden finals. While all the teams do more settled work than last week, the big show is still staged by the colored Lindy Hop sextet.

The Three Swifts, nifty juggling turn, more than hold their own with a polished session of tricky club juggling, interspersed generously with comedy. Timing and pacing are excellent.

Benny Fields, equipped with familiar hat and cane, still croons in minstrel fashion and gives out with old selling tricks whenever the opportunity arises. He knows how to draw a hand, regardless of the tune he may be peddling. At this show he delivered both new ones and oldies, including *I'm An American* and, as a fitting finale, *Shine On, Harvest Moon*, during which dancers took to the floor again and the customers joined in the second chorus.

House brings in Mary Raye and Naldi and Al Donohue's band Thursday (12), and will play the Mickey Rooney unit week of September 26.

Sam Hontigberg.

State, Hartford

(Reviewed Friday Evening, September 6)

Gene Krupa and orchestra head this 70-minute variety show, second of the season at the State.

Spotted early are the Arnaut Brothers in novelty musical and whistling specialties that bring down the house. In the middle of the program are Gil and Bernice Malson with their "Doggone Nonsense," featuring a quartette of clever canines in slow-motion stunts. Next to closing are the Six Honeys with lively routine dancing and acrobatic turns.

Krupa's outfit is still very brassy, but manages to hold some long notes for full tone, especially during solos by vocalist Howard DuLaney. Irene Daye provides peppy songs, with *Six Lessons From Madame La Zonga* going over particularly well. She soft pedals herself, however, to give the band the spotlight thruout. Krupa's rendition of *American Bolero* is

a remarkable musical divertissement but fails to hold attention, despite tricky lighting effects and radium spectacle.

The house is making the same mistake it made last year, making the acts work in front of the stage band when the theater maintains a perfectly good pit outfit led by Sammy Kaplan.

Opening day matinee business was off but it picked up at night. On the screen, Judy Canova in *Scatterbrain*.

J. B. Tuthill.

Music Hall, New York

(Reviewed Thursday Evening, Sept. 5)

Another Florence Rogge stagershow hits the mark handsomely this week and, like the show that ran four weeks with the last film, this one makes good use of the stage's mechanical wonders and fancy lighting.

The opening drop shows the little charms dangling from some lady's wrist, and the three sections of the stagershow are based on three charms.

The first, a Green Goddess statuette, is the excuse for an exotic Siamese temple scene in which green, red, and gold effects are lavishly used. Hilda Eckler, as the dancing goddess, does a just-right dance; Nicholas Daks, as the cripple, puts over the character well; Raya Keen, as the daughter, is okeh; Joseph Castka, as drummer, leads the glee club (in monk costumes, and the ballet girls, in Siamese costumes, dominate the scene with their fascinating arm-posturing bowleg stylized dancing suggesting the Far East. A fine production idea that drew applause three times.

Second scene is based on skis and has Jay and Lou Seller doing their standard vaude routines on semi-circular skis. The boys do an acro routine first and then go into their ski stunts touched up with sight and talk comedy. Excellent sight stuff for a big house like this one. Drew a big hand and then took a bow.

The Old Weather Vane is the third section, and it has Joan McCracken and Dania Krupska doing a flirtation pantomime in a weather vane cottage while the moon looks from above and speaks with the voice of Robert Regent. The ballet girls and the Rockettes are used for engaging routines, with the Rockettes grabbing the usual applause when they string across the stage for precision kicking and tapping. Albert Stillman's special lyrics are on the cute side, too. Strauss' *The Bat* is the incentive for the pit symphony orchestra this time and it provides a satisfying musical interlude before the stagershow.

Film is *Lucky Partners* (RKO-Radio), a swell comedy. Paul Denis.

Tower, Kansas City, Mo.

(Reviewed Friday Evening, September 6)

This week's offering is one of the best locally produced shows since the theater opened a year ago under management of Barney Joffe. Not only are the visiting acts well above average, but chorus and band show new life. Frank Tracy, producer, has taken over as stage manager, and the orchestra, under the baton of Herbie Six, now plays more solid and displays a pronounced lift.

Labeled *Crazy Show*, this week's fare is designed to amuse patrons by turning topsy-turvy the regular methods of staging a show. Curtain opens with the chorus and band jolling about in easy manner, with the latter offering a Dixieland number to which the chorus dances in a lackadaisical but precise manner. Mirth and Mack are first on in a fast tap routine, after which Mirth offers impersonations of Arliss, Durante, Sparks, and Groucho and Harpo Marx. The boys close with a burlesque of "How a War Should Be Conducted."

Shirley and Carol Bridges, juve acro team, follow with some neat contortions to background music of *You Think of Everything* and *Blue Lovebirds*. Six's combo next offers medley of "crazy" tunes, including *You're Driving Me Crazy* in swingeroo style; *Crazy Rhythm*, with neat jive effects, and *Oh, You Crazy Moon*, on which emcee Lester Harding does a vocal.

Next scene, a production number, with Harding handling the vocals on *To a Wild Rose*, *Rose Room*, and *Roses of Picardy*, is one of the best seen here. And when the house lights go out the girls wave lighted roses in circles. *The One Rose* closes the number, and Della Carroll, billed as the "Girl Who Said 'No' to Hitler," is waved on. She does her number under a purple spotlight, shedding flowers which make up her apparel, and dance is beautifully worked out.

Barbara Kelly, juve vocalist, provides

★ America's New Young

★ HEP COMEDIAN

★ JERRY
★ LESTER

★ Concluding

★ a Very Pleasant Summer
Engagement With
TOMMY DORSEY

★ for

★ PEPSODENT

★ Tuesday, September 17
★ 10-10:30 P.M. EDST

★

★ Opening September 18

★ PARAMOUNT
★ THEATRE,
★ N. Y.

★

★ P.S.—Good Agent, eh?

★

a sweetish version of *When Irish Eyes Are Smiling*. Fid Gordon has the ace spot, and offers trick violin music. Particularly effective is his stunt of playing *Blue Bells of Scotland* with one hand. He's assisted by Lesser, a comic, at close. Chorus rounds out the show, tripping a fast-paced *Little Brown Jug* and then exchanges places with the band members, who finish out the dance routine. Dance numbers were created by Mary Graham Minor. First day's business was good. *Pier 13* is the pic. **Bob Locke.**

Orpheum, Los Angeles

(Reviewed Thursday Evening, Sept 5) Orpheum has a line-up of standard vaude acts that give the customers more than their money's worth. Openers are Johnson and Schaller, local lads, who tumble all over the place with the aid of a specially constructed rubber mat hung between a wooden frame. The boys got a good hand for their efforts.

The Valentines burlesque ballroom terping. Mixed team works hard and offers plenty of laughs. *Sing a Song With Mike* continues as one of the Orpheum's weekly draws. Warblers out of the audience come on stage to sing. Routine has the amateur touch but has not proved boring so far. Janice Chambers opened the act with some high-notes of her own. Winston Chenoweth, held over from the previous week, scored with his rendition of *Trees*.

Ford, Harris, and Jones do everything in the book in the tap line. They work well together and demonstrate their ability to get as many taps to the measure as possible.

John Tio, the talking bird, is still a good draw here. The bird's chatter with his trainer presents something different.

Bob Ripa winds up the bill with some fancy balance work. **Dean Owen.**

Louisiana Club Reopens

CAMPPI, La., Sept. 7.—Former Crystal Club near here has been reopened as 71 Club under management of J. T. Copellar. Club has installed admission of 50 cents per person. Nat Rogers and 12-piece ork and two floorshows are on nightly.

Vaudeville Notes

CASS DALEY and the Three Sailors set September 13-15 at the Towers, Camden, N. Y., with Ciro Rimac leading the September 20-22 bill, and Henry Armetta September 27-29.

ALFRED SHAYNE, singer, has filed a petition for bankruptcy in New York, listing liabilities amounting to \$14,293 and assets none but personal effects.

NICK LUCAS is making a short for Universal in Hollywood this week. He opens at the Golden Gate, San Francisco, September 18. . . . TOMMY TUCKER and band go into the Oriental, Chicago, September 20. . . . THE FOUR MARSHALLS are working the RKO Keith, Boston, this week. . . . JOHNNY HINES, veteran ventriloquist, is seriously ill in the Lee Hospital, Johnstown, Pa. . . . BOB FREEMAN, straight man who wrote some of the scenes for *Tattle Tales of 1940*, is with the unit at the Oriental, Chicago, this week. . . . HAL HAIG is filling a string of 25 convention one-nighters for the Prestone firm thruout New York State. Does a 40-minute show. Started September 5.

MIGNON, of the Martells and Mignon, suffered a dislocated elbow while doing the show at the Chicago Theater Wednesday (4), and the act was obliged to close. Dollie Arden filled in for balance of the week.

BENNY AND BETTY FOX, sky dancers at the New York World's Fair all season, have been booked thru Fanchon & Marco for four weeks at the Roxy, New York, (See VAUDEVILLE NOTES on page 26)

Gratitude

CHICAGO, Sept. 7.—Dick Todd, "King of the Juke Boxes," who played the State-Lake Theater last week, was in no singing mood the day before he opened.

The previous night he played a police benefit at Michigan City, Ind. Returning to his Chicago hotel at 6 in the morning, he was stopped by a cop, who gave him a ticket for speeding. Todd explained that he was returning from playing the benefit and might have exceeded the speed limit a bit, as he was hurrying home to get some rest. But the cop was adamant. "That's gratitude," muttered Dick.

Well-Wishers

NEW YORK, Sept. 7.—Alan Wilson, who claims that many of his gags were thieved by Milton Berle, when apprised of Berle's bobbing his nose for picture work, quipped: "Let's hope Zanuck tells him the same thing about his ears."

Reviews of Units

"La Conga Fiesta"

(Reviewed at the State-Lake Theater, Chicago)

Carlos Molina and his rumba band head the show, which offers some pleasing entertainment but nothing of an outstanding nature. Picture, *Girl From God's Country*, is weak. Business spotty on opening day.

In gay Spanish settings Molina and his boys offer a succession of lively Latin airs, with here and there a pop tune. His arrangements are sufficiently varied to escape the monotony usually associated with continuous rumbas and tangos, and the music is pleasing. Ramon Noval warbles several numbers in excellent voice.

Outstanding in the show is Josephine Del Mar, "South American Spitfire," whose torrid singing and dancing took the audience by storm. Young and pretty, Miss Del Mar, in a flaming dress that matches her personality, sang Spanish songs with Latin fervor and passion and followed them with fiery dances that sent her off in a storm of applause.

Moran and Wiser, old standard vaude act, garnered laughs and applause for their hat-throwing and club juggling. Theodore and Denisha, ballroom dance team, offered a pleasing and graceful routine. They have some original numbers that are exceptionally good and the act was well received.

Will and Gladys Ahern offer an entertaining potpourri of singing, chatter, rope-spinning, and dancing that is always sure-fire. Close with the pair dancing inside the spinning lariat, to a big hand. **Nat Green.**

Kansas City Kiddies' Revue

(Reviewed at Jenkins Auditorium, Kansas City, Mo., August 24)

One of the top shows produced in Kansas City for theaters and sponsored shows in the Middle West is Charles Lee's *Kiddies' Revue*. This revue uses professional children who know what they are doing and why. The current show, *Stars of Tomorrow*, is as snappy a revue as seen here for some time.

Show opens with a chorus line, joined by a line of boy dancers. The boys have solo and ensemble numbers but are at their best when they join the girls in a big flash number, *Swinging the Hoe-Down*.

Billy and Richard McGehee offer a comedy routine and are joined in one number by Sue Hagan as ingenue. This blackout makes fun of circus routines. Bobbie Adams then offers tap dances, including an Indian number. Herbert Lawrence offers Russian dance steps. Music by the Kansas City Kiddies' Revue Orchestra. Billy Armstrong, who has appeared at the Tower Theater here, offers neat guitar and banjo solos. Leodis Williams and Marvin Whitten offer good sax and drum work, and the rest of the crew is up to par.

Director Lee has been producing the show for eight years. He is also talent director for local WHB and broadcasts parts of the show Saturday nights. **Bob Locke.**

"Midnight in Paris"

(Reviewed at the Stuart Theater, Lincoln, Neb., Saturday, August 24)

Featuring a lot of girls, all of them apparently born in this generation, which is something different from the average of traveling units, this unit is attractive in all departments. Routines are all pat, both the line tricks and the acts, and lost motion is infrequent.

First off, with brassy accompaniment of Bill Stennett's orchestra, the 10 girls do a French bit, the show's only relation to the title. The Robeys, three men and a woman, do hand and head balancing, with juggling trimming. Mastery of the stunts is complete and nobody in the act is idle. Equipment makes a showy presentation.

D'Aubour and Rene, ballroom dancers, do two lukewarm numbers, but have a (See REVIEWS OF UNITS on page 30)

Lockport, Gowanda 1-Day Vaude Again

LOCKPORT, N. Y., Sept. 7.—The Palace, a Schine theater operated by Seymour Morris, is resuming its one-day vaude today. Having increased Saturday night attendance by at least 10 per cent last year thru the use of vaude, the Palace signed a new long-term contract with Ray S. Kneeland, Buffalo, who booked shows here last year. Edward Donson's seven-piece house band is in the pit, and the first show includes Doris and Beverly, Jack Drayton and Kathleen, Lee Mueller, Baby Joyce, and Don Bexley.

Other Schine houses may follow the Palace's example. Possibilities include Salamanca, Geneva, Watertown, N. Y.

GOWANDA, N. Y., Sept. 7.—The Hollywood Theater, managed by Hoyt Eastwood, will resume Sunday night vaude, having used this type of extra attraction for the past two seasons.

Whereas only two acts were featured last season, Eastwood will try four acts, plus musical accompaniment. Ray S. Kneeland, Buffalo, has handled shows here since the beginning of the vaude policy, and will continue.

RKO, Boston, Fall Vaude Doing Well

BOSTON, Sept. 7.—The RKO-Boston Theater has taken in over \$39,000 for the first three weeks of the fall season.

House resumed vaude August 15, with Orrin Tucker and Bonnie Baker in for a full-week stand, and drew \$20,000. Second attraction, August 22 to 25, drew \$7,000. It was a five-act no-name show. Third bill, Lucky Millinder's *Cotton Club Revue*, grossed a little over \$12,000 for five days, a better than average week.

Current is Glenn Miller band, with Rosita Royce scheduled to headline a six-act bill Thursday (12).

Lowell Auditorium Adds Sunday Vaude

LOWELL, Mass., Sept. 9.—Sunday vaude will return to the Auditorium September 22, with Cab Calloway's band the first attraction. Other acts not set yet. Ed McMann is promoting.

Spot used Sunday vaude a few times last season with good results.

The Capitol and Gates theaters are using split-week vaude, and it is expected the Merrimack Square also will start flesh shortly.

After 20 Years

WILDWOOD, N. J., Sept. 7.—Pete Lennon, singing at Shamrock Hotel and Cafe here, received the surprise of a lifetime over the week-end while in the middle of the singing of an old Irish ditty.

Among a group of people entering the cafe he spied his sister, Mrs. Teresa Lennon Monaghan, of Los Angeles, whom he had not seen in 20 years. She was just as surprised, this being her first visit cast in all that time.

Mosque in Newark Tries 4-Day Vaude

NEWARK, N. J., Sept. 9.—The Mosque Theater, 3,400-seat house which has been closed most of the time the past few years, reopens with vaude and double features Thursday (12). Four-day vaude bill will be tried at first and, if successful, will be used all week. House is booked by Al Rogers, of New York, who is also co-owner of the house. Max Wilner is resident manager.

Initial bill will have Ed Sullivan and *The Daily News Harvest Moon Ball* winners, plus acts, including Dave Vine.

The Mosque will be in opposition to Adams' Paramount (1,200 seats), which is running vaude booked by Eddie Sherman, of New York, and first-run Paramount pictures. House this week has a show topped by the Andrews Sisters and Joe Venuti's band, followed Friday (13) by Ruth Lowe, composer of *I'll Never Smile Again*; Bob Chester's ork, Barry Wood, and Bert Wheeler.

Rooney To Do 6 A Day in Pitts

PITTSBURGH, Sept. 7.—Mickey Rooney is expected to do six shows daily when he inaugurates the Stanley's return to vaude Thursday.

When Judy Garland played the Stanley three years ago she broke the house record, pulling over \$30,000 in six days. Only turn ever to beat her was Kay Kyser, a year later, with \$35,000.

Despite usual return to weekly stage shows for Stanley in September, house is not set for consistent flesh, says Warner district manager Harry Kalmine. Only definite booking after Rooney is George White's tab, *Scandals*.

One-day stageshow tomorrow at Ken-nedyway Park will headline screen cowboy Smiley Burnette.

TITO GUIZAR

Back on Broadway

After a Sensational South American Tour

Held Over Second Week,

PARAMOUNT THEATER, New York

Columbia Artists' Management

JOSEPHINE DEL MAR

"South American Spitfire"

NOW—STATE-LAKE THEATRE, CHICAGO

Personal Management: Jack Lavin, Park Central Hotel, New York

LALAGE

"Aerial Supreme"

NOW—CHICAGO THEATRE, CHICAGO

Direction: William Morris Agency

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

A

ABC Trio (Club Gaucho) NYC, nc.
 Adams, Stanley (Nut House) Miami, nc.
 Adler, Larry (Roxy) NYC, t.
 Ahern, Will & Gladys (State-Lake) Chi, t.
 Aloha Maids (Lexington) NYC, h.
 Ammons & Johnson (Cafe Society) NYC, nc.
 Andre, Julie (Penthouse) NYC, nc.
 Andrews Sisters (Renault Tavern) Atlantic City, nc.
 Anthony, Allen, & Hodge (Leon & Eddie's) NYC, nc.
 Armond & Margo: (La Mesa) La Mesa, Calif., cc.
 Artini & Consuelo (Biltmore) NYC, h.
 Auer, Hertha (Wivel) NYC, nc.
 Auld, Aggie (St. Francis) San Francisco, h.
 Avon Sisters (Roosevelt) Jacksonville, Fla., h.

B

Bailey, Bill (Paradise) Atlantic City, nc.
 Banks, Sade (Old Roumanian) NYC, nc.
 Barbara & Leslie (Hollenden) Cleveland, h.
 Barclay, Irene (Barney Gallant's) NYC, nc.
 Barnett, Peggy (Kelly's Stables) NYC, nc.
 Barrett, Ann (Leon & Eddie's) NYC, nc.
 Barry, Diana (Melody) Union City, N. J., nc.
 Barry, Prince & Clarke (Park Central) NYC, h.
 Baylor, Joan (Silhouette) Chi, nc.
 Beaucaire, Pierre (Monte Carlo) NYC, nc.
 Bell, Ruth (Jordan) Atlantic City, c.
 Bell, Vera (Minuet) Chi, nc.
 Bell, George (Roxy) NYC, t.
 Bell's Hawaiian Follies (Victory) Shamokin, Pa., 11-12; (Avenue) Du Bois 13-14; (Plaza) Bellefonte 15-16; (Lyric) Clearfield 17-18; (Majestic) Hornell, N. Y., 19-21, t.
 Bennett, Ethel (Old Roumanian) NYC, nc.
 Bergen, Jerry (Lookout House) Covington, Ky., nc.
 Bernard, Ben (Gay '90s) NYC, nc.
 Bernard, George (Royale) Detroit, nc.
 Blair, Francis (Spinning Wheel) Seattle, nc.
 Boeck, Al "Rags" (Roxy) Cleveland, t.
 Boran, Arthur (Court Sq.) Springfield, Mass., t.
 Boreo, Emil (St. Moritz) NYC, h.
 Bourne, Charley (Park Central) NYC, h.
 Bouvier, Yvonne (Beachcomber) NYC, nc.
 Bowery Music Hall Follies (Lyric) Indianapolis, t.
 Boxwill, Elinor (Gangplank) NYC, nc.
 Boyd, Carroll (Coq Rouge) NYC, nc.
 Brantley & Linda (Cocoanut Grove) Boston, nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., nc.
 Brown, Red (Ward's) San Antonio, c.
 Bruce, Ted & Linda (Ritz-Carlton) Atlantic City, h.
 Burke, Martha (Cocoanut Grove) Boston, nc.
 Byrne Sisters, Three (Roxy) NYC, t.

C

Calgary Bros. (Roxy) NYC, t.
 Calypso Singers (Vanguard) NYC, nc.
 Camp, Armen (500 Club) Atlantic City, nc.
 Carlisle, Kitty (Chez Paree) Chi, nc.
 Carlisle, Mary (Oriental) Chi, t.
 Carlson, Violet (Colosimo's) Chi, nc.
 Carlton, Emmy, & Mad Wags (Roxy) NYC, t.
 Carlyle Sisters (Embassy) Phila, nc.
 Carmen, Lillian (Chez Paree) Chi, nc.
 Carmenchita (Yacht) Phila, nc.
 Carr, Billy (606) Chi, nc.
 Carroll, Della (Tower) Kansas City, Mo., t.
 Carroll, Jo Ann (606) Chi, nc.
 Carson, Shorty (Bismarck B-Bar-H) Chi, h.
 Cascade, Billy (Bertolotti's) NYC, nc.
 Cassino, Little (Kelly's) Cincinnati, nc.
 Casula, Joseph (Music Hall) NYC, t.
 Calinda (El Chico) NYC, nc.
 Chandra-Kaly Dancers (Riviera) Ft. Lee, N. J., nc.
 Chiquita & Gypsy (Cat & Fiddle) Cincinnati, nc.
 Clark, Ruth (Jade) Hollywood, nc.
 Colleen (Minuet) Chi, nc.
 Collette & Barry (Lookout House) Covington, Ky., nc.
 Collins, Grace (Yacht) Phila, nc.
 Colstons (West End Casino) West End, N. J., nc.
 Columbia Glee Club (Riverside) Milwaukee, t.
 Comstock, Frances (Spiv's) NYC, nc.
 Conchita (State-Lake) Chi, t.
 Connolly, Frances (La Marquise) NYC, nc.
 Cook, Aileen (Elysee) NYC, h.
 Cook, (Westminster) Boston, h.
 Coy, Johnny (Strand) NYC, t.
 Cross, Chris (Earle) Washington, D. C., t.

D

Daks, Nicholas (Music Hall) NYC, t.
 Dalton, Jack (Russell's Silver Bar) Chi, nc.
 Daniels, Billy (Stork Club) Phila, nc.
 Dare, Yvette (Leon & Eddie's) NYC, nc.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Dawn, Lilli (606) Chi, nc.
 Dawn, Virginia (Kelly's) Cincinnati, nc.
 Day, Dennis (Beverly Hills) Newport, Ky., cc.
 Day, Gloria (Chez Paree) Chi, nc.
 De Flores, Felipe (La Conga) Hollywood, nc.
 Del Mar, Josephine (State-Lake) Chi, t.
 Debs, Three (Earle) Washington, D. C., t.
 DeMarco, Isabel (L'Aiglon) Chi, re.
 Del Rio, Jose (Frontenac) Detroit, nc.
 Delahanty Sisters (Normandy Inn) Warren, Pa., nc.
 Delmar & Delanee (Jack's Beach Bar) Jacksonville, Fla., c.
 Denning, Rex (Cat & Fiddle) Cincinnati, nc.
 Dennison, Carol (Queen Mary) NYC, nc.
 Dexter & Desmond (Cat & Fiddle) Cincinnati, nc.
 Del Rio (Palace) Cleveland, t.
 DiVons (Hollenden) Cleveland, h.
 DiGitanos (Evergreen Casino) Phila, nc.
 Dick, Arthur (Torch Club) Canton, O., nc.
 Dixon, Harlan (Diamond Horseshoe) NYC, nc.
 Dixon, Gaye (500) Atlantic City, nc.
 Doane, Barbara (606) Chi, nc.
 Doherty, Jimmy (Embassy) Brooklyn, re.
 Don Julian & Marjori (Rainbow Room) NYC, nc.
 Dorben, Dorothy, Girls (Edgewater Beach) Chi, h.
 Dubrow, Herb (Walton) Phila, h.
 Dukish & Del Mar (Club Verbena) Shenandoah, Va., nc.
 Dunbar, Dixie (Beverly Hills) Newport, Ky., cc.
 Dumont, Marie (Crisis) NYC, nc.
 Duncan, Red (Chicagoan) Chi, h.
 Duncan, Vivian & Rosetta (Lyric) Indianapolis, t.
 Durant, Jack (Beverly Hills) Newport, Ky., cc.

E

Eckler, Hilda (Music Hall) NYC, t.
 Ekins, Julian (Diamond Horseshoe) NYC, nc.
 Emswold Sisters (Colonial) Dayton, O., t.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE
 of
Billboard

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Estela & Papo (Havana Madrid) NYC, nc.
 Estes, Del (Minuet) Chi, nc.
 Evans, Fred, Girls (Chez Paree) Chi, nc.

F

Faye, Gloria (Blackstone) Chi, h.
 Fernandez, Jose (Rainbow Room) NYC, nc.
 Fields, Benny (Loew's State) NYC, t.
 Flowerton, Consuelo (Queen Mary) NYC, nc.
 Fortes, Kay (Silver Dollar) Baltimore, nc.
 Foster, Gae, Girls, Sixteen (Earle) Washington, t.
 Francine (Cat & Fiddle) Cincinnati, nc.
 Francis, Emma, & Harold Kennedy (Loew's Capitol) Washington, D. C., t.
 Frenchon & Camille (School House Inn) Phila, nc.
 Friars, Three (Chicagoan) Chi, h.
 Fritz, Eddie (Bismarck B-Bar-H) Chi, h.
 Froman, Jane (Riverside) Milwaukee, t.

G

Gabby, Frank (Chicago) Chi, t.
 Gainesworth, Marjorie (Versailles) NYC, nc.
 Galenta & Leonard (Ball) Phila, nc.
 Garcia, Lucio (Bismarck) Chi, h.
 Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.
 Gari, Lynn (Halfway House) Darien, Conn., nc.
 Garron & Bennett (Mt. Royal) Montreal, h.
 Gibson, Virginia (Queen Mary) NYC, nc.
 Clifford, Moya (Bertolotti's) NYC, nc.
 Gillespie, Julie (Spiv's) NYC, nc.
 Glenn, Louise (Colosimo's) Chi, nc.

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

Glover & LaMae (Mayflower) Akron, O., h.
 Golden Gate Quartet (Cafe Society) NYC, nc.

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

Golden Gate Girls (Silver Rail) Utica, N. Y., nc.
 Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
 Gordon, Grace (Traymore) Atlantic City, h.
 Gordon, Sid (Tower) Kansas City, Mo., t.
 Gower & Jeanne (Waldorf-Astoria) NYC, h.
 Grafton, Gloria (Bath & Turf) Atlantic City, nc.
 Grant, Mary (Colosimo's) Chi, nc.
 Gray, Gilda (Diamond Horseshoe) NYC, nc.
 Green, Donald (Kelly's) Cincinnati, nc.
 Gyldenkrone, Ebbe (Wivel) NYC, nc.

H

Hadley, Jane, Dancers (Bismarck) Chi, h.
 Hallahan, Tom (Kravis' Paddock International) Atlantic City, nc.
 Hamilton, Jean (Dorr St.) Toledo, nc.
 Harris, Catherine (606) Chi, nc.
 Harris, Claire & Shannon (Chicago) Chi, t.
 Harvest Moon Dance Winners (Loew's State) NYC, t.
 Havin, Bee (Blue Lantern) Detroit, nc.
 Haynes, Connie (Astor) NYC, h.
 Hays, Virginia (Rainbow Room) NYC, nc.
 Heyman, Murray (Coq Rouge) NYC, h.
 Hildegard (Savoy Plaza) NYC, h.
 Holliday, Billie (Kelly's Stables) NYC, nc.
 Hollis & Lambert (Royale) Detroit, nc.
 Hope, Gloria (Biltmore) NYC, h.
 Horan, Eddie. (Loew's Capitol) Washington, D. C., t.
 Houston, Sisco (Sawdust Trail) NYC, nc.
 Howard, Marguerite (Evergreen) Phila, nc.
 Howard, Joe E. (Loew's Capitol) Washington, D. C., t.
 Hunter, Grady (Mayflower) Jacksonville, Fla., h.
 Hunter, Joyce (Hopkins) San Francisco, h.
 Hyers, Frankie (Club 18) NYC, nc.

I

Ink Spots, Four (Blackhawk) Chi, re.

J

Jackson & Lyman (New Yorker) NYC, h.
 Jarvis, Sammy (Book-Cadillac) Detroit, h.

UNCLE DAN'S HILLSBURY CIRQUE
 featuring
POLLY JENKINS
 AND HER MUSICAL PLOWBOYS
 Ready Sept. 15. Salary or Percentage. 20 Percent.
 Scenery, Paper, Everything. For dates address
JOHNNY SINGER
 Mayfair Bldg., 701 7th Ave., New York City

Jive Jesters, Four (Kelly's) Cincinnati, nc.
 Johnson, Peter (Cafe Society) NYC, c.
 Jones, Ralph (Club Rendesvous) Atlantic City, nc.
 Julian, Dea & Marjori (Rainbow Grill) NYC, re.

K

Kaye, Danny (Chez Paree) Chi, nc.
 Keeley & Kay (Kelly's) Cincinnati, nc.
 Keen, Raya (Music Hall) NYC, t.
 Keith, Sally (Little Rathskeller) Phila, nc.
 Keller Sisters (1523 Club) Phila, c.
 Kelly, Boyd (Jai Lai) Columbus, O., c.
 King, Kenn (Dorr St.) Toledo, nc.
 King, Evelyn (Silver Dollar) Baltimore, nc.
 Kink, Bob (Silhouette) Chi, nc.
 Kissinger, Dick (Biltmore) NYC, h.
 Krueger, Jerry (Hurricane) NYC, nc.
 Krupska, Dania (Music Hall) NYC, t.
 Kuznetsoff Adia (Russian Kretchma) NYC, re.

L

La Comparsa Dancers (Ball) Phila, nc.
 La Gitanela (Gaucho) NYC, nc.
 La Lage (Chicago) Chi, t.
 Lambert, Prof. (Diamond Horseshoe) NYC, nc.
 Lancaster Trio (Lookout House) Covington, Ky., nc.
 Landi, Maria (Havana-Madrid) NYC, nc.
 Lane Bros. (Diamond Horseshoe) NYC, nc.
 Lane, Tom (Mayfair Club) Boston, nc.
 Larue, Anita (Blue Lantern) Detroit, nc.
 LaRue, Bobbie (Dorr St.) Toledo, nc.
 Lawrence, Lucille (Faddock) Atlantic City, nc.
 Lazarr, Norman (Chez Paree) Denver, nc.
 Lee, Cecelia (Coq Rouge) NYC, nc.
 Lee, Joe & Betty (Royale) Detroit, nc.
 Leonard, Eddie (Diamond Horseshoe) NYC, nc.
 Leonard, Jack (Riverside) Milwaukee, t.
 LeRoy, Del (Frontenac) Detroit, nc.
 Les Ambassadeurs (El Chico) NYC, nc.
 Lester, Barry & Barbara (Mount Royal) Montreal, h.
 Lewis, Welles & Dale (Sawdust Trail) NYC, nc.
 Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.
 Lit, Bernie (Silver Dollar) Baltimore, nc.
 Litz, Angie (Kelly's) Cincinnati, nc.
 Lynn, Rosalie (Silver Dollar) Baltimore, nc.
 Lolita & Ardo (Earl Carroll's) Hollywood, nc.
 Lola & Andre (Beachcomber) Boston, nc.
 Long, Walter (Roosevelt) New Orleans, h.
 Lorraine, Billy (Gay '90s) NYC, nc.
 Lorres, Alberto (Havana-Madrid) NYC, nc.
 Lucky Sisters (Kit Kat) NYC, nc.
 Luis, Lydia (Club Gaucho) NYC, nc.
 Lure, Diane (Colosimo's) Chi, nc.
 Lydia & Joresco (Edgewater Beach) Chi, h.
 Lynn & Marion (Bertolotti's) NYC, nc.
 Lynne, Don & Betty (606) Chi, nc.

M

McCormic, Mary (Old Heidelberg) Chi, re.
 McCracken, Joan (Music Hall) NYC, t.
 McHugh, Lila (Gangplank) NYC, nc.
 McKaye, DeLoyd (Ball) Phila, nc.
 MacMahon, Larry (Caravan) NYC, nc.
 McNeillis, Maggi (Armando) NYC, nc.
 Mack & Fay (Carmen) Phila, t.
 Mack, Ann (Colosimo's) Chi, nc.
 Manners, Gloria (Radio Franks) NYC, nc.
 Manor & Mignon (La Conga) NYC, nc.
 Markoff, Paul, Girls (Cat & Fiddle) Cincinnati, nc.
 Maroni & Coro Lee (Colosimo's) Chi, nc.
 Marquis, Magician (Superba Theater) Denison, Tex., 11-13; (Aud.) Fort Smith, Ark., 14; (Beldorf Theater) Independence 17-18; (Coleman Theater) Miami, Okla., 19-20.
 Marsh, Joan (Nomad) Atlantic City, nc.
 Masters & Rollins (Colonial) Dayton, O., t.
 Matthews, Gay (Bismarck B-Bar-H) Chi, h.
 May, Bobby (Chez Paree) Chi, nc.
 Melba, Myrta (Club Gaucho) NYC, nc.
 Messing, Mark (Chateau Moderne) NYC, nc.
 Miller, Juanita (Queen Mary) NYC, nc.
 Michael & Chico (Ball) Phila, nc.
 Mitchell, Nonie (Ambassador, East) Chi, h.
 Moana (Lexington) NYC, h.
 Moana Hawaiians (Shady Glen) East Durham, N. Y., h.
 Mode, Jean (606) Chi, nc.
 Modie & Lemaux (Bismarck) Chi, h.
 Montes, Monna (Rainbow Room) NYC, nc.
 Montgomery, Marshall (Loew's Capitol) Washington, D. C., t.
 Moore & Revel (Hurricane) NYC, nc.
 Moore, Monica (Bertolotti's) NYC, nc.
 Moran & Wiser (State-Lake) Chi, t.
 Morgan, Patti (Essex House) NYC, h.
 Morley & Gearhart (St. Regis) NYC, h.
 Mulcahey, Jimmy & Mildred (Chicago) Chi, t.
 Mura, Corinna (Chicago) Chi, t.
 Murph & Mack (Tower) Kansas City, Mo., t.

N

Neissen, Gertrude (Bowery) Detroit, nc.
 Nelson, June & Kay (Ambassador West) Chi, h.
 Neuman Bros. (Cat & Fiddle) Cincinnati, nc.
 Newell & Steger (Warwick) NYC, h.
 Nightingales, Three (Park Central) NYC, h.

THE NONCHALANTS
 9TH WEEK with SAMMY KAYE
 EARLE, WASHINGTON, D. C.
 Direction: MGA

Nolen Bros. & Troy (Stork Club) Phila, nc.
 Noll & Nolan (Brown) Louisville, h.
 Nonchalants, The (Earle) Washington, D. C., t.
 Norelle, Adelle (Bath & Turf) Atlantic City, nc.
 Norman, Karyl (Frontenac) Detroit, nc.
 Norris, Harriet (Alabam) Chi, nc.
 Novak, Wilma (606) Chi, nc.
 Noval, Raymond (State-Lake) Chi, t.
 Novelities, Four (Venice) Phila, re.
 Nunn, Claire (St. Francis) San Francisco, h.

O

Orta, Sergio (Havana-Madrid) NYC, nc.
 Ortega, Rosita (Havana-Madrid) NYC, nc.
 Osborne, Melba (Roxy) NYC, t.
 Ost, Shirley (Roosevelt) Jacksonville, Fla., h.

P

Page, Anita (606) Chi, nc.
 Parker, Eddie (Gay '90s) NYC, nc.
 Park & Clifford (Paramount) NYC, t.
 Pastins & Fanchon (Park Central) NYC, h.
 Pearce, Jan (Music Hall) NYC, t.
 Pelletiers, The (Cat & Fiddle) Cincinnati, nc.
 Petty, Ruth (Royale) Detroit, nc.
 Pincus, Bobby (Colosimo's) Chi, nc.
 Poggi, Ygor & Grace (Palmer House) Chi, h.
 Ponto (Cat & Fiddle) Cincinnati, nc.
 Primrose Four (Loew's Capitol) Washington, D. C., t.
 Prince, Jack (Colosimo's) Chi, nc.

R

Randall Sisters (Gibson) Cincinnati, h.
 Raydon & Rogers (Wagon Wheel) Lenittsburg, O., nc.
 Regent, Robert (Music Hall) NYC, t.
 Reynolds, James (Coq Rouge) NYC, nc.
 Rhythm Rockets (Capitol) Washington, D.C., t.
 Rhythmaires (Halfway House) Darien, Conn., nc.
 Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Rickson, George (Chateau Moderne) NYC, nc.
 Rijos, Luis (Havana-Madrid) NYC, nc.
 Ring, Blanche (Diamond Horseshoe) NYC, na.
 Rios, Rosita (La Conga) NYC, nc.
 Rios, Elvira (Rainbow Room) NYC, nc.
 Roberts, Betty & Freddie (Mayflower) Akron, h.
 Roberts, Joan (Dorr St.) Toledo, nc.
 Roberts & Farley (New Yorker) NYC, h.
 Rock & Dean (Gay Haven Club) Detroit, nc.
 Rogers, Fay (Cat & Fiddle) Cincinnati, nc.
 Rollickers Trio (Carter) Cleveland, h.
 Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
 Rooney, Pat (Diamond Horseshoe) NYC, nc.
 Roper, Rita (Palmer House) Chi, h.
 Rosales, Marco (La Conga) NYC, nc.
 Rose, Frank (Weber's Silver Lake Inn) Phila, re.
 Rose, Marie (Highway Casino) Westport, Mass., ro.
 Ross, Sidney (Rainbow Room) NYC, nc.
 Ross & Stone (State-Lake) Chi, t.
 Rugel, Yvette (Colosimo's) Chi, nc.
 Rulson, Dorska & Baro (Colosimo's) Chi, nc.
 Ryan, Sue (Strand) NYC, t.

S

Samuels, Al (Primrose) Newport, Ky., cc.
 Samuels Bros. & Vivian (Colonial) Dayton, O., t.
 Scheff, Fritz (Loew's Capitol) Washington, D. C., t.
 Scott, Hazel (Cafe Society) NYC, nc.
 Seiler, Jay & Lou (Music Hall) NYC, t.

BUSTER SHAVER
 with
OLIVE and GEORGE
 Casino Atlantico,
 Rio de Janeiro, Brazil

Shaw, Wini (Diamond Horseshoe) NYC, nc.
 Shaw, Patsy (606) Chi, nc.
 Shea & Raymond (Palace) Cleveland, t.
 Shelby, Bubbles (1523 Club) Phila, nc.
 Sheldon, Gene (Riverside) Milwaukee, t.
 Sherman, Filmore (Club Minuet) Chi, nc.
 Sherrick, Arthur (Jung Club) Kansas City, Mo., nc.
 Siegel, Irving (Wildwood) Marshfield, Wis., b.
 Siegel, Arsene (L'Aiglon) Chi, re.
 Spivy (Spiv's Roof) NYC, nc.
 Sterling's, Dan, Dukes & Duchesses (Bon Air) Chi, nc.
 Stockley, Tom (Old Harbor House) Boston, nc.
 Stone, Gary (Palmer House) Chi, h.
 (See ROUTES on page 62)

ICE SHOWS ON TOUR

Ice-Capades of 1941: (Produced by Arena Managers' Association) Sept. 5-23, Municipal Auditorium, New Orleans. Nov. 4-11, Duquesne Gardens, Pittsburgh.
 Lamb-Yocum Ice Revue: Sept. 6-Oct. 17, Netherland Plaza Hotel, Cincinnati.
 Rhythm on Ice: (Sandy Johnson) May 26-Sept. 29, French Bldg., Golden Gate Int'l Expo., San Francisco.
 Royal Ice Palace Revue: Evansville, Ind., 10-14; Nashville, Tenn., 16-21.

REPertoire-TENT SHOWS

Marlowe, Donald, Players: Freetown, Md., 10-15; Mooney 16-21.
 Tilton-Guthrie Players: Newell, Ia., 8-13.
 Walker Show: Pridgen, Ga., 9-14.

DRAMATIC AND MUSICAL

Bankhead, Tallulah: (McCarter) Princeton, N. J.
 Belinda Johnny: (Wilbur) Boston.
 Ladies in Retirement: (Curran) San Francisco.
 Male Animal, The: (Selwyn) Chi.
 Man Who Came to Dinner: (Clifton Webb Co.) (Cass) Detroit.
 Meet the People: (Geary) San Francisco.
 Pins and Needles: (Locust St.) Phila.
 Tobacco Road: (Majestic) Brooklyn.
 Too Many Girls: (Grand O. H.) Chi.
 Wynn, Ed: (Shubert) Boston.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

MILBOURNE CHRISTOPHER, upon his recent arrival in Rio De Janeiro, was met at the boat by Luiz Marito, an amateur magish with the Standard Oil Company there, and Famadas, of the local magic club. On his second night in town Christopher caught Gall-Gali's show at the Copa Cabana. . . . BERNARD ZUFALL, mental gymnast, shoots us the fifth in his series of memory tricks, this one dealing with the memorizing of numbers. It contains a heap of swell material for those who like to fool with their noodle. . . . BOB NELSON, of Nelson Enterprises, moved into his new Columbus, O., quarters last Saturday (7), Bob cracking several quarts to anoint and christen the joint. . . . DR. FREDERICK KARR, mentalist, who recently played his way from the Windy City to Akron, O., is still in the Rubber City, and indications are that he will duplicate his long run there of a few seasons back. He's slated to begin an indefinite engagement soon on an Akron radio station. . . . HERMES THE MAGICIAN, still with the Cole Bros.' Circus, joined the ranks of benedicts recently when he took as his bride Madeline Gannon, dancer with the same show. . . . HILDE ALTMAN, femme magician, is playing an indefinite engagement at Jack & Bob's Night Club, Trenton, N. J. . . . CHESTER AND COMPANY were the Labor Day attraction at Weber's Dude Ranch, Sinking Spring, Pa. . . . SOME 50 MAGI from New York and Pennsylvania attended the annual magic jamboree held recently by J. R. MacNair and Roy A. Dohs at the latter's magic shop at Endicott, N. Y. Don Rose, of Central Valley, N. Y., did an hour and a half show. Others on the program were Compeers McNair, Belchets, Quinlivan, Edwards, Vosburg, Sehms, and Kenyon. . . . EASTERN MAGI are in for two conclaves in the near future. On September 27-28 the Magicians' Alliance of Eastern States holds its annual convention at Hershey, Pa., with Billy Russell and the Batavia, N. Y., magic lads planning a New York State gathering for early in October. . . . JERRY RYAN, formerly with the Merry Mysterious Wheldon magic opey and the Francisco spook frolic, is now in Albany, Calif., scouting around for a new magic show connection.

LES (THE GREAT) LEVANTE was guest of honor at a luncheon in London recently on the eve of his departure to play theaters in his native Australia. Some 20 magi and vaude artists attended the farewell affair. Fifteen English magic societies were represented and Levante was presented with a gold watch from the combined organizations, a life membership in the British Ring of the International Magic Circle, and a vice-presy's certificate from the London Magical Club. . . . MARQUIS THE MAGICIAN has chosen Texas as the place and October as the time to prove that he hasn't been "romancing" in regard to his Hindu Rope miracle. He promises to perform the nifty at that time in the wide open and uncut before a host of invited guests. Marquis credits Rajah Raboid with aiding him in perfecting the trick. . . . CHARLES RUBENS, the "Duluth Houdini," is working his straight magic with Ray Marsh Bryden's International Congress of Oddities, currently in Indiana. . . . L. E. (ROBA) COLLINS, now on tour with the W. S. Curl Shows, will make theaters and schools with his magic at the conclusion of the outdoor show season. . . . C. THOMAS MAGRUM began his new season at the recent 38th annual convention of the International Lyceum Association. He's set in the Middle West for the next two months. . . . OFFICERS OF the recently formed Hokus Pokus Klub, Chicago, are Walter Gydesen, president; Robert Lacey, vice-president, and Jack Harper, secretary-treasurer. Membership is limited to magicians who are residents of Chicago and between the ages of 15 and 25. . . . CLAYTON RAWSON shoots us an autographed copy of his latest book, *The Headless Lady*, just released by G. P. Putman's

My Sincerest Thanks

To all senders of condolence messages in my hour of bereavement over the death of my husband, Sam, August 17th, 1940.

MRS. JEANNE P. RAYNOR

DeFee Summer's Top At Palace, Buffalo

BUFFALO, Sept. 7.—Palace, only local burly house, returned to circuit bookings yesterday, after operating with stock all summer. Owned by Dewey Michaels, the Palace is again going to use the Midwest Circuit.

Business, Michaels reported, was poor this summer, and receipts and attendance fell about 20 per cent below 1939. Lack of Canadian patronage was keenly felt, and heat and competition by two local vaudeville houses also hurt.

Best b.-o. attraction during the stock season was Lois De Fee.

Despite this summer's setbacks, Michaels expects to have a good fall and winter season. "Employment conditions here," he said, "are steadily improving." First circuit show will be Bob Carney's revue. Margie Kelly is also being set. A line of 14 girls is being used with circuit shows, instead of the customary 10.

Shows come to Buffalo via Boston and Rochester, and move from here to Toronto.

Stripper Oked, But Nitery Boss Fined

ATLANTIC CITY, Sept. 7.—The case of Gypsy Nina, burly strip dancer at Chez Paree, Boardwalk nitery, resulted in her dismissal last week and the fining of the club proprietor, Anthony Larosa, \$50.

The dancer was arrested two weeks ago. Capt. Ralph Gold testified he warned Larosa not to put on the tease, but that Larosa ordered the girl to "shed as usual." The girl's attorney, John Barrata, asked her dismissal on the grounds that the manager, and not the dancer, was responsible.

Canton Burly Opening

CANTON, O., Sept. 7.—Burlesque is set to open at the Grand here Friday (13) with Warren Irons, vet producer, back as sponsor.

Midwest units will be used, probably following the Cleveland Roxy stand. Policy will be six nights a week, instead of three days as last season. Hy Levy, who assisted Irons at the local house last season, has returned to Cleveland and to manage the Roxy there.

Burlesque Review Globe, Boston

(Reviewed Monday Evening, September 2)

Better productions can be expected here this season if the opening show is any criterion. First presentation of the season, with Marie Joyce and Bob Carney, rated high.

Strippers are Belva Williams, Jeanne Brady, and Miss Joyce, all of whom capable performances with attempts at singing. Miss Brady, an eye-filling brunette, rates nearly as much applause as the featured Miss Joyce.

On the comedy side, Carney, ably aided and abetted by his daughter, Roberta, and Joe Cowen and Benson and Ryan, turns out some nice skits. Carney opens show with the usual emcee routine, but manages to pack several good gags in a short space of time. Miss Carney also pleased with neat tapping.

The line of 12 Bernardolls, directed by Ben Bernard, merits applause. Good vocals effects delivered by Ellen O'Mara and the Melody Men, with the Deane Sisters (3) doing reprises. Very fine dancing by the two Morgan sisters also rates attention.

Careful attention to production numbers gives show a well-rounded effect. Particularly good is an Indian Summer number done to *Indian Love Call*.

Three shows daily, with special midnight Sunday show. M. N. Kaplan.

"Scandals of 1940"

(Reviewed at the Grand Theater, Youngstown, O., Saturday Evening, August 31)

A bit less pretentious than the opening bill a week ago, Doris Karr, vivacious brunette, leads the beauty paraders to the delight of masculine onlookers.

Frances Dijeau, French dancer, is an added attraction, and her numbers reflect a Continental background. Mary Lou Brooks, blond strutter, contends for applause honors. Strippers this season are displaying more lavish wardrobe and production thruout.

Buddy Kane, Jimmy Mathews, and Jimmy Pinto handle the blackouts in great style, with Jimmy Stewart as a resourceful assistant. La Von Waltz, Patsy Miller, and Gloria Gayle, all holdovers from last week, are in the supporting cast. Jack Mack sings for the posing numbers and takes part in the skits. Chorus is improved and new wardrobe is revealed.

Contest nights have been introduced and are proving a good draw.

Rex McConnell.

3 Boston Burly Houses Under Way

BOSTON, Sept. 7.—Globe Theater, second of local burly houses to get under way, opened last Friday with Mary Joyce heading the Midwest Circuit show.

Old Howard was first to open. Gayety, E. M. Loew house, opened yesterday with stock. Chuck Gregory will direct and Art Moeller is the new house manager.

Corio's IG Vaude

PHILADELPHIA, Sept. 7.—Ann Corio will head the initial bill at Fay's Theater, opening September 12. Corio's stand at this house will net her \$1,000.

Deal was made in New York, with Miles Ingalls booking thru Eddie Sherman.

broke records at the Grand Opera House, St. Louis, last week. It was necessary to give extra shows. . . . JACK DICKSTEIN reports business good at the Fox, Indianapolis, which opened with the Jack Greenman show August 30. . . . MANNY KING show, featuring MARIE CORD, opened the Globe, Boston, September 6. . . . MIMI LYNN opened at the Globe September 13.

FROM ALL AROUND:

BILLY JAMES denies that he's doing straights at the Roxy, Knoxville, Tenn., as reported last week. Says he's serving as p. a. for Mary Lorraine Bradley this season.

ANDY TAYLOR, candy butcher at the Avenue, Detroit, has left to join his wife at their home in Miami. Moses George continues in the butcher role at the Avenue. . . . RUTH BAILEY, line girl at the Avenue, Detroit, enjoyed a visit last week from her parents and brother, who motored from Cleveland, and her brother-in-law, Cliff Bailey, who jumped down from Jackson, Mich.

. . . JULES J. FREELEY, former emcee and sleight-of-hand artist, is now front taker at the Gayety in Baltimore.

IZZY HIRST having new seats installed at his Troc, Philadelphia. . . . JULES ARLISS, back from a five-week Atlantic City vacation, in fine form for his manager's duties this season at the Troc, Philadelphia.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

BETTY ROWLAND will fly in from Topsy's, Los Angeles, to visit her pa and ma and help them celebrate an anniversary September 27; also to play local burly. Returns to the Coast by October 14 to do six shorts for McGuire Phonofilm Productions. The film plays cocktail lounges and is being exploited at the San Francisco fair and at Sardi's and Grace Hayes Lodge in Hollywood. . . . MAC DENNISON, comic, opens September 13 in Toronto on the Midwest Circuit. . . . MILT BRONSON is celebrating his 107th consecutive week as stage manager and character straight at the Gaiety. . . . JOE WARD, ex-burly comic, is a recent lecturer addition to the out-front staff at the White Way Casino, Flushing Fair. . . . MARGIE KELLY opened September 3 at the local Brown Derby—her nitery debut. Sister Katherine is doubling as showgirl and strip principal at the Star, Brooklyn.

TERRY KING opened at the Star, Brooklyn, September 6, for two weeks. Then goes on the Hirst wheel. . . . ROLAND O'KEEFE FRANCIS, straight man, celebrated a birthday, August 26

Sons, publishers. Rawson, a magician and well known in the outdoor show field, is the author of two other books, *Death From a Top Hat* and *The Footprints on the Ceiling*, which, like his new opus, are hair-raisers. His latest output centers around the Great Merlini, magician-detective, who matches wits with a ruthless killer who stalks beneath the big top and down the midway of a circus. The yarn is packed with thrills, curious circus lore and oddly assorted characters.

at Zorima Gardens, Flushing Fair, where he is chief lecturer. . . . ABE AND ROSALIE GORE, after their summer's engagement at the Capitol Hotel, Loch Sheldrake, N. Y., return to the Miami Club, Baltimore, where Rosalie resumes specialty dancing and stripping and Abe his comedy. . . . NAOMI DUSK is doing straights at the Republic; opened August 23. . . . MARLENE left the Eltinge August 29 for the Howard, Boston, where she was added attraction. Returns here for either a Republic or Star, Brooklyn, booking; thence to the Hirst Circuit. . . . JAMES A. BROWN, stage announcer at the Why Do show at the Flushing Fair, and Elsie Mackee, comedienne, are debuting in Follies shows for a week at the Republic; Brown as straight and singer, and Miss Mackee as straight talker. . . . Sherry Britton's stay at the Star, Brooklyn, will be for four weeks. . . . BILLY MUFFLIN, comedian, underwent an operation for a shoulder tumor in a local hospital. UNO.

CHICAGO:

The new Alvin Theater, Minneapolis, opens with Midwest shows September 13. MARION MORGAN will be featured. Harry Katz, who formerly managed the Gayety for Harry Hirsch, will be the house manager. Bobby Pegrim will produce. . . . BUFFALO OPENED September 13 with the Bob Carney show, which flew from Boston the night before. Birdmen were Carney and daughter Bert, Mary Joyce, Joey Cowan, Al Golden Jr., Donna Darnell, Belva Williams, and Dorothy and June Morgan. . . . IN A WIRE to Milt Schuster, Max Michaels raved about the Carney show. . . . JUNE ST. CLAIR, with the Joe De Rita show,

WANTED FOR STOCK

Burlesque and Musical Comedy. Comedians, Character Men, Straight and Juvenile who can sing or dance. Can use good Singing, Dancing and Talking Women. Also use Teams with Specialties. A long pleasant engagement with good pay for the right people. Have opening for good Number Producer who has knowledge of production detail. Write or wire to

SAM REIDER

Shubert Theatre
Grand & Olive Sts., ST. LOUIS, MO.
NOTE: No collect telegrams accepted.

—WANTED—

Experienced Chorus Girls for permanent Burlesque Stock. Salary \$22.50.

Wire or write

LEE CANNON, Mgr.

Fox Theatre, Indianapolis, Ind.

FEMALE HELP WANTED

Former Show People to take charge of traveling choruses. Must be reliable and know how to handle people. Must be over 35 years of age. Apply in person or by mail to

PHIL ROSENBERG

1560 Broadway, NEW YORK CITY

WANTED DANCERS AND SHOW GIRLS TRIBORO THEATER

125th Str. & Third Ave., New York, N. Y.
Phone: LE-high 4-9007.
Report Friday, Sept. 13th.
See George F. Reynolds or Dave Rosen.

Buddy Players End Season; Biz Down

WATTSBURG, Pa., Sept. 7.—The Buddy Players, under the management of Phil and Nina Miller, closed their 21st canvas season at Girard, Pa., last week. The show's top was wrecked by a severe storm while it was being put up at Girard, with the company playing the week with side-walling only. Despite this handicap and the unusually cool weather, the players did a fair week's business.

The season, as a whole, was one of the worst financially the show has ever put in, the Millers report. They blame it on almost incessant rains and cool weather.

Manager Miller has returned to his radio post at Station WTAM, Cleveland. Jack and Lolabelle Parsons left for Chicago to resume their duties with the Board of Education. Harry and Maude Dunbar and Arthur and Ducky Vernum left for Grand Forks, N. D., to begin another season of rotary stock. Donald Sacks has returned to the Little Theater in Cleveland. Jay C. Maison, producing comedian, after playing a few fair dates will return to emceeing in niteries.

Members of the canvas crew joined the Johnny J. Jones Exposition.

Gosh Blames Pics For Good Business

UNION, W. Va., Sept. 7.—Despite rainy and cool weather and the infantile paralysis scare in this sector, the Byron Gosh Tent Show continues to roll along successfully thru here and indications are that it will move into the barn next month with a good season's profit.

Presenting a combination of vaude, double-feature pictures and his own country store give-away feature, the Gosh tent has been enjoying unusually good business all season, Gosh reports. He attributes his b.-o. success to an unusually strong film program, which included such features as *Grapes of Wrath*, *Drums Along the Mohawk*, *Jeepers Creepers*, *Grand Old Opera*, *Rancho Grande*, and *South of the Border*.

As a special midnight feature on Saturdays, the show presented the flicker *Damaged Lives* to good results, Gosh says.

Traveling Drive-In

CINCINNATI, Sept. 7.—Forrest Cobb, owner of a small vaude-pic trick which has been operating the past summer in New England, comes forward with a new summer show set-up that Cobb says he will promote on a large scale next season. Cobb would do away with admission charges and operate on the idea of the drive-in movies.

The lot used would be roped off so that autos would follow certain lanes and park in certain spots. A platform stage would be used and a collection taken up in lieu of admission charges.

Cobb would set several hundred chairs close to the platform to take care of those coming on foot.

It's a combination of the old-time medicine and present-day drive-in show. Cobb already has felt out his idea in a small way and says that it clicks. A combination vaude-pic trick will be the entertainment.

WANTED

Tall Juvenile Man and Ingenue, fast Toby Comedian, all with specialties; Chorus Girls with specialties. Other useful Dramatic People, write quick, full particulars as to what you do, age, height, weight. **Hap Ray and Bob Demarest Jr., wire.**
ORIGINAL FLOATING THEATRE
Cambridge, Md., week of Sept. 8; St. Michaels, Md., week of Sept. 15

Majestic Show Boat Wants

Dramatic People with specialties. Write or wire T. J. Reynolds, Sept. 11 and 12, Cumberland City, Tenn.; 13 and 14, Dover, Tenn.; 15, Linton, Ky.; 16, Canton, Ky.; 17 and 18, Eddyville, Ky.; 19, Dycusburg, Ky.; 20 and 21, Smithland, Ky.

WANTED

To join on wire, Novelty Act that can feature and Violin Leader with library for Cotton Blossom Showboat, opening Cincinnati Sept. 15. **JIM BONNELLI, The Billboard, Cincinnati, O.**

Rep Ripples

TOBY NEVIUS, former repertoire comedian, in radio the last five years, will terminate his contract with a Lincoln, Neb., station soon. . . . **DICK CALDWELL'S** Comedians will launch a circle in Northern territory soon. . . . **HARRY PAMPLIN** and Mabel Rhodes have joined Goff's Comedians in the Lone Star State. . . . **BOB SPERRY**, former tab and rep comic, is now clowning the grandstands at Missouri and Kansas fairs. . . . **J. B. ROTNOUR** closes his canvas season next week. . . . **HAV-ERSTOCK'S COMEDIANS**, after the summer in Illinois, are en route to Oklahoma and Texas for the fall and winter. . . . **JOE AND GEORGIA HOFFMAN** are sojourning in Kansas City, Mo. . . . **AL AND KATHLEEN RITCHIE**, after closing with a Midwest show, are in Kansas City, Mo., for a few days before signing for the fall and winter. . . . **MRS. AL C. WILSON** has returned to Kansas City, Mo., after a visit with her son, Larry, in Michigan. Larry, a former stock and repertoire juve, is now production manager of an implement concern in Battle Creek, Mich. . . . **SAM BRYANT**, of the Bryant Showboat, now in its 12th summer season at the foot of Lawrence Street, Cincinnati, was one of the aliens registered and fingerprinted last week at the Cincinnati Post Office. A native of Enmore, Somerset County, England, Bryant immigrated to the United States in 1884. . . . **MAURICE LUCKETT**, rep pianist, has returned to the Ritchinson vaude show after two years' absence. Show is enjoying good business on the East Coast of Virginia and North Carolina, Luckett reports.

KEITH'S TENT SHOW has added a picture outfit and will go into schools and halls after the canvas season. Intense heat has hurt the show's box office in Southeastern Texas recently. . . . **GALE'S TENT SHOW** is reported enjoying satisfactory business in Western Texas. . . . **TILLY'S GYPSIES**, four-people trick, who have been doing the Thousand Island section of New York, will give a try at schools in and around Buffalo this fall. Outfit is a combination vaude-musical unit and has been specializing in the combined show and dance idea. . . . **RUSSELL MURDOCK**, of the Murdock Play Bureau, is in Detroit managing the stage for the National Chevrolet Convention September 9 and 10. . . . **CHOATE'S COMEDIANS** last week invaded the Tennessee territory. First stand was Martin, with the show holding forth this week at McKenzie, Tenn. . . . **G. V. HEANEY** is readying a winter show to play under auspices, opening around Oshkosh, Wis., soon.

Milt Tolbert Show Invades Tennessee

CALHOUN, Ga., Sept. 7.—Milt Tolbert Show, after winding up on a string of Georgia towns, has moved into Tennessee territory. The tent showed here recently to a two-thirds house, making a favorable impression. Show is working under a green tent, trimmed in red, and is completely motorized, with a special bus to tote the performers.

Among the vaude features with the show are Slim Williams, blackface comic, late of the Bilroy and Gene Austin shows; Mr. and Mrs. Levine; Betty Noble and Pat Patterson, specialty dancers, and Delos Hunt. Miss Noble heads the six-girl line. Show also carries a six-piece orchestra.

Candy sales were excellent here, and the company pulled about 200 for its concert feature, which is presented by Slim Williams. The 20-cent admission price for the concert was deemed a bit too steep for the natives in these parts.

'Uncle Tom' Plays to 4,000 At Princeton, Ill., Fair

PRINCETON, Ill., Sept. 7.—An outdoor production of *Uncle Tom's Cabin* at the Bureau County Fair broke several records, according to John Driscoll, producer. In spite of inclement weather the gate showed nearly 4,000 paid admissions. It was also the largest crowd ever to attend a Wednesday night show at the fair.

The play was given under difficulties, as rain constantly threatened and even sprinkled a bit, reserving a downpour until about 20 minutes after the show. No curtain was used, lights being turned off to indicate the end of acts. The play was staged and directed by John Driscoll and his wife, Myrtle Bigden Driscoll. Cast included Uncle Tom, Robert Haley; Topsy, Dorothy Porter; Eliza, Mary Win Skinner; Marks, Ward Schori; Legree, John Driscoll; Aunt Hagar, Mrs. Driscoll.

Betty Bryant Out for Rest

CINCINNATI, Sept. 7.—Betty Bryant, daughter of Billy and Josephine Bryant, of the Bryant Showboat, is at the Sinton Hotel here after a brief stay in a local hospital for observation. Doctors have ordered her to discontinue her duties in the showboat cast and take a six-month rest for a run-down condition. Her place in the showboat line-up has been taken by Bebe White.

Gimbell Going Into Halls

CINCINNATI, Sept. 7.—Gimbell's Tent Show, Ted C. Gimbell, manager, operating in Southwest Texas, will make a string of fairs in that territory, after which it moves into halls for the winter. Gimbell has a vaude and picture outfit, featuring the film *The Life of Jesse James*, and reports business satisfactory.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Battle for First Place On in Milwaukee Contest

MILWAUKEE, Sept. 7.—With 1,800 hours clocked off, three teams, Joe Rock and Peggy O'Donnell, Clyde Hamby and Angie Oger, and Louis Meredith and Chad Alviso, are battling it out for top money in the Riverside Ballroom Derby-show. Gordon Haring and Jean Long pulled down fourth place award of \$100. Chief judge, Ernie Bernard, is putting the kids thru 40-minute sprints, followed by a 30-minute treadmill each evening. Recent special features included Chad Alviso's ice act and a mud wrestling match between Eddie Snyder and Ernie Bernard. Emcee staff, composed of Lenny Paige, Eddie Snyder, and Joe Palooka, keeps the fans entertained. Paige also handles the two daily broadcasts over Station WISN. Stan Jacobson's orchestra is on the bandstand.

WONDER IF there's anything to the rumor that Louie Meredith will soon join the rank of benedicts.

LEVERNE COLLINS cards from Baton Rouge, La., as to the whereabouts of "Rubber Legs" Martin, "Porky" Jacobs, Sue Nelson, Margaret and Whitey Helm, and Duffy and Tillie Tarantino.

VAUDEVILLE NOTES

(Continued from page 23)

following the close of the fair next month.

ROSITA ROYCE, following her engagement at the Palace, Cleveland, where she helped do SRO business, opens at the Park Central Hotel's Coconut Grove, New York, September 11.

QUINTONES are set for the Hippodrome, Baltimore, week of August 30. Beginning September 13, they divide a week at the Carmen, Philadelphia, and the Tower, Camden. . . . A. B. MARCUS SHOW is currently at the Palacio de Belle Artes, Mexico City. . . . THE DEVONSHIRES go into the Palmer House, Chicago, September 26.

BARR AND ESTES open a series of vaude dates at the Hippodrome, Baltimore, September 9. They include stands at the Tower, Camden; Carmen, Philadelphia, and the Steel Pier, Atlantic City. Eddie Smith set the deal. . . . INK SPOTS have been booked for the Paramount, New York, for an early October date. THREE STOOGES will be on the following bill. . . . BOB DUPONT is set for the Chicago, Chicago, week of September 13. Three Pitchmen, Marjorie Daye and Guy Lombardo comprise the rest of the bill. . . . PHIL SPITALNY opens the Rialto, Louisville, Ky., week of October 4. Follows with the Lyric, Indianapolis, October 11.

WILBUR FRANKLYN, of the former Franklyn and LaBar act, is in St. Luke Hospital, New York, for an operation. THE MILLS BROTHERS returned to the Casino Urca, Rio De Janeiro, September 6 after a 10-week tour in Santos and Buenos Aires. Booked by Hal Sands, New York.

New Acts

Charles Sabin and Merle Rutherford

(Reviewed at Shoreham Hotel Terrace, Washington, August 24)

This is a new combination, each a veteran dancer, and looks as tho it might click. Sabin used to be the dancing partner for Barbara Bennett, Mary Hay, and Elenor Ambrose. Miss Rutherford used to do a single. Locally she has always created interest because she rates heavy space on the society pages and her dancing has been sufficiently accomplished to please patrons.

The pair offer interpretations of orthodox routines and have some pleasing novelties of their own. Miss Rutherford is slightly built and pretty. Her gowns are nicely designed and she has youth and freshness. They seem to have the quality needed to click and are easy to exploit. Sabin has danced with glamour girls of recent years, while Miss Rutherford can drag out a genuine Virginia rating in historic old Alexandria, where her aunt, Mrs. Fleming-Holland, holds sway. Jones.

Moon and Brown

(Reviewed at Finsbury Park Empire, London)

Burton Brown is the new partner of George Moon. Routine mainly made up of cross patter and a dig at the many impersonators of Bing Crosby, but, strangely, Brown has practically no opportunity to demonstrate his skill at the piano—one of the big features of his old partnership with the late Derickson.

Act was well enough received tho much of the material had been worked here a few weeks back by Moon in association with his former partner, Dick Bentley. Graves.

Preparing for Television?

PHILADELPHIA, Sept. 7. — WIP boasts the largest staff of beauty experts in the radio industry. Murray Arnold, program director, was a judge selecting *Miss Philadelphia* for the Atlantic City Beauty Pageant; publicity chief Bob Horn helped select the queen of the South Jersey Agricultural Fair; Ed Wallis, production manager, helped pick Philadelphia's *Miss Main Line* for the *Miss America* contest; musical director Joe Frassetto helped select the town's most beautiful married woman at Woodside Amusement Park, and Howard Jones, announcer, scrutinized the beauties at Doylestown, Pa., to send a *Miss Doylestown* to Atlantic City.

Michigan Amusement Parks Use Movies To Build Attendances; Beach Shows Prove Very Popular

DETROIT, Sept. 7.—The use of motion pictures one or more nights a week is becoming increasingly important in this State as an important attendance-builder at amusement parks. Operators who have been putting on merchants' shows in small theaterless towns usually stage these shows under similar conditions for the park managements.

Typical of these is Clifton Hayes, who recently put on several successive nights at Stanton Welsh Park, Utica, Mich., in connection with the Utica Fair held in the park. Hayes used a 75-minute feature program, which proved a big attraction for residents of the community, drawing them to the free fair as other attractions might not.

Palmer Park, near Pontiac, which tried pictures earlier in the season, has dropped them under a retrenchment policy adopted by a new management but may resume next season. Two small Western Michigan parks are strong for pictures, George H. Perkins' Wolf Lake

Park, near Muskegon, where they are being used extensively, and W. R. (Hustling) Haynes' Hyland Gardens at Grand Haven. Haynes shows pictures Saturday nights outdoors on the sand beach of Lake Michigan to thousands of resorters and local residents and plans a more elaborate outdoor screen next season.

2,000 Attend Movies At Nebraska Fair

STOCKVILLE, Neb., Sept. 7.—Approximately 2,000 people attended the 16mm. movies at the Stockville County Fair. Movies were the featured grandstand attraction and under direction of Laflan Sound Movies. Firm has contracts covering 11 fairs, it is said.

Beginning Tuesday, Laflan will begin its schedule of indoor sponsored shows. Laflan carries, in addition to projector and screen, a slide machine for merchant ads.

Features Films

BOSTON, Sept. 7.—Readying his 1940-'41 lecture tour, Arthur C. Anderson said today that he will feature non-theatrical films. The movies were made by the lecturer, who appears before student and social groups.

New and Recent Releases

(Running times are approximate)

WINGS OVER WORLD WONDERS, released by Castle Films, Inc. A sky tour over the world, from New York thru Grand Canyon to New Zealand and thence over Japan's Fujiyama. Running time, 10 minutes.

COME BACK TO IRELAND, released by Castle Films, Inc. A tour of Erin. Shows thatched-roofed cottages, simple fisherfolk, Galway on market day, and contrast between storied Ireland of song and verse and progressive Ireland today. Running time, 10 minutes.

A THRILL A SECOND, released by Castle Films, Inc. Men and women with nerves of steel tempt fate in about every way devised in the quest for new sensations. Running time, 10 minutes.

MEXICO, released by Castle Films, Inc. Picturesque natives and awesome scenery are featured in this film. Shows Popocatepetl, the "place of flowers"; famed Xochimilco, and other outstanding spots. Running time, 10 minutes.

NIGHT CLUB REVIEWS

(Continued from page 19)

Blue Gown; she has a good voice but fails to pick numbers within her range. Miss Platt got big applause on her second appearance, as her dancing is fast and lively. Miss Baulson then does **You Can't Brush Me Off**. Show closes with another strip, the Champagne Waltz, by Miss Nixon, and by Miss Delaney's singing of **I'm Nobody's Baby**. Miss Delaney also plays solo piano to give band a rest. As a whole, the show is what villagers want. Sam Abbott.

The Cave, Winnipeg, Man.

Talent policy: Floorshow twice nightly; cast changed bi-weekly; dance and show band. Management: M. P. King, manager.

The Cave, this town's only dine-and-dance nitery, opened for the season Monday (2) with a floorshow policy. Crowd applauded like an audience in a screen musical.

Manager M. P. King says floorshows will continue as and if b. o. warrants.

Roy Brown's 10-piece combo is a smooth if not exceptional orchestra, at least as on the night taken with a man short.

First bill includes the Serot Twins, openers with kidding and acrobatics of their own kind; George Lyons, hot harp-ist; De Vellos and Wanda, super-ball-room dancers, and Chesney and Worth, sweetheart songsters. The crowd gave out to all of them.

Cave is a novelty house, resembling a

domed and stalagmited cavern, lighted with cresset sconces and indirect glows, with handbox, tables, mezzanine, hat-check girls, etc., in grottoes.

King opened it six years ago as companion to Cayes in Edmonton, Alta., and Vancouver, B. C., under same ownership. It has the largest dance floor in the city.

The Cave has operated every season; has occasionally used a local singer, but this is its first floorshow policy.

Edgar Whitehouse.

Marta's, New York

Talent policy: Latin dance and show band; floorshow at 8:30, 11:30, and 1:30; intermission instrumental trio. Management: Manuel Tortosa and Romeo Borroni, owners. Prices: Dinner from \$1; no cover or minimum.

One of several Greenwich Village clubs using Latin talent, this basement spot is holding its own with fair talent and an adequate orchestra.

Jullian De Huarte leads the four-piece orchestra, which does all right, considering its size. The accordionist was off the night caught, but the band managed nicely and even kicked its way thru some lively congas and rumbas. One of the boys sings Latin tunes lustily, too.

The floorshow is emceed by Ramon, a young and handsome fellow who sings Latin ballads fervently and also introduces the acts without too much ceremony. Los Charos, three youths in Mex costumes, handle the intermission stroller music and double in the show. Two of them (guitar and maracas) sing in the floorshow. The third, introduced as Pancho Villa Jr. (which brought shouts of "It's not so" from a drunk patron), is a pleasant fellow who sings and strums the guitar.

Estrellita Villaneuva, who has played several long engagements here, is in her eighth week of her latest run and has no trouble pleasing. She is a cute bright young thing with saucer eyes, flashing costumes, a lively singing voice, and an engaging personality. Her Mexican character dances are charming.

New here is Effie Dore, exotic young brunette, where castanet work, heel clicking, and vigorous movements blend into interest-holding Spanish dances. Her bullfighter number is her best. Borroni, one of the owners, incidentally, is a veteran carnival man known to many as Romey. Paul Denis.

ORCHESTRA ROUTES

(Continued from page 14)

Suesz, Howard: (Huckins) Oklahoma City, h. Sullivan, Mickey: (Lido) Worcester, Mass., nc. Suns, Three: (Stuyvesant) Buffalo, h. Sylvester, Bob: (Ramona Pavilion) Sister Lake, Mich., b.

Tan, Jimmie: (Kaufman's) Buffalo, nc. Terry, Frank: (McVan's) Buffalo, nc. Tisdale Trio: (Coq Rouge) NYC, nc. Tisen, Paul: (Commodore) NYC, h. Tovar, Pedro: (Henry) Pittsburgh, h.

Unell, Dave: (Alabam) Chi, nc.

Valenti, Val: (Harbor Rest) Rockaway, L. I., nc. Varrall, Tommy: (Barrel of Fun) NYC, nc. Vazros, Eddie: (St. Moritz) NYC, h. Viera, Pete: (Caca Loma) Flint, Mich., nc. Vierra, Al: (Ivanhoe) Chi, re.

Wagner, Tony: (Tony's Black Horse Inn) Mt. Ephraim, N. J., nc.

Waller, Fats: (Blatz Palm Gardens) Milwaukee, nc. Walters, Lee: (Blue Lantern) Detroit, nc. Wald, Jean: (Greentree Tavern) Washington, Pa., nc.

Warren, Arthur: (Village Barn) NYC, nc. Watkins, Sammy: (500 Club) Atlantic City, nc. Watson, Leo: (Onyx) NYC, nc.

Weems, Ted: (Edgewater Beach) Chi, h. Welk, Lawrence: (Trianon) Chi, b. Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.

Williams, Chick: (Gay '90s Cafe) Phila, nc.

Williams, Clem: (Spread-Eagle Inn) Stratford, Pa., nc.

Willis, Forrest: (Emerald Inn) Albany, N. Y., nc.

Wilson, Teddy: (Cafe Society) NYC, nc.

Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

Wright, Charlie: (Stork Club) NYC, nc.

Yates, Billy: (The Willows) Pittsburgh, nc.

Young, Eddie: (Southern Mansion) Kansas City, Mo., nc.

Young, Roland: (Lombard's) Bridgeport.

Good Case

COLUMBUS, O., Sept. 7.—Clifford McClure has gone to court in an effort to compel the Ohio Industrial Commission to pay him workmen's compensation because he claims he suffered a collapsed lung while playing his trumpet in a local night club.

46th YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Co.

E. W. EVANS, President, Treasurer & General Manager.

R. S. LITTLEFORD JR., Vice-President.

W. D. LITTLEFORD, Secretary.

A. O. HARTMANN, Editor.

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor.

Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, Medallion 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8-480. ST. LOUIS—390 Arcade Bldg., 5th and Olive Streets. Phone, Chestnut 0-443. PHILADELPHIA—B. H. Patrick, 7222 Lanport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street, Paris—C. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Anate Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 52 SEPTEMBER 14, 1940 No. 37

Z
Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zanello, Doc: (Brockley's Inn) Albany, N. Y., nc.
Zarin, Michael: (Tavern on the Green) NYC, re.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinn, Arthur: (St. George) Brooklyn, h.
Zito, Horacio: (Belmont Plaza) NYC, h.
Zurke, Bob: (Ambassador East) Chi, h.

Krupa Pulls 1,826 in Canton

CANTON, O., Sept. 7.—Gene Krupa jammed Moonlight Ballroom at near-by Myers Lake Park Sunday (1), with 1,826 paid customers at six bits a person. Attraction gave the ballroom its best single night's gross in several months. Al Donahue, Jimmy Dorsey, and Charlie Barnett are September Sunday night attractions, Carl Sinclair, manager, announced.

16MM SOUND PROJECTORS
BARGAIN CHEAPER THAN RENTING
BRAND NEW WELL KNOWN MAKE
Complete Cash Price **\$159.00** Liberal Terms
AUDITORIUM SIZE — GUARANTEED
Write BOX D-24, The Billboard, Cincinnati, O.

WINDOW CARDS
NEW IDEA PICTORIAL WINDOW CARDS, Size 17x26, 50 for \$3.50 or 100 for \$6.00. THIS INCLUDES PRINTING YOUR THEATRE NAME AND PLAY DATES.
BOWER SHOW PRINT CO., INC., FOWLER, IND.

16MM. ROAD SHOWMEN! 35MM.
Our New 1940 Catalogue in Sound is Ready! Brand-New Laboratory Prints for Outright Sale at Prices You Can Afford to Pay! Features, Shorts, Etc.
OTTO MARBACH, 630 8th Ave., New York City

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN, 198 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Youthful Operator Has Successful Circuit in Jersey

CLIFFSIDE, N. J., Sept. 7.—Tavern circuits are all the go in this section and are supplying nice revenues to road-showmen.

Among the operators playing this type of circuit is 16-year-old John Brunas, who has been in the field for a year. He has a loop of seven spots and puts on two shows nightly in each. While show time depends largely upon the crowd in the spots, movies go on at 9 or 10 and at 12 or 1. Program consists of five reels, including musical, comedy, sports, and cartoon.

While Brunas has bought approximately 150 one and two-reel subjects since he entered this field, he rents some subjects. When a subject is purchased it is shown over the circuit and put away until he thinks it advisable to repeat it. Some of his films have clicked so solidly that he has repeated them several times.

Advertising the shows is done thru chalk signs on the mirrors in the back of bars and with hand-painted signs, 4 by 6 feet, placed in the tavern window or that of an adjacent empty store. Trailers on coming events sponsored by social clubs that patronize a certain spot are also used.

Tavern keepers, Brunas said, added the movies to increase business on lull nights. One spot selected Wednesday, and business was upped to such an extent that a second night is under consideration. Since this youthful operator already has every night filled, he plans to purchase another projector and build another circuit.

Throw varies in the different spots. Subdued lighting is used.

ROADMEN, ONLY TEN DOLLARS per WEEK for a complete 16mm sound movie show. Large selection. Perfect Prints. Send for our Roadshowmen's Special today. Also sales.
Attention!
INSTITUTIONAL CINEMA SERVICE, Inc.
1560 BROADWAY, NEW YORK CITY

SCHOOL CHURCH CLUB ROAD S → **MOGULL'S**
H → Largest 16mm Library
O → Old Time Silents
W → Snappy Sounds
S → Catalogs Free—Low Rates
59 W. 48th St. (Radio City), NEW YORK
Equipment and Accessories—Easy Terms.

WANTED
Trucks or Trailers with Moving Picture Equipment for rent or sale.
Phone Longacre 5-0567 or write
F. AMSTERDAM
570 7th Avenue, New York City, Suite 1502.

The Final Curtain

BAKER—Milt, 56, well-known billposter, in City Hospital, Akron, O., September 1. Baker joined the Sun Bros. Circus when 16 and subsequently was with Yankee Robinson, LeMar Bros., Sparks, Forepaugh-Sells, Ringling Bros. and Barnum & Bailey, Hagenbeck-Wallace and other prominent outdoor shows. He had also been on advance for the Johnny J. Jones Exposition. The past 10 years he had been a theater billposter in Akron. Survived by his widow and brother. Services in Akron, with burial in Mount Peace Cemetery there.

BANYARD—Louis, 42, manager of the Noah's Ark concession at Clementon Lake Park, Clementon, N. J., a suicide in Clementon August 30.

BEIER—Murray F., manager of the Ace Film Exchange, Philadelphia, September 3 in New York after an operation. His widow, a son, and daughter survive.

BOLT—Glen, 50, former tutor of Jackie Cooper and later a movie director, of pneumonia in Hollywood September 4. Survived by his widow, a son, a daughter, a sister, and a twin brother.

CAMPBELL—Malcolm A., 84, vaudeville trapeze artist half a century ago and formerly with the old Boston Stock Company, recently at the home of his daughter, Mrs. Henry Hoyt, in Arlington, Mass.

CARRAY—Daniel, 72, who with his wife, Mme. Ray, was known as the Carrays, novelty comedy juggling team, August 13 in Tuckahoe, N. J., of hardening of the arteries. During his career Carray trouped with the Adam Forepaugh, Barnum, and John Robinson circuses. He spent five seasons on showboats and performed before President Theodore Roosevelt in 1901. In later years he and his wife played vaudeville. He also had concessions on the Brown & Dyer Shows at one time. Survived by his widow, Mrs. Ray Carray, and a daughter, Anna. Burial in Head of River Church Cemetery, Tuckahoe, August 16.

CHADWICK—Helene, 41, star of silent pictures, in a Hollywood hospital September 5. Death was attributed indirectly to injuries sustained last June when she stumbled over a chair. She began work in pictures in 1917 and later was starred by producer Samuel Goldwyn. Some of her pictures were *The Cup of Fury*, *Father and Son*, and *Men Are Like That*. Deceased was formerly the wife of director William Wellman. Services September 6.

COLLINS—Eddie, 56, film actor, of a heart attack at his home in Arcadia, Calif., September 1. Collins, who played the role of Jiggs in the original stage production of *Bringing Up Father* at the Empire Theater, Brooklyn, in 1911, was currently at work in *Chad Hannah*. One of his latest appearances was in *Drums Along the Mohawk*. From 1914 to 1930 he toured the country with his own musical comedy tab company. He married Florence Willmot, leading woman of the *Globetrotters* Company, which he joined in 1914. Quit-

ting the road he joined the stock burlesque at the Follies Theater, Los Angeles, where he was leading comedian for six years. During this time he also spent several months with Minsky's burlesque in New York. Survived by his widow, a daughter, Margaret, and a son, Edward Bernard.

CONNOR—Charles E., 26, manager of Center Theater, High Point, N. C., August 28 at Burrus Memorial Hospital, Salisbury, N. C., of typhoid fever. He was connected with the North Carolina theater chain for 11 years.

CONRAD—George, showman, August 13 of injuries sustained when he fell from a train near Fort Williams, Ont., causing the loss of both legs. Conrad was with the Royal American Shows for some 10 years and was foreman of the light towers at the time of death. Burial in Superior, Wis.

DAVIDSON—Gilbert D., 63, former vaudeville and concert musician, recently at Campbellton, N. B., after an illness of eight months. For some years he operated a stringed instrument school and promoted maritime tours of noted players of stringed instruments. Survived by his widow, a son, daughter, and three sisters. Services and interment at Dalhousie, N. B.

ERLANGER—Mitchell Louis, 83, president of the A. L. Erlanger Amusement Enterprises, Inc., and former justice of the Supreme Court of New York, August 30 at his home in New York of a heart attack. He was a brother of the late Abraham Lincoln Erlanger, of the theatrical concern of Klaw & Erlanger.

FAY—James Thomas, 64, who with his brothers, Edward M. and Bernard E., operated theaters in Providence, Philadelphia, and Rochester, N. Y., at Memorial Hospital, Pawtucket, R. I., August 31 following a heart attack. For 17 years with his brothers he led orchestras at Rhodes-on-the-Pawtuxet. In 1914 they took over Hunts Mills Ballroom, operating it until its destruction by fire. In 1920 the brothers organized Fay's Amusement Company, which now operates Fay's, Majestic, and Carlton theaters, Providence. Funeral services September 4 at his home, Riverside, R. I., with high requiem mass at St. Brendan's Church, Riverside.

FINK—Charles, 79, pioneer fiddler, September 3 in a Milwaukee hospital. Fink played, sang, and arranged music in a Yiddish theater in New York before going to Milwaukee and for a time had his own band. He was one of the first members of the Milwaukee Musicians' Association and had been an honorary member since 1923.

FLEMING—Caryl S., 46, prominent in national magic circles and president and one of the organizers of the Pacific Coast Association of Magicians, September 2 at his home in Beverly Hills, Calif., following a heart attack. Services in Beverly Hills September 4.

GROAT—Carlton, 44, former film actor, at Veterans' Hospital, Portland, Ore., August 29. His widow and two sisters survive. Services in Portland August 31, with burial at The Dalles, Ore.

JENSEN—P. T. (Ted), pitchman of run mender fame, in Springfield, O., August 28. Survived by his widow, Alice, and three brothers, Ray, Morton, and Bob. Body was shipped to Hollywood for burial.

JONES—Mrs. Katie, colored actress with George Baldwin's *Hitterbug Revue* on the W. C. Kaus Shows, September 5 at Oakland, Md. Deceased entered show business in 1910.

KELLOGG—Mrs. Mildred C., 63, former performer and wife of William R. Kellogg, well-known legal adjuster, in Indianapolis August 31 of result of a stroke she suffered in 1937. Burial in Glen Haven Memorial Park, Indianapolis, September 4.

KIMBLE—Mrs. Ida Mae, 72, known to show folk as Mother Hunter, in St. Mary's Mercy Hospital, Gary, Ind., September 8 of a heart attack. Deceased had been in cookhouses with various shows and fairs for 30 years. Survived by a daughter, Babe Hunter Kimble, and a son, Orel M., of Chicago. Interment in Columbia, S. C.

LOWE—George Perry, stagehand more than 45 years, August 30 of a heart ailment at his home in Glen Echo, Md. At the time of death Lowe was employed at the Capitol Theater, Washington. Lowe was first program boy at Albaugh's Opera House, Washington, and had been associated with the Philadelphia-Chicago Opera, Richard Carle, Richard Mansfield and was sound effect man with the first roadshowing of *The Birth of a Nation*. He was in vaude with Lionel Barrymore and at various times had worked at the Columbia, Earle, Palace, and Strand

theaters, Washington. Deceased had also worked for Jimmy Lake in burlesque. Survived by his widow, Winifred (Pinky), also a former trouper; a son, Winfield, of Chicago; two brothers, Louis and Edward, and a sister, Mrs. Mary Louise Manning. Services in Glen Echo September 2.

METZZETTI—Albert (Butch), 50, formerly of the Metzzetti Troupe, August 20 in Hollywood of a heart attack. He leaves a brother, Richard Talmadge, former picture star, now a director. Ashes were sent to the Metz Farm, Lancaster, N. Y.

MOCKLER—Mrs. Minnie R., 76, mother of R. D. Mockler, publicity director of Hotel New Yorker, September 5 at Queens General Hospital, New York.

PARKER—Daniel C., carnival and circus trouper, in a Decatur, Tex., hospital August 21 of heart failure. Parker began his career with the Mimic World Shows in 1927. He joined Harry Billock's Gold Medal Shows in 1932, and in 1933 joined the Al G. Barnes Circus, where he remained until 1937. He rejoined the Mimic Shows in 1937 and at the time of his death was operating the *Birth of Twins* motion picture show and two concessions on the Mimic midway. Survived by a son, Howard, assistant manager of the Park Lane Hotel, Chicago; two brothers, Charles, also known in carnival and circus circles, and Bert, of California. Services in Decatur, with burial in the family plot at Wood Lake, Neb.

SCHAD—Frank X., 70, director of the Gainesville (Tex.) Community Circus and legal adjuster of the show, of a stomach ailment at his home in Gainesville August 23. Two daughters and two sons survive. Funeral at St. Mary's Catholic Church, with burial in Fairview Cemetery, Gainesville.

SCHLEMMER—George, 77, Canton, O., concessionaire, in that city September 2. For many years he had grab concessions at the Stark County Fair, Canton, and other district county fairs. Survived by his widow, Alice; a son, and a daughter. Services at the home, with burial in Westlawn Cemetery, Canton.

SOUSA—Manuel C., 63, treasurer of Redwood Theaters, which operates in Northern California, September 3 in Oakland, Calif. Survived by his widow and five children. Services in Oakland.

STANSFIELD—Adam, 79, for years a member of the Capitol Theater orchestra, Moose Jaw, Sask., in a hospital in that city September 1. Survived by his widow, a daughter, and a son. Burial in Moose Jaw.

STONE—Arthur Taylor, 54, veteran vaude and character actor in silent pictures, in Hollywood September 5 of a heart attack. He appeared in silent pictures with such stars as the late Milton Sills and Colleen Moore. In vaude he was a member of the team of Stone and Hayes. He had recently been working as a film make-up artist.

STORM—Jimmy, midget auto racer, in a crash September 2 at Hershey (Pa.) Park. He made his home in Philadelphia. His widow and two children survive.

SWAN—Ray, 57, veteran circus man and for many years connected with theaters in Cedar Rapids, Ia., August 29 at the ranch of his sister, Mrs. W. R. Morrison, near Billings, Mont. He had been in failing health the last three years, becoming seriously ill in mid-season while doing advance work for a circus. Born in Webster City, Ia., he started in show business in 1903 as a stage electrician, and for a time he and his brother Al did a trick bike act at county fairs. In 1910 he was a banner man for Gollmar Bros. Shows, then was manager for Colonel Stewart and Uncle Josh Weatherby shows. In 1906 he was advance litho man for the Wallace Circus and had served with Robbins Bros., Russell Bros., Parker & Watts, Tom Gorman, Walter L. Main, and Ringling Bros. and Barnum & Bailey circuses. Funeral services in Billings August 30.

SWIRES—Carl Willard (Lefty), 52, trouper with various carnivals, the last two years with Yellowstone Shows, in Albuquerque, N. M., August 14 of pneumonia. Survived by his parents and a sister, of Danville, Ill. Burial in Fairview Cemetery, Albuquerque.

TAIBOSH—Franz, African bushman known as Cliko, August 31 at the home of Mrs. Pat Sullivan, Hudson, N. Y. The late Frank A. Cook, legal adjuster for the Ringling circus, brought the bushman from Europe 28 years ago, and he trouped with that show for many years, also ap-

pearing at Coney Island, N. Y., for Sam Gumpertz. Cliko is said to be the only bushman ever to enter the United States and his age was estimated to be around 115. A replica of him stands in the Museum of Natural History, New York. Burial in Hudson. Services in St. Mary's Roman Catholic Church, Hudson, with burial in Cedar Park Cemetery there.

WARD—Dr. John, 77, Philadelphia organist, August 30 in Jewish Hospital, that city, when he suffered a relapse after a major operation two weeks ago. He was president of the American Organ Players' Club and a member of the executive committee of the Philadelphia chapter of the American Guild of Organists. There are no survivors. Services September 4 at St. Mark's Lutheran Church, Philadelphia.

WEBSTER—Mrs. Dolores Steelman, 28, rodeo performer and holder of a record for women steer ropers, August 29 in a Roscoe, Calif., hospital. Born in Glendale, Calif., she began her career as a rodeo performer when a child and had gained national fame in recent years. She and her brother, the late Henry Paul Steelman, formed a riding team. Survived by her husband, Morris; her parents, a sister, and four brothers. Services August 31, with burial in Forest Lawn Cemetery, Roscoe.

WHITTIER—Amy Ince (Amy Ince), former stock and rep actress, and mother of Charles L. Whittier, vice-president of Young & Rubicam, Inc., August 26 at Belfast, Me., after a long illness. She also leaves two sisters.

Marriages

ANDERSON-GREENLEAF—Ralph Anderson, concessionaire with the Beckmann & Gerety Shows, and Luella Greenleaf, with the same organization, at the Episcopal Church, La Porte, Ind., August 20.

BECK-ROSELLE—Ralph T. Beck, engineer at Station WRJN, Racine, Wis., and Doris Roselle, August 31 in Racine.

BERKHOLTZ-ANDERSON—Harold H. Berkholtz, associated with his father, A. C. Berkholtz, in the operation of theaters in West Bend and Two Rivers, Wis., and Alberta Irene Anderson, August 26 in Fond du Lac, Wis.

BLACK-ROCK—John Black, of Sam Prell's World's Fair Shows, and Dorothy Rock, sister-in-law of Ben Cheek, Ridee-O foreman with the same organization, in Bristol, Va., recently.

BUNTS-CARPENTER—Walter Bunts, son of W. J. Bunts, manager of Crystal Exposition Shows, and Lucille Carpenter in Highland Falls, N. Y., August 30.

CHAPMAN-MONES—George Chapman, transmitter engineer with Station CFQC, Saskatoon, Sask., and Marjorie Mones, in that city August 30.

CLAUSON-FISHBEIN—Edward Clauson, saxophonist with Joey Kearns' studio band at Station WCAU, Philadelphia, and Lillian Fishbein, nonpro, August 25 in Philadelphia.

D'ARCY-WHALEN—Alexandre D'Arcy and Arleen Whalen, film players, in Las Vegas, N. M., September 1.

GAETZ-SULLIVAN—Gerold (Gerry) Gaetz, manager of Station CKCK, Regina, Sask., and Frances Marie Sullivan, nonpro, in Regina August 2.

HERMES-GANNON—Hermes the Magician and Madeline Gannon, both with Cole Bros. Circus, under the big top August 7 in Idaho Falls, Idaho.

KENNEDY-BECHDOLT—Dick Kennedy, trouper and former motordrome talker on the Ideal Exposition Shows, and Ruth Bechdolt, in Cincinnati September 7.

KORTLAND-KERNS—Roger Kortland, orchestra leader, and Betty Kerns, ballet dancer, last April in Virginia, it has just been revealed.

MAGUIRE-BARRY—William F. Maguire, nonpro, and Irene E. Barry, former staff member of stations WDEL and WILM, August 31 at St. Luke's Episcopal Church, Wilmington, Del.

MALEVILLE-OSTROM—Buddy Maleville, orchestra leader, and Roberta Ostrom, showgirl, recently at Reno, Nev.

MANNO-HARTZ—Fred Manno, dancer, and Bettie Hartz, Philadelphia model, August 26 in Canada.

MARKS-WOLFF—Stephen S. Marks, an editor of *The Daily News Record* and son of Max B. Marks, vice-president of E. B. Marks Music Corporation, and Bernice Wolff, nonpro, in New York August 23.

ROWE-WARD—Vic Rowe, announcer and control man at Station CFQC, Saskatoon, Sask., and Jane Ward, nonpro, in Saskatoon September 10.

SANFORD-BLAIR—Tommy Sanford, who does the off-stage harmonica play—*(See MARRIAGES on page 60)*

Giulio Gatti-Casazza

Giulio Gatti-Casazza, 71, director and impresario of the Metropolitan Opera House, New York, from 1908, when he came to this country, until his retirement in 1935, died in his native Ferrara, Italy, September 2.

During his regime he presented some 5,000 performances and introduced many American singers and much American music. Among the singers he introduced were Lawrence Tibbett, Lily Pons, and Kirsten Flagstad, whom he added to the Metropolitan company in his first season.

When 23, Gatti-Casazza was appointed manager of the Teatro Comunale in Ferrara, and the house became prosperous and one of the best known small theaters in Europe. Later, as director of La Scala in Milan, he attracted the attention of the European musical world by popularizing German and French operas on a stage where little but Italian opera had been heard before, and under his supervision the La Scala, which had previously been closed because of a financial deficit, again prospered. It was also under his guidance that the Metropolitan finally rebuilt a comfortable surplus after a financial setback some years ago. For his outstanding work in the musical world Gatti-Casazza was decorated several times.

His first wife, Frances Alda, was divorced from him in 1928, and his second wife, Rosina Galli, former chief ballerina and ballet director of the Metropolitan, whom he married in 1930, died in Italy last April.

Manbeck, Charles O'Brien, H. G.
Mann, J. J. O'Brien, Joe
Marchbanks, The Shooting O'Brian, James E.
Marchbanks, Joseph T. O'Connell, Ted
Mars, Grover O'Dare, Barney
Marwah, Walter O'Day, Bill
Marwah, Tony O'Day, Jack (Peg)
Marshall, Doc T. O'Day, Walter
Marshall, Troy R. O'Donnell, Francis
Marshall, Artie O'Hara, Fred
Martin, Ben O'Leary, Dennis
Martin, (Show) O'Neil, Lige
Marvin, Grant O'Neil, Frank J.
Martin, Robert O'Reilly, Howard
Martin, Terry O'Riley, Jimmie
Marvin, Dave O'Shea, Danny
Marvin, Robert O'ay, Bill
Mason, James O'Connell, C. J.
Mason, James O'Connell, M.
Mason, Jay C. Ohio Expo Co.
Masters, Dick Oliver, Tom
Mathews, Phil C. Omar, L. Don
Matthews, Willie Omi, the Great
Mattis, Linton Orbin, Jonnie
Mauss, Willie Orr, Jack
Maxwell, Bill Osborn, James L.
Mayer, Red Oswald, Ernest
Mayer, John Owens, Al
Mays, John Blondie Owens, Charles
Mayfield, Geo. Vergile
Mays, La Beau Owens, Frank
Mechum, Homer Owens, Richard
Meade, Gene Owens, Texas Slim
Mealy, C. Y. Padden, E. J.
Mechy, Montana Padgett, Pat
Meehan, H. L. Padgett, John E.
Meehan, J. W. Page, Gene
Mehl, Tom Paley, Bud
Melcharek, Paul Palmateer, Eugene
Mellen, C. F. Palmer, Joe V.
Mellon, Eddie & Betty Palmer, Lew
Meranda, Wm. Panther, Black
Mercer, Richard D. Parish, Billy
Merkel, J. B. Park, Andrew
Mero, Jack F. Parker, (Magician)
Merrick, Roy Parker, (Custodian)
Merrick, Thomas Parker, Robt. W.
Metro Show Parks, Joe
Meyers, Ben Parks, (Baillon Co.)
Meyers, Bob Parris, Harla
Meyers, Otto & Peggy Parsloe, Eddie
Midey, Anthony NeNo Parsons, Carl F.
Mihno, John Patrick, Kirke
Millen, Allen Patterson, R. S.
Miller, Bert Paulson, Albert
Miller, (Carpenter) Payette, Raymond
Miller, Billy Payne, Charles
Miller, Dave Payne, Paul
Miller, F. G. Pearman, Mike
Miller, Jerry 'Pedrow, Smokey
Miller, John Kent Pelak, S.
Miller, Kent Pelley, Billy
Miller Products Co. Pengellie, Halloa R.
Miller, Ray Pentz, Frank
Miller, Steve Peppers, Frank W.
Milliken, Geo. P. Phillips, Frank
Mitton, Leon Phillips, Pete
Mitchell, Bob Edgar
Mitchell, Frank Pierce, Pat
Mitchell, John J. Cookhouse
Mitchell, Lawrence Pines, C. W.
Mitchell, Lee Pinkston, J. W.
Mitchell, Mike Pipkin, Charley
Mitchell, Harry Pistol Pete
Mitchell, Mike Phoenix, Capt.
Mitchell, P. G. Politza, John
Mitchell, Pete Polk, F. C.
Mitchell, Taboo Polk, Ollie
Mitchell, Theodore Pollins, F. W.
Mitchell, Wm. S. Pollock, Bud
Mix, Art Poole, Chas. S.
Mojo Minstrels Pookins, Sam
Mollenkopf, H. F. Post, Stanley E.
Monahan, Pete Potter, Harry H.
Montes, Robert Prather, Norman
Moon, Bill Prell Jr., Raymond
Moore, Benny Moore, Chan
Moore, Donovan Moore, H. J. Blue
Moore, Harry Presson, Sidney
Moore, Virgil Presti, Frank
Moore, Wm. H. Price, Charley
Morgan, Billy Priddy, Ben F.
Morgan, Wm. E. Priddy, Francis M.
Morgan, George R. Proctor, George
Morris, Allen Provancha, Walter
Morris, Billy Pugh, Bennie
Morris, Claude Pyle, Billy
Morris, Milton Purl, Harry
Morris, Virgil Quackenbush
Morris Jr., Wm. J. Sheldon
Morrison, Joe Quinlan, Robert
Morrow, Wallace D. Ragland, P. C.
Mort, Joe Rainey, Larry
Mosher, Arthur Rains, Silver
Mosher, Walter Ramon, Kenneth
Mosher, William Ramon, the Second
Moster, Ray from Hollywood
Moser, Red Randolph, Bingo
Moser, Harry Ratich, K.
Mulligan, Frank Rates, J. C.
Mullica, Leo Radloff, Floyd
Mulligan, Joe Ray, Buster
Mundee & June E. J. C.
Munden, Herman Red, Dwight
Munge, Ray Redding, J. R. R.
Murdock, Robt. K. Redding, L. E.
Murphy, A. H. Reed, Eddie
Murphy, A. H. Reed, Fred
Murphy, E. A. Reed, Jimmy
Murray, Jack Reed, Lis
Muschert, Theo. A. Reed, W. W.
Reese, Allan
Reid, David S.
Reid, John F.
Reid, Capt. Wm.
Renault, A.
Repasz, ReVeile
Nadler, Stanley Repensky Family
Neal, James R. Reynolds, Bob
Niederhauser, Wm. Chips
Nelson, Kermit Reynolds, Elrey
Nelson, Neil F. Rhoads, L. D.
Nelson, William L. Rice, Al C.
Nemar, J. F. Rice, Dan
Netzabault, Mr. Richards, John W.
Newcomb, Wm. Richards, Jno.
Newcombs, Eddie Richards, Wallace
Newton, William E. Riddick, Johnnie
Nicholas, John Ring, Frank G.
Nichols, Steve Ritchie, W. L.
Nickel, Paul Rivers, Ralph
Nickerson, S. W. Roach, Elmer
Nichols, Walter Francis
Niederhauser, W. H. Roads, Dusty
Noble, Mahalie Robertson players
Noe, Don Roberts, Bi
Noe, Edna Roberts, B. B.
Nollan, George Robbins, Milt
Norris, Chuandu Robbins, Sam
Novis, Jimmie Roberts, Clint
Novelle Bros. & Roberts, Gifford
Null Jr., Blackie Robinson, Clyde

Robinson, John C.
Robinson, Lee
Roby, Geo. Wickliffe
Roggers, Lester
Roler, Joe
Rooks, Harry
Rooks, Robert
Rosen, H.
Roser, Leslie B.
Ross, Frank
Ross, Jack
Rowe, Leonard
Rowe Bros.
Rowe, W. Y.
Roy, Bill
Royster, Dick
Rozell, Sammel
Rudisill, Horace
Rueback, Jack
Rukin, Al
Running Elk, Chief
Russell, Jack
Russell, Jean
Russell, A. G.
Ryan, Bobby
Ryan, Pat (Perry)
Sailer, Andy
Sanders, Earl E.
Sanders, Jimmie
Santec, Chester
Saveland, Clarence
Scanlon, Bill
Schenz, Louis
Schneider, Doc's
Schoemer, Robt. A.
Schreiber, Joe
Schwartz, H. S.
Schwinn, Henry
Sconberger, Emil
Scott, Eugene
Scott, J. W. Bill
Scott, Wallace
Sears, Sammy
Seiger, Jack
Seig, Scotty Dog
Sells, George W.
Selsand, Ernest
Serlen, Sam
Seymour, W. O.
Shanks, De Witt
Shannon, Mike
Shepard, C. H.
Sheriff, Izzy
Sherman, Jack
Sherman, James T.
Shermorhorn, Carl
Shew, Carl
Shields, Purl
Shipman, Tom
Shipst, R. A.
Shumate, James A.
Sica, Anello
Sikes, O. L.
Sika, Stringbeans
Sikorsky, Frank
Silman, Robt.
Silver Bros. Shows
Simmons, Chick
Simon, J. J.
Simon, Harry
Simpson, Jimmy
Simpson, Oscar
Sisk, Pat
Sisler, Louis
Skalak, Wm.
Skinner, Jack R.
Sluser, Earl
Small, Leo
Smiley, L. R.
Smith, Andrew
Smith, A. C. Kid
Smith, Bert J.
Smith, C. A.
Smith, Charlie
Smith, Cole
Smith, Francis
Smith, Guy H.
Smith, John E.
Smith, J. Lacy
Smith, Lester L.
Smith, Norman
Smith, Richard F.
Smith, Sid
Smith, Wallace
Smucker, Berney
Sneddon, Robert
Snediker, B. W.
Snedeker, Geo.
Snyder, Bob
Snyder, Earl
Snyder, Howard & June
Snyder, Wm.
Sontz, Carl
Sorber, Geo. & Kitty
Sorg, Dave
Sortor, Lewis
Spain, Owen H.
Sparks, Eddie
Sparks, J. C.
Spurling, Geo. H.
Spear, Barney B.
Speary, Chuck
Spector, Irving
Sperry, Chuck
Spring, Tony
Sproull, Albert
Stacy, Hon. H. L.
Stahl, Jas.
Stanley, Thomas
Stanton, Pete
Stark, Blackie & Kittie
Starr, Jerry
Starrer, Bud
Stearns, James
Stears, M.
Stebbins, Si
Steel, Wally
Stegeman, Thomas
Steiner Jr., Chas.
Stevens, Chas. E.
Stephens, Frank
Stephenson, J. T.
Stephenson, James W.
Stevens, E. R.
Stevens, Frank
Stevens, Jack J.
Stevens, Johnny
Stewart, Carl G.
St Germaine
Stirk, Miles H.
Stober, Tex
Stone, Kermit
Stone, Roy S.
Story, Bill
Storey, Wm.
Stout, J. M.
Stratton, S. R.

Strawmier, Eddie
Strick, Ed.
Stroble, Charles
Stroustrum, Edw.
Struble, Orange F.
Stuart, Clifton
Sturchio Music Co.
Sufflin, Sam
Sullivan, Jerry
Sullivan, Jimmie
Sullivan, Joe
Sullivan, W. L.
Sullivan, Wm. D.
Summers, J. E.
Summerfield Jr.
Sutton, Robt. B.
Sunner, Jack
Sutton, Ross
Swackhammer, Louis
Taber, Capt.
Tally, Kid
Tassel, Barney
Taylor, Bud
Teahan, John
Tearno, Toney
Templeton, P. G.
Terry, Glenn
Terry, Thexton
Thiele, John H. Jr.
Thirman, Morris
Thomas, Buck
Thomas, Napoleon
Thomas, Russell H.
Thompson, Albert
Thompson, Bill
Thompson, Bluey
Thompson, Carl
Thompson Jr.
Thompson, Johnny
Thorne, Jerry
Thornton, Alan
Tilton, James T.
Tinsch, Frank
Tipton, Clarence
Todd, C. D.
Tomlinson, James
Tompkins, Little
Toney, James
Transton, Robert
Tracy, Buck
Traugott, Dave
Travis, C. A.
Trigg, Jerry
Trin, Alfred W.
Trumble, Cal S.
Trivandey, Emily & Alfred
Trotman, Rolly
Tubbs, Eddie
Tulley, Will J.
Turner, W. R.
Turner, Bud
Twentycent Expo.
Two Eagles, John
Tyler, Clinton
Udowitz, Irving
Underwood, H. C.
Van Birkun, Nick
Van Duesen, Bert
Vail, Frank
Valen, Arthur
Vibbard, Paul L.
Virgil, The
Von Eberstein, DeWolfe C.
Walace, Joe
Walder, E. L.
Walker, Garnet
Walker, Harry
Walker, P. F.
Walker, Jno. F.
Ward, Lew A.
Ward, Harold
Ward, Howard
Wardell, Wallace H.
Ware, G. E.
Warner, Bob
Warner, L.
Warren, Jimmy
Wase, Edward C.
Washburn, Geo. H.
Washington, Chief
Wasso, Ralph
Watkins, I. J.
Watts, Roy Red
Wayland, Ben
Weaver, Andy
Weaver, Walter
Webb, Joe B.
Webb, Jess O.
Weddy, Mr.
Weil, Harry
Weiler, S. E.
Welch, Slim
Welch, Lawrence
Weller, S. E.
Wells, S. D.
Welton, Harry
Wessel, Vincent
West & McGinnity, Willie
West, Al R.
West, Joe
West, Mac
West, Paul
West, Stanley
Westbrooke, Buster
Western, Geo. W.
Western, Stanley J.
Weston, Everett H.
Weston, Sammy
Weyls, Ed
Weyrick, Charles
White, Gaylord
White, Hugh
White Jr., Robt.
Whitaker, Pete
Whitaker, Charles
Whitstone Tent Show
White, Mustachee
Wiedemann, Fred
Wightman, Burt
Willard, Tom
Williams, Bob
Williams, Bubba
Williams, Bucket
Williams, Calvin
Williams, C. E.
Williams, Dome
Williams, Harry
Williams, Thomas
Williams, Mark
Williams & Williams
Willins, Happy
Wilson, Deafy
Wilson, Geo. H.
Winchell, Warren
Wingert, Billie
Winrod, E. G.
Winrod, E. L.
Winters, T. J.
Winters, David A.
Witthaus, Adolphus
Wolfe, Bennie
Wolfe, (Amuse Co.)
Wolfe, Mark A.
Wood, Clyde
Woods, Bryan
Worth, Ted
Worthy, Lonnie
Wright, Earl
Wright, Ray
Wrink, Donald
Wyatt, Carl
Wycoff, Daniel
Wynnegar, Pete
Wymer, H. C.
Wynner, H. G.
Young, Joseph F.
Young & Lucky
Youngblood, Zeke
Yunker, Tony
Zand, Wm.
Zeno, Joe
Zarate, Lupe
Zazzara, Frank
Zand, Benj.
Zell, Bob
Zubel, Alexander
Wolfe, Mark A.
Wolfe, (Amuse Co.)
Wolfe, Mark A.
Wood, Clyde
Woods, Bryan
Worth, Ted
Worthy, Lonnie
Wright, Earl
Wright, Ray
Wrink, Donald
Wyatt, Carl
Wycoff, Daniel
Wynnegar, Pete
Wymer, H. C.
Wynner, H. G.
Young, Joseph F.
Young & Lucky
Youngblood, Zeke
Yunker, Tony
Zand, Wm.
Zeno, Joe
Zarate, Lupe
Zazzara, Frank
Zand, Benj.
Zell, Bob
Zubel, Alexander

Hall, Al K.
Hall Jr., Harry
Harrison, Harry
Heller, Ralph E.
Ibberson, Bert
Johnson, George
Johnston, John G.
Johnstone, William
Kay, Arthur
Kennedy, Charles X.
Klevans, The Great
Kunde, Adolf
Laugsdon, Marcus
Leslie, Ernest
Levine, Max
Linker, Tommy
McKenna, Charles
McLaughlin, Justice
McMillan, C. B.
McNair, Horace G.
Maibe Jr., Leonard
Martelli, Anthony
Murtz, Frank
Matthews, H. D.
Miller, James B.
Miller, Jack
Miller, Woodards, J. C.
Morgan, Bill
Morgan, T. A. A.
Naples, Jack
Nocerino, Vincent
Patterson, James A. (Patt)
Polo, Eddie
Riddle, John
Rosebrook, B. L.
Safford, Billy
Seig, Charles X.
Seskin, Al
Shaughnessy, John
Soreault, Sylvain
Spellman, Sam
Stanziale, Mario F.
Stoeckton, Louis
Stone, Roy
Storer, Deane
Sword, Jack
Thomas, Tommy
Thompson, Harry
Tolley, Dicky
Trostl, Arthur
C. Ward, Hank
Weintraub, Sam
Wells, Burt
Whitney, Jerry
Williams, Sid
Withaus, Doc
Woodards, J. C.
Hutzler, Virgil (Red)
Jackson, E. C.
Johns, Ellery J.
Johnson, Ab
Johnson and Johnson
Joy, Billy
Kerns, Paul
Koskey, F.
Lang, Sandy
Lee, Mr. & Mrs. Frank
Leopold, Bob
Lime Trio
McLeod, Billy
McMaster, John W.
Madison, Pink
Meador, Powe
Menchetti, Eddie
Menchetti, (Bumps)
Michels, Marty
Mohamed, J. B.
Monahan, Dave
Mulcahey, Joe
Murphy, J. R.
Nicolas, Steve
Nita
O'Brien, Don
O'Connor, T. J.
Palen, Bud
Pendleton, C. T.
Brunson, Lois
Bryer, Mrs. Carrie
Carl, Mrs. C. C.
Carter, Evelyn
Cook, Miss Phyllis
Creighton, Mrs. Maimie
Crowell, Mrs. H.
Norton, Helen
Doria, Betty Lee
Eckstein, Mrs. Neta
Farmer, Mrs. Pauline
Gates, Miss Billie
Helman, Mrs. Merle
James, Mrs. Helen
LaBenton, Miss Juanita
Lee, Baby
Little, Mrs. Carl
Miller, Eileen
Gasca Brothers
Gear Amusement
Enterprises, Billy
Glass, Irvin
Gregory, Bill
Gulick, Martin
Hampton, C. L.
Hartzell, Wade
Healy, Stephen J.
Herley, John
Hill, Will H.
Holt, Jess T.
Hof, Whitey Mason
Hopkins, Bob
Franklin
Dent, Ulysses Grant
Derer, Charles
Eldridge, W.
Ellenburgh, Chief
Forrest, Thomas
P.
All, Don
Andrews, Roy
Anderson, R. D.
Ayers, Henry
Azbill, Ollie
Bain, A. H.
Balderston, George
Balzer, Ray
Beeson, Dr. L. A.
Benham, Dick
Bennett, Fred
Biedeman, John
Bryer, Bill
Bryer, Charlie
Bryer, Ollie
Bullock, J. S.
Burgess, Ted
Burns, Buster
Casey, Percy
Chapman, L. G.
Coughner, Harry
Coughner, George L.
Cradit, Louis
Davis, Mickey
Doyle
Dixon, Bob
Dyer, Levi
Bob Wolfe Enterprises, Columbus, O., as associate.
RAY S. KNEELAND, Buffalo, is still booking exclusively for Celeron's Pier Marine Room, and has just set Kay and Karol, jugglers, there. Doorman's nitery on Lake Chataqua is continuing five-people shows, and so is Van Beuren Inn, Dunkirk, N. Y. . . . WALTER J. GLUCK, Buffalo, continues to spot an array of nitery talent: Gloria Love, return, and Sherry Gray into Casa Nova; Margie Winter and Frank Marlowe into Glen Barn, Williamsville, N. Y.; Harry Frank into Havana Casino; Ivy La Marr into Chris-Joy nitery, Jamestown, N. Y., and Peggy Collins into Como Tavern, here.
RAY S. KNEELAND, Buffalo, who handles week-end floorshows at Van Beuren Bay Inn, Dunkirk, N. Y., set four additional acts for a full week during New York State Firemen's convention there. Gals are Judy Wilbur, Francine Gordon, Eleanor Powers, Estelle Du Pree. He placed two dancers, June Monte and Judy Wilbur, at the Como Club . . . WALTER (WALLY) GLUCK, Buffalo, is very busy with eight acts, including Sylvia La Rue, at Hyde Park Stadium, Niagara Falls, N. Y., for AFL State convention. Sylvia La Rue set for Canadian Showboat and Nella Saylor into Transit Valley Country Club. Jack Davis into Chris-Joy Club, Jamestown, N. Y. Margie Wilson into Palace Theater, Buffalo. Ginger Burke and Terry Sherman into Nusbau's Casino, Rochester, N. Y. Eddie Dale into Joro's Rendezvous, Buffalo. Frank Marlowe into Casa Nova, and Woodie Mesher into Havana Casino, Buffalo.
JACK MIDDLETON, Cincinnati booker, is opening a branch in Columbus, O., with Frank Belt, until recently manager of the Wonder Bar, Cincy, in charge.

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St. Women Arlyn, Aymee Barr, Mrs. Anna Barton, Mrs. Clara & M. J. Barton, Dolores Clarke, Ernestine Day, Darlene Delano, Marion V. Dixon, Irene Feaster, Avis Frank, Albert Frank, Mrs. E. Griggs, B. S. Hampton, Mrs. Hill, Ruth C. L. Alex, Fred Allen, Frank Allied Motor Ardo, the Australian Barnes, Roy Berneice, Bill Bresnahan, T. J. Browne & Co. Bullock, Howard Burdett, John W. Burns Jr., Bobby Calloway, E. G. Cameron, Louie Chas. (Buddy) Cheer, Professor Childs, Solly Collier, Barron S. Cross, Chilly Dallas, George Knight Sisters La Benton, Juanita La Rose, Rose McCawley, Jerry McFarland, Peggy Nagy, Mrs. Mildred Powers, Babe Rameau, Patricia Rankine, Mrs. Nan Stewart, Florette E. Stumpf, Shirley Mae Vaughan, Ronnae Wise, Mrs. Pat

Men

Dent, Ulysses Grant Derer, Charles Eldridge, W. Ellenburgh, Chief Forrest, Thomas P. Gasca Brothers Gear Amusement Enterprises, Billy Glass, Irvin Gregory, Bill Gulick, Martin Hampton, C. L. Hartzell, Wade Healy, Stephen J. Herley, John Hill, Will H. Holt, Jess T. Hof, Whitey Mason Hopkins, Bob Franklin

MAIL ON HAND AT ST. LOUIS OFFICE

300 Arcade Bldg. Women Miller, Mabel Montana, Miss Mooney, Mrs. H. L. Moore, Mrs. H. J. Mullins, Mrs. Eva Mylie, Virginia Norton, Helen O'Brien, Ears J. Pfeiffer, Betty Pierce, Ruth Esther Proctor, Bessie Raye, Mrs. J. L. Richards, Myrl Harmon Sewell, Betty Sewell, Mrs. Mildred Spain, Mrs. Jackie Strode, Mrs. W. A. Yard, Mrs. Theda Stober, Tex Stoltz, L. F. Strahl, Eddie Sullivan, Jerry Thompson, Able Troutman, Rolly Van Orman, Ray Walker, Wm. R. Walker, W. X. Whisner, L. H. Wilson, W. M. or Bill Winters, J. W. (Jimmie) Witthaus, Adolphus James (Doc) Wolfe, Mark A.

Men

All, Don Andrews, Roy Anderson, R. D. Ayers, Henry Azbill, Ollie Bain, A. H. Balderston, George Balzer, Ray Beeson, Dr. L. A. Benham, Dick Bennett, Fred Biedeman, John Bryer, Bill Bryer, Charlie Bryer, Ollie Bullock, J. S. Burgess, Ted Burns, Buster Casey, Percy Chapman, L. G. Coughner, Harry Coughner, George L. Cradit, Louis Davis, Mickey Dixon, Bob Dyer, Levi

REVIEWS OF UNITS

(Continued from page 23) later session with a disrobed Beguine, their best.

Billy Wade is making his second or third farewell tour. His line is still good for laughs and he has inserted an echo of the first World War to take advantage of present headlines. Goes over excellently and is all about drilling a dumb recruit.

Two songs by Mickey O'Day, who is cute and nicely framed, land all right, and the girls, in a routine set to Strange Enchantment, sung by emcee Bob Lowry and pepped up by Helen McClure, come on. Miss McClure is the closest the show gets to taking the lid off, but she remains fully clothed, adding warmth via her own wandering hands.

To Meyers and St. John goes much of the credit for the ultimate selling of the unit. He's a gristle-boned lad, given to corny stumbles on his opening, and eventually, when the girl enters, becoming completely tied up with himself. She, of pee-wee proportions, tosses him around easily. It's a bright little turn which would stand out in anybody's show.

Girls build up to the finale with a cocktail shaking bit, which leads everybody on for bows. The girls, whose attractiveness and evenly matched appearance does a great deal for the show, are Margie Rice, Katherine Barnett, Joan Dell, Sammy Potts, Dorothy Barnett, Linda Lee, Betty Lou Davis, and Armaine Rouse.

Show's producers are Linten DeWolfe, manager, and Bob Page, front man. Picture was Sporting Blood (MGM), little help. Business pretty good. Barney Oldfield.

TALENT AGENCIES

(Continued from page 21) Philadelphia; the Three Heat Waves, Billy Daniels, Cheter Doherty Girls at the Green Shay, Lancaster, Pa.; Polly Jenkins and her Plowboys, Major Bowes' Prize Winner unit, Ink Spots, Peter Sisters, Zeb Carver, Four Eton Boys, Zeke Manners, Borrah Minevitch's Harmonica, Raspaals at Himmelreich's Grove Park, Respaal Hollow Park, and C-Bar-C Ranch, all near Reading, Pa.

Todd Turns Songwriter

NEW YORK, Sept. 7.—Michael Todd, World's Fair impresario and operator of the Dancing Campus at the fair, has turned songwriter, with a melody entitled Juke Box Serenade as his first effort. Alan Roberts and Jerome Brainin collabed on the music. Roberts Music publishes, while Bob Chester, current at Todd's Campus, will do the introducing.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. May 11 to Oct. 27

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO May 25 to Sept. 29

Exec Branch In Charge of Teardown Job

NEW YORK, Sept. 7.—Demolition control has been placed squarely in the hands of the executive administration of the World's Fair, which indicates that Commander Howard Flanagan, expo vice-president, tops the teardown parade under Board Chairman Harvey Gibson and his immediate staff.

While the amusement department, headed by George P. Smith Jr. and Frank D. Shean, is not named in the printed line-up circulated to the various ground offices, it will probably be given some authority in post-fair activities, but how much or how little is speculative. It was noted that Maxwell Harvey, director of operations, previously believed headed for an important niche in dismantling, is lower in the formal rankings than many students of the situation anticipated.

With a 1,200,000-plus week in its pocket, the expo started the week-end with 198,805 customers today, the second best Saturday on its books and better than last Saturday, which inaugurated the holiday period. Thus, early next week, the fair will pass the 12,000,000 (See **TEARDOWN JOB** on page 61)

Paid Attendance 17th Week

Saturday, August 31.....	190,545
Sunday, September 1.....	264,191
Monday, September 2.....	322,246
Tuesday, September 3.....	88,594
Wednesday, September 4.....	172,081
Thursday, September 5.....	107,322
Friday, September 6.....	91,860
Total	1,236,839
Previously reported.....	10,367,095
Grand total, 17 weeks..	11,603,934*
First 17 weeks, 1939.....	15,129,159**
1940 decrease.....	3,525,225
*Daily average.....	97,512
**The period May 11- August 9 of 1939 drew	16,323,160

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Sept. 7.—Billy Rose's Aquacade drew 126,486 people over the three-day Labor Day week-end. This was better than 16 per cent of the gate. The breakdown shows that Saturday pulled 38,465 or about 20 per cent of the expo's total paid attendance; Sunday, 46,984 or almost 17 per cent; Monday, 41,037 (See **FLUSHING FRONT** on page 61)

That Labor Day Week-End

The three-day Labor Day week-end at the World's Fair drew about 207,000 less than last year's record for the corresponding period, but in many ways the current register was better. It is interesting to note that this year's holiday gate was about 103,000 superior to 1939, but that came about only because of Sunday's poor weather, which kept the gate down to a "low" 264,000. Sunday of last year the all-time record was hung up, with 492,446, believed to be the greatest paid attendance ever drawn to a single event in one day.

It is obvious that part of this year's Monday showing could be attributed to the Sunday "loss," as the Sunday prior to a holiday invariably figures to be the No. 1 day. Only weather changes what's in the cards. Last year the holiday itself drew a trifling 218,000—less than half of the peak Sunday showing.

Figures for both years are:

1940	1939
190,545.....Saturday.....	273,276
264,191.....Sunday.....	492,446
322,246.....Monday.....	218,949

Totals..... 776,982

984,671

Taking Dufour & Rogers' enterprises as a good if not typical working basis, it develops that on the three days alone their 16 scale and age units took in 12½ per cent of the total gross achieved last year thru the entire season for 15 units—even tho there were 207,000 fewer people. Combination's layouts drew approximately \$31,000 for the three days or about \$900 more than in 1939. D&R had three more attractions last year, but did not operate the scale-age stands. Their ball games doubled 1939 take.

Several operators reported that Sunday with 58,000 fewer people brought better revenues than Labor Day. This is not unusual, of course, because Sunday is a better spending day, and when followed by a holiday is even more so. Reason is that Monday holidayists have their final money, including getaway dough, in their pockets and are inclined to think of evacuating early, thus stymieing night play. On Sunday the money is fresh and ready to be spent and the boys and girls don't have to think of going to work next day—thus they stay with it.

Monday was the big gate day this year because New York, playing to a terrific out-of-town influx, kept them in town when Sunday weather proved bad. They came into the gates Monday on a force play—but did this after spending some of their dough around Manhattan. For many of them Labor Day at the expo was strictly a sight-seeing expedition.

Comparison of crowds lured during the two other holiday peaks this year and last is interesting. This year's May 30-July 4 holidays started on Thursday and closed with a week-end. Last year they started on week-ends and ended on Tuesday. What makes a better sequence is still questionable. The 1940 Memorial Day stanzas drew 888,769, helped by two 300,000-plus clusters and held back by a May 31 anaemia of 36,000. Last year the four-dayer attracted 843,691, a decline of about 45,000.

Forty Fair's July 4 string played to 642,378, against 1939's 830,156, giving '39 the edge by about 188,000. Counting results of the recent Labor Day period, there's little to choose between both years. Record for the three peak periods of the first edition is 2,658,518, against 1940's 2,307,500, a diff of 351,018.

What all this adds up to is that as between 1939 and 1940 peaks, both editions ran approximately even, whereas in daily paid gate average this year's run is about 45,000 per day behind.

It is clear that the non-holiday innings have maintained a molasses pace this year. And when the money is counted by pay attractions it will be found that this is the Ethiopian in the woodpile. This is one of the reasons why *The Billboard* has always laid such great stress on daily average.

Count Dropping After Top Week- End for Season

SAN FRANCISCO, Sept. 7.—Labor Day week-end set a record for expo attendance with a three-day crowd of 247,525. Previous week-end record was 247,064, set on the first three days of the 1940 run. Almost all concessionaires reported business good over the period.

Since Monday, however, crowds have been disappointing, with attendance figure at close of the week likely to be lowest in more than a month. Heavy rain Tuesday afternoon pared attendance to a new week-day low of 22,607. Inclement weather on Wednesday and a drizzle on Thursday brought the outlook for a low weekly average.

At midnight Wednesday the expo concluded 103 days of operation, and attendance for these days was 1,743,603 higher than the first 103 days of the 1939 season. Average daily attendance up to Wednesday is reported ahead of that of last year.

Giveaway Not Pulling

Sunday was the fifth day of the year that crowds have shot over the 100,000 mark. Attendance on these record days was Saturday, May 25, opening day, 114,123; Thursday, July 4, 130,641; Sunday, August 18, 100,677; Sunday, August 25, 114,123; Sunday, Sept. 1, 113,895. Attendance last year on Sunday before Labor Day was 123,422.

Tickets by the bushel are being distributed at half price for Safeway Stores Days, September 7-9, with admission 25 cents for adults and 10 cents for children, and shows and rides lowering prices for the event.

Big disappointment to fair execs is the poor drawing power of the \$1,000 cash giveaway to night stayers. It is illegal to advertise the cash awards in the daily press or on posters.

Extension Talk Persists

Cavalcade, expo theme show, probably will go to Los Angeles after the fair closes. Plan is to have it open in the Hollywood Bowl on November 1 in connection with a show there to attract winter tourists. Also on the move will be Clifford Fischer's *Folies Bergere*, which is slated to go on tour.

There's a persistent group still trying to have the fair extended for at least a month beyond scheduled September 29 closing, including Lincoln G. Dickey, Emmett Callahan, and Jimmy Colligan, of Billy Rose's board of strategy for the western aquacade. The water show drew 90,000 on the three-day week-end, a sell-out at twelve performances. Manager W. W. Monahan will be guest of concessionaires at a testimonial dinner Wednesday night at George Haley's Ronda-voo. Accommodations will be limited to 60 guests.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 7.—In an effort to bolster every day of this closing month, various expedients are being used, including the nightly \$1,000 cash giveaway, in which promotion Lincoln D. Dickey, of the Billy Rose forces, is a leader. Earl Darfler, who has been first assistant to Major Keatinge, director of special events, and producer of the reviews that have been such a success on Treasure Island, has resigned to take over similar work that is more permanent. Phil Wyatt has been engaged by the major to replace Earl. Art Linkletter, radio commentator and writer of the book *Cavalcade*, will be emcee at the testimonial dinner to be given by Gayway operators to Bill Monahan, gen-

Gross Attendance

Thursday, Aug. 29.....	30,877
Friday, Aug. 30.....	31,416
Saturday, Aug. 31.....	57,635
Sunday, Sept. 1.....	113,895
Monday, Sept. 2.....	76,766
Tuesday, Sept. 3.....	22,607
Wednesday, Sept. 4.....	28,892

Fifteenth week total.....	362,088
Previously reported	4,442,272
Grand total, 103 days.....	5,166,448
First 103 days, 1939.....	3,422,845
1940 increase.....	1,743,603

eral manager, on September 11. One of the fellows about whom little has been heard but who has done a grand job, is Leland Blair, of the publicity and promotion department. In a quiet, unobtrusive way, he has gone about the business of putting the fair on the map and one never would realize the extent of his work and the quality of it, unless he visits his office and views the mass of stuff that he has put out. Three day rodeo, which opened on August 31 in the Coliseum, was partially financed by the expo. The first performance attendance was good enough so that the expo's investment was returned immediately. Mr. and Mrs. Dick Hood, Chicago, did the fair from a to izzard. They will visit Los Angeles, spending about 10 days in California. Another one of the Earl Darfler outdoor reviews has been sprung, *Gaytime Varieties*, offered twice daily on the big open-air stage on Federal Plaza under direction of Art Linkletter as emcee. Nearly 100 are in the cast headed by Linda Ware, assisted by Ferdinand the Bull, Texas Jim Lewis and Company, Pina Troupe, Marie and Her Pals, Petch and Deenville, and Marian Daniels. Music is by Ralph Murray's 50-piece Exposition Band. Show is going over with a bang.

One of my snoopers advised that *America, Cavalcade of a Nation*, spectacle under direction of Ad Vollman, has grossed about \$200,000 up to and including August 31 and that the Fischer *Folies Bergere* reached the \$275,000 mark on the same date. Among a number of outdoor acts booked for a two-week engagement to play the circus grounds on the Avenue of Olives are Charlie Soderberg, high diver; Peerless Potters, casting act, and the Orton Family, trapeze artists, booked by Ken Dailey, of the Levey agency. Final symphony concert of the fair will be in the Coliseum on September 10, featuring Grace Moore and Gaetano Merola. This series of concerts has been one of the successes of the expo. Another one of the unsung geniuses on the staff of the fair is Neil Sampson, head of the art department, who has done a job that has helped to bring many thousands of patrons thru the gates. Demolition deductions are in order now and all concessionaires have been so informed. They have been given 45 days to get off the lot from the closing day, so it looks as tho this fair will go into history after September 29. Genial General Manager W. W. Monahan has been mentioned as a possible candidate for governor of California.

The first rainstorm in 101 days came on September 3. Charlie Duffield said this is the first time in his pyrotechnic experience that he has run so many days without wetting his set pieces. Terrell Jacobs will buy the three-elephant act which is part of his show at conclusion of the fair. He will take his entire outfit to Peru, Ind., where he will open an animal farm and show place. Maury Goldstein with his Hum-a-Tunes is still rated the No. 1 individual entertainer on Treasure Island. He has probably given more innocent fun to more people than any other person on the Island. Fred McFalls will play Texas fairs with his shooting galleries and other concessions when the expo closes. Fuzzy Hughes, concessionaire from Los (See **GGIE GLEANINGS** on page 61)

Few English Winter Shows

Manchester may have two—Edinburgh to run—little hope for London circus

LONDON, Aug. 31.—Manchester may have two indoor circuses this Christmas: Belle Vue will definitely be running, with bookings hitherto handled by Stanley Wathon being taken over by Equestrian Director George Lockhart. Other possibility is in a large store building which is being converted into an amusement center by Brighter Entertainments, Ltd., the prime mover in this being a local showman, Tommy Mann.

Edinburgh will also run, but there is faint hope of a Christmas circus for London, tho Stanley Parkin flirts with the idea of taking Albert Hall for that purpose. Covent Garden Opera House is also mooted, but with both Mills brothers in the services this possibility seems remote.

Excellent business is reported by the Rosaire, Sir Robert Fossett, and Lord John Sanger circuses. Day shows are capacity and good crowds are drawn at night. These shows differ from the closed Mills inasmuch as they do not find it necessary to bill such a wide area and therefore are not hit so hard by ban on place names.

21,000 See RB In Wichita

WICHITA, Kan., Sept. 7.—Ringling Bros. and Barnum & Bailey Combined Circus showed to 21,000 people at Mathewson pasture here August 30, with a matinee attendance of 9,100 and 12,000 at night. Roland Butler, press representative, commented that the gate surpassed the last stop here (1937).

Show arrived from Hutchinson, Kan., and was unloading when it began to rain. But at noon the skies cleared and weather was perfect, with the lot fairly dry. Some concern was held over an outbreak of infantile paralysis here, with seven cases quarantined and nearly a score reported to the health department. Many children were held at home by parents fearful of the disease, but publicity given during the week before showing helped to offset fears.

The attendance proved that Wichita is a circus town despite fears. Everyone talked it up, and *The Wichita Evening Eagle* put a plug cast in both noon and home editions, showing big top and clowns. Later editions featured on page one the annual party of Mr. and Mrs. C. Q. Chandler for crippled children—300 this year. They were entertained with a luncheon before the matinee at a school. Chandler, prominent local banker, then took the group to the circus. John Ringling North and his bride were also of interest to the press.

The Beacon and radio stations joined in the general publicity. Richard Kroener, Gargantua's keeper, was interviewed on a coffee-sponsored program on Station KFH, with Frank Morrissey, radio representative of the show, assisting.

Wallace Bros. Enjoys Turnaway in Norfolk

NORFOLK, Va., Sept. 7.—Wallace Bros. Circus had a big day here August 30 when it played to a full house in the afternoon and a turnaway at night after straying 'em.

Performance got favorable publicity in the local papers, but show was panned for selling reserved-seat tickets in excess of available seating space.

Show tied in with Virginia Beach promoters in a unique publicity stunt, with elephants taken to the beach resort to cavort on the sand. Plenty of photographers were on hand and the stunt made many newspapers and photo services.

Mills Closing September 12

CINCINNATI, Sept. 7.—Closing stand of Mills Bros. Circus will be New London, O., September 12, Jack Mills, owner-manager, said this week, following an announcement last week that business thru Ohio the last several weeks had been only fair and that the show would either close or go South. The show is in its 19th week.

Malloy Unit Contracted by Siegrist Society Circus

CANTON, O., Sept. 7.—J. R. Malloy, owner-manager of the J. R. Malloy Circus, reports that the show has been contracted for the week's engagement of the Charles Siegrist Society Circus, under auspices of the Eagles' Bowling Association, at Du Bois, Pa. Unit for this engagement will be under direction of Nancy Darnell (Mrs. Malloy) and will include six acts, all standard circus turns. It played a one-day engagement at Tuscora Park, New Philadelphia, O., Labor Day for Manager Jack Russell

New Quarters on Coast For Ringling Elephants

VENICE, Calif., Sept. 7.—The remaining nine Ringling elephants at Goebel's Wild Animal Farm, One Thousand Oaks, Calif., were shipped to the Baker Ranch here August 28. The five-elephant act worked by Cheerful Gardner was sent direct to this ranch from the San Joaquin County Fair, Stockton, Calif., and is now being presented at the California State Fair, Sacramento, by Gardner, who has several other fairs to follow. Paul Eagles is managing the Ringling elephants very successfully and getting quite a few picture and fair contracts. The Clarks also do their training at the Baker Ranch.

Los Angeles

LOS ANGELES, Sept. 7.—C. A. (Peanuts) Buchtel, former Ringling-Barnum and Al B. Barnes trouper, now resides at Hermosa Beach, Calif.

Eleven-year-old Homer Hobson III is recovering from an operation for appendicitis at the home of Homer Hobson Sr. in Venice, Calif.

Mabel Stark expects to be at Benson's Wild Animal Farm in New Hampshire until November 1.

Jack Grimes, of Cole Bros.' advance, has received a great many requests for his leaflet, *The Show Must Go On*. It is very good advertising.

Arthur Borella is playing spots around Los Angeles.

Carl Traynor, former Hagenbeck-Wallace clown, is employed at a non-professional job at Huntington Park, Calif.

Danny McAvoyn is visiting friends near Roseburg, Ore.

Another Houston Show

HOUSTON, Tex., Sept. 7.—The Arabia Shrine Temple here will again sponsor a three-ring circus this year. Chief Rabban Russell W. Nix is general chairman of the show, which will be held in the Sam Houston Coliseum. Assisting Nix is Assistant Rabban H. A. Johnson and High Priest and Prophet William H. Scott.



BERT COLE, banner solicitor and announcer of Hagenbeck-Wallace fame; Mrs. Bert (Juanita) Cole, ex-performer, and Walter L. Main, of Walter L. Main Circus fame, visited Cole Bros. Circus at Perth Amboy, N. J., August 16 and met many friends on the lot. Left to right are Eddie Woekener, Russell band leader; Mr. and Mrs. Cole, Madame Bedini, Lucina Senter (Bert's niece), Eunice Howe, and Main. Cole also met E. K. Fernandez, of Honolulu, who was at the show looking for new talent.

RB To Play Mobile First Time Since '36

MOBILE, Ala., Sept. 1.—Ringling Bros. and Barnum & Bailey Circus has been booked in Mobile for October 14, Al Butler, advance agent, announced yesterday afternoon. This will be the show's first appearance here since 1936.

October 14 is also opening day for the Greater Mobile-Gulf Coast Fair, and Butler said after a conference with Fournier J. Gale, of the fair association, that the circus probably will pitch its tents on the fairgrounds and co-operate with the association in advertising the fair. Royal American Shows will occupy the midway.

RB this year is having its most successful season in 14 years.

Chi Rodeo, Thrill Show Draws 200,000

CHICAGO, Sept. 7.—The rodeo and thrill show held at Soldier Field last Sunday and Labor Day scored a tremendous success, drawing an attendance of 202,182, according to official figures, for four performances. There were 75,000 people at the Labor Day matinee. The show was ballyhooed principally over the radio with scores of spot announcements daily for more than two weeks. It was priced at 50 and 99 cents; children 25 cents. George Dickinson and Dick Bergen, of WLS Artists' Bureau, were interested in the producing end. It will be made an annual event. A contract for the 1941 event has already been signed with Soldier Field management.

The show was a combination rodeo,

Beatty and Cole Stock Set for Detroit Shrine

DETROIT, Sept. 7.—Manager Tunis (Eddie) Stinson of the Detroit Shrine Circus told *The Billboard* this week that Clyde Beatty has been contracted as the star act of next year's Shrine show and that a deal has been closed with Cole Bros. Circus for the use of its wardrobe, stock, elephants, and menage animals.

circus, and thrill show. Barney Oldfield, veteran auto race driver, was the big name attraction. There were midget auto races, motorcycle stunts, auto crashes and other stunts; bronk riding and other rodeo stunts; drills by the Lancerettes, group of girl riders from Niles Center, and a large array of circus acts. Ramblin' Red Foley, of WLS, was rodeo king, and Maryon Pope, of Columbia Pictures, rodeo queen. Acts, booked thru the Charlie Zemater office, included the Flying Melzoras, Four Apollos, Three Red-dingtons, Chester Barnett, clown; Three Aces, knockabout comedy acrobats; the Billetti Trio, high wire; Sonora Carter, fire diver; Roy Sims, high pole; the Great Knowles, high trapeze. Among other acts were Texas Tommy, bull whip cracking; Capt. Tom Russell, knife throwing; Cowboy Kopas, Australian bull whip; Blonde Bouncing Troupe, teeterboard; Marjorie Merritt and horse Silver King; Charles Jacabucl, hurdling horseback jump over car, and Lucky Luther and his slide for life.

H. H. (DOC) MARTIN caught Russell Bros. Circus in Williamsport, Pa., Labor Day and was well pleased with the show, especially the band.

Staats Planning Two-Ring Wagon Show for 1941

CINCINNATI, Sept. 7.—E. E. Staats, veteran circus man and former operator of Staats Bros. Circus, informed *The Billboard* this week that he would take to the road in 1941 with a two-ring circus to be known as Staats Bros. & Owen Combined Shows.

The show will carry a three-pole top, Side Show, 10-piece band, 30 head of stock, and 10 ponies and will give a street parade. It will travel by horse and wagon, with a motor advance and billposting outfit, opening in Pennsylvania and working thru New Jersey and New York. Staats says his partner is an old-time clown and all-round showman.

Klein's Unit Draws Big in Du Bois, Pa.

NEW WATERFORD, O., Sept. 7.—Klein's Circus unit, with headquarters here, appeared for a three-day homecoming and centennial celebration at Du Bois, Pa., August 31-September 2, sponsored by the merchants of that city. Celebration was held in the municipal auditorium, which has seating accommodations for 3,000, and drew capacity all three nights and at two matinees.

Performance, which ran an hour and a half, included Carmen and Crowley, comedy acrobats; Roberts and Company, dogs and ponies; Lillian Strook, acrobatic control and trapeze; Kotch Bros., comedy bar; Camille and Company, Risley; clowns; Klein's military ponies; Tumbling Youngstons; Ed and Ray and their January mule, and Barney Arnesen, tight wire. L. Claude Meyers and his band provided the music.

Committee in charge was so pleased with the performance that Klein and all members of the circus were entertained with a chicken dinner following the final performance. Visitors included Frank Bland, of the Charles Siegrist Society Circus; Whitney Kulp, Harry Logan, and William Bright.

According to Klein, plans are to repeat the celebration next year.

Gainesville Circus Biz Off at Gainesville Fair

GAINESVILLE, Tex., Sept. 7.—The Cooke County Fair engagement of the Gainesville Community Circus here was slightly under par, but a good profit was realized and show officials were satisfied. The engagement started on the opening night of the fair instead of the second night as previously.

Cassady Brothers, trick and fancy skaters, were added to the program, and A. A. Marx, CFA, of Houston, joined clown alley with his usual clever walk-arounds and excellent wardrobe. Most of the performers were back in the program.

CFA Southern Vice-President Frank Walter and Mrs. Walter, of Houston, were four-day guests during the engagement and were entertained in homes of several Gainesville CFA members during their stay.

Show was in Chillicothe August 30 for a one-day showing and went to Fort Worth last week for a three-day engagement for Leonard Brothers. Thirty thousand tickets had been disposed of on Thursday of the preceding week for this showing.

CHILLICOTHE, Tex., Sept. 7.—One of the most successful engagements the Gainesville Community Circus has had this year was the one-day showing here August 30.

Altho the town's population is only 1,310 and no circus of any size has played there in more than a decade, 3,000 persons saw the matinee and night performances, and the gross exceeded \$1,600. Sponsor was the Lions' Club, assisted by similar clubs in Vernon, Quanah, and other neighboring cities and towns. Advance ticket sale left only 16 seats to be sold when wagon opened for night performance.

Added to the performance was a fancy skating turn by George McCutcheon Jr., who made his debut here with the show, and Juanita Hall, ladder and iron-jaw performer.

The show played Fort Worth Wednesday, Thursday, and Friday of this week.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

MRS. DELMORE, of the Delmore Duo, is out of the act temporarily because of an injured knee.

L. H. GRIFFITH, former eight-horse driver on the 101 Ranch, is head of the CCC camp at Buffalo, Okla.

J. RAYMOND MORRIS left the Ringling show in Minneapolis shortly after chatting an injured leg and is now in Chattanooga, Tenn.

GEORGE CHANDLER, clown, visited Russell Bros.' Circus at Chester, Pa., and had a talk with members of the Knight Troupe, wire act.

LEO FRANCIS clowned the Sullivan (Ind.) Labor Day Celebration and also did his musical and dancing act as a free attraction.

CLARENCE AUSKINGS is ahead of the Dick Rogers Auto Thrill Show, having closed with the Roberson-Gifford Players in Galesburg, Ill. The thrill unit is playing fairs.

COLE BROS. reported performances in Portland, Ore., August 31-September 2 successful, business coming up to expectations and close to the record set there by the show four years ago.

J. LEE BUCK SMILES, booking manager of the *Harlem in Dixie Revue*, reports that he will soon hit the road with this show. He says he's now on the East Coast lining up dates for the show.

JAKE NEWMAN returned to Cole Bros.' Circus last week, after making Southern California towns that the show will play. It will hit Glendale, Calif., September 27, then move into Los Angeles.

CARLTON MOORE, Longview, Wash., newspaper man, achieved a lifelong ambition when he became a clown for one performance of Cole Bros.' Circus there August 29. The 260-pounder was dressed in a middle uniform.

TOM MIX became a grandfather during his engagement at Hamid's Million-Dollar Pier, Atlantic City, which ended September 1. The newcomer, first grandchild in the Mix household, is the son of Tom's youngest daughter.

MR. AND MRS. ALEX MURRELL and Verne Brewer, of the Gainesville (Tex.) Community Circus, have been vacationing at Carlsbad, N. M. Murrell was recently made chief engineer of a power and light company plant at Gainesville.

GEORGE FICKETT and Rube Simonds are in their seventh week at the Hickory Tree Wild Animal Farm, Boston, producing clown numbers and doing comedy acrobatics and juggling under management of Gus Tramer, wild animal trainer.

BETTE AND FRED LEONARD attended each performance of the Big One at Wichita, Kan. They saw Herb Duval, legal adjuster, with whom Fred trouped on the J. H. Eschman Circus in 1917. They also saw Wallace Helms, reserve seat ticket salesman.

IRA MILLETTE worked the Stockton (Calif.) Fair and had a fine visit with the Clark family and Reuben Olvera Trio. Ira was with the Clarks when he was a boy on the Ringling show in 1907. He is having a good fair season out there and expects to remain on the Coast until after December 1.

PROFESSOR AGNEW, petrified man exhibitor, spent a few hours in Rochester, Ind., while en route north recently and says that several old-timers there have passed away, including the night clerk of the Barrett Hotel and Percy Hawkins, 71, widely known restaurant owner and friend of circus folks, who died of pneumonia August 15.

AERIAL ORTONS, after nine weeks with the Hamid-Morton Circus, jumped from Erie, Pa., to their home at Adel, Ia., from where they began their fair dates by playing a celebration at Garrison, Ia. They next made the fair at Stanton, Neb., where they bought a new car. From Stanton they jumped to San Francisco for a two-week engagement at the World's Fair. On the bill there with them were the Peerless Potters and Charley Sotberg, high dive. The Ortons will go to Puyallup, Wash., for the fair,

then return to Iowa, where they will produce a double-trapeze display at the Waterloo Dairy Cattle Congress for Barnes-Carruthers. They will again be with Bob Morton for his fall engagements, with two troupes. The Aerial LaVeras are substituting at some Kansas and Oklahoma fairs for them.

TOMMY CALLIGAN, formerly with the advance of the Big Show and advance agent for Walter C. Stebbins, race promoter, is in New York completing a deal to head the advance of a well-known hit that is leaving New York for a Coast-to-Coast tour, according to J. Hurley, CFA. Calligan expects to have ex-Ringling billers with him.

ED M. HILLFARY, CFA of Baltimore, caught the night show of Russell Bros.' Circus at Frederick, Md., August 30. He drove up from Baltimore, accompanied by Bill and Buzz Reed. Night crowd was big. Hillfary met C. W. Webb, owner-manager; Eddie Woekener, band leader; C. E. Duple, trumpet player, and Frank C. Dannelly, press agent.

CHESTER BOBO BARNETT, after finishing the B circuit of Western Canadian fairs, played the two-day Thrill Show and Rodeo at Soldier Field, Chicago. Early Shipley, who was in Chicago on a two-day visit with his wife Hattie, was pressed into service, Barnett says, to work the come-in with him, both doing tramp character. Bobo says it was the first time either of them had worked to 75,000 people at one performance.

TED DEPPISH was subject of an interesting feature story, captioned *Big Top Lures Amateur Clown*, written by Clyde Mann, in the Sunday, September 1, issue of *The Akron (O.) Beacon Journal*. Story related how Deppish, since a youth, had been a devotee of the big tops. A three-column picture accompanied the story, showing Deppish aiming his camera at Edythe Siegrist, former trapeze artist, who is making her home at Richville, near Canton.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

DEACON JONES and Buford Coll did publicity work at E. G. (Gerry) Wollaston's Rio Theater, Harrisburg, Pa., week of August 22.

ANNUAL Pennsylvania State Motor Police Rodeo at Butler August 19 proved highly successful, when paid admissions passed the 14,000 mark.

TOMMY MCCOY, assisted by Larry Du Mayne, is presenting a whipcracking act, with Buck Banard's Circus, now playing Eastern Ohio and Western Pennsylvania fairs for Klein's Attractions.

STUB BARTLEMAY, of Arlington, Ore., took first place in the bucking contest finals at the 19th Heppner (Ore.) Rodeo; Pat Fisk was second; George Nelson, third, and Slim Newton, fourth.

MERRITT'S 105 RODEO got off to a good start recently at Hawleyville, Ia., when unit drew a turnaway crowd for the matinee. Billy Merritt was arena director and Percy More, assisted, Bob Rountree emceed.

CHEROKEE HAMMOND'S RODEO played three days at the Grove Ball Park, Madisonville, Ky., to about 3,500 paid admissions. Featured were Chip Morris and his educated horse, and Pearl Biron, who presented the bull whips and roping and riding acts.

BUCK KEEGAN, altho 70 years old, is still going strong and is featuring his bull whips in the Old Santa Fe Trail Pioneer and Wild West Show, a frontier pageant, presented by officers and men of Fort Leavenworth, Kan., in several Kansas cities.

WHAT WAS SAID to be the roughest rodeo program in the 31 years of the Malheur County Fair, which ended Labor Day at Ontario, Ore., left one cowboy with a broken leg, dozens with limps, and one with a badly cut scalp. Joe Waters sustained a broken leg when his bronk slammed into a wild horse the pick-upmen had not corraled. Jake

Edmo was treated for minor injuries. Results: Bronk Riding—Grant Howard, Joe Waters, Bobbie Burns. Bulldogging—Joe Fanning, Walt Heacock, Leo Cox. Roping—Al Brook, Bobbie Burns, Hal Evans. Team Pulling—Clyde Davis, D. R. Baggerly, A. K. Reed. Cow Milking—Hal Evans, Frank Baltzor.

NOEL WESLEY, girl show producer, formerly of the Golden Gate International Exposition, San Francisco, is taking the Harry Rowell Rodeo of Hayward, Calif., to South America, according to Harry Brown. Dick Griffith and other attractions will accompany the rodeo, Brown says.

WINNERS AT the Clearwater Beach, Sask., Rodeo were: First day, Saddle Bronk Riding—Art Jensen, G. Meyers, Bobby Johnson. Cow Riding—George Spence, Joe Shannon, G. Myers. Bareback Riding—Bobby Johnson, Ben Meyers, Lone Breeze. Wild Cow Milking—Oscar Strum, Robert Thompson. Calf Roping—Slim Young, Slim Gates, H. Bovee. Second day, Saddle Bronk Riding—Lone Breeze, Robert Thompson, Hap Leary. Bareback Riding—Stan Dilabaugh, Lone Breeze, Ben Meyers. Cow Riding—S. Millie, George Spence, Tom Davis. Calf Roping—Slim Young, Jim Mitchell, Otto Carlson. Finals, Saddle Bronk Riding—Lone Breeze, Hap Leary, Art Jensen. Calf Roping—Slim Young, Slim Gates, Pete Perrin. Judges were H. Bovee and Slim Young. J. Hartness was timekeeper; John Sanders, announcer, and the Perrin Brothers managed the event.

CLINTON BOOTH, Manville, Tex., won the title of best all-around cowboy at the annual triple-holiday rodeo at the Bogan and Cooley Arena, Pine Island, Tex., August 31-September 2. About 100 cowboys and girls participated. Event drew about 3,500 to the three-day performance with 1,200 on final day. Booth's honors in the final performance included victory in bulldogging and second place in bronk busting, giving him four firsts in three days. Finalists: Brahma Bull Riding—Allen Cameron, Eddie Cameron, Pearson Webb. Bareback Riding—Allen Cameron, Hubert Taylor, Eddie Cameron. Saddle Bronk—Pearson Webb, Clinton Booth, Eddie Cameron. Tie-Down—Buck Echols, Clinton Booth, Frank Rook. Bulldogging—Clinton Booth, Andy Robertson, Melvin Harpen. Breakaway—T. J. Upchurch, Kiddo Taquard, Buck Echols. Ladies' Flag Race—Mrs. Frank Gentzof Fannett, Mardell McCrary.

SOME 33,000 attended the fourth annual Colorado Springs (Colo.) Rodeo August 15-18, in Spencer Penrose Stadium. Leo Cremer was arena director. A big parade headed by Wendell Wilkie, Republican presidential nominee, launched the program. Specialties included the Roy Knapp Rough Riders, Hardy Murphy and his trained horse, Silver Cloud, and Bunky Farrar, midget clown. Alvin Gordon, Jack Salesbury, and Vidal Garcia were injured during the performances.

Finals: Steer Wrestling—Hub Whiteman, Gene Hamilton, Dick Truitt, Jack Wade. Bronk Riding—Fritz Truan, Paul Carney, Chet McCarty, Gene Pruitt. Brahma Bull Riding—Paul Crain, Hank Mills, Fritz Truan, Smoky Snyder. Calf Roping—Toots Mansfield, Everett Shaw, Sonny Hancock, Jim Snivley.

Day money results, first day: Steer Wrestling—Gene Ross, Jimmy Nesbit, Homer Pettigrew, Lonnie Allen. Bronk Riding—Alvin Gordon, Bob Walden, Burel Mulkey, Fritz Truan. Calf Roping—Toots Mansfield, Everett Shaw, Buck Sorrels, Sonny Hancock.

Second day: Steer Wrestling—Gene Hamilton, Hub Whiteman, Dick Truitt, Jack Wade. Bronk Riding—Paul Carney, Bill Sievers, Gene Pruitt, Cecil Henley. Calf Roping—Earl Moore, Jim Snivley, Tony Salinas, Cecil Owsley.

Third Day: Steer Wrestling—Jack Wade, Buck Sorrels, Hank Mills, Lonnie Allen. Bronk Riding—Bob Walden, Alvin Gordon, Fritz Truan, Jack Wade. Calf Roping—Homer Pettigrew, Amye Gamblin, Juan Salinas, Hugh Bennett.

Wild Cow Milking—First day results: Sonny Hancock, Earl Moore, Homer Pettigrew, Hugh Bennett. Second day,

Buck Sorrels, Hugh Bennett, Earl Moore, Homer Pettigrew. Third day, Sonny Hancock, Buck Sorrels, Hugh Bennett, Homer Pettigrew.

Dressing Room Gossip

COLE BROS.—Al Tomaini, giant, and Freddie Murray, juggling zingapiper in the Side Show, went fishing at Seattle. They didn't get any fish, but did get wet. Oscar Lowande, please take note: Freddie Freeman and Otto Griebbling's *Gone With the Wind* and stage coach gags are going over with a bang. Frank Shepherd is looking for the person who stepped on his berth the other night and broke his glasses. The grassy lots in Washington were a welcome relief from the dusty ones of Idaho and Colorado. Mamie Ward, one of the Original Flying Wards, was on the show for three days at Portland. Golda Grady is doing a grand job with her waltz and rear horse. An innovation in the menage number is the dance put on by the charming ballerinas, Gerry Goudy and Helin Borowski.

Dr. David E. Reid, CPA from Lebanon, Ore., dropped in at Portland, taking pictures in the backyard and visiting his many friends on the show. Jack Klippel had a craving for lamb chops, so decided he would eat downtown. He came back minus three teeth and has made up his mind to eat in the cookhouse the rest of the season. Grover Nitchman, of the Indianapolis Nitchmans, gave a party at Portland. Mr. and Mrs. Ira Millette and daughter, Penny, paid the show a surprise visit there and stayed for the matinee and had dinner in the cookhouse. Clarry Bruce, Jimmy Reiffenach, Ira, and the writer reminisced over the Ringling show days spent together. Joe Galasso, manager of the Florence and Savoy troupes, is out every day between shows practicing new and novel tricks in preparation for his winter dates. Madame Alicia, mentalist in the Side Show, has predicted a long season. FREDDIE FREEMAN.

Photo Post Cards
Send One Photograph and This Advertisement With
\$2.25 for either
100 'Mirror' finished Post Cards, or 12
8x10 inch 'Mirror' finished Photos
AND GET OUR PREFERRED CUSTOMERS' CARD entitling you to a Special Discount on all your Photo Reproductions of any size.
SATISFACTION GUARANTEED.
Original Photo returned unharmed.

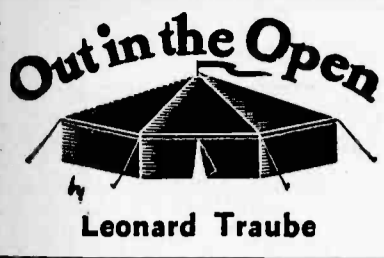
NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG
VANDERHERCHEN, INC.
2848 Emerald St., Philadelphia, Pa.

WARNING
All indications point to a substantial increase in PRICES OF TRUCKS and PASSENGER CARS. Take advantage of the existing LOW PRICES—MOTORIZE
Write CHAS. T. GOSS
With—Standard Chevrolet Company
East St. Louis, Ill.

BOB FISHER'S FEARLESS FLYERS
World Renowned Flying Act
SOME OPEN TIME LEFT.
Address: BILLBOARD, CINCINNATI, OHIO

FOR SALE
Trained Young Tigers, Lions, Lioness and Bears.
Clyde Beatty's Jungle Zoo
Fl. Lauderdale, Fla.

GEORGE HANNEFORD congratulates L. CLAUDE MYERS
"That was the best my act has been cued and played since I left the Big Show. It seems like old times to have a band like that play my act."
This tribute was paid L. Claude Myers immediately after the first performance at Indiana, Pa., Fair, and without one minute of rehearsal.
L. CLAUDE MYERS, With C. A. Klein's Circus Unit



ant one. Jackpots were cut up and music and dancing were the order of the day—and night." Briggs, a former carnivalite, sings a song of praise for the Endy brand of midway and says he cut up conversation with Fred Rent, Tom Hasson, J. H. Miller, Pop Reading, Freda-Fred Van, and others of the shows. What we're wondering about is what kind of business the Endy cookhouse experienced that week—or shouldn't we wonder out loud?

From Mrs. Ida Rlanos, Providence, R. I., who for 35 years trouped with her husband as the Four Rlanos, comes the information that when a picture of Les Valadons, wire cyclists, appeared in the Show Family Album page of this publication's Fall Special Number, showing how the duo looked in 1903 when they played Tony Pastor's in New York, the Valadons (Dan and Lora) couldn't get their hands on enough copies.

Many of us—your correspondent included—thumb the public prints in a routine way and are too often oblivious of or perhaps indifferent to the story behind the story. For more than a quarter of a century the Valadons played the best houses in America, but in 1933 Lora had a fall and later on was taken to the Rhode Island Hospital, where she remained for about five years and underwent 22 operations. She had developed cancer.

This is a disease whose very spelling frightens people unafflicted, not to mention the victim. It could not have frightened Lora Valadon because along about April of this year, following who knows how many long days, weeks, and months of unmentionable suffering, she was pronounced cured—the first in the State to be so cured, it is said. As a matter of fact, it was her successful fight against the dread disease which caused the formation of the Rhode Island Cured Cancer Club, of which Mrs. Valadon is charter member. Dr. Morris (See *OUT-IN-THE-OPEN* on page 50)

Hartmann's Broadcast

CARNIVALS planning to play within the city limits of Fairmont, W. Va., had better keep close watch on their methods of operation or the bars might go up against such shows.

We pass this tip along to those concerned as the result of a recent story in *The Fairmont Times* about a meeting of the city board of directors, at which

complaints were heard against the manner in which a carnival that appeared in Fairmont the week before had been conducted. Mayor Fred T. Wilson was quoted as saying that he had received "more complaints about the carnival last week than any for a long time." The story ended with the following paragraph: "It was understood that a close watch will be kept on any other shows which already have been granted licenses and that a recurrence of the complaints almost certainly will lead to a stand against tented attractions within the city limits."

SINCE publishing the list of circus men who were or are in the carnival, fair, and celebration business this year in our issue of August 31 we have received the names of a few others. They are Al Kadel, J. (Captain Jim) Stutz, H. M. Kilpatrick, Charles E. Davis, and Dan Fast, all now carnivalites.

Kadel, who is with Kaus Exposition Shows, was formerly a band leader with Silver Bros. Circus and the Keystone Shows.

Stutz, now with W. C. Kaus shows, was formerly with Baron's European Circus and Sells-Floto Circus and also operated his own dog and pony show.

Kilpatrick, who is of the Crystal Exposition Shows, was connected with the advertising departments of circuses for 14 years, including Sparks, Russell Bros., Downie Bros., Robbins Bros., Ringling-Barnum, and Cole Bros. With the last-named show he was on the advertising car for the last five seasons.

Davis, who is also with the Crystal Shows operating a concession, was on the advance of circuses for over 20 years.

Fast, another old-timer with circuses, is with the Beckmann & Gerety Shows.

OF ALL the unjustified blasts handed animal trainers, the one published in the "Nite by Nite" column by Rudolf Edmondh Rehbach in a recent edition of *The Progress*, a Henry F. Budde publication which, we are told, is distributed to about 15,000 homes in San Francisco, takes the prize. We fail to fathom how anyone could write such nonsense when everybody familiar with animal training knows that kindness is the mainmost factor in getting animals to do tricks. But read what Mr. Rehbach says:

"To judge by the large number of so-called animal shows that have come and are still coming our way this year, the business of cruelty and savagery seems to be still going strong and paying nice fat dividends. It is, of course, an out-and-out nasty and dirty business with public ignorance its main asset—ignorance of the unspeakable brutalities practiced upon and against defenseless dumb animals in order to make them perform 'tricks' and various silly antics totally foreign and contrary to their natures. It is our contention that if the public knew just one-tenth of the beast— (See *Hartmann's Broadcast* on page 35)

Notes From the Crossroads

By NAT GREEN

MIKE TODD, the Irrepressible, says "You can't lose money playing to crowds." There's more than a grain of truth in what he says. The trick, of course, is getting the crowds. The rodeo and thrill show at Soldier Field played to 200,000 on Sunday (1) and Labor Day. It was a smart promotion that won plenty of coconuts. A good show, cheap prices, and an intensive radio campaign turned the trick. The promoters also were favored by the fact that there was no other major attraction in Chicago on Labor Day.

Col. Tim McCoy's swanky private car is now the property of Harry Hennies, head of Hennies Bros. Shows. Jess Murden, formerly of Cole Bros. Circus, bought the car from McCoy and it has been lying on a siding in Indiana. Hennies has spent a considerable sum rebuilding the interior of the car to suit his fancy.

L. B. Greenhaw has closed his season with Cole Bros. and is spending some time in Chicago. . . . George Crowder has been taking care of the advance for Leo Seltzer's roller derby, which opened at the Coliseum, Indianapolis, Saturday (7). Crowder had the town and fairgrounds well billed. . . . P. T. Strieder, of Tampa, made a swing around the Midwest fairs, finally catching up with sunshine at the Indiana State Fair. . . . Shannon O'Dea, New York World's Fair talker, has a yen to

spend the winter in Hawaii. . . . We've had an unusually large number of requests during the last few weeks for the names and addresses of men and firms specializing in parades and parade equipment, which indicate more than usual activity in that line for the fall months. . . . James Edgar stopped off in Chi for a business conference on his way to Indianapolis, Terre Haute, and the South.

The Crossroads scribe, dogged by rain for weeks, finally ducked it by beating it to the Indiana State Fair over the Labor Day week-end. It was a happy move, for there is always a cordial welcome on the Johnny J. Jones lot and we're sure of meeting many old friends. For the first time in 16 years we saw Ed Jessop, veteran concession man, who with his brother, Charles, and the latter's son, Danny, had a dozen or more stands on the grounds and was doing a thriving trade. Jake (Triangle) Shapiro drove in from the East and spent a day on the lot before going on to Chi. . . . Charles Yule and Arthur McGuire, of the Calgary Exhibition, were visitors for a day. Barney Heide, manager of the International Livestock Show, was on hand looking over the tremendous numbers of livestock entries, and Charles Green, manager of the Missouri State Fair, was judging at the horse show. William Martin, Birmingham fair concession man, spent most of the week in Indianapolis, and of course the midway couldn't run without Mike T. Clark's presence. In spite of the bad layout, the Jones midway made a pleasing appearance. It has some excellent shows and we were especially impressed with the *Follies Revue*, which is beautifully costumed and nicely presented. A great deal of credit for the excellence of the show must be given Jack Garn, who recently came on from Hollywood as producer. Garn is handling (See *Notes From Crossroads* on page 49)



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn. Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 7.—The annual shore dinner of the Den W. Stone Top, CFA, was held at the Pillsbury Inn, Pine Point, Me., August 31. The afternoon was spent "putting it up and taking it down." It was voted to form a tent at Portland, Me., and the name Minert De Orlo Tent was adopted. De Orlo, for many seasons clown cop on Sparks, Downie Brothers, and other circuses, was to be the guest of honor, but was obliged to cancel at the last moment. A telegram from Secretary Walter M. Buckingham was read. The following Fans were present: Harry Peverly, Melrose, Mass.; Frank D. Fenderson, Alfred, Me., and James B. Tomlinson, and Lawrence C. Brown, Portland.

Dalley Bros. Circus showed Rochelle, September 4 to poor business. Show had to cut the matinee and showed to about a half house at night. Canning factories here are going full blast and working long hours, which may be the answer to their business. Circus makes a nice appearance on the lot with the Ketrow big top. Performance has been strengthened since it was in this part of the country earlier in the season, Si and Nellie Kitchie and other acts having been added. Ketrow also has a bull and some ponies on the show. Art Mix, who was with the show for a short time, was a visitor at *The White Tops* office and spent a pleasant evening with the writer visiting friends on the lot. Mix played the Ogle County Fair at Oregon, Ill., Labor Day.

WANTED TO BUY

One or more well-trained Barbuck Horses; Female Elephant, medium size, trained, gentle, healthy; 60-Foot Ball Ring Top with three or more middles, good condition; Props for Novelty Ground Acts. All cheap for cash only.

GAINESVILLE COMMUNITY CIRCUS

P. O. Box 160, Gainesville, Texas

COLE BROS.' CIRCUS

To the Personnel of the
our heartfelt thanks for the sympathy and helping hand you extended us in our sad bereavement, the passing of Mal Bates.
(Signed) BEATRICE HEIDEL
HAZEL LANE

SUBSCRIPTION COUPON

The Billboard,

25 Opera Place,

Cincinnati, Ohio.

Please enter my subscription to *The Billboard*, for which I inclose

\$5 for one year, 52 issues.

\$8 for two years, 104 issues.

\$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

New All-Year Palisades Spot To Be Erected

PALISADES PARK, N. J., Sept. 7.—Arrangements have been made to build a roller-skating rink in Palisades Amusement Park for all-year operation, construction being planned for early next month, it was announced by Irving Rosenthal, who, with his brother, Jack, operates the Jersey playground.

Rink will be built on a portion of the big parking field, adjacent to a main thoroughfare. Prelim plans call for its

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

completion about February 1, when it will be opened and operated separately from the park, season for which does not get under way until April. Building housing the rink, with skating surface of 100 by 200 feet, will include bowling alleys, archery ranges, shuffleboard, and other indoor games. There will be a restaurant and bar.

Edward Shoepe, park designer, did the architectural work for the building, which will be steam heated and will have sliding ceiling and sliding walls, so that it can be operated as an outdoor sports arena in summer during park operation. The Rosenthals will operate the rink and most of the attractions in the building, altho there will be a number of concessions. A big advertising and publicity campaign will be used to introduce the rink, which is expected to draw not only from neighboring Jersey towns but from New York City, across the river, as Palisades Park does each summer.

Rink has a large section for beginners, refreshment stand, restrooms, checking facilities, colorful lighting, crystal ball, electric organ, uses Chicago roller skates, and maintains a special salesroom for personal shoes and outfits. There is parking for over 1,000 cars and there are nightly sessions and Saturday, Sunday, and holiday matinees.

HELEN SINCLAIR, tap dancer on roller skates, is an added specialty at the Hotel White Way, Atco, N. J.

CIRCUS Roller Club, of Bloomington, Ill., planned a visit to Ragsdale Roller Rink, Decatur, Ill., on September 9, reported President Toby Harris, of the Bloomington club.

RAYON-WOOD Roller Rink, Youngstown, O., started its new season on September 1 again under management of Cyril Janosik, who announced sessions nightly at 7:30 till 11, and matinees Saturdays, Sundays, Tuesdays, and Thursdays.

WINDLAND Auditorium Roller Rink, East Liverpool, O., will reopen late in September for the fall and winter season, again under management of Mrs. Dick Dillon, who is contracting private groups and organizations for skate parties, all Fridays during the season already having been filled, she said. Schedule will be sessions on Tuesdays, Thursdays, Saturdays and Sundays, with private parties on Wednesdays and Fridays, giving the rink six-nights-a-week operation.

TED WOLF is operating the Roller-drome, Ann Arbor, Mich., utilizing one of the fair exhibit buildings, reopening this week after the building was temporarily commandeered for the annual Washtenaw County Fair.

EASTWOOD PARK Roller Rink, Detroit, has been reopened for the season and will be one of several departments of the park to stay open all winter. New feature of the policy this season is designation of Monday as a sort of get-acquainted night under the name of Boy-Meets-Girl Night.

WHILE playing Jasper County Fair, Rensselaer, Ind., August 27-30, Bonnie and Joe Miller, of the Bonnie Miller Duo, report interesting visits with Earle and Mrs. (Nellie Donegan) Reynolds, who have a palatial home in that Hoosier city and who entertained the visiting skaters. A new roller-skating act is being broken in by Nellie. The Reynolds Rink in Rensselaer was highly praised by the Millers.

HARTMANN'S BROADCAST

(Continued from page 34)

lines employed by at least 25 per cent of all so-called animal 'trainers' while 'preparing' their unfortunate charges for public exhibition, it would stay away from such performances in droves. Realizing this, these bastard members of the show business will, of course, employ extra large amounts of secrecy and low cunning in order to keep these unpleasant facts from becoming general knowledge, but every once in a while even

Scott Will Open New Skateland in Buffalo October 15

BUFFALO, Sept. 7.—Edward J. (Scotty) Scott, veteran rink man, who successfully operates two rinks, is rushing completion on a third venture, which will increase local rinks to nine. New Skateland, largest to operate in this vicinity, will be ready for opening on October 15. While Scott's present city rink accommodates 500 skaters, New Skateland will have capacity of 2,000 skaters and will be used particularly to further figure skating and club activities. Floor space is 220 by 100 feet. Rink will have a 1½ by 2 inch hard maple floor with new noise-absorbing base and a celotex ceiling with 60 fluorescent lights. Spot is to be air conditioned to allow all-year use. A new electric organ is being installed with seven speakers. Front will have a theatrical effect, with a glass brick facade and modernistic entrance lobby. Checking facilities will accommodate 1,500 and skateroom is being outfitted with 800 new Chicago skates. Scott now has 1,250 pairs of Chicago skates in use in his city and summer suburban rinks.

Scott will continue promotional efforts for his smaller downtown location, Scott's Rink. It was reopened on August 31 to big attendance and has a new floor and redecorated interior. Parties are booked thru October and will be sought more strenuously when New Skateland gets under way.

The two rinks will have a tie-up, with all attendants dressed in the same uniforms in both spots. Scott plans to rotate his eight instructors from one location to the other weekly. Open-air rink, 10 miles from the city, had a successful season, 12 per cent ahead of last year's. He expects to continue the summer rink next year, having signed a new five-year lease on the property.

they will slip up and the resulting disclosures will further increase the number of decent people who can't help wondering why these fiends are still permitted to practice their unholy business in our midst."

He then goes on to quote a story from the July issue of *Our Dumb Animals*, official organ of the American Humane Education Society, in which a girl told what she saw behind the scenes of an English circus when a baby elephant was being trained—but he didn't fail to state that this happened some time ago.

What they did in English circuses then we do not know and don't care. It's animal training in this country which caused Mr. Rehbach to make his comment, and it is in defense of animal trainers in this country that we make ours. And if there's a large number of animal shows as Mr. Rehbach says, we'd like to know where they are.

Don Francis, a reader of *The Billboard*, sent us a tear sheet containing Mr. Rehbach's comment and had this little note accompany it:

"Perhaps one or several animal trainers will see fit to answer the article. Mr. Rehbach will print any letter in rebuttal to any of his articles. The name and address of the publishing company are Henry F. Budde Publications, 35 Dolores Street, San Francisco, Calif."

Animal trainers, it is now up to you.

Erie Twelfth Street Rink Gets Extensive Improvement

ERIE, Pa., Sept. 7.—Twelfth Street Roller Skating Rink opened its fourth season on August 30 under management of Mr. and Mrs. A. O. Johnson and hundreds of fans jammed the newly remodeled circular floor. Alterations completed during July and August include resurfacing and sanding of the 100-by-150-foot floor, painting of ceiling, installation of new lights, and elevation of organ booth to give more skating space. Audene Hardenburg will play the electric organ during the season.

Policy, similar to that of last year, schedules skating nightly from 8 to 11, except Mondays, reserved for parties. Matinees are held Tuesdays, Thursdays, Sundays and holidays from 2 to 4:30. Average attendance, Manager Johnson said, is 300 nightly, while peaks of 1,000 are not unusual on Sundays. Admission is 20 cents and 20 cents for skating.

Johnson has four skate boys, three floor men, three girls in refreshment stand, a door man, one man in the skate room and a cashier. Every year it is found necessary to purchase several hundred pairs of Chicago skates. Manager Johnson is in partnership with H. D. Ruhlman, Pittsburgh.

WAGON WHEEL Roller Rink, Buffalo, was reopened on September 7 for the winter season after being shuttered all summer. Owner is Harry Altman, also owner of Glen Park properties, Williams-ville, N. Y. Oscar Zimmerman, who managed Glen Casino in the park, is in charge of the rink.

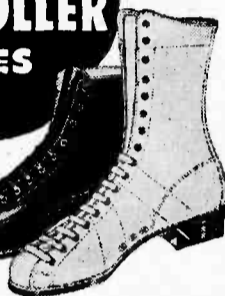
FOUR MACKS doubled between Carman Theater and Willow Grove Park, Philadelphia, during Labor Day week.

BETTY BROOK brings her taps on roller skates specialty to Applegate Tavern, Atlantic City, this week.

DURING a 6,000-mile trip on the West Coast, he and Mrs. Laurey and Alice Jorgenson visited numerous rinks, reports Joe Laurey from Riverview Rink, Chicago. They also visited Charles Himes in San Francisco and Skateland in Oakland, Calif. Joe is at present where he started 30 years ago, Riverview Rink, Chicago, which he reports is doing excellent business under Manager Red Paul. Laurey said he would take charge of the floor in 202d Armory Rink, Chicago, when it is reopened about September 25.

DEUBACK Arcade Rink, Dallas, presented a floorshow on the night of September 5, featuring John and Victor Deuback and 20 girls. On the program were 12 skating acts, chariot race, novelty act, girls' special race, grand march, and spinning act by John and Victor Deuback. Souvenirs were given to patrons and there was a giveaway of skate tickets.

JOHN A. PERRUZZI closed the open-air roller rink in Idora Amusement Park, Youngstown, O., and is preparing for opening of the fall and winter season in the park ballroom on September 19. He reports that in the past two years over 150,000 have skated at Idora, increased interest being shown each year. Idora ballroom has nearly 24,000 square feet of floor space. A special skating floor was installed two years ago and each season it is sanded and refinished sev-



HYDE'S RINK ROLLER SHOES

All shoes shipped within 24 hours after order received

QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY

5 grades for men, women and children, including professional shoes. Perfect fitting combination lasts with narrow heels. Genuine Goodyear welts. Sold by leading dealers throughout the country. Send for samples. Men's Sizes 6-12. Women's Sizes 3-9. Whole and Half Sizes.

HYDE ATHLETIC SHOE CO.
CAMBRIDGE, MASS.



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.

8312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

ROLLER SKATING SHOES ENDORSED BY LEADING RINKS

NO EXTRA CHARGE FOR SINGLE PAIRS WRITE FOR DESCRIPTIVE FOLDER

- Heavy weight sole for entire length of shoe.
- Steel Shank.
- Genuine scientific high top.
- True half sizes.
- Ventilators.

ALL ORDERS SHIPPED SAME DAY RECEIVED

L. M. SCHWARTZ & SONS, INC.
72 NORTH 4th ST. - PHILADELPHIA, PA.
MANUFACTURERS

OMAHA FIBRE RINK SKATE WHEELS

FIT ALL RINK SKATES—OVER ONE INCH WIDE

Brown \$.90 | BALL BEARINGS
XX Black ... 1.00 | \$1.25 per 1,000

OMAHA FIBRE PRODUCTS CO.
RALSTON, NEB.

TRAMILL SELF-LOCKING SECTIONAL FLOORS

have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.

TRAMILL PORTABLE SKATING RINK CO.,
2900 East 15th Street, Kansas City, Mo.

"CHICAGO" Roller Skates Are Reliable

TRADE MARK REG. U.S. PAT. OFF.



No. 778

They Will Make More Money For You Than Any Other Make of Skates—TRY THEM.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO

PORTABLE • ALL STEEL SKATING RINK

Easily trucked to site. Quickly set up. All clear floor space. Fireproof. Low cost. WIDTH: 40, 50 or 60 ft. LENGTH: Any multiple of ten ft. Send for prices today.



GEO. L. MESKER & CO., Dept. X, Evansville, Ind.

CNE Gate in Dash at Finish

Receipts Gain; Frolexland Up

Attendance decrease is cut from 40,000 to 3,000 as of Wednesday, Sept. 4

TORONTO, Sept. 7.—With ideal weather since last Saturday, Canadian National Exhibition, August 23-September 7, was piling up heavy daily gate gains, coming from 40,000 behind last year for the first half to only 3,000 loss up to Wednesday. Unless bad weather interferes it was predicted that this year will smash records of the last 12 in the two fields that count most, receipts and attendance. Comparative 11-day attendance:

	1940	1939
Friday	44,000	53,000
Saturday	211,000	207,000
Monday	174,000	179,000
Tuesday	79,000	88,000
Wednesday	86,000	107,000
Thursday	111,000	113,000
Friday	44,000	77,000
Saturday	161,000	146,000
Monday	234,000	192,000
Tuesday	74,000	68,000
Wednesday	81,000	72,000

Totals 1,299,000 1,302,000
Average increase in cash receipts from floor space, Frolexland, grandstand, and concessions, compared with 1939, was reported on Wednesday to be from 10 to 20 per cent. Four daily records have been broken. First, the grandstand receipts of Saturday, August 24, were greater than on any other day in the exhibition history. Before officials had finished speculating on the cheerful significance of this, in a war year, a new record for one day's grandstand paid (See CNE GATE SPURT on page 39)

Mich. Builds Up From Bad Start

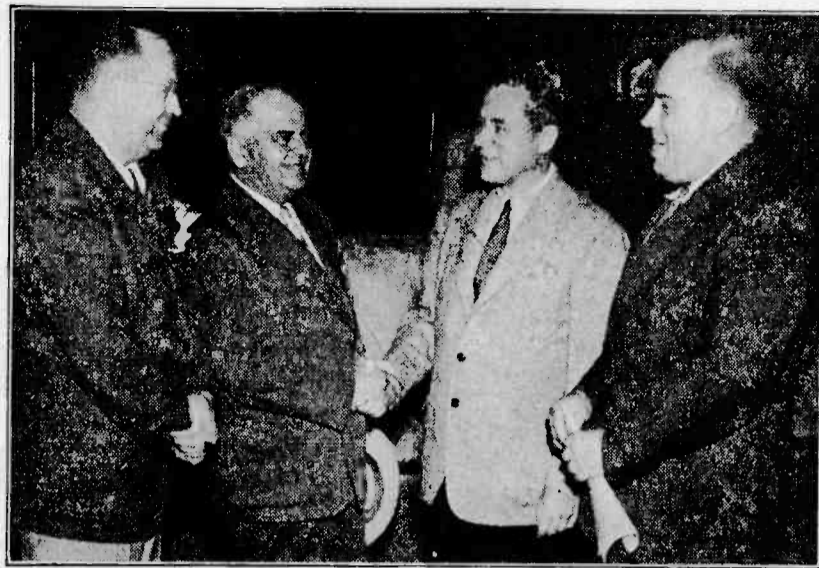
DETROIT, Sept. 7.—Michigan's 91st State Fair, August 30-September 8, got off to one of the poorest starts in recent years, but showed a pick-up over the week-end to climb to 114,356 paid admissions on Labor Day, believed by Manager Linwood W. Snow to set an all-time record for one day. Previous record was 108,102 paid admissions on the first Sunday in 1938. Earlier fairs showed higher total admissions for a single day, but actual paid attendance was much smaller due to generous use of passes. Typical was the figure of Labor Day, 1936, with 125,000 total admissions, of which only 75,677 were paid, officials say, so that this year's figure clearly sets a new record.

Weather was against the fair from the start, with Friday a wet day, two rainstorms and a hailstorm on Saturday, a heavy downpour much of Sunday afternoon and evening, and two lighter showers on Labor Day. The trick that turned the tide for the fair was the decision of the board at midnight on Saturday to reduce prices from 50 to 25 cents after raising from last year's quarter. Response showed the public more than willing to come for a quarter and has probably set this admission fee permanently. There has even been considerable talk among responsible fair men this week for a free fair.

Labor Day crowds at one time poured in so fast that coin boxes on turnstiles (See MICH. BUILDS UP on page 39)

Escanaba Annual Canceled Because of Spread of Polio

ESCANABA, Mich., Sept. 7.—Upper Peninsula State Fair, scheduled here for September 11-15, was canceled on Wednesday by the board of managers in the interest of protecting public health. Board members said they feared that staging of the fair might increase spread of infantile paralysis, which is reported to have reached the epidemic stage in the Upper Michigan district.



BRADFORD (PA.) DAY AT THE NEW YORK WORLD'S FAIR, sponsored by The Bradford Journal and McKean County Press, brought Mayor Coit, of that oil center, to the Flushing Fiesta. In the photo, left to right, are Frank D. Shean, New York World's Fair director of amusements; Mayor Coit; Almon E. Shaffer, director of Winter Wonderland, big ice-show feature of the fair, and David (Tiny) Krienson, editor and publisher of The Bradford Journal.

Ohio Bucks Rain To \$92,352 Gate

COLUMBUS, O., Sept. 7.—Total gate receipts for the 90th annual Ohio State Fair here on August 24-30 were announced by Fair Manager Win H. Kinnman at \$92,352.81, or \$7,847.74 short of 1939. Paid attendance was 229,451 as against 259,448 last year, a difference of 29,997. Gate on Wednesday was 50,788; Thursday, 47,543; Friday, 11,289. Inclement weather caused the drop, rain falling on four of the seven days and especially on Thursday and Friday, the former Governor's Day, and in comment, Manager Kinnman said, "Considering all the bad weather, I'm pretty happy about the receipts." Total attendance went well over 300,000, with over 50,000 school children admitted free on two days and women (See OHIO GATE \$92,352 on page 39)

Storm Scare Hurts Rhody

KINGSTON, R. I., Sept. 7.—Rhode Island State Fair here, which suffered effects of bad weather, climaxed by a near-panic "hurricane fright" which swept the State last Saturday and Sunday, managed to close its week on Labor Day with a gate of nearly 10,000.

Minnesota, Battling Near Record Count, To Stick to a 10-Day Show

ST. PAUL, Sept. 7.—Three final days of sunshine following seven days of rain made it possible for Minnesota State Fair, August 24-September 2, to pick up early-week losses and finish with total attendance of 666,723, only 39,896 below the all-time high of 706,619 a year ago. By Thursday night the fair was more than 90,000 below its 1939 attendance, but a Thrill Day program in the rain on Friday, which drew well from rural areas, and auto races on Saturday, Sunday, and Monday in good weather whittled down what might have been a heavy loss to a nominal figure.

Board of managers authorized its executive committee to borrow up to \$50,000 to replenish cash reserve and pay current expenses. This amount does not represent loss, as only a small part of it will be actual deficit. Extra cash is needed to replenish reserve, conclude necessary improvements under way and pay all premiums.

Board was jubilant over the last three days' attendance, 92,584 on Saturday, 102,388 on Sunday, and 105,265 on Labor Day, jamming grandstand and bleachers for auto and revue programs. Thrill Day carried out in heavy rain brought 77,797

Nebraska's Early Figures Are Higher

LINCOLN, Neb., Sept. 7.—Shattering attendance records for the two major days, Sunday and Monday, for more than a decade, Nebraska State Fair here, September 1-6, broke fast from the starting gate. In 1939 20,000 bargain admissions were sold in advance and this year the number hawked prior to opening was nearly 50,000.

Sunday paid admissions were 10,134, not counting advance tickets which were undoubtedly plentiful, as against 6,597 in 1939 on Sunday. Monday, with 19,858 paid admissions to beat, gate tally was 19,917 plus an estimated 15,000 advance pasteboards, swelling the paid take to 34,917.

Max Goodman, head of the Goodman Wonder Shows, on the midway, reported early grosses running double those of last year. Steadily increasing each year, the pari-mutuels take may give the fair about \$35,000 in percentages and breaks. It has been in excess of \$30,000 the past couple of years. Exhibits overflowed in places where in previous years were yawning holes. Nebraska's farm income, especially the eastern part of the State which provides bulk of attendance, has grown in the past year and is being reflected in increased spending, both for amusement and mercantile buying.

Minnesota, Battling Near Record Count, To Stick to a 10-Day Show

thru gates on Friday to see Jimmie Lynch and His Death Dodgers. Other features of Thrill Day included Selden, "The Stratosphere Man," who wowed crowds twice daily; an aerial plane show; and other high and thrill acts.

Exhibitors on Machinery Hill reported remarkable interest. Sales from the grounds topped the million-dollar figure of a year ago, and the new streamlined exhibit area attracted double the visitors of former years. For the first time auto races were staged on Sunday and the 102,388 is an all-time record Sunday gate attendance. The Sunday race program, previously unscheduled, carried out the Wednesday program, which had been rained out. Added features included the bat-wing flight of Charles Zmuda and airplane stunting by Art Jerrard. Heavy radio plugging, good weather, and newspapers brought the record Sunday.

Despite seven days of rain, Royal American Shows reported heavy business on the midway, grossing \$77,133.94, only about \$15,000 below the record '39 take. Confronted with a muddy track and possibility of losing the auto race pro- (See 10 DAYS IN MINN. on page 39)

Plug

ST. PAUL, Sept. 7.—During Minnesota State Fair, August 24-September 2, they practically turned to *It Ain't Gonna Rain No More* as theme song during five days of continuous pea soup. But it was left to Doug Baldwin, assistant fair secretary, to turn the weather into a gag. Henry Lund, fair publicity chief, stopped in and asked if there was anything new to plug for the day. Baldwin's brief retort: "Yes, plug the sky!"

N. Y. Near Top; Show Take Best

SYRACUSE, N. Y., Sept. 7.—Attendance record of 262,000 set in 1935 was nearly reached at New York State Fair here on August 25-September 2 with a total of 257,892. James E. Strates Shows on the midway reported an all-time record of gross receipts for the nine-day session of the 100th anniversary fair. Labor Day was largest with a gate of 55,460, drawn by the 100-mile dirt track auto race. Weather was ideal except on Wednesday, when there was a cold drizzle thruout the day. Even with this, attendance was 20,768.

Lucky Teter and His Hell Drivers on the track every night drew big crowds. *New York Ice Review*, dual night attraction in the Coliseum, fair officials reported, went well over its guarantee of \$10,000. Doug Johnson, fair publicity director, said crowds were the largest at any ice review that has played the Coliseum. Show played to near capacity at nearly every performance, with Henry Lie, stilt skater, taking most of the honors. Others were Vivi-Anne Hulten and her puppet show, which brought her on for encores; Theslof and Taylor, Maribel Vinson, and Guy Owen. Show was produced by Harry Losee.

Altho concessionaires reported this year the best in history of the fair, it is understood that Paul Renna, operator of a night club on the grounds for the first time, lost about \$1,500. Fair Director Paul Smith said success of the fair was (See N. Y. NEAR TOP on page 38)

Inclement Weather Sends Elmira Count Below Par

ELMIRA, N. Y., Sept. 7.—Despite a week of rain which caused many pre-Labor Day Week events in the State to mark their books with red ink in large figures, the 80th annual Chemung County Fair ending August 31 emerged with what amounted to a moral victory. Reported loss on the week was about \$2,000, considered low, as the association frankly anticipated a huge loss under the conditions.

On two days, Monday and Thursday, grandstand played to capacity, with many turned away. Feature of the bill was the J. E. Ranch Rodeo, personal direction of Col. J. E. Eskew, making its fourth appearance here, with Cy Compton, vet Wild Wester, scoring a hit. In the exploitation it was emphasized that Compton's son, Cody, stationed near by, is a member of the Spotted Horse Troop under Capt. Dan Fox of the State Police. Cody is a former trick rider. Other acts, booked by George A. Hamid, Inc., were Waldo Sisters, Poodles and Noodles, and Boden and Boden.

Jimmy Lynch's Death Dodgers supplied the thrill entertainment and Irish Horan did a good job of narration and running commentary. On the midway were Ceilin & Wilson Shows and Zucchini cannon free act. Extra harness races were held to make up for the loss of one day when rain caused the track to become a veritable sea of mud.

An unusual publicity campaign several weeks in advance was directed by Tex Sherman, circus and rodeo p. a. and magazine writer. On the clipping count-up J. E. Williamson, secretary, declared a record amount of space given by *The Advertiser*, *The Star Gazette*, and *The Sunday Telegram*. Sherman was here in behalf of the fair and the Hamid office. Williamson stated that had the weather been clear attendance records would have been broken.

NOW playing fairs for J. C. Michaels Attractions, Bob Fisher reports that his Fearless Flyers closed with the Happyland Shows on July 31. Act will play in St. Louis Auditorium two weeks before going to Southern dates. Season was opened on February 19, act lost only six days, and is booked for 10 consecutive weeks in 1941.

New Highs Set In Indianapolis

Final check on State annual promises big records — Jones Expo take tilted

INDIANAPOLIS, Sept. 7.—As the 88th annual Indiana State Fair here, August 30-September 6, went into the last lap on Wednesday, signs pointed to another record breaker in attendance, entries, and receipts. Grandstand attendance for nightly Barnes-Carruthers stagershow was running ahead of last year. Capacity of the stand, including bleachers erected for the fair, is nearly 11,000. On the show's opening night all but a few hundred of these were filled. Wednesday night the show sold out, but Monday and Tuesday nights were not quite up to this standard. Afternoon grandstands for harness racing are expected to run nearly 10 per cent above last year. Apparently elimination of Grand Circuit racing has not dimmed Hoosier interest in horse racing, officials observed.

Nightly Society Horse Show in the new Coliseum, being used for the first time (it was used for the 1939 fair, altho it was not completed), was running neck and neck with last year's attendance. Comparative main gate:

	1939	1940
Friday	9,873	9,318
Saturday	24,801	22,114
Sunday	53,186	66,074
Monday	102,096	109,035
Tuesday	51,704	49,903
Wednesday	71,904	75,641
	313,564	332,085

Midway Is Praised

Figures for Friday, Saturday, and Sunday represent only paid attendance. Thousands more were admitted free after 5.30 p.m. each day. On other days there were special groups of several hundred to 1,000 admitted free. Admission was 50 cents. Almost a month before the fair opened on August 30 225,000 half-price tickets were sold in short order and officials estimated that they could have disposed of several thousand more. There were 200,000 of these special tickets sold last year.

Sunday afternoon Lucky Teter and his Thrill Drivers drew 11,000 to the grandstand. There followed official dedication ceremonies for the \$1,200,000 Coliseum and livestock pavilion. Speaker was Claude Wickard, newly appointed Secretary of Agriculture.

Johnny J. Jones Exposition, again on the midway, enhanced by a larger location and dust-free grounds, shared in general prosperity with receipts reported to be running 10 per cent above those of a similar period for last year. Most popular show was the *Follies*, which drew favorable comment for its expert staging, the work of Jack Garn, who joined the show a month ago. One of the real novelties was the Gene Austin revue. At a press party given by the Jones organization for newspaper men and fair officials the day before the fair opened Harry G. Templeton, fair manager, paid a tribute to the midway when he termed it "the largest and prettiest show I've seen." The Jones show rated special stories in the three Indianapolis dailies.

Revue Called Best

Americana, nightly Barnes-Carruthers stagershow, which was given reviews by theatrical departments of the daily press, was called the best fair ever had. Ensemble numbers, all excellently produced, brilliantly costumed, and expertly lighted, include *Rolling Along*, *Circus Days*, *Silver Forest*, *Ferdinand the Bull*, and *Minstrel Days*. Acts included Power's Elephants; Flying Otaris; Paul Lorenzo and Vicky; high pole; Smith, Rogers, and Eddy, dancing comedians; Brannock Troupe, teeterboard artists; Loyal Repensky Equestrian Troupe; Garo Nelson Dancers; Six Debutantes, singers; Twelve Aristocrats, who join with the Nelson Troupe in the production numbers, and Dick Mayo and Company, whose synthetic bull garners the loudest and longest laughs. Show was pleasantly emceed by Lester Cole, who interpolates a song or two. There were displays by Illinois Fireworks Company. Sam J. Levy was in charge of the show.

THRU error, two dates for Greenwood County Fair, Greenwood, S. C., were given in the Fair List in the August 31 issue. Correct date is October 21-26, and secretary is E. B. Henderson, and not C. A. Herlong.

Gloom Chasers

NEW ORLEANS, Sept. 7.—County fair time in Louisiana finds most farmers discouraged over floods and rainstorms which have dealt havoc over a great portion of the agricultural areas. However, Harry D. Wilson, State Agricultural Commissioner, says even this year's hard luck will hardly dampen enthusiasm that fairs stir up each fall.

"In the face of severe setbacks suffered by agriculture in the State this summer," he said, "the fairs will do more good than ever before. Why, the fairs are just what farmers will need to get rid of their bad cases of gloom."

Commissioner Wilson said all fairs planned will be held except the annual Rice Festival scheduled for Crowley in September. This little city of the Sugar Bowl area was under three to eight feet of water for two weeks after torrential rains followed a tropical hurricane in the Gulf of Mexico early in August.

Wisconsin Season Is Dogged by Rain

OSHKOSH, Wis., Sept. 7.—For the first time in 21 years Winnebago County Fair, which closed a four-day run here August 30, was rained out. It marked the first time that the complete schedule of harness races was rained out, and grandstand acts were also hampered. Entertainment included St. Claire Sisters and O'Day, cyclists; Machedon Troupe, tumblers; Monahan and Morris, xylophonists; Jorgen M. Christiansen's Argentine Criolla Stallions; Aerial Ballet, and Happy Kellems, clown. Because of the financial beating taken, issuance of premium checks on closing day, as has been customary, has been postponed a week or 10 days. Attendance was about 49,000.

Despite two rainy days, Sheboygan County Fair, Plymouth, checked up attendance expected to be on a par with that of last year. Held on August 30-September 2, a sloppy race track canceled Saturday and Sunday harness races. WLS Barn Dance Troupe appeared Friday night, and Ernie Young's revue was grandstand attraction on Saturday and Sunday. Flash Williams' Thrill Show Monday afternoon and night drew large crowds. Eilman Shows were on the midway. All entry records were broken.

Rain on three of the four days of Clark County's 68th annual fair, Neillsville, which closed on August 29, was responsible for poor attendance and a financial loss. Only final-day attendance, with some 4,500 witnessing the Thrill Day program in the afternoon and some 2,500 the *Revue Moderne* at night, prevented the fair from being a complete washout. Grandstand acts included Three Jesters, the Siegfrieds, Dorothy Sisson, and Rollo's Internationals. Dyer Bros.' Shows were on the midway.

Despite rainy weather, Secretary John Miles estimated attendance at Door County Fair, Sturgeon Bay, which closed a three-day run August 26, to be about equal of that of last year. Sunday program was postponed until Monday because of rain.

Rain on the first two days of Racine County Fair, Union Grove, August 27-29, cut attendance to the poorest in years. But officials were optimistic as to the financial outcome. Wet grounds made it necessary to call off the Thrill Show booked by Joe Morris and His Devil Drivers.

Rain held down attendance at the three-day Athens Fair, August 27-29, to about 5,000. Officials said surpluses accumulated in other years make continuance of the annual a certainty, despite a loss. Free acts included Musical Eng-fords, Florence Roberts Troupe, and Flying Aerial Novelties. Entries exceeded all previous records in every department.

Willow Grove Opening Big

PHILADELPHIA, Sept. 7.—Fair in Willow Grove Park, opening on Labor Day, broke all park attendance records in the last 15 years for that day. Estimated attendance was 45,000. Cetlin & Wilson Shows on the midway did good business. Fair in Hatfield, Pa., broke all records, opening on Labor Day. Estimated attendance on the holiday was 30,000. Management estimated 3,000 were unable to obtain admission. Tuesday was Children's Day, with attendance of 8,500, a record. Tom Mix and Company were principal attraction in front of the grandstand. Sam Lawrence Shows on the midway did good business.

Champlain Valley Finish Cut by Rain

BURLINGTON, Vt., Sept. 7.—Champlain Valley Exposition, Essex Junction, had attendance of about 92,000 on August 26-31. Weather was ideal on the first five days and it appeared the fair would break paid attendance records, but a heavy rain on Saturday cut the gate to about 7,000 from an expected total of 20,000. Manager Harris K. Dury and Treasurer James Grow report the fair will show a profit despite loss of Saturday. An attempt was made to hold auto races, scheduled for Saturday, on Sunday afternoon, but it was impossible to get the track into condition.

World of Mirth Shows, on the midway for the 11th consecutive year, reported business very good, Owner Max Linderman saying it exceeded that of last year. Jimmie Lynch's Death Dodgers worked Tuesday afternoon to a packed grandstand. Stetson Radio Band made its fourth appearance here. *Fantasies of 1940*, featuring the Roxyettes, drew good night attendances, but officials were forced to cut the acts Saturday night because of rain. Acts included Fanchon and Fanchon, Torelli's Circus, Dixon Brothers, Audacious Satanellos, and St. Clair and Durand. The show, well balanced, was booked thru George A. Hamid, Inc.

There was harness racing on the first five days, with purses totaling \$11,500, and 150 entries. Gate attendances: Monday, 12,500; Tuesday, 13,000; Wednesday, 27,500; Thursday, 17,000; Friday, 16,000; Saturday, 7,000.

Epidemic Cancels Dunbar, W. Va., Great Free Annual

CHARLESTON, W. Va., Sept. 7.—Infantile paralysis caused cancellation of West Virginia Great Free Fair, scheduled here on August 31-September 8. T. H. McGovran, fair director for sponsoring Kanawha State Park Association, said plans had been abandoned for a 1940 fair.

Action came as result of an epidemic of poliomyelitis in the southern part of the State. School openings in seven counties adjacent to Cabell have been postponed to September 23. On advice of Dr. A. M. Price, State Health Department, in co-operation with federal and local authorities, the association had deferred opening of the fair three days before its scheduled time. Loss to the association is expected to be more than \$15,000.

The fair, judging by entries, was to have been the biggest in the 27 years of the association. Exhibitors from 30 counties had been entered, totaling over 7,000. More than \$6,000 in prizes were scheduled. Contracted obligations—now abrogated by "an act of God," according to a legal interpretation of the disease—including airplane service from downtown Charleston to the fairgrounds near Dunbar, Renfro Valley Barn Dance, B. Ward Beam's Motor Maniacs, BXB Rodeo, Kaus Bros.' concessions, CBS and NBC hook-ups, and sections in the Charleston press have been canceled.

Supposition is, said Director McGovran, that the contracts will be renewed for 1941, if agreeable.

Dayton, O., Gate Is Close To Banner Count of 63,000

DAYTON, O., Sept. 7.—Montgomery County Fair here on September 2-5 had a gate of 62,563, only 437 below the banner year of 1937 when the total was 63,000. This year's gate was 10,499 ahead of last year's. Labor Day opening was slightly below the record year.

Grange and agricultural exhibits suffered little because of drouth and all exhibit space was filled. Tuesday's crowd was increased by introduction of an ancient-vehicle parade and Thursday's attendance was augmented by appearance of Gov. John W. Bricker, who addressed the grandstand crowd. Another novelty was an all-running-race program on Derby Night on Wednesday.


Grandstand attractions included Boone County Jamboree, Pine Ridge Revue, and Gus Sun comprising Eight Betty Co-Eds; Kee and Tuck, balancing act; Faith, Hope, and Zingo, Hollywood horse act; Wells Brothers Trio, comedy bars; George and Irene Swinger, roller skaters; Radke Sisters, acros, and Barton's circus acts. On the midway were Captain Ritz and his "Hell on Wheels" and F. E. Gooding rides, including Silver Streak, Ferris Wheel, Kiddies' Autos, Merry-Go-Round and Aerial Swing.



Attention, Fair Managers

WE HAVE AVAILABLE FOR LATE DATES OUTSTANDING ATTRACTIONS OF ALL KINDS, including high Sensational Acts, also Large and Small Revues. Priced very reasonable.

SIDNEY BELMONT
FULLERTON BLDG., ST. LOUIS, MO.



BOB FISHER'S FEARLESS FLYERS
World Renowned Flying Act
SOME OPEN TIME LEFT.
Address: BILLBOARD, CINCINNATI, OHIO

WANTED FOR MELROSE PARK, ILL., DIAMOND JUBILEE

SEPT. 21 to 29
THE BIGGEST AND BEST 9-DAY CELEBRATION EVER HELD IN THE MIDWEST.
Now booking all Concessions and Shows. No Gifts or Gambling. Come and get your winter bankroll. Only limited space left. Miller Rides booked.

TOMMY SACCO THEATRICAL MART
162 No. State St., CHICAGO, ILL.
P.S.: Also now booking for INDIANA CORN FESTIVAL, FOWLER, IND., OCT. 2-3-4-5.

WANTED FOR CLARK COUNTY FAIR and HORSE SHOW

At Winchester, Ky., Sept. 17 to 21
First Fair in 20 Years—3 Bands, Drum and Bugle Corps, Contests, Car Given Away. Big Premiums, Contests. All Organizations and Merchants co-operating. City decorated. Rides, Bingo, Photos, Eats, Drinks are all booked. All others contact B. RATLIFF, care of Ratliff Furniture Store, Winchester, Ky.

WANTED For INDIANA CORN FESTIVAL

FOWLER, IND., OCT. 2-3-4-5
Concessions and Shows, Bingo, Mouse Game still open. All other legitimate Concessions and Cook House. Miller Rides booked.

TOMMY SACCO THEATRICAL MART
162 No. State St., Chicago, Ill.

WANTED CARNIVAL TO PLAY OCONEE COLORED FAIR

Sept. 30th to Oct. 5th
May accept contract for following week. Must have at least 5 Rides, with Shows and Concessions. Write H. T. JONES, Mgr., 124 1/2 Madison St., Dublin, Ga.

UNION COUNTY FAIR

UNION, S. C.
Want Free Acts for the week of October 21-26. Two acts daily. Also Exhibit Tent, large size.
M. C. PAGE, Mgr., Jonesville, S. C.

REYNOLDS CO. FAIR AND HOMECOMING

OCT. 3-4-5
Will contract good clean Carnival. Wire
P. B. SMITH, Secy., Ellington, Mo.

WANTED Carnival and Free Act to Play YADKIN COUNTY FAIR

OCT. 15-19
HOVEY NORMAN, Secy., East Bend, N. C.

Vancouver Is Up 30,000 To Distance 1939 Pull of 320,000

VANCOUVER, B. C., Sept. 7.—After battling the wettest opening day in fair history, Canada Pacific Exhibition here on August 26-September 2 ended with total attendance of nearly 30,000 in excess of last year's 320,000. While fair officials claimed managerial credit for most of the upped gate, relaxation of tension in the public attitude toward the war was conceded to be partly responsible for the increase.

Rain, reducing the August 26 opening-day parade to a soggy mass of paper-bedecked floats, let up at the end of the second day and held off until afternoon of Labor Day, by which time nearly everything except the midway had started to fold. Daily attendance during fine weather was reported over 50,000.

New this year was a modern livestock building equipped to handle nearly twice the entries of previous years. Result was an increase in exhibits and in the number of visitors from outlying points. Also new was The Garden, a medium-sized auditorium building which housed a hobby show under direction of Dave Elman, radio's Hobby-Lobby conductor. It was an experimental feature and results were declared better than expected. Annual controversy regarding advisability of importing a name attraction to stimulate gate biz raged again this year without effect. Overthrow earlier in the year of the local musicians' union ruling prohibiting importation of name dance bands opened possibilities that were loudly hailed by the public but killed by directors of the exhibition. So the fair program was along lines of previous years.

Grandstand attractions, highlighted by a gymnastic display by members of Ian Eisenhardt's Provincial Recreation Centers, were of high caliber but failed to draw. More popular was the horse show, heavily attended nightly. Horse racing, run thruout the week by Vancouver Racing Association, drew better than usual at prices cut from \$1.50 and \$1 to \$1 and 70 cents.

Midway biz, split between Happyland Amusement Company, local controller of permanent rides on the grounds, and the Browning Shows, was better than last year. War industries have loosened purse-strings and the midway felt the difference.

Midway at Marshall Gains

MARSHALL, Mich., Sept. 7.—Attendance at Calhoun County Fair here on August 20-24 was off over 10 per cent, drawing 22,000, compared with 25,000 a year ago, said Secretary B. D. Carpenter. A cold week combined with a late oat harvest kept farmers working late in fields. W. G. Wade Shows, with concessions independently booked, had a 10 per cent increase. Manager Wade said, Grandstand show was put on by Henry H. Lueders, United Booking Office, with displays by Imperial Fireworks Company. Attendance was 12,000, a drop of 10 per cent, but proportional to the drop at the main gate. Ed Haskins put on balloon ascensions, following the death of Peter Winkler, killed in a parachute jump on August 21.

Wattsburg, Pa., Has Rain

WATTSBURG, Pa., Sept. 7.—The 57th annual Wattsburg Fair, August 27-31, had a 25 per cent drop in attendance from last year due to three days of rain. About 33,000 paid 25 cents at the gate, which grossed about \$8,000, said Secretary H. M. Burrows. Grandstand attendance was 7,000, grossing \$2,000, one third below last year's figures. Free acts included Les Letree, wire artists; Welby Cook, pony act, and Stanley's races and acts, first two booked thru Frank Wirth and the last independently. There were displays by Ohio Display Fireworks Company. Midway did \$2,800, handled by Frank Chaffee, privilege man, and concessionaires included Bobbie Todd, color game; Boxall, bingo; Tom Cooper, blanket and aluminum wheels, scales, and post ring; Charles Perkins, Scooters; John Marsh, milk bottles; Bert Fields, baseball and basketball games; Charlie Fitch, Joe Marsh, and Eddie Burns, penny pitch; Joe Gerber, fishpond; Joe Berrhya, duckpond and bowling. Oscar Anderson, secretary of Smethport (Pa.) Fair, was a visitor.

Fair Grounds

STEVENS POINT, Wis.—Rosholt Free Community Fair, which closed its three-day run here on September 2, set a new high attendance record of 26,000 for two days. A Sunday record was 18,000. Acts included Banko, novelty aerialist; Bink, comedy juggler; Leo De Mers, acrobat; Jimmy Murphy and Elmer, ventriloquist, and Bink, slack wire.

BLOOMSBURG, Pa.—New ornamental gateway at the auto entrance is one of the striking improvements to the plant of Bloomsburg Fair. Gate was designed and constructed by Boyd H. Kline. Landscaping at the entrance includes evergreens, shrubs, and a border of chrysanthemums.

WIND RIDGE, Pa.—Annual Jacktown Fair here observed its 75th anniversary on August 20-23, registering best attendance in recent years. All departments reported gains over preceding years. Grandstand shows featured *Rhythm Revue of 1940*, with Jimmy Harrison's band, eight-girl line, Conner's Troupe, and Flying Aces, roller-skating act, on three days. Two days were given over to circus acts, topped by the Flying Valentines and revues, all set by C. A. Klein Attractions. Howard Bros.' rides, shows, and concessions were on the midway.

MONTEVIDEO, Minn.—Management of Chippewa County Fair here expects to set new records in attendance, said Sec-

merce, which plans to sell 125,000 admissions for opening day. Keys will be admissions to grounds, half admission costs on rides and at concessions, admission to the Queen of Queens pageant, and 25 cents credit for admission to *Americana*, Barnes-Carruthers revue, which is to play the 15 days of the 1941 fair. Announcement was made by the fair management that the Tipica orchestra, Mexico City, will be free musical attraction in fair park bandshell.

HATFIELD, Pa.—About 30,000 attended the opening of Montgomery County Fair here September 2-7. Southern New Jersey rain floods stemming exodus of motorists to seashore resorts, the fair drew heavily from the Philadelphia area and by 4 p.m. all parking spaces were crowded and many were forced to park cars half a mile away. President E. J. Brooks said it was a record crowd. About 10,000 witnessed horse races and Tom Mix's Wild West Show in front of the grandstand.

PAINESVILLE, O.—Attendance at Lake County Fair, August 21-23, was off, compared with former years. Rain on Thursday, together with a closing on Friday instead of on Saturday, as in former years, were blamed for the patronage drop. Grandstand bill, in charge of C. A. Klein Attractions, included L. Claude Myers Band; Carmen and Crowley, comedy acrobats; Madame Banard's trained dogs; Slivers Johnson and His Comedy Austin; Los Gatinos, perch; Tommy McCoy, whip manipulations; Kotch Brothers, comedy bars; Banard's



TALKING ABOUT THE PACKED GRANDSTANDS that marked Minnesota State Fair, St. Paul, August 24-September 2, Secretary Raymond A. Lee (left) and A. E. Selden, "The Stratosphere Man," were caught by a photographer. It is said that the document to be seen is Selden's contract to appear again at the 1941 fair. The high-pole performer took some unusual pictures of the crowded stands from the top of his rigging and an eight-column layout of them was used by The St. Paul Dispatch on September 2.

retary Carl Engstrom. It will have a new \$30,000 concrete grandstand, horse racing, grandstand acts by Williams & Lee, and an enlarged midway with Arrowhead Amusement Company.

BUTLER, Pa.—Butler Fair, August 20-23, attracted average crowds, despite rain on Thursday. Fair board was host to orphans of the county on opening day. There were horse-pulling contests, harness racing on three days, and grandstand entertainment by Ed Shaughency's radio revue from KDKA. Annual cavalcade was a feature Thursday afternoon. Art Lewis Shows on the midway features were acclaimed the best here in years.

BIRMINGHAM, Ala.—Efforts to obtain use of part of Fair Park as a playground for Birmingham citizens failed at a meeting of Birmingham Park Board on August 28. J. Warren Leach, agent for the fair property, said he would co-operate with the park board and city in any way, but that the owners could not afford to turn over the property, in which they have about \$250,000, to the park board for park purposes.

DALLAS.—Sale of opening-day keys to the State Fair of Texas has been launched by Junior Chamber of Com-

merce, which plans to sell 125,000 admissions for opening day. Keys will be admissions to grounds, half admission costs on rides and at concessions, admission to the Queen of Queens pageant, and 25 cents credit for admission to *Americana*, Barnes-Carruthers revue, which is to play the 15 days of the 1941 fair. Announcement was made by the fair management that the Tipica orchestra, Mexico City, will be free musical attraction in fair park bandshell.

EGG HARBOR, N. J.—The 25th annual Atlantic County Agricultural Fair opened on schedule August 28, but Sunday morning, September 1, after an early rain, fair directors decided to call it quits. It had been necessary for Manager Tony Vautrinot to have a crew at work hauling in cinders and otherwise making grounds and midway "walkable." Unfavorable weather haunted the fair from its opening. Manager Vautrinot said the management would break about even because of rain insurance. For the past 10 years rain has dogged the fair dates and now an effort will be made to change them.

Grand-Stand Shows

AFTER playing fairs and parks in the East, Tudor Sisters and Avery, novelty contortionists, report that they were at Timonium (Md.) Fair, September 1-12, and that among acts on the bill with them were Lionel LeYaire, spiral tower; Speedy Phenix, net high dive; McGardner and Clonster, bull act; the DePhils, and Jaydee, the Great.

FEARLESS Fosnaugh and His Hollywood Thunderbolts were at Boone County Grange Fair, Belvidere, Ill., on August 23, featuring Del O'Neal and Smoky Stone. Contract has been signed for the show to appear in two performances next year. Show is under management of Tommy Sacco Theatrical Mart. Fosnaugh and His Thunderbolts also broke attendance records on the night of August 27 at Jasper County Fair, Rensselaer, Ind.

AMONG acts to be presented by Barnes-Carruthers at Los Angeles County Fair, Pomona, Calif., September 13-29, are Garo Neilson Ensemble, Myrtil and Pacaud, Jim Wong Troupe, and Loyal Repenskys, equestrian troupe.

BILL at the 74th annual Franklin Fair, Ottawa, Kan., provided by KMBC Kansas City, Mo., included Harry Otto, comic; Daredevil Dalt, acrobat; McFarlane and Brown, knockabout comedy and Lund and Lund.

HOLLYWOOD Stuntmen was feature attraction at Kewaunee County Fair, Luxemburg, Wis., on Labor Day night. Personnel includes Fearless Fosnaugh, Del O'Neal, Smoky Stone, Dave Williams, Bob Horton, Captain Montford, Earl Nugent, and Roy Sampson, business manager.

THE CLARKS, flying trapeze, were at San Joaquin County Fair, Stockton, Calif., August 17-24. Hagenbeck-Wallace elephants were presented by Cheerful Gardner.

Holiday Week-End Gives Elkhorn Two-Day Record

ELKHORN, Wis., Sept. 7.—Despite rain and threatening weather for the opening two days of Walworth County Fair here, August 30-September 3, officials estimated Tuesday night that 75,000 attended the five-day event. Officials and vet fairgoers agreed that Sunday and Monday provided the largest two-day crowd in fair's history. All 4,000 grandstand seats were sold for each of the four shows long before show time. Overflow crowd on Sunday lined the fences on the outside of the track and on Monday it was decided to permit fans to watch the races and entertainment from the infield, which was lined four and five deep across the front and around the south turn.

Gold Medal Shows, which provided the midway, reported record business on the two days, even during the afternoon and night race-track shows. L. H. Phillips, gate superintendent, gave these crowd estimates based on ticket sales at the gate and taking into consideration the large sale membership and free admission to all children under 14 years old. Friday and Saturday, 20,000; Sunday, 22,000; Monday, 25,000; Tuesday, 7,000.

Secretary F. M. Porter said Tuesday night he believed more money was taken in than last year because of the increased gate and grandstand attendance and a larger entry in the horse races. He added this year should be about the same as a year ago, with increases in several departments balancing decreases in others.

N. Y. NEAR TOP

(Continued from page 36)

largely due to the addition of many new attractions, coupled with those of previous fairs. He said he believed the fair management would stick to its present nine-day policy instead of a two-week run experimented with in the past two years.

Half-price tickets were put on sale from industrial places some three weeks before the fair opened. Officials reported this plan a great success and that the same policy will probably be used in 1941. Coupons were offered to patrons for 25 cents. These were redeemable for regular tickets up to two days before the fair opened. There was also a sale of wooden nickels, distributed by department stores and for sale as souvenirs. Altho tabulation has not been completed, members of the Chamber of Commerce say that thousands were purchased before and during the fair.

Notables in Visits To CNE Frolexland

TORONTO, Sept. 7.—Among visitors to the fun zone at the Canadian National Exhibition here, as reported by J. W. (Patty) Conklin, general manager of Frolexland, have been Charles Yule, new manager, and Art McQuire, manager of attractions, Calgary (Alta.) Exhibition; Secretary-Manager H. H. McElroy, President Alfred and Vice-Presidents Campbell and Rand, Central Canada Exhibition, Ottawa, Ont.; Mr. and Mrs. Hyla F. Maynes; Mr. and Mrs. George Cramer, Spillman Engineering Corporation; Mr. and Mrs. Lee Sullivan, Eli Bridge Company.

Secretary-Manager Walter D. Jackson and President John Saunders, Western Fair, London, Ont.; Manager Cecil Stubbs, Leamington (Ont.) Exhibition; Milton Danziger, assistant general manager, Eastern States Exposition, Springfield, Mass.; George H. Lux, Erie Lithographing Company; Manager James Sullivan, Wallace Bros.' Shows of Canada; General Agent Edward F. Rahn, Endy Bros.' Shows.

Secretary-Manager Emery Boucher, Exposition Provinciale, Quebec, Que.; Norman Bartlett and family; Senator Sydlittle; John Wendler, Mr. and Mrs. William Wendler, and C. V. Starkweather, Allan Herschell Company; Vice-President Charles Vaughn, Canadian National Railways.

Western Idaho Put Over Well Before Fall Rains

BOISE, Idaho, Sept. 7.—Ideal weather brought record attendance at Western Idaho State Fair here on August 27-31. It was estimated that 30,000 saw exhibits, horse races, and historical pageant presented nightly, celebrating Idaho's 50 years of Statehood. A cast of 600 put on the spec under direction of Wayne Lemon. Monte Young Shows were on the midway. Ben Wood, fair manager, was jubilant over reaching the financial success he had set as a goal. Fall rains set in immediately after the fair.

OHIO STATE \$92,352

(Continued from page 36)

on Monday. Horse show continued as big a draw as formerly and concession revenue was higher than last year. So bad was the rain on the closing three days that the harness race program was postponed and a substitute for this, a grandstand show, had to be canceled. In harness racing the Governor's Cup was awarded to Modern Boy, owned by Dr. H. M. Parrshall, Urbana, O., and driven by Harry Short, Columbus, after a muddy track prevented running of the third heat on Friday. Award was made on the basis of record time of 2:06 in one of the heats.

What is said to have been the most complete amusement zone ever assembled at the fair was conceived and directed by Floyd E. Gooding, head of the F. E. Gooding Amusement Company, Columbus, who presented 18 rides, six shows, and other features. An attractive arch, effectively lighted, designated the entrance to the amusement zone. It was lettered "Gooding Presents Pleasure Plaza." Fronting the battery of rides, were four Ferris Wheels, two of them new, grouped together. Other rides included two Merry-Go-Rounds, Aerial Joy ride, Whip, Caterpillar, Merry Mixup, Silver Streak, two Kiddie Auto rides, Rolloplane, Rocket Ship, Hi-De-Ho, and Funhouse.

Shows included Sammy the Ape, Monster Show, Mabel Mack's Mule Circus, Captain Ritz's Motordrome, and Rosalia, strange girl. Blaine Gooding was in charge of the amusement area, assisted by John F. Enright and Mrs. A. W. Gooding. More than 50 employees of the Gooding company engaged in the operation of the rides at the fair were attired in natty new uniforms.

10 DAYS IN MINN.

(Continued from page 36)

gram on Saturday, fair officials made their own sunshine. Thruout rain Friday night a crew brought in a huge oil-burning weed burner which was put into operation. New speedway was ankle deep in mud when the burner went into action on Saturday at 8 a.m. By 2 p.m. Gus Schrader and Emory Collins had established new half-mile records on the track. After the burner had

cooked the moisture out of the speedway about 100 visiting autoists were invited to try for speed records on the track. They packed the surface and readied it for the 2 p.m. program, which went off on schedule. By Sunday it was necessary to sprinkle the track.

The fair will run 10 days in 1941, it was decided by the board of managers as they set the dates. The 10-day session was declared the salvation of the 1940 fair, because rain cut in on seven days, ruined two harness race programs, an auto race, and one-night show. Not until the final three days did attendance perk above that of '39.

Lee on Obstacles

"The three final days," said Secretary Raymond A. Lee, "whittled down what might have been an insurmountable deficit to a nominal figure. The losses rain caused in receipts from the revenue-producing entertainment programs upon which the institution largely depends to meet the expenses of its educational departments and general operating costs, coupled with an enlarged premium offering, proved too great an obstacle to overcome in the face of continued bad weather."

MICH. BUILDS UP

(Continued from page 36)

overflowed quarters on the ground, with guards forced to scoop them up, and autos were parked along adjacent Eight Mile Road "for several miles" according to the local press, with an estimated 25,000 cars parked for the fair.

Day-by-day comparison with last year shows the gate about 20,000 ahead on the first half. Figures in the third column are total attendance for this year, with a conservative estimate for passes:

Day	1940 Admissions	1939 Admissions	1940 Total
Friday	8,550	11,702	10,050
Saturday	29,944	32,747	33,444
Sunday	52,785	68,782	56,785
Monday (Labor Day)	114,356	65,495	120,604
Tuesday (Children's Day)	21,414	27,793	61,414
Total—Five Days	225,049	206,479	282,297

Court Hits Exclusives

Legal trouble hit on opening day when two injunctions were granted by local courts requiring the fair to admit trucks from certain local meat and laundry companies to grounds. Difficulty arose over granting of exclusive privileges in these departments to other firms, whose competitors also sought legal rights of access to the grounds. Decision in the meat company case dealt a serious blow to the customary granting of exclusives on supply contracts for fairs, in this State at least. Any wholesalers may solicit and deliver business among concessionaires on the grounds, the court ruled. Seward F. Nichols, State assistant attorney general, pleaded the case for the fair on the ground that granting of exclusive privileges for amounts as high as \$900 for fair week was a substantial source of fair revenue, but his plea was overruled.

Exhibits trended more to the agricultural side than in recent years following complaints in the past from up-State visitors. Total number of livestock exhibits was about the same as last year, but about 10 per cent more entries were received and turned down when capacity was reached, said Harry B. Kelley, who returned this year as director of exhibits. Agricultural machinery, a largely missing factor in recent years, was back in considerable quantity, with exhibits valued at \$150,000.

Revue Grows Nightly

Barnes-Carruthers' revue, playing the night grandstand as first revue-type show presented here in about eight years, got off to a slow start, grossing only \$28 the first night but practically doubling every day to \$1,790 on Monday for a total of \$2,955 for the first four days, an attendance of about 6,000 paid admissions. Subsequent nights for which figures are not yet available were substantially better. Grandstand acts included Parrott Trio, high pole; Jim Wong Troupe, acros; Gibson's Aerial Ballet; Gaudsmith Brothers, comedy dog act; Chase and Lempe, hand balancing; Lebonati Xylophone Trio; Stevens Brothers and Bear; Delcos, casting trampoline; Alexander and Santos' Comedy Ballet; Blanche Bradley, prima donna; Allen Rogers, emcee and tenor; Eight Singing Grenadiers; 16 Ainsworth Dancers; Charles Seauie's Miami Marine Band, and Eddie Allen, manager, Ohio Display Fireworks

Company's offerings were in charge of Peter Vitale.

No free acts on the mall were booked, first time in years that the fair has been without them. B. Ward Beam produced his Thrill Show at two matinees, grossing \$124 on Saturday and \$957 on Sunday. Beam show is to be repeated at the final Sunday matinee. Harness racing, revived last year after a six-year lapse, more than tripled in drawing power for the one day, Monday, for which figures are available, grossing \$3,057, or over 6,000 admissions, compared to 1,749 for Labor Day last year.

Rodeo Is Popular

Rodeo, produced by Joe Greer, played the Coliseum at 50 cents admission, with a quarter for children, and boxes ranging to \$1.50. This is a return to policies dropped three years ago when major name bands and stagelights were put in the Coliseum instead of rodeos. Draw of last year's rodeo, in front of the grandstand, which played to 66,831, determined the management to continue the rodeo, but to move it back into the Coliseum, releasing the grandstand for the revue. Getting the bulk of special advertising and promotion by the fair, the rodeo started as the best drawing attraction, playing to nearly packed houses nightly from Sunday on. Capacity of the house is about 8,000. On Monday at three shows the rodeo played to a gross of \$7,473, indicating paid attendance of 15,000. In four days the rodeo took in \$15,208, with paid attendance of about 31,000.

Midway Gross Increases

Name-band policy, which proved successful in the Coliseum at the past three fairs, despite a drop to 52,061 attendance last year from 204,189 (in 16 days) in 1938, was continued on a modified scale in a new outdoor Arbor. Stagelights were dropped, bands playing only for dancing, with bookings this year distinctly on the sweet rather than the hot side. Shep Fields opened for four days, being followed by Dick Jurgens (one day), Ted Flo-Rito (two days), and Wayne King (three days). Opening on Friday at a quarter, admission was boosted the next day to 50 cents, with no visible discouragement to attendance. Fields opened slow, grossing \$24 the first night, but building to \$787 on Monday for a total of \$1,913, or about 4,000 paid dancers. Summarizing the three major show attractions in comparison with last year, these attendance figures result:

Location	1940 Attendance	1940 Type of Show	1939 Attendance	1940 Type of Show
Coliseum	31,000	rodeo	33,000	bands & show
Arbor	4,000	bands	—	—
Grandstand	8,000	revue & thrill show	33,000	rodeo

Beckmann & Gerety Shows had an exclusive midway contract, with a long oval layout in northeast corner of grounds. Business on shows was distinctly up after the first two days, with Labor Day running 35 per cent higher than the best day of 1939, when B. & G. Shows also had the midway. Business as a whole was 30 per cent over 1939 for the first six days. B. S. Gerety said anticipated difficulties with the Circus, Carnival, Fairs and Rodeo International Union did not develop. There was no picketing, and both Gerety and J. C. McCaffery, general manager of the Amusement Corporation of America, said that no immediate settlement was in prospect.

CNE GATE SPURT

(Continued from page 36)

admissions was established on Labor Day.

Last Monday also saw a record set in the number of motor vehicles admitted to grounds, which took no account of a terrific jam of cars for miles around. The fourth mark established was by Frolexland, when the best cash day in CNE history was chalked last Saturday.

Labor Day saw the smallest parade in many years. With many of the labor element in vital war work and others serving in the Canadian Army Service Force, fewer than 8,500 marched in two sections of the procession. In other years the parade has numbered over 10,000. First performance of a spectacular four-day air show began last Tuesday, attracting many thousands to the waterfront at

6:30 p.m., presented by Air Show, Inc.

Bill Beasley's Sportland under the grandstand has had the largest gross in many years, his Debunker concession, new this year, being particularly flashy and attracting many patrons. Noonan's tommy gun and shooting gallery were popular with Royal Air Force boys. Concessionaires as a whole had the best business in 10 years.

Showmen in Frolexland have had something to frolic about this year, business being terrific, boys in khaki and air-force blue swelling the ranks at the girl shows. Harry Seiber's World's Fair Dancers had top position in the line-up, grossing over \$2,300 last Saturday, with Jack Halligan's Circus Side Show second and Mrs. Seiber's Paris After Midnight, and Bob Lee's Frozen Alive Girls battling for third place. In the next bracket within a few dollars of one another have been Shirley Lyons' Beef Trust, OMI the Great, rnie and Len, Charlie DeKreko's Glass House, Don Callos's Monkey Circus. In the ride section the Flying Scooter, Rapids, Bozo, four-abreast Ferris Wheels, Rolloplane and Moon Rockets were running close for the lead.

27 Annual STREET FAIR Lagrange, Indiana October 1-5

Can place Independent Shows and Legitimate Concessions of all kinds except Corn Game. Will sell some exclusives. Price \$2.00 and \$3.00 a foot. Rides booked. Address: M. V. RAWSON, care Rawson's Drug Store, Lagrange, Indiana

WANTED FOR CHARLES COUNTY FAIR

LA PLATA, MD.
SEPTEMBER 26-27-28

Ball Games, American Palmist and all legitimate Concessions except Foods, Drinks, Bingo. Address all mail to H. W. LEHMAN, Bryans Road, Maryland

WANTED For COOPER SCHOOL FAIR

October 1-5, 1940

Day and Night. Rides, clean Shows and a limited number of Concessions. Write C. C. BARR. Address: Cooper Academy, Cadec, S. C.

ACTS WANTED

Can use two high class Animal Acts and other meritorious Acts for Louisiana and Texas Fairs. Acts breaking jumps coast to coast, wire quick.

J. C. MICHAELS ATTRACTIONS

208 Reliance Bldg., KANSAS CITY, MO.

WANT

CONCESSIONS, SHOWS AND RIDES
NEW WHITE HALL FAIR AND HORSE SHOW
White Hall, Md., Nite & Day, Sept. 25-26-27-28.
25 Miles From Baltimore, Md.
Address: JOHN T. McCASLIN, 131 E. Baltimore St., Baltimore, Md.

CARNIVAL WANTED

For the
VANCE COUNTY COLORED FAIR

The Week of October 21-26
If interested write or wire
R. H. HAWKINS, Pres. & Mgr., Henderson, N. C.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

SEPTEMBER 17-21 HARTFORD CITY, INDIANA

—WANTS—

SHOWS, CONCESSIONS THAT GIVE OUT STOCK, BINGO, PHOTOS BOOKED.
OVER 100,000 ATTENDANCE.
CONCESSIONS DEPT., JIM WILLMAN, HARTFORD CITY, IND.

Holiday Finicky in Biz Dole

Midwest and South Are Okeh

Ohio area climaxes banner season — free attractions and outings are pullers

CANTON, O., Sept. 7.—Favored by ideal weather in contrast to heavy rains which struck this area in midafternoon a year ago, Eastern Ohio amusement parks attracted heaviest attendance in years over Labor Day week-end, which marked close of the best season in almost a decade, a survey indicates. While some spots have suspended entirely, others will operate week-ends thru September, and most of them will continue dancing on a part-time basis for the remainder of the month. While many parks made no effort to induce crowds for the season's wind-up, others were benefited by labor organization-sponsored outings, several retained free attractions until the final day and practically all offered fireworks.

Meyers Lake Park here was jammed despite opposition from Stark County Fair, where 30,000 paid customers overtaxed plant facilities. All in all, the season, which did not get under way until July 1, was satisfactory; in fact, far more profitable than any in the last three years, Manager Carl Sinclair said.

Idora Chalks Record

In Summit Beach Park, Akron, Manager Frank Rafal catered to one of the largest Labor Day crowds in the resort's history. He reported heavy grosses for three days, with rides, ballroom and concessions sharing in the wind-up take. In Chippewa Lake Park, near Medina, patronage fell off somewhat on the holiday, due, officials said, to adjacent district fairs. Manager Parker Beach reported the season profitable, and several concessions reported business good after a discouraging first month. Ballroom patronage held up thruout the season. (See MIDWEST AND SOUTH on page 42)

Gulf Coast Spots Get Record Jams

NEW ORLEANS, Sept. 7.—Three perfect days gave Gulf Coast resorts one of the best Labor Day periods in years. Throngs jammed boardwalks and beaches at New Orleans, Galveston, Sylvan Beach, Port Arthur, Biloxi and Gulfport, Pensacola Beach, and Panama City Beach. It is estimated that about 500,000 visited the resorts. At Pontchartrain Beach here about 100,000 turned out.

Last week a new attendance record was chalked up at Pontchartrain when 3-Cent Day drew about 40,000 kids. Manager Harry J. Batt reported the Zephyr, Skooter, Ride-'n'-Laugh, Rocket, Stratoships and Octopus had long lines waiting all day. At night walks were crowded and all concessions did best business of the season. Canceling an act originally booked for two weeks after the first five days, Manager Batt signed Lee Early and his two performing dogs and Foulm and Schafer, trapeze, for the closing two weeks of the season, ending September 15.

Biloxi-Gulfport area on the Mississippi coast reported the heaviest influx of holiday visitors in its history. Galveston Beach Association reported estimated attendance of 120,000, with a 60,000 jam on Labor Day, top figure of the season and about 20 per cent over July 4. New causeway from the mainland had its biggest load of the year. W. D. McMILLAN, president of the association, said they were the best three days in Galveston history. Sylvan Beach Park closed its season on Monday with special Labor Day events. Jimmie Livingston and ork, held over a second week, drew 10,000 to the floor on the holiday, said E. H. Dahse, operator of the park. This was Sylvan's best season. Pensacola Beach and Sanders Beach around Pensacola had best draw. Monday finished the season at the former spot, Manager Gill closing the Casino and other concessions after a good season.

Buffalo Area Finis Helps Ops Get Well

BUFFALO, Sept. 7.—Parks in this area partly recovered from a bad start toward end of the season and practically all registered good gates and spending on Labor Day. Celeron Park, Jamestown, N. Y., owned by J. G. Campbell, drew over 30,000 despite heavy downpours in the afternoon. Day was almost as big as July 4, a banner one. Attendance and spending were much ahead of last year's Labor Day. Fireworks and balloon act of the Flying Allens were free attractions.

Midway Park, on Lake Chautauqua, owned by Tom Carr, drew about 10,000 and reported the day ahead of last year by a good margin. Olcott's New Rialto Park, piloted by Phil Morrott, had the biggest Labor Day in several years despite a cloudburst in mid-afternoon. Attendance was nearly 20,000, a big increase over last year. Spending was okeh on concessions. Free acts this season are said to have upped biz 50 per cent over last year, when none were offered.

Crystal Beach Park, Ontario, had a 30 per cent increase in attendance and also in money spent over the 1939 Labor Day week-end. About 15,000 were at the Lake Erie spot and the Canadiana Showboat transported over 4,000. Crystal Ballroom, under management of Harold Austin, did capacity and is far ahead of the last few years. Angola Beach Park, owned and operated by Peter Lalle, did well on Labor Day, going much above 1939 figures. Crowd ran about 12,000 and spending was okeh.

M. G. Wall's Palace Park, Loon Lake, drew about 15,000. One of few parks hurt by rain was Glen Park, Williams-ville, N. Y., which reported a 20 per cent decreased attendance compared to 1939 Labor Day. Spending was below last year's mark, but not bad considering the decreased crowd.

AC Deed Row Flares Again

ATLANTIC CITY, Sept. 7.—Controversy over enforcement of the beach-front easement deed, this time involving sale of food on Steel Pier, flared up again last week but was "temporarily settled." At request of Mayor Tom Taggart Jr. and the city commission, Frank P. Gravatt, pier operator, agreed not to sell any food over Labor Day week-end. Disagreement between the pier and the Atlantic City Restaurant Men's Association came to the surface again after lying dormant since an early-summer compromise was effected by the two factions.

Influx at AC Half of Normal

Hurricane fright, floods hold down crowds at shore — piers offer big bills

ATLANTIC CITY, Sept. 7.—Fear of a hurricane that never materialized and floods from rain which disrupted transportation cut Labor Day crowds to about 300,000, about half the normal figure. Those who came were rewarded with perfect weather here. Even reduced crowds were a welcome relief to amusement ops, restaurants, and hotels that suffered heavy losses the last week in August because of rain.

Boardwalk bazaars maintained that they suffered more damage than did farmers or property owners inland whose holdings were washed over or washed away. It was estimated that at least 100,000, bound for the resort by train, bus, or auto to spend Labor Day, were delayed for hours or forced to abandon the journey. For the first time in 46 years the Pennsylvania-Reading Seashore Lines halted all shore rail traffic last Sunday for more than 10 hours. There could be no hard-and-fast figure as to what Atlantic City and near-by resorts lost, but \$1,000,000 seemed conservative.

Amusement centers carried thru (See AC INFLUX DOWN on page 53)

Schott Host to Performers At Closing of Cincy Coney

CINCINNATI, Sept. 7.—After the park whistle blew late on the night of Labor Day, announcing closing of the 1940 season at Coney Island here, the park management was host to performers in free acts at a buffet lunch.

Among performers and their helpers at the party were, representing the Flying Comets, Harold and Gracie Genders, Elden Day, Carl and Dorothy Durbin, and Louis Probasco; representing the Great Peters, Aloys and Catherine Peters and Emile Paro; representing the Peaches Sky Revue, Peaches O'Neill, Dorris Martin, Peggy Hale, Dora Eldredge, Betty Romo, Mary Neneith, Jimmie Hannon, and Reuben Masters.

Edward L. Schott, president of Coney Island, Inc., was host. Other Coney representatives were Al Behrman, park electrician, who served as emcee; Ralph Wachs, park manager; Robert F. Stayman, promotion manager and show announcer; Hoyt Moore, Frank Sommers, Robert Cooper, and Pete Gilbert.

Period a Cash-In In Greater Boston

BOSTON, Sept. 7.—Labor Day saw the usual New England trek homeward by beach dwellers and a consequent falling off in attendance at near-by resorts. Revere Beach had over 250,000 on Saturday, Sunday, and Monday, and the boardwalk resorts and amusement places did record business. It was one of the best holidays ever celebrated there. Revere will operate until weather becomes too cold for comfort.

Nantasket Beach had over 200,000, boats, railroads, and auto roads being crowded. Nantasket Line steamboats will run until inclement weather and Paragon Park will remain open. On Monday it had one of the largest crowds in its history, over 80,000. Norumbega Park will be open and Totem Pole Ballroom with name bands will operate thru fall and perhaps thru winter. Park has been remarkably successful this season under direction of Roy Gill. Attendance on the three days was over 150,000.

Canobie Lake Park played to largest crowds in history over Labor Day week-end and will remain open two or three more weeks. Hampton Beach was crowded. Massachusetts American Legion convention was at near-by Salisbury Beach and the two adjacent beaches had 250,000 on the three days. John T. Benson's Wild Animal Farm, Nashua, N. H., had over 15,000 persons on Saturday, 20,000 on Sunday, and 25,000 on Labor Day. Phelan's Hickory Tree Wild Animal Farm, Georgetown, Mass., showed to more than 8,000 on Saturday, 10,000 on Sunday, and 10,000 on Labor Day.

It was declared Greater Boston's biggest Labor Day period, and concessionaires who had suffered greatly from a bad summer were in many instances pulled out of the red.

PAPA Meet Is Largest

Keystone ops find org is growing—taxes, insurance topics at Conneaut Lake

CONNEAUT LAKE, Pa., Sept. 7.—Fifth annual convention of Pennsylvania Amusement Parks Association at Conneaut Lake Park here on August 29 proved the biggest get-together in history of the organization with 65, including members, wives, and friends, in attendance. And apart from the business order of the day, credit for making it a memorable meeting goes to General Manager Thomas C. Foley, Conneaut Lake Park, who was not only a gracious host, but provided a full program of entertainment.

E. E. Foehl, Willow Grove Park, Philadelphia, who has been president two years, handed over the gavel to F. W. A. Moeller, who moved up from the first vice-presidency. President Moeller is manager of Waldameer Beach Park, Erie. Herbert P. Schmeck, Philadelphia Toboggan Company, was elected first vice-president. Host Foley was elected second vice-president, the post vacated by Schmeck. C. L. Beares Jr., West View Park, Pittsburgh, was re-elected treasurer. President Moeller will appoint a secretary for the association. Betty K. Moll, Willow Grove Park, Philadelphia, served in that post during the Foehl administration.

Hershey Site in 1941

On the board of directors, to serve until 1943, Foehl, Moeller, and Schmeck were retained, with Foley replacing L. S. Barr, San Souci Park, Wilkes-Barre. There are 12 members, four being elected each year. Remaining members include Norman S. Alexander, Woodside Park, Philadelphia; C. C. McDonald, Idlewild Park, Ligonier; Robert L. Plarr, Dorney Park, Allentown, and John B. Soilenberger, Hershey Park, Hershey, terms expiring in 1941, and C. L. Beares Jr.; Raymond Lusse, Lusse Bros., Inc., Philadelphia; A. B. McSwigan, Kennywood Park, Pittsburgh, and William Miller, Lenape Park, Chester, terms expiring in 1942.

Hershey Park was selected for the 1941 (See MEET OF PAPA on page 42)



AFTER A SUCCESSFUL ENGAGEMENT at Hamid's Million-Dollar Pier, Atlantic City, Tom Mix posed for this photo with Pier President George A. Hamid. S. W. Gumpertz, general manager of the pier, reported the management gratified with the Mix engagement and that expectations were it will be repeated next season.

American Recreational Equipment Association

By R. S. UZZELL

FAIRGROUNDS, QUEBEC, Que.—To those not accustomed to Canadian weather at this time of year it is hardly conceivable how much clothing is required by those from the States to keep comfortable, and Canadian soldiers are parading about the fairgrounds here in summer shorts. Native women are wearing what would be seasonable clothing for New York City in August except they carry heavy coats for evening wear after sundown. But the cold wind at night makes us Americans wrap up as if it were November at home.

This Quebec Fair is the only one in the province this year. It is better than for several years despite the rain, because the city is full of soldiers who were paid for the month of August just as this fair opened. That pay roll went into circulation and the fair is getting its share.

Soldiers Having Lark

The exhibit space in the Industrial Palace is all occupied and the Stock Show is well up to standard. George A. Hamid is furnishing the big show for the Coliseum. Conklin Bros. have the midway and are augmented by Endy Bros.' Shows. They all report better earnings than last year. Frank Conklin is in charge and looks well. Once they took him to the hospital here when the show was over. He feels happy over their showing at the Canadian National in Toronto.

Never has your author seen large numbers of soldiers so well behaved as these Canadian soldiers have been at this fair. The grounds are well covered by the m. p.'s, but they have little to do. Our train from Montreal was held up to give right-of-way to a long train of soldiers headed east. They were all singing and happy and seemed ready for any duty that may face them. Those on the grounds seem to be determined to have a good lark before resuming their way, whatever it may be.

This year for the first time U. S. money in circulation on the grounds is conspicuous by its absence. It is at a 10 per cent premium in everyday transactions. At stores, hotels, and railway stations one gets a 10 per cent credit or premium on U. S. money. Change will be given in either money, but to get U. S. for Canadian money there is a 11 per cent difference. This is due to the fact that Canadian money follows the English money more than U. S. in current quotations. The carnival boys can pay the 11 per cent or leave their money here on deposit.

Comfort of Trailers

At Montreal Belmont Park had no rainfall all summer on week-ends, but the last Saturday of the season it had its largest picnic, Canadian Car Foundry, and it rained. The picnic was not a blank by any means, but the rain did dampen it. Rex Billings announced over the radio that all unused tickets would be honored the following Monday. He had put plenty of effort and some money into this picnic and had high hopes for it. He has had it before and knows its value to the park, not only for the revenue but for advertising and good will.

The weather man promised us good weather in Quebec but he failed to deliver on Sunday and Labor Day. Yet we are all confident of going over the top. Labor Day made us sympathize with the New York World's Fair, where they have known some real washouts.

On and about the midway the trailer is conspicuous as living quarters of carnival concessionaires. They know a lot of comforts now which W. F. Mangels and George H. Cramer never knew in their early days as carnival troupers.

Streamlined Car Aimed To Revive Coaster Biz

DAYTON, O., Sept. 7.—Aurel Vaszin, president of the National Amusement Device Company, is manufacturing a new streamlined Coaster car to replace the equipment in operation on various Coasters thruout the country. He is doing this in an effort to revive the Coaster business, which has fallen off considerably during the last five years. Vaszin has had experience in building Coasters and other park equipment for the last 30 years. He says the Haunted House proved very successful this year. He anticipates a good business for 1941.

Benton Harbor in Michigan Upswing

BENTON HARBOR, Mich., Sept. 7.—General upward trend of 1940 park business in Western Michigan was shared by Eden Springs here, operated by the House of David. With 100 acres, the park includes a wide variety of standard park attractions, rides, concessions, and a mammoth outdoor beer garden which has been an outstanding success. An interview with Manager Edmund Bulley and Entertainment Manager Clarence (Chic) Bell indicates they are fully up to the minute in the field of entertainment management.

Business has been about 10 per cent above 1939, due to a very good August. Spot has profited from trips by the steamer Roosevelt from Chicago, bringing from 500 to 1,700 daily to spend about four hours, and this has built up daytime business satisfactorily. Remainder of patronage was divided between local and widespread tourist trade. Plans call for closing at end of September, remaining open later than most Western Michigan parks. Roster:

Edmund Bulley, manager; Charles Jeffrey and Oliver Smith, assistants; Thomas Roberts, maintenance; Charles (Chic) Bell, entertainment and musical director; Sal Stocco, assistant to Bell.

Victor F. Larson, bowling alley; George Whiffen Jr., leather novelties; Frank Rosetta, art goods; Adolph Rosetta, wood novelties; Nick Carales, ice cream and confectionery; Perry Walker, restaurant and storeroom; Hans Daliger, midget autos.

Joseph Nelson and Thomas Roberts, Miniature Railway; Eddie Deal, baseball manager; Ada Jeffrey, main entrance; John Wilbohrig, machinist; Tom Dewhirst and Oscar Wade, refreshments; A. D. Buyas, zoo; John Blackburn, publicity; Manna Woodworth, electrician, and Quinto Rosetta, beer concession.

Eltch Promotions Hypo Good Season

DENVER, Sept. 7.—Eltch Gardens closed an excellent season on September 2, said Arnold B. Gurtler, president and general manager. Concession games showed a steady increase, with Walking Charlie, archery, duck-pin bowling alleys, and your-name-in-headlines proving especially strong. Orchard Cafe, under management of N. Boggio, which was redecorated and enlarged, had record crowds thruout the season. Floral and scenic improvements surpassed those of any previous year and one of Eltch big draws is these displays.

Picnics showed an increase of 15 per cent over 1939, said John M. Gurtler, picnic representative. Early May and June business was steady, with an average of 75 per cent of schools in Denver and surrounding counties using the park for class-day outings. Children's Day on each Tuesday was well attended thruout the season. Such promotions as Claire Denne's School of the Dance and the Six Pic-a-Nickel Club, amateur radio show, hypoped the gate. An increase in larger picnics was seen in July and August.

Band line-up in Trocadero Ballroom included Tommy Tucker, Bill Carlsen, Lawrence Welk, George Olsen, and Clyde Lucas. Carlsen, top attraction, played a return date to close the park season. Old-time square dancing Monday nights proved a good draw and brought good off-night crowds. Other effective ballroom promotions included Eltch Court of Musical Appeal and hobby horse races with awards. A one-nighter by Henry Busse brought top season attendance.

Agawam Nearly Ties Fourth

SPRINGFIELD, Mass., Sept. 7.—Despite rain and a hurricane threat, holiday week-end business was exceptionally good in Riverside Park, Agawam, said Director Edward J. Carroll, but did not quite reach that of July 4. Park will be open until October 1 and longer if weather and business permit. Following success of a recent automobile giveaway another will be staged shortly. On the midway Motor Scooters and Loop-the-Loop are top rides and, altho weather is no longer warm, Abbott's custard is popular. Carroll will soon announce plans for next season, with an answer as to whether a Roller Coaster will be built.

Wildwood, N. J.

By M. H. ORODENKER

Less than half of an anticipated 80,000 turned out for Labor Day week-end, inland rains cutting off train, bus, and auto traffic altho ideal weather prevailed here. Business was from 30 to 40 per cent under that of last year.

Hunt's Ocean Pier had Jimmy Dorsey to thank for pulling the week-end out of the red. The band leader, coming in for Sunday night only, was the main magnet to pull in 4,400 pier admissions. While it was under Dorsey's record draw last year for the same holiday Sunday, admission this year was raised to 75 cents, compared with 55 cents last year. Pier was the only amusement enterprise doing holiday business Sunday night.

Boardwalk concessionaires boarded up their stands during the past week-end and most of them are preparing for their annual trek to Miami and other Florida points. After an absence of 18 years Wildwood was successful in getting back the New Jersey State American Legion convention, secured for next summer.

No Big Increase Seen in Spending

CHICAGO, Sept. 7.—Per capita spending did not increase much in the third week in August as compared with the corresponding week last year, according to reports on operating grosses received at offices here of Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Comparisons: Alabama, same as 1939; California, less; Northern Illinois, 3.5 per cent increase; Northeastern Massachusetts, same as 1939; Michigan, same; Eastern Missouri, same; Eastern New York, 11 per cent increase; Midwestern New York, same as 1939; Northern Ohio, less; Oregon, same as 1939; Midwestern Pennsylvania, better; Northwestern Pennsylvania, same as 1939.

Comparisons in operating grosses for third week in August as against same week last year: Alabama, 22 per cent increase; California, 10 per cent increase; Northern Illinois, 6.9 per cent less; Northeastern Massachusetts, same as in 1939; Michigan, less; Eastern Missouri, same as 1939; Eastern New York, 6.8 per cent less; Midwestern New York, 29.6 per cent less; Northern Ohio, 1.8 per cent less; Oregon, 14 per cent increase; Midwestern Pennsylvania, better; Northwestern Pennsylvania, same as 1939.

Comparisons with 1939 up to and including third week in August: Alabama, 8½ per cent less; California, 10 per cent less; Northern Illinois, 4.3 per cent less; Northeastern Massachusetts, 12 per cent less; Michigan, 16 per cent increase; Eastern Missouri, 5.9 per cent less; Eastern New York, 6.8 per cent less; Midwestern New York, 4.8 per cent increase; Northern Ohio, 5.8 per cent less; Oregon, 16 per cent increase; Midwestern Pennsylvania, 16 per cent increase; Northwestern Pennsylvania, 4 per cent increase.

Weather as a rule was about the same or much worse than in 1939. Few special promotions were reported.

Briefs

NORFOLK, Va.—Virginia Beach, Ocean View, and other Tidewater Virginia beach resorts closed one of the most successful seasons in history on Labor Day. All beach hotels were filled, and indications are that the season will be extended for many past the usual September 15 close. (See BRIEFS on page 57)

Beatty Zoo Preps For Winter's Work

FORT LAUDERDALE, Fla., Sept. 7.—With opening of the winter tourist season, the Clyde Beatty Jungle Zoo here will present many improvements. There has been much activity during summer in remodeling buildings, erecting new ones, and grounds are becoming more beautiful with addition of tropical flowers, trees, and shrubbery. Landscapers have been at work for the past five weeks building rock gardens and terraces.

A number of specimens have been added to the original collection, including camels, alligators, tropical birds, and water fowl. A group of seven cub lions being trained by John Helliot will be ready to appear at opening of the winter season on December 1. None of the lions are over a year and a half old. Sea lions have been added and are in training for the opening.

Altho this was the first summer, business has been satisfactory, as visitors to Florida have been more numerous than in the past. Mr. and Mrs. Clyde Beatty returned here from a summer tour with Hamid-Morton Circus and are now on a short vacation, after which they will leave to play fair dates.

Jantzen Pre-Holiday Week Ups Biz 60% Over 1939

PORTLAND, Ore., Sept. 7.—Labor Day business in Jantzen Beach Park here was 20 per cent under that of last year, reported Paul Huedepohl, general manager. But he pointed out that business for the week ending on Labor Day was 60 per cent over the similar period in 1939. Some rain was partly responsible for the decrease on the holiday. Competition from Cole Bros.' Circus, Gertrude Lawrence's *Skylark*, and Astoria (Ore.) Regatta cut into the take.

Pool business has continued down, Huedepohl said, to some extent, because of no hot weather. Carnival Week led up to the slated closing on September 8 and all rides were knocked down to 5 cents, except the Dipper, which was made 10 cents, down 5 cents. Gate was free and there were merchandise giveaways.

Park ballroom will be open for Saturday night dancing thruout winter, with name bands from time to time. Scandinavian Spring Festival in the park in May drew over 10,000 and netted \$2,576.76 for civilian relief in Scandinavian countries.

COASTER—OLD MILL

ICE RINK—POOL—ROLLER RINK

COMPLETE PARK LAYOUTS

Designed by Experts With Long Experience.

"Build Now To Save Money"

ACKLEY, BRADLEY & DAY

Starr Building, Pittsburgh, Pa.

TACOMA PARK

FOR SALE—VERY CHEAP

MRS. GESSER

South 4880-W. 218 Fairfield Ave., Bellevue, Ky.

IT'S

Lusse Auto-Skooters

AGAIN

THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC.

2809 N. Fairhill St. Philadelphia, Pa.

AT

PARKS, FAIRS

AND ON

CARNIVALS

Write today for complete information without obligation.

LUSSE BROS., LTD.

Sardinia House
52 Lincoln's Inn Fields
London, W. O. 2, England

BUILDERS OF HIGH-GRADE AMUSEMENT DEVICES

ROLLER COASTERS

MILL CHUTES

REVOLVING HOUSES

MONKEY RACE GAMES

FUN HOUSES

MINIATURE RAILROADS

OLD MILLS WITH ELECTRIC BOATS

NATIONAL AMUSEMENT DEVICE COMPANY

DAYTON, OHIO

Coney Island, N. Y.

By SAM ABBOTT

Labor Day week-end business did not come up to expectations and Coney Island concessionaires were downhearted about the whole thing, as this slack holiday period followed seven rainy days. Newspapers played up reports that a hurricane was headed this way and this kept crowds down. When the storm changed its course and skipped the area almost entirely it was too late to get this business. While many resorts have officially ended their seasons, Coney is anticipating record business during Mardi Gras, September 9-15.

While there wasn't anything exceptional happening on the island, a new girl show, Luna Park Follies, was opened in Luna in the Days of '49. Produced by Harry Brown and William Marish, who also have the Parisian Follies on the Bowery, show did fair business opening day (2). Edith Lee opens the show with Honey Alden following. Sandra Shaw, of burlesque, does a hula dance and strip. Milton Schwartz, formerly of the White Way Casino at the World's Fair, acts as emcee and sings *Whispering Grass*. Rusty Nelson, stripper, brings the show to a flash finish. Al Barrymore and his Viceroy Viscounts double from the Bowery show. Miss Alden and Miss Lee also play the Bowery spot. Stage is large and lacks proper exits, but the bright lights give the patrons a lot for their money.

Dave Weiner has taken charge of the Balloon Ballroom in Luna and booked Shorty Allen and his band for the remainder of the season. Weiner also has Luna Pool and is making big preparations for next year as carpenters are already at work remodeling the locker rooms. He says that the Polar Bears are preparing for winter swims. His plans for the ballroom include several novel contests to be staged during Mardi Gras and Weiner is a person who can really put a show over. Charlie Greenbaum looked sort of glum on the eve of his departure for the mountains for a week at roughing it with the elite. Joey Jacobs is outfitting himself in true Beau Brummell style to give the island a treat this winter. Sergeant Fletcher, a graphologist, presented his niece, Anne Dunne, with a stuffed dog when she visited him with her mother Monday. Lucille Kingdon has a handwriting analysis stand in the park. Johnnie Sills, of Ghost Train, says he will join a carnival soon. Marie Di Napoli is a jack of all trades. She's Milt Sheen's secretary but was seen in the ticket boxes at Balloon Ballroom and Aeroplane Swings. Jack, Lew, and Betty Cody are slated to take their Motordrome to South America this winter. Clayton (Tex) Ray has been switched to striker from the Seskin fish pond, where Sam Schlomberg is now talker. Patsy O'Brien is the new girl at Dump-the-Lady, having switched from the fish pond.

Tommy Bruno was seen at Luna upon return from his Miami vacation. Bette Platt, dancer, made a round of the attractions. Sam Kitchenberg, looking prosperous following his road trip, is spending a lot of time at Dump-the-Lady, where Danny (Bull) Bruckel and Barney (Bear) Rothenberg are Harry Danksy's new assistants. Hollywood Doubles, Jack Linder's attraction with Tamara, Tiny Fisher, Carol Lynn, and Bert Earle, has taken over spot formerly occupied by the Leonard and Harold Raymond's Star Follies. Meyer Paris, strong man, joined Capt. Ernest Engerer's Circus for two weeks before leaving for the West Coast. Mrs. Lena Nelson is in the box at *Paris Nights*. Johnnie (Smitty) Smith, midget clown, is eyeing a carnival spot.

Irving Sheen, Milt's brother, resumes his medical studies at Tulane University in New Orleans the latter part of this month. After a few days' visit in Fort Walton, Fla., Able Fishbein, Dragon's Gorge ticket man, leaves soon for Miami Beach, where he'll be associated with a night club. Anne Rosenberg, one of the midway's prettiest cashiers (she's at Harum Scarum), is the wife of Sam Rosenberg, producer of Hollywood Doubles. Maurice Sommers, pianist, will be featured at the Days of '49 bar during Mardi Gras. Tony Volpe does an outstanding job with the vocals of *Cocktails for Two*. William Lombard, Luna's promotion man, has made a tie-up with Wise Shoe Company. Combination ticket

entitles purchaser to 70 cents' worth of attractions and admission to beauty contest for 15 cents.

Seymour Meher, bally at Feltman's Old Time Movies, has an assistant, Charlie Herzek. Bob Garmliso, of Bowery skee ball alleys, is entering the rabbinate. Stork is expected at the home of Mr. and Mrs. Fred Bohner. Neal Kyrimes, of Virginia Reel, had his first glass of beer.

Steeplechase Notes

Charlie Kaiser is making winter plans. Mary Dowling, known as "Wise Mary" of the carnival suits department, rides home each night in a big limousine. Al Bennett predicts that the Yankees and Cincinnati Reds will battle in the World Series. Frank Tilyou is getting ready to settle down to some real photography. Frank Scoffield, farmer at Steeplechase Stage, is looking forward to some big fishing trips. Angelo Brienza, midget clown, takes the ribbing about him and his girl friend good naturedly.

Williamsville Glen Per Capita Is Down

WILLIAMSVILLE, N. Y., Sept. 7.—In Harry Altman's Glen Park here business was 22 per cent off this season as compared to last. Chief blame goes not to the poor weather but to generally felt tightness of money in patrons' pockets. Altman reports attendance was oke but that coin did not flow as easily as in past years. Best money-maker was the Barn, about 15 per cent ahead of last year and a profitable venture in every respect. Glen Casino, park's ballroom, did 8 per cent better than in 1939, but last year was poor.

The Barn, which features rustic atmosphere, gets crowds with plentiful and continuous entertainment policy it has employed since last season. Old-time vaude and some burly-type skits are favorite entertainment of the repeat crowds. Glen Casino featured straight dancing in a nitery-like atmosphere to music of Bernie Sandler, 10-piece house band. No name bands were used. Special promotion nights included Fraternity Night, when band members wear big athletic sweaters and cater to school kids, and Fox-Trot Night to determine the winning pair of Western New York at end of the season.

Park used some free acts, outstanding one being Capt. Duncan Ferley, one-legged high fire diver. Manager Altman derived favorable publicity by playing annual three benefit dates at Perryburg Hospital; World War Veterans' Hospital, Batavia, and Old Folks' Home, using 40 entertainers and two bands for the shows. Park roster: Harry Altman, owner and general manager; Oscar Zimmerman, ballroom manager; Bernie Elliot, host in Barn; James Phillips and Eddie Kruger, bar in Barn; Earl Radka, park superintendent; Al Reading, electrician; Harry Dunlap, head of park police; Art Ratke, assistant chief of park police; Ernie Wahl, park police.

Merry-Go-Round, Kiddies' Ferris Ride, Kiddies' Auto Ride, Funhouse, Aeroplane Swing and Monkey Island, operated by Amherst Amusement Corporation; shooting gallery, Florence Bernard, owner; Vic Fila, manager; flasher, Don Watson; baseball throw, Harry Day; Penny Arcade, Marian Phillips, Joe Clark, Teddy Wilson; darts, pitch-till-you-win, and penny pitch, James Mosher; hamburger, hot dog, and ice-cream stands, Amherst Amusement Corporation; palmistry, Mrs. M. Winter.

Pay Gate Declared Success For Riverview, Des Moines

DES MOINES, Ia., Sept. 7.—Despite rain on 20 of 31 days in August, receipts in Riverview Park here were off only about 10 per cent from a year ago, with attendance about the same. Bob Reichardt, who took over as manager late in the season, said rides held up fairly well, with Roller Coaster and Chutes best money-getters. Other concessions were off about 10 per cent.

He reported a 10-cent gate charge, tried out as an experiment, was a success. A patron received two 5-cent coupons for the gate fee which were good on anything in the park. Altho the plan was dropped during the last month of operation, it was felt it had been a success. Business was spotty, with two Sunday events turning out near-record crowds.

Atlantic City

By M. H. ORODENKER

After a summer season that had profitable ups and disastrous downs there will be some activity during September, as 26 conventions will meet here during the month. The off-season months during 1940-'41 promise to be the biggest for conventions, 102 having been booked until next June.

Rotary Club celebrated Steel Pier Day at its last August luncheon meeting in the Seaside Hotel, program consisting of acts from the pier's show. One of the first problems that may be tackled by Boardwalk merchants and amusement men is the fact that the lucrative Ocean City market from the sister resort is practically closed to them by the trolley fare of 75 cents. Since Ocean City minimizes amusements, it is pointed out that the trolley transportation has created a condition which causes hundreds of people who can afford to spend thousands of dollars to stay at home.

Labor Day week-end was marred when two 21,000-gallon water tanks above the Florida Baths near Convention Hall smashed thru the roof of the Boardwalk killing six and injuring nine. For the first time in years a coroner's jury was called upon to act in the disaster, which augurs a thoro going over of all Boardwalk bathhouses. Promoter Joe Miller has leased Convention Hall stage for a series of winter shows, including athletic contests, starting with a boxing bout on September 20.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Playland, in common with other outdoor amusement centers on the Eastern Seaboard, suffered from the almost continuous inclement weather prior to Labor Day week-end. Jupiter Pluvius was sure hard on showmen, many of whom still have that winter b. r. to garner.

Last week we were on the final lap of a very peculiar season, with rain and cold in May and June and identical weather during the latter part of August. Playland will be open Sundays thruout September and October, weather permitting. Official winter season begins on November 1 at the Ice Casino.

Margaret (Peggy) Owen, of the Abbott forces, will return to Portland, Me., where she conducts a school of the dance. Margaret Cliffe will take her usual vacation from strenuous duties of dietitian in charge of Jack's cuisine. General superintendent George Baker is enjoying his vacation. The Antaleks, perch artists, were the final free attraction and went over big. There were fireworks displays every night of closing week. Boat Pier opens to followers of Izaak Walton on September 9. Hasta luego.

Long Island

By ALFRED FRIEDMAN

Labor Day week-end was a bust. Concessionaires did not expect much, since weather in the week that preceded it had been about the worst the region had known in many years. Ops at most places in the Rockaways and Long Beach did not stock up heavily on perishables, so there wasn't much loss in that respect.

The holidays found a large portion of motorists who usually trek to the beaches using their vehicles to tour the Island. Country spots attracted crowds that would ordinarily have gone to the beaches. By this time railroads, bus lines, and other forms of transportation are on a normal schedule, which means that about 60 per cent of equipment used for haulage of pleasure-seekers has been pruned.

Lots of amusement people who were tied to their places thru summer plan to give the World's Fair a look-see at Flushing. Usual number of concessionaires plan to go to near-by county fairs and then to make sojourns in Miami and other winter spots.

MIDWEST AND SOUTH

(Continued from page 40)

with middle bracket bands doing better than names, Beach said.

Idora Park, Youngstown, reported the biggest Labor Day attendance since 1929, officials claiming it was impossible to estimate the number of visitors on the final day. Facilities were taxed from before noon until midnight, and it was necessary to turn cars away before the

middle of the afternoon. This record business was done in the face of a 50,000 attendance at near-by Mahoning County Fair, Canfield.

In Rock Springs Park, Chester, W. Va., Labor Day patronage was reported heaviest in several years by Manager L. H. Hand. Tri-State pleasure seekers thronged the park thruout the day and a record caravan of 13,000 pleasure cars crossed the Chester-East Liverpool bridge, to set a new all-time record. Rides and concessions reported a banner day. Art Mallory's Craig Beach Park, Diamond, was packed all day. This spot has had consistently good business since July 1, and strong week-end patronage is credited to daily free acts, motorboat races and radio exploitation.

Buckeye Best in Years

Tuscora Park, municipally owned in New Philadelphia, had the largest crowd in history of the park, reported Manager Jack Russell. It was almost impossible to present the J. R. Malloy Circus because of immense throngs. It was Russell's first fling at free acts on the holiday, and the policy will be permanent, he said. Lake Park, Coshocton, operated by Helen and Dick Johns, did not fare so well, due to a labor celebration on the fairgrounds. Buckeye Lake Park, which had its best season in years, wound up with an all-time attendance mark, reported Manager A. M. Brown. Free-act policy of using two or three weekly was maintained. Concessionaires said it was their best season there. Parking facilities were inadequate on the holiday, and streets of the village accommodated thousands of cars from all over Central Ohio.

MEET OF PAPA

(Continued from page 40)

convention, with John B. Sollenberger to be host, a late August date to be set. Organized primarily for informal discussion on mutual problems and to hear authoritative speakers on practical management, the feeling was universal that the association is forging ahead and gathering strength each year as membership increases. Principal topic was the co-operative insurance plan for parks, John Logan Campbell, Associated Idemnity Insurance Company, Baltimore, and Norman S. Alexander giving up-to-the-minute talks explaining the national association insurance plan. Both emphasized that the more park men taking advantage of the plan, the lower the rates for all those participating in the plan.

A. Brady McSwigan spoke on new national defense taxes as they pertain to amusement parks. There were no deliberations or resolutions passed on either insurance or tax problems, major interest being in informal exchanges of views and news. All agreed that business in 1940 was an improvement over last season and indicated that they recovered early-season losses due to weather conditions and will finish ahead of 1939.

Heavy Program for Day

Program included registration at 11 a.m., followed by inspection of Conneaut Lake Park, a get-together luncheon at 12:30 p.m. at Conneaut Lake Hotel, business meeting at 2 p.m.; golf tournament, bathing, and a boat ride for the women at 4 p.m.; cocktail hour at 6 p.m., and a banquet at the Beach Club at 7 p.m.

These members registered: Elmer Strunk, Norman S. Alexander, Woodside Park, Philadelphia; Robert L. Plarr, Chester Betz, Dorney Park, Allentown; Perce Killaly, Euclid Beach Park, Cleveland; L. L. Powell, R. E. Chambers, J. T. Mitchell, R. E. Chambers Company, Beaver Falls; Joe Barnes, Adelphi, Woodside Park, and Willow Grove Park skating rinks, Philadelphia; D'Arv G. Barton, Music Corporation of America, Cleveland; Fred Henninger, Carl Henninger, A. Brady McSwigan, Kenneywood Park Corporation, Pittsburgh; Thomas C. Foley, W. J. Tarr, Conneaut Lake Park; Fred Lauerman, U. S. F. & G. Insurance Company, Chicago; E. E. Foehl, Willow Grove Park, Philadelphia; Herbert P. Schmeck, Philadelphia Toboggan Company, Philadelphia; C. D. Bond, Dodgem Corporation, Exeter, N. H.; John Logan Campbell, Associated Idemnity Insurance Company, Baltimore; F. W. A. Moeller, Waldameer Beach Park, Erie; Raymond Lusse, Lusse Bros., Inc., Philadelphia; John G. Campbell, Celeron Park, Jamestown, N. Y.; Harry A. Ackley, Pittsburgh; C. C. Kane, Walter Williams, Ed Vettle, R. Rees, Charles L. Beares Jr., Charles L. Beares Sr., West View Park Company, Pittsburgh.

Endy's Sherbrooke Business Hiked 28% Above 1939 Figure

SHERBROOKE, Que., Sept. 7.—Despite the fact that this city is under war-time regulations, Endy Bros.' Shows chalked a 28 per cent hike in midway grosses over last year at Canadian Eastern Township's Exhibition here on August 25-30, Glenn Ireton, press representative, reported at the conclusion of the stand. Excepting three cool nights, perfect weather prevailed thruout. Crossing the border from a still date in Burlington, Vt., on August 22, organization was ready for opening Sunday.

David B. Endy, president, said that altho crowds were not as heavy as in 1939, the per capita spending was considerably increased. Free gate on opening day resulted in a packed midway and Children's Day turned in good figures. Both days topped grosses for the same period last year. Frank Conklin, Merrick Nutting, and Dave Picard represented the Conklin Shows and gave good co-operation, as did Norrie Price, exhibition secretary-manager.

Joe Hughes, of the George A. Hamid, Inc., office, which provided the grandstand attractions, was a frequent midway visitor. Exhibition provided a good program of races, agriculture and industrial exhibits, and grandstand attractions. A company of soldiers encamped on the fairgrounds was given leave during the exhibition.

Martinsburg Blank For Dodson; Truck Destroyed in Fire

TIMONIUM, Md., Sept. 7.—Ill luck, which has dogged Dodson's World's Fair Shows for the past several weeks, put in its appearance again soon after shows set up at Timonium Fair here, September 1-12, when fire of undetermined origin destroyed the transformer wagon. Management reported that all that could be salvaged from the truck were the gears. Fire companies from the county battled the flames in the truck for three hours before bringing them under control, Johnnie Reeves Jr., press representative, said.

Shows arrived here in time for opening on Sunday, but the lot was in only fair condition. Monday, with good weather and the lot in good shape, the shows chalked brisk business. Hampered by rain on three of the four days at Martinsburg, W. Va., shows encountered their biggest blank of the season. Organization originally was scheduled to play the Huntington Agricultural and Industrial Fair on a lot inside the city limits. Because of an infantile paralysis scare, however, city officials canceled the permit and shows were forced to move to another lot some distance from the city.

Martinsburg fair board gave little co-operation, but newspapers and Stations WSAZ and WCMI were liberal with space and air time. Only bright spot of the engagement was the "Stork Party" tendered Mrs. Melvin Dodson Jr. in the cookhouse.

United American Driver Killed in Highway Crash

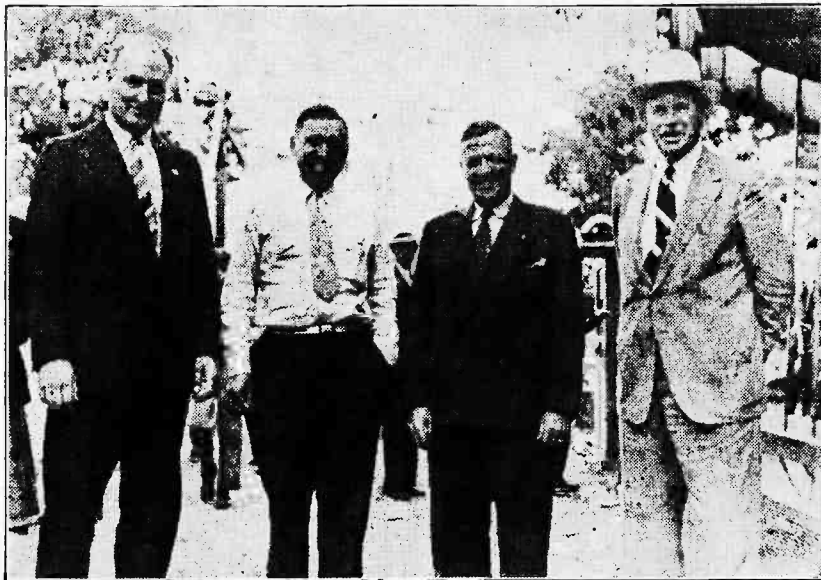
MOREHOUSE, Mo., Sept. 7.—Russell Stewart, 23-year-old truck driver with United American Shows, was killed instantly on Highway No. 61 near Frederickton, Mo., on September 3 in a collision with a car occupied by two unidentified Negroes, who also were killed.

Accident occurred while Stewart was en route here from Fort Madison, Ia. Alex Peterson, relief driver, sustained minor bruises. Stewart's body was shipped to his home in Alta, Ia., for burial.

Mary Gibson—Notice!

CINCINNATI, Sept. 7.—The Billboard on September 4 received the following telegram from Minnie Cyphers from Clinton, Ill.:

"Get in touch with Mary Gibson at once. Have her wire Agnes French, Denison, Tex. Death message for Mary."



WHILE HAPPYLAND SHOWS were at Northwestern Michigan Fair, Traverse City, August 27-30, for the 10th consecutive year, fair officials posed for this photo with executives of the shows. In the picture, left to right, are Arnell Engstrom, fair secretary; John F. Reid and William G. Dumas, co-owners of the shows, and Fair President Robert Barney. Altho this year's event was not the best in the fair's history, midway, gate, and grandstand patronage was satisfactory, and shows have been contracted to provide the midway again in 1941, Co-Owner Reid announced.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Mountain Music, Ark.
Week ended Sept. 7, 1940.

Dear Editor:

Pete Ballyhoo certainly had his ups and downs here. This is one spot where we couldn't keep the show on the level. It was billed to furnish the midway for the First Annual Fair and Labor Day Celebration. We found plenty of labor and the fair end of the annual still pending. The alleged fairgrounds were situated on a side of the Ozark Mountains. The midway was laid out up a steep 2,500-foot incline, and many of the wagons never reached the top.

Scheduled opening on Monday found none of the attractions ready to go. This did not affect business any, as none of the scheduled patrons were ready to go either. The hillbillies in these parts had never heard of Labor Day, nor did

they believe in laboring. Tuesday found some of the attractions ready to open.

Motordrome used 400 railroad ties to level the front end with the back, placing the front end 40 feet above the walking level. During the first performance the blocking slipped, causing two sections of the back straight wall to fall out of place. The three riders on the wall hit the opening and raced up the mountain at 100-mile-an-hour speed. Never was an act given such a tremendous ovation. All three of the spectators applauded for 30 minutes. Noting the patrons' demand for a new type of amusement, the drome featured hill climbs for the remainder of the week.

So steep was the mountain on the Water Show location that after the ladders had been put up behind the tank we found the top pedestal to be 500 feet above the water line. The boss then ordered the ladders taken down, and all high dives were made off a cliff above. By Wednesday the dives were called off due to the natives' taking pot shots at the divers with squirrel rifles, believing them to be revenueurs on the lookout. Even the Funhouse, which had been located atop of the mountain, had its bad breaks. So high had it been located that when patrons were sent down the slide they could not stop at the bottom, but sailed thru the air and down hill over cliffs and rough rocks to the base a half mile below.

Light plants turned out to be more headaches. Because of the downgrade it was impossible to spot them on the level. Those that had been located could not work on account of the fuel's staying at one end of the tank and not feeding the motors. The entire upper end of the midway was lighted with native pineknots. Thursday night an army of razorback hogs swooped down on the cookhouse and commissary department and devoured all of the food supplies. The showmen quickly retaliated with a pork blitzkrieg, and a big wild-boar barbecue was enjoyed by all. The two Ferris Wheels that had been located on top of the lot broke loose and rolled to the bottom. The two that had been located at the foot of the lot came in for top money. So high were those wheels that we used them for elevators by loading patrons and sending them to the top, where they stepped off on a cliff.

We had so many accidents and beefs that our fixer was very much in demand. Thousands of natives continually were asking for him to get their squawks and adjustments made. The bosses, seeing the great demand for him, erected a tent, put the fixer in a pit, opened two ticket boxes with a two-bit admission price and created a new midway

Alamo Aux. Host At Lamar Shindig

LAMAR, Colo., Sept. 7.—A gala party, sponsored by the Women's Auxiliary Club on Alamo Exposition Shows in Gay-side Night Club while the shows were here, attracted some 70 couples. Purpose was to entertain the men members of the shows who, heretofore, have not been permitted to participate in the club's weekly meetings and outings.

Club Members Rose Ruback, Tillie Jones, Sophia Mullins, and Irene Goldberg were in charge of seating guests, with Bobbie Hyman and President Edna Tarkington as hostesses. A buffet dinner was served and music was provided by the Tropical Serenaders. Participating in a half-hour floorshow were Larry Mullins, emcee; Larry Rich, Jean MacPete, Peggy Schotlen, Goldie Barnett, and Slim Russell.

Speakers included Jack Ruback, Benny Hyman, Hymie Ruback, Johnny Graves, Hypo Denecke, Jack Oliver, Fred Miller, and Lorraine Bass. Tillie Jones and Hymie Ruback led the grand march.

Corporate Charter to Endy

WILMINGTON, Del., Sept. 7.—Endy Bros.' Exposition Shows, Inc., were granted a new corporate charter on August 31 by the State Department in Dover. Capital is in 100 share of no par value stock. Principal office is listed as Colonial Charter Company, Citizens Bank Building, Wilmington, and the three incorporators named are J. A. Lucy, I. C. Hoelle, and J. E. Schell, Wilmington.

Strates Formidable At Syracuse; Chalk New One-Day Mark

SYRACUSE, N. Y., Sept. 7.—James E. Strates Shows concluded their stand as midway attraction at New York State Fair here August 25-September 2 by registering the largest single day's business in their history on Labor Day, Dick O'Brien, press representative, reported. Altho this year's event ran only eight days as compared to 15 days last year, attendance was greater and midway gross is believed to have been higher than any in the last 10 years.

Strates presented 21 shows and 19 rides, with Zacchini's Cannon Ball act on the midway. Act helped draw crowds to the midway at conclusion of grandstand shows and ice revue in the Coliseum. Rocket and Aerial Joy rides, set up here for the first time, led rides, and Joe Scortino's Vanities of 1940 topped shows, with Leo Carroll's Hollywood Monkey Show second.

Fair committee and press complimented management on shows' appearance and proclaimed them among the largest and most attractive to play the date. All fronts have been neonized and six huge light towers, with each supporting four 5,000-watt floodlights, lent plenty of flash to the midway. Shows were laid out in horseshoe shape and 1,500 bales of shavings made for ample carpeting of the midway and permitted patrons to traverse the grounds in comfort despite occasional showers.

Shows obtained good co-operation from the fair board and several broadcasts were made from the grounds by local radio stations, with all show talkers co-operating, and Manuel Zacchini presenting a special performance with his cannon act.

AU Ends in Black At Lewistown Fair

LEWISTOWN, Mont., Sept. 7.—American United Shows wound up their stand as midway attraction at the two-day Central Montana Fair here on August 29 to highly satisfactory results, it was reported this week. Owner-Managers H. H. Avery and O. H. Allin received numerous compliments on shows' appearance from fair officials and patrons alike.

Modern mechanical equipment came in for its share of approval and cookhouse and shooting gallery, managed by Orlando Allin, proved popular. Among rides doing well were Kiddie Autos, Ferris Wheel, Wiggle Woggle, Rolloplane, Loop-o-Plane, and Octopus. Circus Side Show, managed by Johnny Bowers, was well received and line-up includes Roy Knight, magician; Nadine, electric chair; Henry Johnson, oriental mystery and inside lecturer; Buddy Buchanan, fire-eater; Professor Marlo, human pin-cushion and torture board; Mexican knife-throwing, Bowers and Nadine; Darlene, mystery of India, and Lulu Vern, annex attraction. Girl Show, managed by Midge Holding, features Marlan Murphy and Bernie North.

Athletic Show is managed by Bill Chief Moran, with Jimmy Dupree and Bud O'Neill as wrestlers and boxers. Dad Allin's Pennyland Arcade did well. Gov. Roy E. Avery and family were guests of the management Wednesday night. Capt. Jimmy Jamison's Four Aces, free act, was popular.

World of Pleasure Quits For '40; Barns in Detroit

DETROIT, Sept. 7.—Hampered by inclement weather most of the season and after playing to poor business for the past several weeks because of rain, World of Pleasure Shows called it a season and moved into local winter quarters this week. Stand at Washtenaw County Fair, Ann Arbor, Mich., August 27-30, was so poor from a financial standpoint that management decided to fold for the year after playing a Labor Day Celebration in Manton, Mich., it was reported here. Two fair dates scheduled have been canceled.

pay attraction. Between the show's 300 bazaar booths and the midway's up-and-down-hill complaints, the new oral vulcanizing and patching presentation grossed the nut for the week.

MAJOR PRIVILEGE.

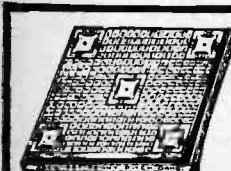
CONSISTENT MONEY MAKERS



Loop-o-Plane
Octopus
Rollo-Plane

Leading All Sales for 1940

ROLLO-PLANE
WRITE FOR DESCRIPTIVE LITERATURE.
EYERLY AIRCRAFT CO. SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
Eastern Factory Branch:
RICHARD F. LUSSE, Chalfont, Bucks County, Pa.
European Suppliers:
LUSSE BROS. Ltd., Blackpool, England.



PENNY PITCH GAMES

Size 48x48". Price \$20.00.
Size 48x48". With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

NOW dig for Dixie dollars!

CLYDE GOODING, with midget twins, joined Patrick's Greater Shows in Sandpoint, Idaho.

BOB PURSELL has taken over the cookhouse on Golden State Shows for Roger Warren, reports Mona Vaughn.

JOINING Buckeye State Shows with photo and short-range galleries in Trumann, Ark., was Leonard Neill.

SOME tobacco-money hopes may go up in smoke.—Oscar the Ham.

HAVING signed with the Miss America Show on Cetlin & Wilson Shows, Marion Robinson joined in Elmira, N. Y.

REPLACING Eddie Shires in the Athletic Show on Patrick's Greater Shows in Sandpoint, Idaho, was Roy Beard.

RECENT additions to Dee Lang's Famous Shows included Dick and Pauline Leonard, with ball games, and Tree Top Buchanan, photo gallery.

SIMILE: As tired as a concession agent who laid off on Labor Day.

DALE L. HALL cards from Memphis that, altho still in the auto business, he expects to make a few Mississippi fairs with his concessions.

CANDY FLOSS and popcorn stand operator on Silver States Attractions, Red Atkinson reports that a fire recently did considerable damage to his public-address system.

AMONG ADDITIONS to World of Mirth Shows in Essex Junction, Vt., were Mr. and Mrs. Jules Lasures, Maurice Spitkove, Harry Harris, Mr. and Mrs. Harry Sussman, reports Jim McHugh.

JOE-ANN LA FRANCE, Queen of Mystery, and Mystic Blackford have taken over the Circus Side Show on Crystal Exposition Shows, reports Wesley Blair from Dante, Va. Joe-Ann is in the annex.

MANY a good day's play makes many a lively night in the G-top.—Smackover Slim.

CAPT. J. B. AND MRS. CODY, free attraction with Alabama Amusement Company, are seriously ill with malaria fever at their home, 107 Meridian Street, Huntsville, Ala. They would like to read letters from friends.

MRS. ANN FOWLER, widow of Jim Fowler, formerly of Augusta, Ga., now a resident of Battle Creek, Mich., writes that she enjoyed a fishing trip to Brookside, Mich., over Labor Day week-end, accompanied by Mrs. Jane Herbert.

TRAINMASTER on Cetlin & Wilson

the Bee contingent 11 years, they reported.

VISITORS to Lawrence Greater Shows in Flemington, N. J., included Former Gov. Harold G. Hoffman, Paul White-man; Harry E. LaBrique, secretary, New Jersey State Fair, Trenton, and Mr. and Mrs. Eddie Lippman, and Tom Hasson, Endy Bros.' Exposition Shows.

BOB HANCOCK, concessionaire with Royal American Shows, who broke his leg at Fort Williams, Ont., recently, while leaping over a fence at the fairgrounds there, is doing well. He'll have to remain in a hospital for two weeks and would like to read letters from friends.

BACK on the job again on Mighty Sheesley Midway, after suffering a relapse of a few days from injuries sustained in an accident last May, is Harry E. Wilson. He's handling plans for contests, public wedding, and pet parade for Mississippi County Fair, Blytheville, Ark.

FAMOUS last words: "If you don't cover OUR paper, we won't cover yours."

HAVING SPENT his vacation on Buckeye State Shows in the capacity of mail man and The Billboard sales agent, Billy Davis, son of Mr. and Mrs. C. D. Davis, also with the Buckeye contingent, closed in Trumann, Ark., and left for Minneapolis, where he will re-enter school.

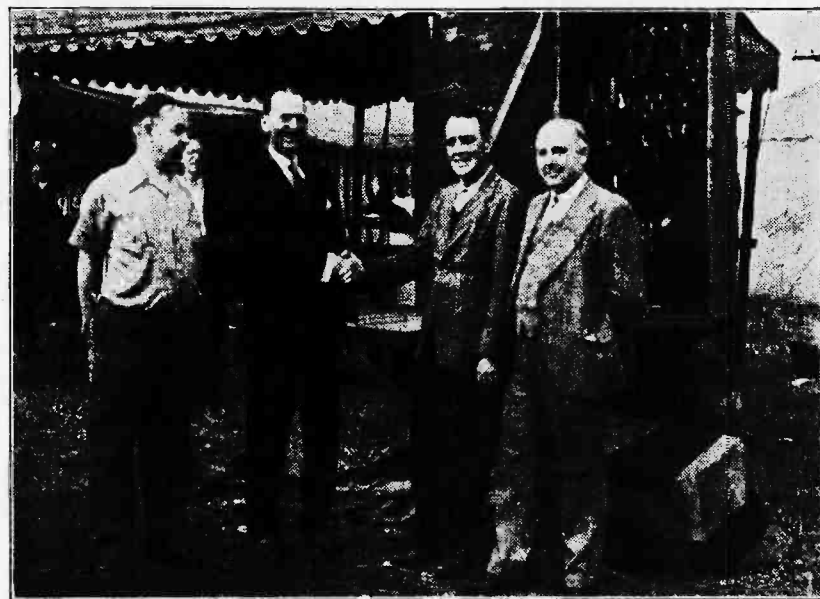
WELL-KNOWN West Coast showman and owner of the cookhouse and a number of concessions on C. F. Zeiger United Shows, Paul Sturms is seriously ill and would like to read letters from friends in the business, reports Roger Wilson from 321 North 13th Street, Phoenix, Ariz.

RAE-TERRILL cards from Appieton City, Mo.: "Doc Dean is not connected with me or Hall of Oddities on Reynolds & Wells Shows. Bertha Hand was recipient of a swell cookstove for her trailer and many other gifts when she celebrated her birthday anniversary recently. Annex is doing well."

SHOWS that ease up on nudity can spoil it all with emcees who dish out smut.—Mrs. Upshaw.

FERRIS Wheel foreman on Blue Ribbon Shows, E. M. (Sailor) Evans letters from Lawrenceburg, Ky., that he received numerous cards, letters, and good wishes from members of the shows while he was in King's Daughters Hospital, Shelbyville, Ky., with injuries sustained in a recent accident.

MIGGETTE McCLAIN scribes from War, W. Va.: "Weather and business has been good for Mighty Monarch Shows during their tour of this sector. Mrs. Joe Siegrist returned here from Henderson, N. C., where she registered her



WHEN CETLIN & WILSON SHOWS went into Elmira, N. Y., for their stand at Chemung County Fair, August 26-31, three executives of the annual event were on hand to welcome them. In the group, left to right, are Fair Secretary J. E. Williamson; Marvin Olcott Jr., president, shaking hands with Co-Owner John W. Wilson of the shows, and E. L. Hardeman, treasurer of the fair. Photo was snapped after completion of opening ceremonies, which saw Dee Carroll, Paradise Revue dancer, push the switch which lighted the midway, grandstand, and other parts of the grounds. Shows' management reported business at the fair was good when weather permitted.

ASSUMING secretarial duties on Lawrence Greater Shows in Kutztown, Pa., was Eddie Reich. He replaced Mrs. Shirley Lawrence, who is ill.

JOINING Lawrence Greater Shows in Flemington, N. J., for remainder of the season was Frank Josephs, with Rollo-plane.

SELF-CONTROL: The ability to refrain from more than one piece of sweet potato pie.

CONDITIONS in North Mississippi are good and a bumper cotton crop is anticipated, infos Bob Fox, special agent of United American Shows, from Corinth, Mass.

BILLY (BOZO) MACK, now doing publicity for Royal American Shows, took over during the Canadian tour when Sam Stratton resigned to assume promotional duties for John Barrymore.

FORMERLY with Greater Exposition, Crowley's United, and Bill Hames shows, Boots McLenore, vet concessionaire, has his bingo game and six concessions with Greater United Shows.

HEROINE: The line gal who can smile after doing 19 shows a day.

Shows, Neil Hunter was laid up for a few days with an injured ankle sustained when a board broke on a freight platform while shows were being unloaded in Dresher, Pa., near Willow Grove Park.

SURE, long jumps are okeh—when they're worth it.—Smoky Torch, Ace Trainmaster.

HAVING recovered from injuries sustained in a fall from his rigging while performing in Joyland Park, Phoenix, Ariz., Roger Wilson is up and about again and currently working at the State Capitol Building, Phoenix.

D. B. HAMM, Savannah, Ga., in a wire to the Confab desk last week, asked that anyone knowing whereabouts of Harry Lamson have him contact Hamm immediately in Savannah. Hamm says he's anxious to deliver a message to Lamson concerning a death.

YEAH, Ol' Sam has been given the brush-off by a lot of progressive fairs.—Whitey Gooks.

JAMES AND NORA ANDERSON closed with F. H. Bee Shows in Hartford, Ky., and Mrs. Anderson returned to her home in Indiana, while James headed for Louisville. The Andersons had been with

ASTRO FORECASTS AND ANALYSES

Oulja Bottle, Answers All Questions. Each .25
Single Sheets, 8 1/2 x 14, Typewritten. Per M. 5.00
Analysis, 3-p., with Blue Cover. Each .03
Analysis, 8-p., with White Cover. Each .15
Forecast and Analysis, 8-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each 30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack .35c
Graphology Charts, 9x17, Sam. 5c, per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P. .25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant Delivery. Send for Wholesale Prices.

POP CORN

SKY-HIGH Brand MINN-HYBRID 250 Dwarf Hull-less, a GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell Peanuts. Write for latest price list.

MIDLAND POP CORN CO.
Minneapolis, Minn.

BOB HURST SHOW WANTS TO BOOK

Tilt-a-Whirl, Octopus or any Flat Ride, also Shows that do not conflict, for six Texas Fairs starting at Annona Sept. 11-14, with Jefferson, Clarksville, Linden, New Boston, Emory and good Armistice Celebration.

BOBBIE HURST, as Routed

Hutchens' Modern Museum WANTS

To join at once for a long season south, one good attraction, Freak or Working Act; also good Inside Lecturer. Major Grantay, Cheis, Congo George Gram and others that have worked for me, answer. All address: JOHN T. HUTCHENS, John R. Ward Shows, Mt. Vernon, Ill., this week; Covington, Tenn., to follow.

Another BIG ELI

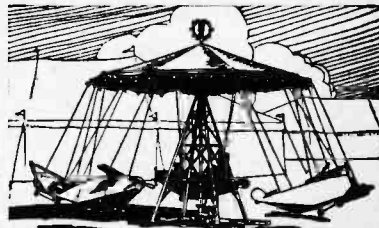
Marion York, Portland, Maine, bought her second No. 5 BIG ELI Wheel in July. "The No. 5 I purchased in 1936 is a first-class money-maker," she writes. "I can easily keep the two wheels busy." Thus another experienced Ride Owner invests in additional BIG ELI equipment.



ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

The Improved Kiddle Airplane Swing

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springville, Erie Co., N. Y.

No Sardine

SAN DIEGO, Calif.—Anybody wanna fish? Anybody know anybody who wants a fish? Orville Crafts, the carnival world's aviator-sportsman, catches swordfish, marlin, jewfish, and other big ones down Mexico way. Roy E. Ludington, his general manager, recalled the miracle of the loaves and fishes in the Good Book. His recent task was to get rid of a 2,000-pounder shipped to the show to be given away.

daughter at a school. Mrs. Carl Lasater joined her husband for remainder of the season."

BILLY SIEGRIST TROUPE is at a Knoxville (Tenn.) fair this week, making its 22d consecutive week with the Crystal Exposition Shows this season. Free-act program of Art Carver, trampoline; McVey's Diving Monkey, and Billy Siegrist Troupe, with the Crystal Shows band, has been intact since the opening in Albemarle, S. C.

SIDEWALL SUE sez: "Gertie has been laying in a lot of heavy undies. She must be going to winter in Florida again."

MR. AND MRS. J. J. (DOC) KELLY are at 225 East Main Street, Thorntown, Ind., suffering with injuries sustained in an auto accident on August 30, while en route from Fairmount to Kokomo, Ind., for the fair there. Doc sustained severe bruises to a foot and leg, while Mrs. Kelly suffered cuts about the face. They lost their trailer in the accident.

STILL with Art Converse on the Art Lewis Shows is Frank Zorda, who pens from Charlottesville, Va., that the No. 2 show is a little ahead of the No. 1 Unit. Frank says a number of new attractions have been added to both units and plans are now being mapped to take out a winter traveling museum with the first stop set for Detroit.

MANY ballys can't attract the tips that are drawn by our Diesel generators.—Egbert Ironbender.

WILLIAM (BILL) FIELD, of *The Uniontown Herald-Genius* and honorary press representative of the Johnny J. Jones Exposition, is entering the Uniontown Hospital September 17 for a minor throat operation and treatment. Field, well known in outdoor show circles, handled publicity for Bantley's All-American Shows during their recent Uniontown stand.

JOE S. SCHOLIBO stopped off in St. Louis recently on one leg of an extended trip which saw him visit the Mighty Sheesley Midway in Cedar Rapids, Ia.; Fairly & Little Shows in Sedalia, Mo., and Hennies Bros.' Shows in Springfield, Ill. He went to the Mound City from Chicago and then left for Kansas City, Mo., for another visit with Fairly & Little before returning to his home in Houston.

DIME-JAM JOHNSON, in a moment of absent-mindedness, even turned the duke on the boss's brother.—Colonel Patch.

WALTER HALE, publicity director and show operator with Fairly & Little Shows, who was moved from St. Mary's Hospital, Rochester, Minn., to Alexian Bros.' Hospital, Chicago, is showing considerable improvement. At first it was feared his leg would have to be amputated, but chances of saving it now look good. He is in Ward 427 and would appreciate reading letters from friends.

"THIS YEAR marked my fifth with the bingo game at Indiana State Fair," lettered Cliff Thomas, owner-manager Thomas Amusement Enterprises, from Indianapolis. "Business has been good and I also have one of my rides booked on the Johnny J. Jones Exposition midway. I'm booked in Ohio and Indiana until November 1. Have had a successful season so far with my rides on the road and in parks."

COOKHOUSE Gossip: "The boss says he will winter farther north this time so he won't have so far to go next spring."

"ATTENDED a ship party here, given by the crew of the U. S. S. Evans to Mr. and Mrs. Edward Burke in celebration of their recent marriage in Key West, Fla.," pens Bonita (Vickey) DuBois from Galveston, Tex. "Burke is a chief petty officer on the ship, while Mrs. Burke is the former Etta (Connie) McCann, well known in outdoor show circles for

the past 18 years, and for the past two as a caller on Bennie Weiss' bingo game on Endy Bros.' Shows."

AMONG visitors to Cetlin & Wilson Shows midway in Willow Grove Park, Pa., were B. H. Patrick, *The Billboard's* Philadelphia representative; Mr. and Mrs. M. Shubin, Emma Shubin, Mrs. Sue Campbell, George Trotter; J. E. Ballard, father of Mrs. John W. Wilson; Mr. and Mrs. William J. Goss, Mr. and Mrs. William Hobbs, Mr. and Mrs. Rohrbach, Walter Smith Jr.; Mrs. Leonard Coppola, daughter of E. K. Johnson, shows' advance agent, and Mr. and Mrs. Al Fisher.

SIX of the ride boys told the boss that they were going to get married this summer anyway.—Milo McGoof.

NOTES from Texas Exposition Shows by Doc Wilson: Shows opened in Cairo, Ill., on September 2 to fair business. Chinatown Show, which opened here, is new thruout. Owner-Operator A. Obadal returned with contracts for four new shows, which will open at the date in Hot Springs, Ark. Howard Hill planned to New Orleans to look after a number of fair bookings in Louisiana. All with it have been working overtime and shows are in good shape for the fair dates.

HARVEY (DOC) ARLINGTON, of Motor City Shows, writes from Bettysville, O.: "September 1-2 in Monticello, Ind., were successful for the shows, which were late getting under way Sunday night. Rides, shows, and concessions made up for the delay on Labor Day, however. Date here marked shows' second jump into Ohio in the past sev-



J. (CAPT. JIM) STUTZ, well known for his activities in the circus field, is now animal trainer for Henry Bros.' Wild Animal Circus on the W. C. Kaus Shows. Stutz, who had this photo taken while shows were in Oakland, Md., has seen service with such circus organizations as Sells-Floto, Silver Bros., and Baron's European.

eral weeks. Owner Vic Horwitz plans to take a unit thru the South late in October."

ONE of our correspondents writes from a town founded in 1776. Who was the first agent to land it as a maiden?

PALLBEARERS at funeral services for Daniel C. Parker on the Old Settler and Soldier Reunion grounds in Decatur, Tex., included these members of the Mimic World Shows: Will Hill, cookhouse operator; A. L. Coleman, general agent; Frank Vetch, mechanic; Brownie Walker, concessionaire; George (Whitey) Walker, pony ride operator, and Earl Doyle, son of S. B. Doyle, general manager. Parker was well known in carnival and circus fields and at the time of his death was a member of the Mimic World Shows.

ASIDE to some managers and g. a.'s: Most good Labor Day celebrations are "North of the Border." So why that great hurry to get down yonder?

FUNLAND SHOWS' NOTES by Ted C. Taylor: Weather was okeh during the stand in Vanceburg, Ky., under fire department auspices, but business was off. Recent infantile paralysis scare changed shows' route and organization was forced to cancel the Augusta and Catlettsburg, Ky., dates. Shows then went into Paintsville, Ky., with no paper, etc., but received co-operation from Si Cooper, commander of the American Legion Post, and stand proved success-

ful. Organization plans to play two more dates in Kentucky and then head south for the winter.

LINE-UP of Chalkals Bros.' Side Show on Bremer Tri-State Shows includes Toodies, chimp, owned and trained by Mrs. Lillian Chalkals; Prince Dodo, midget fire-eater; Herman Litner, sword swallower; Betty Freeland, Chinese torture box; The Alexanders, mentalists; Prof. Bob Reynolds, vent and magic; Ted Burgess and Company, Wheel of Death; Harriett Alexander, trained dogs; Helen Red Wing, electric chair; Billie Red Wing, inside lecturer; Blackie Haskins, first opener; Billie Chalkals Jr., second openings; Herb Millman, ticket box No. 1; Curley Zangle, No. 2; Dave Rogers, No. 3, and Dick Forrester, No. 4. Karlene, Australian Wonder Girl, is now in her sixth year as annex attraction.

LOS ANGELES NOTES: Business at the beaches has been fair, with Griffith and Lincoln City Parks drawing large week-end crowds. Mrs. Inez Walsh and Martha Levine are vacationing with Peggy Forstall at the Forstall mountain home near Wrightwood, Calif. J. G. McGill is operating a parking lot at Redondo Beach, Calif. Harry, Harold, and Grace DeGarro are playing special events with concessions. Jack and Lillian Stratton handled publicity for California State Fair, Sacramento. Waldo Tupper and Earl Hall have the Wilshire Fiesta plans well under way. Billy Hoffman and wife visited Terrell Jacobs, Curly Phillips, and Al Moss at the Golden Gate International Exposition, San Francisco.

MANAGER of Famous Pinhead Shows (to second executive assistant)—"I told you to find out all about electric current before we outbid the opposition for that fair, and if we don't get lights it is your fault."

DEE LANG SHOWS' midway notes by Dan J. Meggs from Trenton, Tenn.: Annual Home-Coming Celebration in Jackson, Mo., under American Legion Post auspices, resulted in good business for the shows. Organization was located around the courthouse and sponsors cooperated. Mr. and Mrs. Charles T. Goss visited here and the writer obtained his application for membership in the Pacific Coast Showmen's Association. Other visitors included Leo Lang, brother of Owner Dee Lang; Mr. and Mrs. Blick Reisenbichler, Mr. and Mrs. Hoffmeister, Bobby and Kent Wilson, Mr. and Mrs. L. T. Smutts, and Mrs. Joe Klein. Colleen Mathis celebrated her ninth birthday anniversary with a party in Harry's cookhouse.

BECKMANN & GERETY SHOWS NOTES by William (Bill) Naylor from Detroit: Shows arrived in the Windy City shortly after midnight on August 27 in a wind and rain storm, after playing to fair business at La Porte, Ind., despite extremely cold weather. J. C. McCaffery, general manager Amusement Corporation of America, returned to shows here from Washington. Former circus troupers, but now living in the Motor City, Allen King and Earl Edwards visited the fairgrounds during unloading activities and renewed acquaintances with Dan Fast, Harry Bert, and the writer. Walter White was ill for two days, and Teddy Webb left the shows at La Porte, Ind., for Lincoln, Neb. He will rejoin at Memphis.

ALTHO on this side of the big pond, personnel of the Gate & Banner Shows have had lots of practice. With their rattletrap hot wagon, blackouts are a dime a dozen.—Cat Rack Annie.

FAIRS J. F. SPARKS SHOWS FAIRS WALKER COUNTY FAIR, JASPER, ALA.

SEPTEMBER 16-21

Best County Fair in State. All mines working, crops good. FOLLOWED by West Point, Miss.; Haleyville, Oullman, Center and Bessemer, Alabama. WANT all legitimate Concessions except BINGO and DIGGERS. Need BALL GAMES, PITOH TILL U WINS, FISHPONDS ESPECIALLY. NOVELTIES open. Frank Self, come on. Any good Grind Show, especially BIG SNAKE and MCNKEYS. Performers, Musicians for MINSTREL SHOW. Will book OTOPUS and ROLLOPLANE. All Replies: J. F. SPARKS, JASPER, TENN.

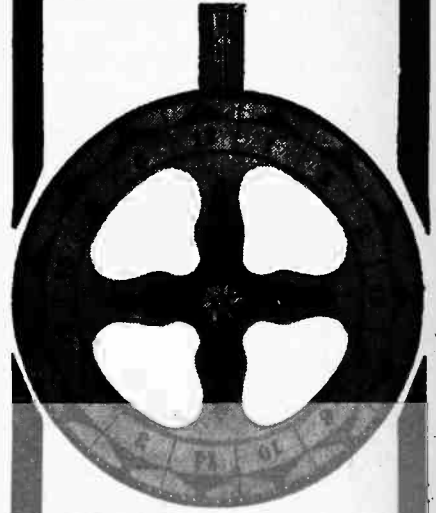
BAND ORGANS HAVE YOUR BAND ORGANS OVERHAULED DURING THE WINTER — READY FOR THE 1941 SEASON

For Information Write THE RUDOLPH WURLITZER COMPANY

North Tonawanda, N. Y.

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot! Don't guess! Don't take chances! Depend on Evans for Real Winners!



PADDLE WHEELS \$10.00 UP Of All Kinds

COUNTRY STORE WHEEL 42" to 10'. Also Safety Coin Boxes.

SKILLOS

Latest Design.

SHOOTING GALLERY SUPPLIES

For All Makes of Galleries.

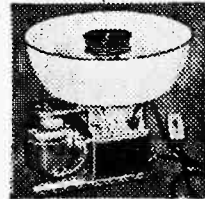
SKET SHOOT DART BOARDS HOOP-LA

FREE CATALOG

Evans' 1940 PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Grind Stores, Parts and Supplies — in fact, everything for the Midway. This 84-page fully illustrated Catalog is yours for the asking!

Write For It Today! H. C. EVANS & CO. 1520-1530 W. Adams St. Chicago, Ill.

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINER. Other models. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., Nashville, Tenn.

MRS. WILNO WANTS

Cook House Help, Griddle Man, Fry Cook and fast Waiters. New Haven, Conn., week of the 8th; Trenton, N. J., Fair to follow. MRS. W. W. WILNO, Endy Bros.' Shows

Direct from the Lots

Cetlin & Wilson

Elmira, N. Y. Week ended August 31. Location, fairgrounds. Auspices, Chemung County Fair Association. Business, good when weather permitted. Weather, intermittent rains.

Show train made the long hop here in good time, with trainmaster Neil Hunter in charge. With Secretary J. E. Williamson and other fair officials, including Marvin Olcott Jr., president, and E. L. Hardean co-operating, business on opening day was good. Shows and rides did well, getting a good share of business before, after, and during grandstand features. Speedy Merrill's Motordrome, Paradise Night Club, Lauther's Side Show of Human Oddities, Stranger Than They Seem Show, Miss America's Tableaux, Dr. R. Garfield's Hall of Science, Arctic Girls Frozen in Ice Alive, Fitzpatrick's Wild Life Exhibit, and Hot Harlem were best among shows. Hirt's Rollo-Plane, Drive-Yourself, Skooter, Merry-Go-Round, Chairplane, Ferris Wheels, Westcott's Octopus, Walter's Miniature Train, Airplane Ride, Howell's Jitterburg, and Ridee-O did well. Tuesday was rained out, but good crowds turned out the other nights despite intermittent showers. Vittorio Zacchini's Cannon Act with Edmondo Zacchini was popular, as were the Flying Zaccinis. Tex Sherman co-operated and did a job of handling fair's publicity. *The Elmira Star-Gazette* and *Advertiser* were liberal with space and carried photos of Dee Carroll, Flying Zaccinis, Zacchini Cannon Act, Paradise Revue, and Speedy Merrill's Motordrome. *Advertiser* newsmen co-operated, and visitors from that paper included W. C. Barber, city editor; Glen Sherman, sports editor, and J. P. Hanrahan. *Star-Gazette* also carried pictures of Wells Crandall, Lovell and Walsh, Esther Waters, of Paradise Revue, has recovered from her recent operation and visited shows. Good Fellows' Club held

its meeting, with Hugh Gregory presiding. Many new members attended. Greta Campbell and Catherine Moore are with Georgia Brown's Miss America's Show. Art Parent has enlarged his Paradise Revue orchestra. Linda Van is a new addition to Paradise Revue.

RAYMOND D. MURRAY.

World of Mirth

Essex Junction, Vt. Week ended August 31. Auspices, Champlain Valley Exposition. Business, fair. Weather, cold and clear, rain Saturday.

Business at shows' initial fair date here was nearly on a par with that of last year altho the first three days were extremely cold and Saturday was almost a total blank because of rain. Grandstand thrill show made Tuesday one of the best in the fair's history. Burlington Day, Wednesday, also drew well. Phil Isser joined here to manage shows' concessions with Jack Gilbert. Isser's daughter, Anita, accompanied him and will work as a checker on the bingo. A frozen custard truck belonging to Mrs. Max Linderman and driven by Max Levine left the road and turned over about 50 miles from here. It was damaged extensively, but shows' shop crew had the body rebuilt before the end of the week.

South Portland, Me. Week ended August 24. Location, Pine Tree Circus Grounds. Auspices, American Legion Post. Business, fair. Weather, fair.

While weather remained mostly clear, with only a few scattered showers on Monday and Tuesday, latter part of the week brought falling temperatures. Warm days aided in the painting of the shows under boss painter Leon Reeves. Bob Edwards started construction work on a new Crime Show. Front of Pinhead Show was practically rebuilt and several pictorial panels added. Ticket boxes of main entrance have been reconstructed. Trainmaster Wally Cobb completed painting all railroad equipment. General Agent L. Harvey (Doc) Cann's house trailer is being given its final coat of white enamel. Cold wave here brought colds to many of the personnel and patients to Dr. Anson B. Ingels. Candy floss stands were rebuilt here under direction of Harry Hauck.

JIM MCHUGH.

Endy Bros.

Burlington, Vt. Ten days ended August 21. Location, airport lot. Auspices, Young Men's Athletic Club. Business, fair. Weather, perfect.

Stand here was the springboard into Canada for the two Quebec fairs. Preston A. Smith, of the Dominion Immigration Office in Ottawa, arrived the latter part of the stand to pre-examine personnel, as did M. W. Walsh for the Canadian Customs. G. H. K. Derick, representing Blacklock Bros., Ltd., also was on hand to assist with brokerage details. M. W. Mawn, of the St. Albans office of the United States Immigration and Naturalization Service, and William Scully, of the United States Customs Service, were here, and all work was accomplished speedily.

Berlin, N. H. Week ending August 10. Location, midway between Berlin and Gorham. Auspices, American Legion Post. Business, good. Weather, good.

General Agent Eddie Rehn picked this one out of the air, breaking in a location that apparently was just a fair-to-middlin' pasture. However, good crowds turned out to make the week an excellent one for all departments. Shows obtained good co-operation. Barney Meehan's good billing compensated for lack of other advertising and publicity. Actual work started here for shows' entry into Canada. The writer was delegated to handle arrangements to facilitate customs and immigration demands and spent a few days visiting border and inland officials.

GLENN IRETON.

J. J. Page

Fayetteville, Tenn. Week ended August 31. Auspices, Lincoln County Fair Association. Business, fair. Weather, fair, some rain.

Monday was lost because of late arrival of cars. However, after a special move was effected, shows were ready for Tuesday night's opening. Business was fair on Tuesday and Wednesday. Thursday was lost to rain. Friday morning

some rain fell, but it did not hurt Children's Day, which proved highly successful despite a 25-cent admission charge. Ridee-O took top money and the twin Ferris Wheels were second. Motordrome led shows, with Minstrel Show second. Concessions did well. The races were held over Saturday, but drew little. Shows held their own on Saturday. Mr. Higgins, secretary, co-operated, as did both local papers. Monday night saw a number of the folks visiting Cumberland Valley Shows at Winchester, while on Wednesday a group from that organization visited here. In the group were Ellis Winton, Bob Helm, and Red Daugherty. Trevor Montgomery is at his home in St. Clair, Pa., recuperating from a minor operation.

R. E. SAVAGE.

West Bros.

Appleton, Minn. Week ended August 24. Auspices, Swift County Fair. Business, good when weather permitted. Weather, rainy.

Expected rain fell two of the three days of the fair and threatened the last day. Friday's opening was almost lost to rain, which nearly submerged the lot. Despite a steady drizzle that continued thruout the day and night on Saturday, a good spending crowd turned out and a good day's business was recorded. A sizable crowd was out on Sunday



THE SECOND of two generations of showmen from the Fisher family at the Golden Gate International Exposition, San Francisco, is Nathan Fisher, son of Harry (Polish) Fisher, who with Harold Shapiro has the exclusive on Your-Name-in-Headlines at the fair. Nathan, who has spent most of his 22 years in show business, operates a souvenir and jewelry shop in the Esthonian Village and has the souvenir stand at Sally Rand's Nude Ranch. For the past few years he has been handling publicity thru his own advertising agency and has been writing for a number of trade publications.

despite threatening weather and shows and rides sent the gross up to Saturday's mark. A contributing factor was the break given shows by Billy Senior and the Gus Sun Attractions, who ended their acts in time to give the midway a chance. Skooter led rides, with Rolloplane and Tilt-a-Whirl next. Harry Hay and wife, concessionaires on the shows for a number of years, were forced to leave because of the former's lingering illness.

DON TRUEBLOOD.

Prell's World's Fair

Abingdon, Va. Week ended August 24. Auspices, Southwest Virginia Fair. Business, fair. Weather, rain.

Management looked forward to this stand with great hopes. Committee and shows' advance staff had liberal billing for miles, but rain hurt business. However, when weather permitted shows and rides did garner some patronage, with the new Rolloplane, under direction of Van Sickle, leading the rides. French Casino, under Ray Delmore, and Motordrome, handled by Doc Wilson, vied for top honors among shows. Fair committee, under G. Y. Booker, and *Washington County Forum* publisher Sam Austin co-operated. All were sorry to learn of the

vet Girl Revue manager Al Paulert's confinement to a Philadelphia hospital, but they welcomed him upon his return to the midway with Yule Parkerson. Captain McVey, vet monkey trainer, visited recently. Eddie Jones still boasts of holding the record for being the first up and down of the riding devices. A benefit performance has been staged every Thursday night thruout the season in the Chocolate Box Revue Top, emceed by Doc Wilson, Motordrome talker. Various entertainment is furnished by personnel and proceeds are set aside for the aid of showfolks in time of need or illness. Event was inaugurated by Assistant Manager Abe Prell. Showfolks welcomed back Manager S. E. Prell who was confined in his hotel for several days with the flu. Joe Hollander reports increased patronage with the Auto Speedway since fairs started.

THOMAS W. RICE.

Crystal Expo

Wise, Va. Week ended August 31. Auspices, Wise County Fair. Business, fair, weather permitting. Weather, rain and cool.

Shows moved here from Dante, Va., and business was slow the first half of week. Attendance and business increased the last half, however, with Saturday being the big day. Concessions, shows, and rides stayed open until 2 a.m. Sunday. Captain McVay's Monkey Circus led shows, with Sam Petrelli's Athletic Show second. Octopus and Merry-Go-Round topped rides, with Ferris Wheels next in line. The cookhouse, managed by Billy Bunts, and assisted by Stanley Siscavage and Bo Ritchey, has been clicking. Free acts were well received here. Mr. and Mrs. Percy Martin left for Crystal River, Fla. Walter Bunts returned from Highland Falls, N. Y., with his bride. Shows move from here into Tennessee.

CHARLES STAUNKO.

J. F. Sparks

Hodgenville, Ky. Week ended August 31. Auspices, Larue County Fair. Business, fair. Weather, rainy.

Move here was uneventful, as was the stand. Business was fair, but not up to expectations. Shows did not open Monday night, and Tuesday night was lost to rain. Wednesday night's business was only fair. Fair opened Thursday, and Lee Houston's Society Circus Side Show again led shows, altho Jimmie Adams' Athletic Show, bolstered by Bulldog and Grace Mallory, showed a good gain. Charlie Russ's Oriental Revue added Geneva Elliott, dancer. H. K. Barnhill overhauled and redecored his Loop-o-Plane during the week and did well with it here. H. M. and Mrs. Gill joined with two concessions and Mark Watkins added five. Concessions and personnel include: Ball game, Mrs. Watkins; cigarette gallery, Walter R. Williams; fishpond, Bill Hughes; candy floss, Dan Cook, and balloon stand, Glen Duncan.

RAY ALLEN.

West's World's Wonder

Princeton, Ind. Week ended August 31. Auspices, Gibson County Fair. Business, good. Weather, fair; some rain.

This is a substantial date which any show can play with an assurance of a satisfactory week. Fair association gives good co-operation under Clifford A. Steele and H. W. Reinhart. Grandstand attractions were well received and drew big crowds. Program was over in time and crowds were released in time for the midway to work to them. Wall of Death topped shows, with the Summer Follies and the Sex Show next in line. The Whip led rides, all of which had a satisfactory week. Mrs. Frank West and Mrs. Myrtle Courtney returned here after a week's absence. They motored to Norfolk, Va., to enroll Eddie O'Brien, nephew of show owner, in high school. Mrs. O'Brien, mother of Mrs. West, went as far as Norfolk, where she was met by Mrs. Stapleton. Mrs. West's sister, who left for Boston. Johnny Williams is doing a good job on the Harlem Colored Revue.

EDDIE EGER.

Buckeye State

Trumann, Ark. Week ended August 31. Location, downtown. Auspices, American Legion Post. Business, poor. Weather, rain first half week.

Shows' first still date in over two months was still as far as spending was concerned. Plenty of people, but no spending money. Pay day, Friday, perked up business a bit on Friday and Saturday nights, but it was not enough to overcome the loss on the week. Rain

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$18.50.
 Remaining cards, \$5.00 per 100.
 No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
 Automatic Bingo Shaker. Real Glass \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 Lightweight Lappards, 6x16. Per 100 .50
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x6, per 1,000 1.25
 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25, Per M 1.50
 Postage extra on these sheets.
 Bingo Card Markers, in strips, 25,000 for 1.25
 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items, Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

MANISTEE COUNTY FAIR

ONEKAMA, MICHIGAN

SEPTEMBER 18-21

Can place legitimate Concessions of all kinds except Corn Game. Also one or two more Shows. Big Rapids to follow. Address:

W. G. WADE SHOWS

North Judson, Indiana, this week

SIS DYER'S CAMP WANTS

Capable Readers for five big Fairs, including Springfield, Mo.; Dallas, Tex. Wire Care HENNIES BROS. SHOWS, Hannibal, Mo., this week.

READING'S SHOWS

Want Stock Concessions of all kinds. No X except Bingo. Want Grand Shows for Jackson, Tenn. Colored Fair next week. Need Ball Games and Palmistry. Portland, Tenn., this week, or come on to Jackson next week. W. J. WILLIAMS, Mgr.

cut the first part of the week to almost nothing. This was shows' first appearance here since 1934 and many acquaintances were renewed. Good committee co-operation failed to help business. Manager Joe Galler made a flying trip into Mississippi on business, and the Diesel light plant, under Chief Electrician Russell Cooper, continues to perform well. Birthday anniversary parties were given by women on the shows for Mrs. Betty Savage and Mrs. Harry G. Starbuck. Many beautiful gifts were tendered them. Richard Johns and family played hosts at a dinner to the personnel. Charlie Albright, former police chief, was a frequent visitor. Ted Evans, chief mechanic, has equipment in good shape.
H. G. STARBUCK.

Crowley's United

Norfolk, Neb. Week ended August 17. Location, park. Auspices, American Legion Post. Business, fair. Weather, fair. Shows opened on time Monday night to fair attendance and business. Legion Drum Corps held a concert nightly in town and marched from there to the showgrounds, which aided in drawing good crowds. Business was not up to expectations, however. Chief Chewchki's Athletic Show got top money. The concessions, except bingo, had one of the biggest blanks of the season. Mrs. R. L. Boyd had a nice week and her cigarette gallery did okeh. Flying Romas, free act, were popular. Mr. and Mrs. Hubert Hall, who have the bingo and other concessions on the McMahan Shows, visited Thursday and stayed over for Friday. Assistant Manager E. W. Wells was suffering with a cold for several days, but was back on the midway Friday night. Mr. and Mrs. Ray Blankenship made a business trip into Omaha. L. W. Hutchinson, special agent, has been doing good work ahead, as has Louis Ingleheim, billposter.
Burwell, Neb. Week ended August 10. Auspices, Burwell Rodco Association. Business, fair. Weather, fair. After the long jump from Laramie, Wyo., shows opened Tuesday night to good crowds and business. Fair and rodeo opened Wednesday with a parade downtown, headed by the Larsen Kiddie Band. About 15,000 turned out and good business resulted. Thursday, with some 30,000, was the big day. Friday drew well and all reported good business. Miss Hawaiian Show led shows, with the Hawaiian Show second. Octopus topped rides. Mrs. Myron C. Clevering, wife of the electrician, left for Richmond, Mo., to visit her folks. Hymie Schriber, of B. & N. Sales Company, visited.
R. L. BOYD.

Frisk Greater
Spring Valley, Minn. August 26-29. Auspices, Spring Valley Commercial Club. Business, fair. Weather, rain two days. Rain followed shows in here and hampered opening day's business, under Spring Valley Commercial Club auspices. Business was slow on August 27 but the weather cleared on the next day and remained favorable. Good attendance and steady business prevailed the last two days. All rides, shows, and concessions reported good results. Casey's Club of all Nations joined here, and Chet (Farmer) Fischer was added to the Athletic Show.
St. Peter, Minn. August 22-25. Auspices, Nicollet County Fair. Business, fair. Weather, inclement, first two days. Inclement weather the first two days cut business considerably. The last two days were fair with very good attendance, however. Saturday night was fair and Sunday brought good money. Committee co-operated. Octopus is still topping the midway.
LYLE KULENKAMP.

United American

Fort Madison, Ia. Five days ended September 2. Location, downtown. First Annual Fun Festival. Auspices, Chamber of Commerce and Sante Fe Railway Employees' Association. Business, fair. Weather, warm and clear except showers Friday. Move of 335 miles here from Mason City was broken by a two-day stand at Grand Mound, Ia., where three rides, two shows and some concessions were set up for a rodeo. At conclusion of Grand Mound engagement, a small unit was sent to the Oakville (Ia.) Home-Coming Celebration, under direction of Secretary H. F. Ellis, and from there went to Ottumwa for the Annual Labor Day Celebration. First annual celebration here opened Wednesday night to a large attendance, which tapered off until Saturday night and Labor Day when there was an influx of out-of-town visitors. Midway was located on the main streets of city for first time in over 12 years and numerous outside concessionaires signed for the event. Some 14 free acts were spaced from one end of the midway to the other, which retarded business somewhat. Executive committee, composed of Messrs. Petersmith, Parker, and Secretary Borgeman of Chamber of Commerce, co-operated. Owner and Mrs. C. A. Vernon departed Friday night for Ottumwa to direct the Labor Day event there, while Ray Swanner and the writer remained in charge here. A. V. Ackley, in charge of Bartlett diggers, was transferred to Mighty Sheesley Midway and left here for Marshalltown, Ia. A tobacco fund was raised here for John A. Woods, well-known showman, who is in the State Penal Institution here. Woods also received a short-term subscription to The Billboard thru Clyde Davis. At end of the local stand, shows left for their first Southern fair. Visitors included Herb Hoffman, Continental Premium Mart; former President Bell, Lee County Fair, Donnellson, Ia.; Mr. and Mrs. Ray Neuman, Rock Island, Ill.; Dutch Waldron, Des Moines, and Charles O'Day, Chicago.
WALTER B. FOX.

Happyland
Traverse City, Mich. Week August 27-30. Auspices, Northwestern Michigan Fair. Business, satisfactory. Weather, some rain. Stand here was shows' 10th consecutive one and, altho it was not the best, midway, gate, and grandstand patronage was satisfactory. Showers kept attendance down on Wednesday, but Thursday, with perfect weather, the attendance record of 30 years' standing was broken. Three cars and about \$700 in cash were awarded during the fair. Henry H. Lueders' Pan-American Revue was the grandstand attraction.
V. L. DICKEY.

Casey's All-Canadian
Emo, Rainy River, Ont. Week ended August 31. Business, good. Weather, warm, with rain. Opening Monday night at Emo, shows drew fair, but little spending was done. Tuesday, with warm weather prevailing, however, a big crowd was on hand. Ferris Wheel was top money-getter. Big top and concessions also did well. Wednesday, closing day, equaled Tuesday's receipts. Rainy River was another good spot, altho Thursday and Friday were dull and cloudy. Rain fell lightly during the day and night, but spending was good. Saturday was the big day. Afternoon and night crowds were big. All reported good grosses.
FRANKIE MEYERS.

Silver State
Jerome, Idaho. Week ended August 31. Location, fairgrounds. Auspices, Chamber of Commerce and Jerome County Fair Association. Business, fair. Weather, fair and hot. After a short move here from Gooding, Idaho, shows opened Tuesday night on a good location and to large crowds. Spending was off, however. W. C. Howard, president of the fair board, co-operated and presented a good grandstand show. Swede Elmerg's Wall of Death and John Donzallie's rat game were popular. Stanford Clement has been appointed transportation superintendent by Owner C. H. Allton.
IRISH WHALEN.

Golden State
Roseville, Calif. Week ended August 24. Location, fairgrounds. Auspices, Placer County Fair. Business, poor. Weather, fair. Few turned out for opening Tuesday, and there was no increase in patronage Wednesday, Thursday, or Friday, opening day of the fair. Dick Fleming's Octopus crew set up the Rolloplane, Foreman Bill Hagg having been delayed in Napa, Calif. Business picked up a bit Saturday and Sunday with J. B. Collins' Penny Arcade receiving the best play. Ride Superintendent Roy Shepard made a trip to Crafts 20 Big Shows in Dinuba, Calif. Mabel Monzo, cashier, and Mr. and Mrs. Red Coray returned from Sacramento, Calif., with a new house trailer. The writer is featuring her new devil dance in Clark Willey's Moulin Rouge. Nickle Griffen is the newest Moulin Rouge attraction. Friday being Pacific Coast Showmen's Day, Manager Ben Dobbert took up a collection, and all members contributed generously. Mechanic Nick Obrovatz and helper Archie Horton overhauled trucks for the jump to Gilroy, Calif.
MONA VAUGHN.

Patrick's Greater
Sandpoint, Idaho. Week ended August 24. Location, beach lot. Auspices, American Legion Post. Business, good. Weather, good. Many of the personnel stopped over in Spokane, Wash., to spend Sunday on the move in here from Electric City. Mr. and Mrs. Patrick visited Mrs. Patrick's family, and her sister, Opal Meredith, came on the shows for a week. Mr. and Mrs. Uttke joined with their Ape Show and baby auto ride. The office force provided the entertainment and refreshments for the weekly Jamboree on Tuesday night. Various awards were made and a kangaroo court comprised part of the entertainment, which netted over \$40 for the Pacific Coast Showmen's Association. All on the shows co-operated 100 per cent on PCSA Day Friday. Mr. and Mrs. Patrick and Opal Meredith were entertained at several dinners during the week by their friends here. Percentage received by the American Legion Post from the shows was used to purchase new costumes for the drum and bugle corps. A parade on opening day was a highlight of the date. During the week everything on the shows was repainted for the fairs. Mrs. Danny Ferguson received her new photo gallery here and Mrs. Boots Van DerWall purchased a new popcorn and peanut concession, which went over big opening week.
DANNY CONGDON.

Lawrence Greater
Flemington, N. J. Week ended August 31. Auspices, Flemington Agricultural Fair. Business, good. Weather, rain all week. Shows arrived here in good time and were greeted by rain, which fell on Sunday afternoon and continued all night and day Monday. Tuesday, opening day of the fair, was hampered by rain, but some 15,000 came out. Business on shows and rides was excellent. Manager Lawrence placed about 80 bales of straw on the midway to get it in condition. Rain continued for the remainder of the week, but Casino Beautiful, Aquacade, Jumping Jive Revue, Illusion, and Monkey show, and the Ridee-O, Merry-Go-Round, Chairplane, Whip, and Rolloplane reported fair results.
Kutztown, Pa. Week ended August 24. Auspices, Kutztown Fair. Business, good. Weather, excellent. Shows chalked one of their largest grosses here. Monday night some 10,000 came out for a preview of shows. Tuesday, Children's Day, brought a capacity crowd. Two bicycles were awarded. Shows and rides reported one of their best weeks in five years here. The Casino Beautiful led shows, with Expose Show second. Aquacade was third. Ridee-O carried away top ride honors. Merry-Go-Round, Chairplane, Whip, and Ferris Wheel also did well. Kiddie Aeroplane and Pony Ride clicked. The fair association and Mr. Bordner co-operated. Papers in Allentown, Reading, and here were liberal with space. Major Allen, secretary Flemington Fair, visited here.
FRANK BRAUN.

CONCESSION TENTS
BUY FROM FACTORY SAVE
POWERS & CO., Inc.
Buy During Slack Period. We Deliver When Wanted.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

CONCESSION CARNIVAL TENTS
Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

BOB FISHER'S FEARLESS FLYERS
World Renowned Flying Act
SOME OPEN TIME LEFT.
Address: BILLBOARD, CINCINNATI, OHIO

TENTS-BANNERS
Real Flash, O. Henry Royal Blue Army Duck Tents
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, CHICAGO, ILL.

THE MIDWAY CHAMPION
THE 7-CAR PORTABLE
TILT-A-WHIRL
The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.
Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

SHOW TENTS AND CONCESSION
Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN

NEW 8-CAR WHIP
We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip information. Every Whip operator is welcome to a free copy. Send for it today.
W. F. MANGELS CO., Coney Island, New York

POPCORN
There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:
1—HIGH QUALITY 2—LOW PRICES
3—SAME DAY SHIPMENT
A postal card will bring our latest price list.
Gold Medal Products Company
131 E. PEARL ST., CINCINNATI, OHIO

BEN WILLIAMS SHOWS, INC.
WANT CONCESSIONS OF ALL KINDS FOR
ROCHESTER FAIR
WEEK SEPTEMBER 15 TO 21 AT ROCHESTER, N. H.
Matthew J. Riley in charge—address now Rochester, N. H.

THE MIDWAY CHAMPION
THE 7-CAR PORTABLE
TILT-A-WHIRL
The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.
Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

SHOW TENTS AND CONCESSION
Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN

CONCESSION TENTS
BUY FROM FACTORY SAVE
POWERS & CO., Inc.
Buy During Slack Period. We Deliver When Wanted.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

CONCESSION CARNIVAL TENTS
Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

BOB FISHER'S FEARLESS FLYERS
World Renowned Flying Act
SOME OPEN TIME LEFT.
Address: BILLBOARD, CINCINNATI, OHIO

TENTS-BANNERS
Real Flash, O. Henry Royal Blue Army Duck Tents
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, CHICAGO, ILL.

NEW 8-CAR WHIP
We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip information. Every Whip operator is welcome to a free copy. Send for it today.
W. F. MANGELS CO., Coney Island, New York

POPCORN
There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:
1—HIGH QUALITY 2—LOW PRICES
3—SAME DAY SHIPMENT
A postal card will bring our latest price list.
Gold Medal Products Company
131 E. PEARL ST., CINCINNATI, OHIO

BEN WILLIAMS SHOWS, INC.
WANT CONCESSIONS OF ALL KINDS FOR
ROCHESTER FAIR
WEEK SEPTEMBER 15 TO 21 AT ROCHESTER, N. H.
Matthew J. Riley in charge—address now Rochester, N. H.

FORGET YOUR HOUSING WORRIES
STANDARD AND CUSTOM BUILT TRAILER HOMES
 Write for Catalog — Pictures — Plans — Specifications — All Models — Attractive Budget Plan Available.



Stream-Lite Coaches
 Division of Chicago House Trailer Co.
 (Department 12)
 2441 SOUTH MICHIGAN AVENUE, CHICAGO, ILL.

WALLACE BROS.' SHOWS
WANT FOR THE FOLLOWING FAIRS
 East Mississippi Dairy Show, Newton, Sept. 16 to 21; W. O. W. Fall Fair, Greenville, Sept. 23 to 28; Yazoo County Fair, Yazoo City, Sept. 30 to Oct. 5; Wayne County Fair, Waynesboro, Oct. 7 to 12; Mississippi Negro State Fair, Jackson, Oct. 14 to 19.

SHOWS - RIDES - CONCESSIONS
 Clarksdale, Miss., This Week; Newton, 16 to 21.

BULLOCK AMUSEMENT COMPANY
 Wants the following Concessions to join at once: Ball Game, Cigarette Shooting Gallery, Pitch-Till-You-Win, Fish-Pond, Hoop-La, Pan Joint, Novelties, Photo Gallery, or any other legitimate concessions.
 Have for Sale: Late Model Single Loop-o-Plane, guaranteed good as new, \$450 cash. Can be seen in operation.
 Elkins, N. C., Fair, week Sept. 9; West Jefferson, N. C., Fair, week Sept. 16.

ART LEWIS SHOWS, INC.
"World's Finest Midway"
 Will sell exclusive Novelties for Petersburg, Va., Fair, Sept. 30 to Oct. 5, also legitimate Concessions of all kinds for the balance of the season, with ten more Fairs to follow. Will sell exclusive Scales and Novelties for Salisbury, N. C., Fair; Tarboro Fair and Rocky Mount Fair. Can place Shows that do not conflict. Want Dancers and Models for our Revues and Posing Show, top salaries. Mat Mercy wants Musicians for Hawaiian Show. Irene Hester can place Capable Readers for Palmistry. Address: ART LEWIS, Gen. Mgr., Staunton, Va., Sept. 9-14

LEGITIMATE CONCESSIONS WANTED FOR
Southeastern World's Fair
ATLANTA, GA.
 Address LIPSKY & PADDOCK CONCESSION CO., or JOHNNY J. JONES EXPOSITION, Louisville, Ky., September 9 to 14; Middlesboro, Ky., September 16 to 21.

BUFF HOTTLE SHOWS
 WANT FOR 6 ARKANSAS AND LOUISIANA FAIRS, INCLUDING IMBODEN, ARK., SEPT. 16-21. SHOW WILL STAY OUT UNTIL FEB. 6, 1941.
 SHOWS WITH OWN OUTFITS. CONCESSIONS OF ALL KINDS. RIDES THAT DO NOT CONFLICT.
 Address: Nauvoo, Ill. (Grape Festival), Sept. 13-15; then Imboden, Ark.

ZIMDARS GREATER SHOWS, INC.
WANTS
 Shows—Motor Drome, Unborn, Model City or Farm or any Show with or without outfits. Concessions—Will sell X on following: Frozen Custard, Short and Long Range Gallery, Cotton Candy, Candy Apples. Also can place Concessions of all kinds. Want Acts for Sided Shows, Girls for Girl Shows, Performers for Minstrel Show, Ride Help—Need Loop-the-Loop Foreman, also Help on most Rides—must drive truck. This show is now heading south and has some of the best Fairs in Missouri and Arkansas and will stay out until weather gets cold. Harry LaMon is still on show. Address: This week, Chester, Ill., or per route in The Billboard.

YELLOWSTONE SHOWS WANT
 Concessions of all kind—Photo Gallery, Cigarette Gallery, Lead Gallery, Ball Games, Pop Corn, Candy Floss, Candied Apple, Hoop-La, Wheels, String Joint. Also Agents for Grind Stores and Skillo. Can use any Show with own outfit and transportation, also experienced Ride Help. Alamogordo, N. Mex., Fair, Sept. 10-14; Tucumcari Street Fair, in heart of town, Sept. 16-21; Willard, N. Mex., Fair and Bean Fiesta, Oct. 1-6. Write or wire W. S. NEAL AS PER ROUTE

TOM'S AMUSEMENT COMPANY, Inc.
WANTS
 FOR CUTHBERT, GEORGIA, FAIR, SEPTEMBER 23 TO 28
 Legitimate Concessions that work for stock. Have reduced privilege for those joining at Cuthbert. 9 other big bona fide Fairs to follow.
SHOWS—Want Illusion, Midget, Mickey Mouse, 10 In 1, Fat Show or any clean Show that can stand prosperly. **FREE ACTS**—Need two more. Must join for Sept. 23. **WIRE, RIDES**—Octopus, Loop-o-Plane, Whip. Also Merry-Go-Round and Ferris Wheel Foremen. Other sober Ride Help.
 TOM E. RICH, Manager, Ashburn, Ga., week of September 9 to 14; then as per route The Billboard.

Club Activities

Showmen's League of America



Sherman Hotel
 Chicago, Ill.

CHICAGO, Sept. 7.—President Frank P. Duffield left on a return trip to New York and Secretary Joe Streblich is visiting a few fairs in interest of the League. He recently returned from a visit to Beckmann & Gerety Shows at Detroit, where he found Sam Feinberg and A. J. Weiss giving the membership committee some good support. They handed in applications of Jerry O'Reilly, Benny Spencer, Joe Gelb, Harry Walker, B. Jones, William B. Naylor, William C. Lanko, Jack Knox, Paul Eastus, and R. E. Hamilton, and reinstatements for Charles Shubb, Philip Gildson, and John Carrigan. Dues collected on the trip came from Charles J. Miles, Harry Wingfield, Ralph Vogel, A. J. Sproull, Sam Aldrich, Ralph O. Woody, Paul Studebaker, Ray Belew, A. J. Weiss, Sam Glickman, Alex Wilson, Russell Donnelly, Sam Feinberg, Al Resse, Wallis Waldron, J. L. Murray, Harry Levine, Richard Morasco, Sid Marion, Zeke Shumway, M. J. Bodenschultz, Harry V. Lewis, I. E. Chambers, George Vogstead, Dave E. Miller, Edgar T. Neville, A. M. Ybanez, Bob Sugar, Tom Rankine, Guy B. West, Charles McDougall, Bob Cooper, Ralph A. Anderson, Peter Kortess, Ben Pardo, Felix Charneski, Sam Feinberg, Billy Ellis, Tom Iles, and Joe Preveau.

Week's mail contained dues from Dave A. Kann, R. A. Marletta, William Claire, Curt Starke, Edw. K. Johnson, David Mayman, Tom Vollmer, and O. C. Buck, and the applications of Douglas R. Wisner and Walter Oswald from Nate Miller. Tom Rankine is still confined at his home. He'd like to read letters from friends. Since it's only a few weeks until the opening meeting, Chairman William Carsky has his house committee getting things in shape. Sam Rothstein and Jack Gould, of New York, visited while on a vacation thru the Middle West. Harry Jordan, of the showboat Pacific Queen, came in for a visit.

Brother Ralph Clawson advises that he is still having trouble with his injured foot. Brother John Lorman is working his concessions at Michigan fairs. Irving Malitz has given up the concession business for the year. Maurice Hanauer left on a business and pleasure trip to Tulsa, Okla. There's much interest in the Showmen's Home among members of Beckmann & Gerety Shows. Late receipts on pledges for the home came from A. J. Weiss, Charles McDougall, Felix Charneski, Zeke Shumway, H. A. Miller, William Claire, and David A. Kann. How about yours? Have you given it any thought?

Ladies' Auxiliary

Club will hold its first regular fall meeting on the night of October 3 in the clubrooms at the Sherman Hotel. First Vice-President Mrs. Joseph L. Streblich and Mrs. Nat Hirsch have been visiting shows in and around Peoria, Ill. Hallie McCabe has been on the road most of the season. Bessie Simon is recuperating at her home after a siege of illness. Mrs. Albert Miller and Mrs.

Cleora Helmer also are on the road to recovery.

Mrs. Helen James, Mrs. Patricia Wise, Mrs. Sam Gluskin, and Mrs. Alma Koss have been elected to membership. All award books on luggage set are to be forwarded to Chairman Mrs. Jeanette Wall, care of Ladies' Auxiliary, Sherman Hotel, Chicago. Please observe the amendment which will be included with your 1941 membership card. Dues for 1941 are due and payable now. Please do not overlook yours. President Ida Chase is looking forward to a large opening meeting. Be sure to attend.



National Showmen's Assn

Palace Theater Building
 New York, N. Y.

NEW YORK, Sept. 7.—Brother Sam Berk, in town for a few days, dropped in and paid his dues before leaving to re-join the F. E. Gooding Shows in Saginaw, Mich. Claims the shows have done very well so far this season. Secretary Sam Rothstein writes from Detroit that he visited the Beckmann & Gerety Shows at the fair there and had a swell time with the show owners and Manager Whittie Wyse. Also said he ran across Rubin Gruber in the lobby of the Hotel Sherman while spending a week-end in Chicago.

Brother Morris Finkelstein, who drops in at the rooms occasionally, reports that the Mike Prudent Shows have been playing Long Island to good business. Ads for club's banquet program are coming in and members should obtain at least one ad for the book. Reservations for the banquet, which is being held at the Hotel Astor, New York, on November 27, are also being received. For choice spots reservations must be in early.

Brother Joe McKee has been as busy as a bee getting dues paid up in Palisades Amusement Park. If show owners would post notices in the cookhouse and on the lot more of the members would be up to date. How about it? Assistant Treasurer Bill Bloch and Mrs. Bloch visited the other night and says he expects to be very busy this winter with bingo.

Birthday congratulations to Charles C. Morris, Frank L. Massick, September 11; Daddy Simmons, Ralph W. Smith, Irving Harris, Charles Newman, 12; Joseph Basile, Ernest Hix, Joseph Spivak, 13; James Murray, Earl B. Purtle, D. Chisholm, Roland F. Tiebor, 14; Roy Thomas, Louis Gueth, 15; William Rappaport, Philip Gold, Alfred B. Qualman, Henry Kuhler, 16; Frank Elliott, Robert F. Degnan, 17.

Ladies' Auxiliary

Sister Shirley Lawrence is still on the sick list. A letter from Sister Bess Hamid states that she never saw a harder auxiliary worker than Sister Fanny Linder-

WRITE SIOUX TIRE & BATTERY CO.
 SIOUX FALLS, S. D.
 Buy on Our Easy Terms.



Advertising in the Billboard since 1905

ROLL FOLDED TICKETS

DAY & NIGHT SERVICE
 SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
 ★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.85	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 60c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 ONLY 5c, 10c, 15c & 20c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARK.

IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

man. Sister Beulah Denmark writes from Goldsboro, N. C., to express happiness about her membership. Club will miss its good friend Mrs. Oralee Hatfield, aunt of President Midge Cohen, who has returned to Chicago. Members hope the illness of Sister Lillian Brooks will be a short one. These members were proposed recently by Sister Linderman, who, tho she has secured her life membership, hasn't stopped working: Jane Kelly Porter, Helen Barfield, Ella Wilson, Anne F. Lager, Minnie Schnier, Doris V. Parramore, Alpha A. Edwards. Proposed by Julia O'Donnell, of Art Lewis Shows, were Jean Davis, Jean C. Saunders, and Olga B. Siever. Club received word that Sister Minnette Dobson is ill in Englewood Hospital, Englewood, N. J.

Pacific Coast Showmen's Assn
623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 7.—No meeting was held this week, as Labor Day festivities seemed much more important, and from all reports was satisfactory to all. A number of brothers visited the rooms when Crafts' 20 Big Shows moved from Dinuba to San Diego, Calif. Hugh McGill, Eddie Leonard II, George T. McCarthy, John Enright Smith, and Charles Paige also visited. Dan Stover and party returned from a week's visit to Golden Gate International Exhibition, San Francisco. John Alexander Pollitt left for the North on business. S. L. Cronin left for San Francisco.

New member applications and reinstatements on the board include Albert Schoor, Shel Barret, and W. R. Patrick, of Patrick's Greater Shows; R. S. Apic, Treasure Island; J. C. Ashcraft, William Walton, Darwin Glenn, and Garet Garet-



FELTMAN MACHINE GUN
A Real Machine Gun—Shoots Real Lead Bullets!
Load of 100 Shots Costs Less Than 1c. Limited Quantity for Immediate Shipment.
FELTMAN PNEUMATIC MACHINE GUNS
CONEY ISLAND, N. Y.

Ozark Amusement Shows WANT

Shows with own outfit, come on. Concessions, come on. Pryor, Okla., this week; Le Flore Co. Free Fair, Sept. 17-21, Poteau, Okla.; Washington Co. Free Fair, Sept. 24-28, Fayetteville, Ark.; Franklin Co. Free Fair, Oct. 1-5, Ozark, Ark. Three real fairs. Address after Sept. 10 to Poteau, Okla.

FUNLAND SHOWS WANT

For 9 Southern FAIRS, Ex. Lead Gallery, Penny Arcade, Amer. Camp, Hoop-La, Sock-Hitler, Rat Game, Scales. (No griff or gyps.) Monkey Show and Big Snake OPEN, also Silver Derby, Octopus and Roll-o-Plane. Want sober C. A. and Second Agent for Carolinas and Georgia. All replies: HARLAN, KY., THIS WEEK

SECOND-HAND SHOW PROPERTY FOR SALE
\$12.00—Head on Sword Illusion with Sword.
\$25.00—Sebring Electric Nickel in Slot Piano.
\$10.00—Weight Lifting Bar Bell, 125 pounds.
\$90.00—Khaki Tent, 20x40, with Side Wall.
Ten Custer Cars with Gasoline Engines, cheap.
We Buy and Sell Rink Skates and Parts. Pay Cash.
WEIL'S CURIOSITY SHOP
20 S. 2nd St., Philadelphia, Penna.

son, Monte Young Shows; Frank Johnson, Frank Leonard Kitchner, and Louis H. Chechini, Crafts' 20 Big Shows; Montie D. Morgan, Jack Joyce, Matthew R. Harmon, Edward Barrett, James Fred Nichols, Thomas Lee Tunny, Albert H. Rodin, Albert Felix Monte, George Bryant, Max Hillman, Earl Payton, Robert Schoonover, William Howard Mahan, Charles Roy Williams, and Robert L. Cunningham, all of the West Coast Shows.

President Smith's recent appointment of all members in good standing to the "Pay Your 1941 Dues" Committee is working out to good results on the various shows. Brothers Cal Lipes, Jimmy Lynch, and Frank Forest have responded in good style, and Bill Lowney, of Douglas Greater Shows, set a pace for all the boys. Brother Dan Meggs joined Dee Lang's Famous Shows for the usual tour of the South. PCSA Day, money-raising idea of J. W. (Patty) Conklin, and put into operation thru the efforts of show managers and Pat Armstrong's Committee, including Brothers Harry Taylor, Norman Peel, Jack Bigelow, and Harry Rawlings, has proved a good method for providing Sick, Relief, and Cemetery funds. Interest centers in the forthcoming Showmen's Clubs' Special at Treasure Island, where an attractive bargain-day ticket is being sponsored by Safeway Stores for the benefit funds of Showmen's League of America and PCSA.

Ladies' Auxiliary

August 26 meeting was called to order by First Vice-President Babe Miller and the Lord's Prayer and salute to the flag were led by Chaplain Minnie Fisher. Letters were read from Clara Zeiger, Mabelle Stark, and Rose Keenan. Blossom Robinson was reported ill. Bank night award went to Edith Bullock and Babe Miller.

Helen Brainard Smith, of Kansas City, Mo., was a guest for the night. Grace McIntyre visited the clubrooms and Helen Brainard Smith, Grace McIntyre, Bee Hunter, and Edith Bullock were entertained by Mora Bagby at her home in Los Angeles. Ann Stewart was hostess and served a luncheon. Bridge prevailed the remainder of the night.

Heart of America Showmen's Club
Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Sept. 7.—Fairly & Little Shows, while playing at Independence and Hardesty avenues, added much activity round the clubrooms and these were inducted in the club: Joe R. Spencer, Eddie Montgomery, R. C. Borrows, Nate Lambert, Joe Barton, and Al J. Helzer. Red Egan, of Dallas, is here visiting friends and relatives. Brother Bill Wilcox, of the advance car of the Ringling circus, combined business with pleasure during his local stay, visiting his wife, Jackie, of the Vic Allen Theatrical Agency, and his many friends in the city. Mr. Grace, who operated a cleaning establishment in the Reid Hotel and was well known to many club members, died on August 31.

Banquet and Ball Committee reports returns for the annual event, which will be held New Year's Eve in the Fiesta Room at the Hotel Phillips, are encouraging. Many new members have been added to club's roster and dues are coming in more promptly than usual. The name of Brother Glenn Hyder was inadvertently omitted from the list of club members who are also members of Ankara Grotto. Brother George Elser, who was forced to return from Sedalia, Mo., because of illness, is up and about again.

Ladies' Auxiliary

Since September 1 is the date when dues become payable, activity has started with the officers. Secretary Loretta Ryan has received a number of members' dues and she asks that all send theirs in as soon as possible. Mrs. C. W. Parker and daughter came down to visit the Fairly & Little Shows from their home in Leavenworth, Kan., and while on the grounds greeted many club members who also came out to the lot.

Among them were Myrtle Duncan, Margaret Haney, Bird Brainerd, Hattie Howk, Tillie Johnson, Jess Nathan, and Ruth Ann Levin, in addition to those on the shows, including Viola Fairly and Vonelle Lee. Treasurer Helen Brainerd Smith was in California and while there visited the Ladies' Auxiliary of the Pacific Coast Showmen's Association and

was entertained at dinner by Mora Bagby. She spent the night with Edith Bullock at her beach home and also visited her son and grandson at Long Beach, Calif.

Clubroom is being redecorated and painted and will be ready when the meetings start. Lola Hart, chairman of the relief committee, reports that Myrtle Starling broke her arm and that Jim Hart's sister died. Flowers have been sent.

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., Sept. 7.—Our annual visitation program came to a probable close with a revisit to James E. Strates Shows at New York State Fair, Syracuse, on August 30. We found the shows somewhat augmented for the date.

We recently discussed in this column the probable effect of the national defense program upon the industry. Altho it is still too early to determine in just what manner the industry will be affected, one of the good features of it which will prove beneficial to the industry is the probability of road construction expansion which may be necessary in certain parts of the country.

In *The Congressional Record* of August 23, 1940, there appears a detailed article on this subject inserted by Congressman Compton I. White, of Idaho, in which there is pointed out the necessity for such an expansion program. A number of suggested points of importance are mentioned, particularly in the Pacific Northwest, and it is reasonable to assume that when the program gets under way all portions of the country will be benefited by it. Obviously, any improvement in road conditions is of considerable importance to motorized units in the industry. We shall be pleased to furnish the further details of this item to any member show requesting them.

CROSSROADS

(Continued from page 34)

the revue, the Gene Austin show, water show, and minstrel show, and his work as a producer is quite evident in the improvement of all of these attractions. Austin, who opened at Indianapolis, has a pleasing little revue that with proper exploitation should do a good business. Austin is proving himself a regular fellow and doesn't mind having to do 15 or more shows a day. J. C. (Tommy) Thomas, official greeter, was kept busy escorting visitors around, ably abetted by Starr DeBelle, Ralph Lockett, and E. Lawrence Phillips himself.

Harry Templeton, secretary of the fair, believes in giving visitors plenty of entertainment and, judging from the turnouts, he picks the kind they like. The WLS Barn Dance packed the Coliseum on Saturday night and turned thousands away. Lucky Teter did the same on Sunday afternoon, and at night the grandstand was packed for Barnes-Carruthers' *Americana*. Only letdown is the fireworks show, and we believe the fair makes a serious mistake in spending so little on this feature that only a mediocre show can be given.

MEN!!!
Cash in With This MONEY-MAKING POPCORN MACHINE
Make 70c Clear! On Every Dollar!

Here is a real money-maker for you—a popcorn machine that really gets the business. And pays handsome profits! Yes, 70c clear on every dollar! The money comes in fast, too, because of the trade it draws.

UNLIKE ANY OTHER MACHINE

Not the old-style hand-operated, street corner style. But a beautiful modernized all-electric model that operates anywhere—a n d instantly draws a big trade. It has light, color and motion—and it really gets the business.



LOW DOWN PAYMENT EASY TERMS

Learn how easily you can own and operate this sensational money-maker. Get the facts—and see for yourself that you, too, can cash in!

WRITE FOR FREE CATALOG TODAY!

Other efficient improved Popcorn Machines for every location. Also Peanut Roasters and Money-Making "Hot Dog" and Lunch Equipment. Get Our Catalog.

ADVANCE MFG. CO.
6322 St. Louis Ave., ST. LOUIS, MO.

BLANCHESTER, O.,
HARVEST FESTIVAL
Sept. 9-14
NEW HOLLAND, O.,
FALL FESTIVAL
Sept. 16-21

On the Streets. Concessions that work for Stock, Grocery and Penny Wheel. Pitch Till U Win or any legit Grind Store. Shows with own transportation. Wire or come on. Other good spots to follow.
W. S. CURL SHOWS
BLANCHESTER, O.

FOR SALE

Chair Plane—sixteen seats. No junk. Takes 50 ft. space. Weight two tons. Model "A" Ford Motor for power. Used only four seasons. Will be at Stahlstown, Pa., Saturday, Sept. 14.
FRANK DUDGEON
136 W. Pittsburgh St., Greensburg, Pa.

ZACCHINI BROS.' SHOWS WANT

For Raleigh, N. C., this week and following Fairs: La Grange, Whiteville, Zebulon, Louisburg, Smithfield, Gastonia, all North Carolina; Mullins, S. C., and Florida Fairs. Concessions of all kinds except Bingo, Cookhouse, Grab, Popcorn, Snow and Apples. Want Pony Ride and other Rides and Shows not conflicting with what we have. Especially want Monkey Show and Minstrel Show.

COURIER RECORD FIVE COUNTY FAIR

BLACKSTONE, VA., SEPTEMBER 16-21
Can place Wheels, Grind Stores, Pitch-Till-U-Win, Hoop-Las, Lead Gallery, Candy Apples, Floss, Eats, Drinks, High Striker, Palmistry. CAN PLACE BALL GAME AGENTS.

BANTLY'S ALL AMERICAN SHOWS
THIS WEEK, E. RADFORD, VA.

FAIRS FAIRS FAIRS FAIRS
L. J. HETH SHOWS

Want Geck Show. Will furnish outfit. Single Pit Shows. Acts for Side Show, Mind Reader, Half and Half, Talkers and Grinders, Musicians for Minstrel Show. Salary out of office. Rides—Roll-o-Plane and Loop-o-Plane with own transportation. Free Act to join immediately. Must be high class. Help—Experienced, sober Ride Help; Ball Game Agents. Joe Fontana wants Pan Joint Agent. Concessions—Scales, Guess-Your-Age, Cotton Candy, Novelties, other legitimate Concessions. (9 more Southern Fairs—out till December 1st.) Nashville, Tenn., this week; Roanoke, Ala., Fair next.

Calif. Fiesta Has Many Concessions

HYNES-CLEARWATER, Calif., Sept. 7.—At the eighth annual Hay and Dairy Fiesta August 29-31 much of the celebration was centered around huge towers of hay on Paramount Boulevard at Jackson Street with an atmosphere of old Holland. There were old Dutch games and a parade on Saturday. Exhibits were in three tents.

Trev Moore was general chairman; Cliff Landmark, secretary; Ernest McCracken, chairman of finance; George Atkinson, chairman of parade; Lawrence Zamboni, chairman of entertainment; Fred Schram, chairman of games; Ed Dunlap, chairman of concessions; Curt Peek, chairman of decorations; Charles W. Brinkley, chairman of Dairy Show; Dr. Richard Chance, chairman of Horse Show; Cliff Landmark, chairman of hay and feed division; Ernest Wiegold, chairman of properties.

Babcock Carnival Company had the midway on the streets. Rides: Merry Mix-Up, Ferris Wheel, Merry-Go-Round, and Kiddie Rides, Babcock; games, milk bottle, penny pitch, cane rack, George Wiler; cane rack, Hugh Weir and Dutch Schnell; short-range shooting gallery, Elmer G. Hyde; ham and bacon, auto bumper, penny pitch, and ball game, W. L. Brown; guess your age and State, Marty Needham; novelty hats, H. W. McConnell; balloons, Gust Wilmovshy; photo gallery, E. W. Seagle; Penny Arcade and photos, Casy Taylor; hot dogs, Charlie Koopman; watermelons, W. T. Williams; ham and bacon and lunch stand, George Wiler; refreshment stand, P. Plum family; candy apples and juice, J. Dugan; refreshment stand, John Van Zanten; candy floss, George Ferguson; eats, Mack Schoen; popcorn, M. A. Wiler; milk bar, fiesta committee; five refreshment stands, Kramer Drive-In Markets; popcorn, K. Wilbourn; pony ride, Duncan Walton. A Miniature Railroad was operated one block off the midway by Custer Hanks.

WIBW Hayloft Frolic, Topeka, Kan. has been signed for two nights at Herington (Kan.) Fall Festival.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Festival in W. Va. Out of Red in Rain

BERKELEY SPRINGS, W. Va., Sept. 7.—Officials estimated that about 50,000 attended the Fourth Annual Tomato Festival here on August 31-September 2, spending sufficient to keep the organization out of the red in spite of rainy weather, which closed the midway three nights preceding the celebration and caused cancellation of some of the opening-day program. Budget ran to about \$5,000, raised principally by income from concessions, owned and operated by the Young Men's Business Club, Inc., sponsor of the show. Other money came from sale of advertisements in an official program and admissions to a number of the festival events. Seats were contracted thru Capital Seating Company and rides were furnished by Fred Henry.

Festival was directed by Jack M. Hunter. Gene Miller, secretary since the celebration's inauguration, headed the program committee and planned, authored, and carried thru all publicity. Principal events were a coronation on Saturday; pageant, *A Dream of Harvest*, ceremony honoring the Tomato King, and vaude acts contracted thru Station WJEJ, Hagerstown, Md., on Sunday. There were a parade and contests, including drum corps competition and bathing beauty show on Labor Day. Queen's ball climaxed the social program for the queen and her court. Music was by the Coquettes, contracted thru Holt Pumphrey. Most popular events were broadcast over Station WFMD, Frederick, Md.

Larrimore Cookhouse Host

YOUNGSTOWN, O., Sept. 7.—Larry Larrimore, Eastern Ohio park, fair, and celebration concessionaire, was host to 50 or more committee members and friends at fairs and celebrations where his concessions are used each year, on Mahoning County Fair grounds at nearby Canfield on September 1. Barney Fleegeer, of the Larrimore staff, prepared a chicken and spaghetti dinner which was served guests in the cookhouse. Among those attending were a committee in charge of the annual Firemen's Celebration in Saxonburg, Pa.; Mr. and Mrs. R. H. Wade, ride operators; Mr. and Mrs. Al Weatherby, former concessionaires, Akron; Mr. and Mrs. Jack Nedrow, Massillon, and Mr. and Mrs. Rex McConnell, Canton.

Firemen in Pa. Double Biz

WEST YORK, Pa., Sept. 7.—Third annual Firemen's Fair, sponsored by Reliance Fire Company here on August 18-25, was reported a big success, business more than doubling that of former years, with many more concessions and shows. Gate was free. Attendance broke records with 4,000 to 5,000 nightly. On Saturday at a birthday party given by the firemen for Johnny Eck, half boy, he was presented with a large cake with 27 candles. Charles F. Slyder was chairman for the fire company.

Shorts

ABOUT 8,000 turned out for a fair opening of Fort Madison (Ia.) Fall Festival on the streets, reports Walter B. Fox.

ANNUAL American Legion Street Fair, Cuyahoga Falls, O., will be held on a lot adjacent the American Legion home, owned by the post. R. H. Wade rides have been contracted again and Larry Larrimore's concessions, including bingo, will be on the midway.

ALTHO rain played havoc with Frazeyburg (O.) Home-Coming, it is announced that the village will sponsor a celebration next year. Rain reduced attendance on Thursday and Friday, but about 6,000 were out on August 31, closing day, when Kathleen Miller was crowned home-coming queen. Happy Attractions furnished rides and other midway equipment.

TENTH annual Michigan Peach Festival drew about 75,000 for the celebration over Labor Day week-end in Romeo, Mich. Acts included Bud and Bertie, skaters; Dottie Sloan, dancer; Henry Bardell, juggler; Joe Beasley, xylophonist; Jack Davis, novelty; Helen Simpkins and her band; Elgin Mason, emcee, and Dixie Octette. Show was booked by Betty Bryden. Peach Queen's Coronation Ball had the Borst Brothers' band.

J. G. O'HARE, member of the committee, reported that at Cameron (Mo.) Fall Festival a carnival and a pageant, *Our Missouri*, will highlight the show.

SPONSORED by Palmer Roberts Post, American Legion, a three-day celebration ending August 31, attracted big crowds in Willoughby, O., despite frequent rain. J. R. Edwards had on a Tilt-a-Whirl, Eli Wheel, and Kiddie Auto ride, and Bill Sloeur a cane rack. Legion Post operated most of the concessions. Thomas Seymour was general chairman.

RIDES and a parade with more than 100 floats featured St. James (Mo.) 12th Annual Grape Festival and Home-Coming on September 5-7. A grape queen was crowned with ceremonies by the Chamber of Commerce and a Miss St. James of 1940 was selected in a popularity contest.

SOME senators, congressmen, the governor of Virginia, and other State Democratic leaders will attend a dinner in Blackstone, Va., a feature of *The Courier-Record* 5-County Trade Area Fair and Exposition, which will have Bantly's All-American Shows on the midway. Using the 92-acre fairgrounds for the second year, commercial and agricultural exhibits promise to be more outstanding, as the newspaper sponsors its fifth program. A dime advance ticket will chalk up over 20,000 sales before the gates open with a 25-cent fee.

DUE to conflict in dates, New Philadelphia (O.) Elks' Band Fun Frolic, scheduled for September 12-14, was abandoned, reported Jack Nedrow, Massillon, general chairman. He said the celebration would be held in 1941.

CHAMBER of Commerce announced that Hiawatha (Kan.) Fall Festival on August 25-28 was more successful than any previous annual. Entertainment was provided by Rhythm Riders from KMBC, Kansas City; the Lunds, balancers; Fiesta Dancers, Snowfoot and Molasses, and Judy Allen.

FREE ACTS at New London (Wis.) Firemen's second annual Home-Coming in Hatten Memorial Park, afternoon and night, August 31-September 2, included Tex Pierce and his Western Horse Show and Tony Budwit. Skerbeck's Great Northern Shows played the date.

AT annual Fredericktown (O.) Street Fair F. E. Gooding Amusement Company's rides will again be on the midway and John F. Enright will be in charge of privileges. Merchants are sponsoring the celebration.

ANNUAL Street Fair in Lodi, O., August 26-28, sponsored by merchants, was

interrupted daily by rain but attracted big crowds between showers, said Robert Bailey, committee chairman. J. R. Edwards had on a Loop-o-Plane, Merry-Go-Round, and Merry Mix-Up, Dick Johns' Penny Arcade, Bill Sloeur's cane rack and other concessions were on the midway. Nightly entertainment was on a special stage.

LUMBERJACK picnic at Edenville, Mich., drew about 60,000 despite some rain, according to count of parking-lot attendants, on August 28. This event, which has been an annual for many years, is produced by Frank I. Wixom, old-time showman who "retired" when he sold the Mat Wixom Circus, founded by his father, in 1893. Eddie Smith, formerly of the Three Rexfords, now doing a skating solo, appeared, with other talent furnished by lumberjacks attending.

OUT IN THE OPEN

(Continued from page 34)

L. Grover, head of the State Department of Preventable Diseases, said at the time that her cure would serve as a major step in helping to overcome the "blind cloud of fear" which besets those afflicted with the disease. Dr. Anna C. Palmer, president of the Cured Cancer Club of the United States, presented the certificate of membership in the Rhode Island section of the club to Mrs. Valadon.

There's also a letter from Les Valadons in which one line stands out with compelling force: "We are in rehearsal with a sensational novelty for the coming season." This should set at rest the unfounded rumor that enthusiasm and spirit belong only to youth.

Foreign Pouch

This column's faithful correspondent, Fred H. Phillips, press agent of the Fredericton (N.B.) Exhibition, assistant director of the tourist bureau in that city, and a free-lance circus writer, observes in an "Opened by Examiner" packet from England that he and the Canadian forces are moving here and there about the pleasant English countryside. Phillips, who now has attained what he describes with a well-intentioned smirk as "the tremendous rank of Lance Corporal—yes, just one jump above Private—is enjoying a kind of busman's holiday because he is editor of *The Despatch Rider*. This is his unit's daily sheet which is still in a typewritten stage. "But it may lay claim to having the smallest circulation (6) and the largest number of readers per copy of any publication in the world." No one will wish to dispute Freddie's claim.

The Despatch Rider is a breezy three-sheet affair full of inside dope on the war, gossip about the unit, and occasional witticisms, not to mention the inevitable poem. In the issue sent us there's a nice piece called *Showmen in Khaki*. It reads: "The number of boys with circus and carnival experience in Petrol Park runs rather high. (Petrol Park is the name of the unit.) For instance, there is Pte. M. J. Coleman, who recently came to us on a draft out of Camp Borden. It is not so long since he drove six and eight-horse teams on Cole Bros.' Circus. Then there is Pte. Maurice Desjardins, who knows what it is to sell tickets on Sims' Greater Shows. His partner, both of carnival and army days, Red Reed, left our ranks a while back and went to Corps Troops Supply Column. Further, is there a man named Roberts in the unit who once ran the Ten-in-One on Sims' Greater Shows? Whitey Bailey, of No. 2 Sub-Park, knows all about lacing out from a bale ring, but his strong point was inside properties on the big top. Yes, he learned about it on that truly great enterprise founded by a namesake of his: The Ringling Bros. and Barnum & Bailey Circus. I mean, maybe there are still other showmen in khaki in Petrol Park. If you know of any, I don't. But I certainly would like to."

From last week's column: "If Mr. Gibson (chairman of the board, New York World's Fair) or anyone else can show us that a substantially large number of people have attended the fair principally to see the free acts, we'll say no more and go back to our knitting." We probably led with our chin because Frank Wirth wires from Ebersburg, Pa.: "Go back to your knitting."

Mr. Wirth also leads with the lower extremity of his face but for a different reason: He is not a disinterested observer. It so happens that he booked the acts. And he must have known, if he read the piece of last week thoroughly, that we were not even vaguely hinting at the weakness of free acts. We were talking about the strange lack of publicity on them.

WANTED

6 high-class Rides, downtown location, during the five-day

"Quinsippi" Celebration

Sept. 25, 26, 27, 28, 29, 1940, Quincy, Ill. Shows and Concessions not wanted. Wire or write JACK KRESS, Quincy Junior Chamber of Commerce, Quincy, Illinois.

WANT

SHOWS AND CONCESSIONS FOR

BOND COUNTY FAIR

Biggest Free Fair in Illinois

Sept. 18-19-20

Write or Wire

JOHN H. GRIGG, Greenville, Illinois

Want—Independent Rides

For Lions' Carnival

To Run in Connection With

FOUR-DAY CARNIVAL

OCT. 2, 3, 4, 5

Address: SECRETARY, Lions' Club, Newburg, Mo.

BOB FISHER'S FEARLESS FLYERS

World Renowned Flying Act

SOME OPEN TIME LEFT.

Address: BILLBOARD, CINCINNATI, OHIO

WANTED

FOR

FALL FESTIVAL AND STREET FAIR

MANSFIELD, OHIO, SEPTEMBER 18-19-20-21

A City of 40,000 Population.

RIDES — SHOWS — CONCESSIONS — FREE ACTS.

Location on Main Business Section.

For Full Particulars Contact C. L. BEAL, Supt. of Arrangements, Shelby, Ohio

No Promotions — Set Up — No Grift.

UTICA, OHIO, ANNUAL HOME COMING

Main Streets OCTOBER 3-4-5

WANTED: LEGITIMATE CONCESSIONS of all kinds and GOOD FREE ATTRACTIONS.

For Concession Space contact the F. E. GOODING AMUSEMENT COMPANY, 1300 Norton Road, Columbus, Ohio.

For Free Attractions contact STEWART ANDERSON, Chairman, Mystic Theatre, Utica, Ohio.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

Thursday for Following

Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

YOUR SONG ON 10 INCH RECORD — VOCAL, Instrumental, \$3.00. Send lead sheet. URAB, 245 W. 34 St., New York.

AGENTS AND DISTRIBUTORS WANTED

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. se25x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

CARTOON BOOKLETS, CARDS, FOLDERS, Greeting Cards, Photos, Readers, Unusual Books, etc. Stuff's here! Agents, Jobbers, write NATIONAL SALES, Guntersville, Ala. se21x

CASH FOR YOUR SERVICES—NO STOCK TO carry. No deliveries. Collect 100% profit in advance. OPPORTUNITY, 2714-A Westfield, Camden, N. J. x

CIGARETTE SALESBOARDS — PENNY PLAY, Best Deal, Low Factory Prices. Write today. STANDARD SALES, 600 Merchants Bank Bldg., Omaha, Neb.

DETROIT DEMONSTRATORS AND PITCHMEN — Sell Collapsible Tube Brush and Cream. Handy shave, more convenient. Very novel. BOX C-565, Billboard, Cincinnati, O.

EVERYBODY BUYS SENSATIONAL "GOLDEN Rule" Assortment—21 Christmas Folders, including Souvenir Calendar. Free Christmas Motto with each box. Unparalleled value. Costs you 50c; sells on sight for \$1.00. Actual retail value \$3.00. Ten other bargain assortments. Everybody, all ages, making easy-as-pie sales. Nothing to lose. Sample "Golden Rule" assortment sent on approval, with free offer. SILVER SWAN STUDIOS, 320 Fifth Ave., Dept. 35, New York. x

FAST SELLING FOR 10c EACH — WILLKIE Picture Stickers, \$2.25 per hundred. JACK R. LOFTHOUSE, 1205 N. Madison, Peoria, Ill. x

KENTUCKY WANTS SHEET-WRITERS! — Tobacco markets open all winter. 100%. Out-line experience, first letter. KENTUCKY FARMERS HOME JOURNAL, 407-B McDowell Bldg., Louisville, Ky. x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. se14x

MEN'S HOSE, RAZOR BLADES, ASPIRIN, Pocket Knives, Combs, Handkerchiefs. Write for prices. AMERICAN DIST. CO., Box 724, Knoxville, Tenn.

SAVE YOUR PANTS — JUST OUT. UNITED States Patented Trousers-Guards prevents fraying and wear bottoms of men's pant cuffs. Sensational. No competition. Retails 25c. Illustrated details free. NATIONAL TROUSER-GUARDS, 222 Simon Bldg., Shreveport, La. se21x

SELL ORIGINAL 9x11 BLUE SIGNS—YOU'VE tried the rest, now try the best. (Since 1890.) KOEHLER, 335 Goetz, St. Louis, Mo. se28x

SELL SEASON'S CHRISTMAS CARD HIT! — America's Finest 21-Card Assortment, \$1.00. Your profit 100%. Big selection assortments. Personal Christmas Cards low as 50 for \$1.00. Free samples. WETMORE & SUGDEN, 749 Monroe, Dept. 915, Rochester, N. Y. x

SELL NEW, USED CLOTHING FROM HOME. Auto. Store—Men's Suits, 77c; Leather Jack-ets, 29c; Overcoats, 54c; Dresses, 20c; Ladies' Coats, 36c. Other bargains. Catalog free. NATIONAL, 435 E. 31st, Chicago. x

SUBSCRIPTION MEN WANTED FOR RURAL work—Attractive magazine club with sur-fire premium. PUBLISHER, 630 Shukert Bldg., Kansas City, Mo. se21x

WE PAY YOU \$5.00 FOR SELLING TEN \$1.00 Boxes—50 Distinctive Assorted Name Im-printed Christmas Cards. Sell \$1.00. You make 50c. Free samples. CHEERFUL CARD CO., 29 White Plains, N. Y. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. oc5x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full par-ticulars free. ELITE, 214 Grand St., New York, se28x

ANIMALS, BIRDS & PETS

AGOUTIS AND PACAS, \$12.00; COATI MUN-dis, \$18.00; Young Monkeys, \$15.00; Foxes, \$10.00; Raccoons, \$12.00; Ringtail Monkeys, \$25.00. All above animals tame pets. Dens Mixed Snakes, \$10.00. Price list, TROPICAL AMERICAN COMPANY, St. Stephen, S. C. x

ALLIGATORS, LARGE VARIETY; SNAKE DENS, chameleons, iguanas, turtles, wild cats, bears, panthers, fox, opossums, squirrels. Price list. ROSS ALLEN, Ocala, Fla. se28

ATTENTION, SHOWMEN! — DON'T RISK wintering your monkeys. Ship them all rail-way express, C. O. D., \$5.00 each, to MEEMS BROS. & WARD, Oceanside, New York.

FOR SALE — FREAK PIG, 4 MONTHS OLD. Has four hind legs, well developed. Picture, price, write HAROLD SENN, Attica, O. x

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimen. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. APELT ARMA-DILLO FARM, Comfort, Tex. eow

ONE PAIR BOB CATS — 4 MONTHS OLD. \$15.00 pair. Hand raised, tame, talking Scarlet Macaw, Parrakeets, Guinea Pigs and pets of all kinds. LACKEY'S PET SHOP, San Antonio, Tex.

PLENTY—SNAKES, ARMADILLOS, IGUANAS, horned toads, dragons, gila monsters, alliga-tors, parrots, parrakeets, peafowl, white doves, agoutis, coati-mundis, monkeys, porcupines, white raccoons, wild cats, prairie dogs, kangar-oo rats, golden hamsters, pumas. Wire OTTO MARTIN LOCKE, New Braunfels, Texas. se28

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever pub-lished. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HOW TO MAKE A MILLION DOLLARS WRIT-ing Songs, by Frankie Sabas, \$1.00. FOR-TUNY'S, 87 Fifth Ave., New York.

BUSINESS OPPORTUNITIES

CARNIVAL BUSINESS — NEW HANDBOOK tells methods operation, figuring pay-out, etc. Nothing like it; \$1.98 plus postage. In-formation, stamp. PYRAMID, Box 116, Edge-wood, R. I.

LEARN DIESEL ENGINES — TECHNICAL EX-perience unnecessary. Unlimited opportuni-ties in Diesel. Stamp. NOVA-DIESEL, D-3142 S. 25th St., Milwaukee, Wis.

SACRIFICE TO GOOD SHOWMAN — BEAUTI-ful small town Theatre, because of other busi-ness. Near Peoria, Ill. BOX C-563, Billboard, Cincinnati.

WANTED — SMALL ARTICLE TO MANUFAC-ture. SANDERS, 6430 Evans, Chicago, Ill. x

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.

FIFTY LIKE NEW PENNY CANDY BAR VEND-ers, \$12.50 each. While they last. Cash with order. WM. MICHAEL CO., 4238 Madison Ave., Indianapolis, Ind.

GOODBODY HAS A MESSAGE FOR EVERY OP-erator reading this advertisement. Send in your name and address at once. JOHN GOOD-BODY, 1824 E. Main, Rochester, N. Y. se28

KEENEY BLACK CABINET ANTI AIRCRAFT Guns, \$110.00; Mills Bluefronts, 10c or 25c play, \$35.00; Penny Phonos, \$50.00; Bally Re-serves, \$25.00; Gal. Dominoes, late model, brown cabinet, \$60.00; Mills Kounter Kings, later model with stars, \$10.00; Wurlitzer Model 600 Phonographs, \$149.00; Mills Dancemasters, \$20.00; 1939 Mills Throne of Music, \$179.00; Mills Vestpocket Bells, Jumbo Parades, Four Bells, Cigarette Machines, etc. Write for prices. 1/3 deposit with orders. BILL FREY, INC., Miami, Fla. se21x

KEENEY BLACK CABINET ANTI-AIRCRAFT, \$110.00; 3 for \$300.00; Seeburg Jailbird, \$75.00; 4 Rock-Ola Tom Mix, \$25.00 each; Bang-a-Deer, \$40.00; five for \$100.00. ALBERT A. KURITZ, 1624 6th St., Rock Island, Ill.

PEERLESS RING OPEN-END COIN COUNTERS make counting coins easier. Penny Counter, 65c; Nickel Counter, 75c, prepaid. Dealers, write for quantity prices. PEERLESS PRODUCTS MFG. CO., 3338 Joy Road, Detroit, Mich.

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and fac-tory rebuilt equipment. We accept trades. Send for 1940 catalog. MIKE MUNVES CORP., 593 10th Ave., New York. tfr

QUOTE LOWEST ON HALF INCH BALL GUM — Bulk, color white. BOX C-562, Billboard, Cincinnati.

ROCK-OLA WORLD SERIES—CLEAN, CRATED perfect condition, \$49.50 each. 1/3 deposit CHICAGO VENDING COMPANY, 10323 S. Michigan Ave., Chicago, Ill.

SACRIFICE — 100 VENDEX NUT VENDERS, \$3.00 each; 50 Jennings In-Bag, \$7.50; 25 Ball Gum, \$1.50; others. CAMEO VENDING, 402 W. 42d, New York.

TEN KEENEY BLACK CABINET ANTI-AIR-craft Machine Guns—Slightly used, guar-anteed in first-class condition, \$110.00 each. One-third deposit; shipped subject to your ex-amination; and satisfaction guaranteed. AUTO-MATIC COINSLOTS COMPANY, 287 Bank St., Norfolk, Va. se21x

TEN POPMATIC POPCORN MACHINES AT \$15.00 each. CARMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

THREE PRACTICALLY NEW, BLACK CABINET, Anti-Aircraft Keeney Guns, used seven weeks in park, 1940 model, \$145.00 each. WISH BROS. AMUSEMENTS, Joyland Park, Lexington, Ky.

TWO 1940 ROCK-OLA TEN PINS HIGH SCORE, \$9.50, F. O. B. Boston. GREEN AMUSE-MENT CO., 600 Washington St., Boston, Mass. LIBerty 8287.

VERY CHEAP — HEALTH-O-METER WEIGH-ing Scales, 1c; Penny King Ball Gum Venders; Grippers. CARL SEEMAN, 623 Fulton, Grand Haven, Mich.

WANT 100 PIN GAMES, 25 CONSOLES, 5 Congos, 50 phonographs, 5 Western Base-balls; all types coin operated machines. Cash waiting. MASSENGILLS, Kinston, N. C. se14

WANT 20 USED CENT-A-PACKS, 3 LUCKY Strikes, and 6 Mills Flip Skills. State lowest price. SMITH'S NOVELTY HOUSE, Box 172, Hayward, Wis.

WANT JENNINGS CIGAROLA, ROWE CIGA-rette and Merchandise Machines, Shooting Machines. Give serials. PUEBLO VENDING CO., 923 Carterett, Pueblo, Colo.

WANTED — MILLS BLUE FRONTS, SERIALS over 400,000. State lowest price. BOX C-554, Billboard, Cincinnati, O. se21

WANTED — PACE ALL STAR COMETS AND DeLuxe Bells (no Gold Awards), 5c and 25c play only. MARION CO., Wichita, Kan. se21

WANTED — PHONOGRAPH RECORDS. WE pay cash for Phonograph Records. State lowest price and age. PARAMOUNT, 358-X E. Market, Wilkes-Barre, Pa.

WANTED TO BUY — A LOT OF GRIP SCALES, preferably Gottlieb 3-Way. J. OMER BARN-HART, 107 1/2 S. Broadway, Peru, Ind.

5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gun. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. oc5x

1939 GINGERS, \$13.50; MERCURYS, PLAIN, \$18.00. Absolutely like new. Will ship sub-ject to examination. H. E. ODOM, 3023 Weaver Ave., Baltimore, Md. se21

COSTUMES, UNIFORMS, WARDROBE

CHORUS COSTUMES, \$2.00; STRIP TEASE, \$5.00; Net Sets, \$1.00; Gowns, \$2.00; Dresses, \$1.00; Large Bundles, \$5.00. MOSS, 6115 Fountain Ave., Hollywood, Calif.

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES— Guaranteed. Heavy Aluminum Gearing Pop-ping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

EVANS' RACE TRACK—16 HORSES, IN GOOD shape, with packing case. Complete, \$30.00. GENERAL SALES CO., 951 Main St., Dubuque, Ia.

FOR SALE — 100 PAIRS RICHARDSON USED Roller Rink Skates, assorted sizes; and Sound Equipment. R. M. RIGGS, Box 188, Crystal, Mich.

POPCORN, POTATO CHIP, CRISPETTE, CARA-mel Popcorn Machines. LONG EAKINS CO., 1976 High St., Springfield, O. oc26x

POPCORN MACHINES—PEERLESS, DUNBAR, Cretor, Long-Eakins, Star, geared Popping Kettles; Carmelcorn Outfits, all kinds. NORTH-SIDE MFG. CO., Indianola, Iowa. oc19x

FOR SALE—SECOND-HAND SHOW PROPERTY

CHEAP — ONE TWELVE CAR SCOOTER PARK Ride, \$500.00. Reasonable terms; \$200.00 cash down payment. BILL PATTON, Decatur, Ala.

FOR SALE — 6 CAR KIDDIE AUTO RIDE, AIR Tires, Ballbearing Wheels. H. H. PICKLE-SIMER, North Vernon, Ind.

SALE OR TRADE — HEADLESS SOLDIER COM-plete, knockdown. Cabinet, Banner, Bass Drum. 611 W. Washington St., Paris, Ill.

TWENTY MUSIC ROLLS WITH SPOOLS, WUR-litzer Style No. 150, \$50.00; also, 4 Eli Seats, in crates, \$30.00. Everything in fair condition. COLSON, 690 Park Ave., Brooklyn, N. Y.

HELP WANTED

ACCORDIONIST, PIANIST — ABILITY, LOOKS, unencumbered, free to travel. JAMES P. FLOYD, care Mr. Kay, WAGA, Atlanta, Ga.

CLASSIFIED ADVERTISING FORM

The Billboard Pub. Co. Cincinnati, O.

Insert the Following Advertisement under the heading of

Table with 4 columns and 10 rows for classification of advertisements.

Name and Address Must Be Included

Remittance of \$..... is inclosed to cover the cost of words at 10c each (minimum \$2).

From

Address

City and State

Forms Close Thursday for Following Week's Issue

ALTO SAXOPHONIST — PREFER MAN DOING Swing Vocals, Novelties. Established band, sure salary. Booked South for winter. Write, details. JACK KANE'S ORCHESTRA, Henning, Minn.

COMEDIANS AND YOUNG CHORUS GIRLS FOR Theatres in San Antonio and Houston, Tex. **MANAGER,** Joy Theatre, 421 W. Houston, San Antonio, Tex.

HYPNOTIST WILL EMPLOY ADULT AS SUB-ject a few evenings a week in Chicago. Experience not necessary. Chance to learn hypnotism. Phone Michigan 6287 after 6 evenings for appointment. Ask for MR. WHITNEY.

ORGANIZED HIGH-CLASSED ORCHESTRAS—Union. Available to the South. Also want Complete Revues and Stage Shows for theatres. Must have screen trailer. Send photos, publicity, full particulars. CENTRAL, Box 703, Leaksville, N. C. se21

WANTED — MAN OR GIRL UNDERSTANDER Hand-Balancing Act, not over 5 ft. 5 in.; to do tumbling. If amateur, will teach. EDRO MORALES, 1244 N. Dearborn, Chicago.

WANTED — VERSATILE PEOPLE FOR SMALL Vaudeville Show. State all you do and lowest salary. WM. AUTON, Holcombe, Wis.

YOUNG MAN — DOING NOVELTY SINGLE, Juggler, Magician, Ventriloquist or other novelty for spot in standard act. Now working. Clever amateur considered. Write F. HOLTGATE, General Delivery, Pittsburgh, Pa.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTAL-ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. oc5x

EQUAL TO NEW — GLASS OF WATER Through Hat, Chicago Magic Co., Automatic, no assistant required. Cost \$30.00; sell \$17.50 cash. PAN AMERICAN BOOKS, 75 Dwight St., Springfield, Mass.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se28

LATEST 216-PAGE ILLUSTRATED PROFES-sional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. oc5

VENTRILQUIST FIGURES — \$10.00, \$15.00, \$20.00 effects. Regular \$10.00 Die Boxes, \$5.00; Magic. J. TURNER, 405 Empire Trust, St. Joseph, Mo.

MISCELLANEOUS

GOLF CLUBS—BANKRUPT STOCK REGULA-tion size; chromium plate right hand irons; five match irons, \$2.50. LINCOLN SURPLUS, 123 Galena, Freeport, Ill.

RCA LATEST MODEL 25 WATT AMPLIFIER —Details upon request. Cost \$190.00; price, \$100.00. RALPH V. HAILE, 215 Walnut, Cincinnati, O.

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ACTION WESTERNS, SERIALS, SENSATIONAL Roadshows; also Shorts. Outright sales or rental. Also trades. 35MM. only. STANDARD FILM SERVICE, Charleston, W. Va.

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$125.00. ROSHON, 711 Steuben Bldg., Chicago, Ill. x

AN UNUSUAL OPPORTUNITY FOR ROAD-showmen to cash in with our 16MM. Movies. (Specify rent or sale.) Send for our "Roadshowmen's Special" today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York.

BARGAINS IN 16MM. SILENT AND SOUND Projectors, Films and Accessories. Write for list. ZENITH, 308 W. 44th St., New York.

COMPLETE SELECTION OF ANY TYPE AT-tractions you want in 16MM. and 35MM. Talkies, Comedies, Technicolor Cartoons, Westerns, Actions, Serials. Late releases. At prices you can afford to pay. Specify which catalogue, 16MM. or 35MM. If you purchase film in large quantities write for Dealers' Wholesale Catalogue. BUSSA FILM EXCHANGE, Friendship, Ohio. se28x

HOLMES 1,000 FT. SOUND PROJECTOR, AM-plifier, Speaker, Cords, Feature and Comedies. Ready to go, all for \$90.00. MORGAN CAFE, Corder, Mo.

NEW REFLECTOR FOR MOTION PICTURE Projectors — Guaranteed to increase screen illumination 40%. "ALL-AROUND" REFLECTOR CO., Box 1967-K, Cleveland, O. se21x

Show Family Album



SOME performers on E. H. Jones' Cooper Bros.' Circus, a two-car show, season of 1917. In the rear, left to right, are the late LeRoy Leonhart, clown and contortionist; Amelia Whittie, now of the Amelia Moser Trio, known also as the Aerial Lakes; "Littlebit" Leonhart, now residing in Los Angeles, and Bob Cook, bannerman and clown, now retired. The child is Georgie Whittie. Seated next to him is a side show dancing girl whose name is not remembered. E. H. Jones resides in Warren, Pa. Season of 1930 was the last time he operated a show. During that year he had out the Cole & Rogers show, a three-car organization which gave a street parade and appeared in Canada the greater portion of the time.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ORIGINAL PHOTOGRAPHIC SLIDES OF THE Presidential Candidates—Hand colored, 50c each. Cash with order. GLOBE SLIDE & FILM COMPANY, Albion, Mich. se14

SENSATIONAL CLOSE-OUTS — 16MM. ROAD-show Features and Shorts. Steeles-Maynards-Tylers-McCoys, etc., \$4.50 reel up. Programs rented day or week. Projector and Accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. se28x

UNIVERSAL H-3 16MM. SOUND PROJECTOR, like new, \$95.00; two Superior Projectors, complete with Soundheads, \$25.00 each. FLINT MOTION PICTURE SERVICE, 2633 N. Sag. St., Flint, Mich.

WILL SELL, BUY AND EXCHANGE ALL KINDS 35MM. Silent Films. List free. DOUG FLEMING, 820 Field St., Fairmont, W. Va.

16MM. ROADSHOWMEN — OPERATING IN Ohio, Indiana, Kentucky, Tennessee, Michigan, if you want the best Film and Equipment available on weekly rental basis, write RAND, 39 Chatham Rd., Columbus, O. x

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PIAEAU, 1122 Tulane Ave., New Orleans, La. x

PARTNER WANTED — ESTABLISHED PHONO-graph Route, earning good returns. Will invoice at market prices. Must be experienced phonograph operator. Located Central Texas. P. O. BOX 75, Buffalo, Tex.

WANT PARTNER — HAVE FIRST CLASS Portable Skating Rink. Will go south this winter or rent building, 50x150, in good skate town. Prefer State of Indiana or Ohio. Write BOX 616, Columbia, Ky.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y. se28x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON All Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. se14

DIREX DIRECT POSITIVE PAPER — NO FAD-ing, best gradation, highest speed. THE POSITYPE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. fe22x

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. se14x

SALESMEN WANTED

FOUR COLOR BUSINESS SIGNS, TINSELED Sacred Mottoes and Patriotic signs; sell fast! 400% profit easy. Samples 10c each. Trial order, 20, \$1.00. Lists free. JOHNSON SIGN SERVICE, Morristown, Tenn. se21

MAKE MONEY SELLING CALENDARS —Largest, most complete line in field. Widest price range. Newest designs, DeLuxe, Hangers, Direct On, Commercial, Thermometer, Metal, Miniature, Christmas Card Calendars. Big commissions. Four different selling outfits sent free. Write today. CAPITOL CALENDARS, Dept. 99, Gladys at Hamilton, Station D, Chicago. x

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Paper Towels, Calendars. Lowest prices. 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. BF, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

TENTS—SECOND-HAND

SIDEWALL BARGAINS—15,000 FEET, slightly used. Seven feet high, \$15.50 per 100 ft.; eight ft., \$17.50; nine ft., \$19.50. Good as new; light tan. Half deposit required. MAIN AWNING & TENT CO., 230 Main, Cincinnati.

SIDEWALL BARGAINS — 7.68 OZ. DRILL, Machine Roped, white, good as new, 7 ft. high, \$16.80; 8 ft., \$18.90 per 100 ft. long. Tents, 10x12, 20x30, 20x40, 30x60, 40x70, 40x100, 50x80, 60x120. KERR CO., 1954 Grand, Chicago. se21x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

100 LARGE ENVELOPES AND 100 LETTER-heads, \$1.00; 500 6x9 Handbills, \$1.25; 100 Cards, 40c. CROWN PRINT, Adelphi, O.

1,000 LETTERHEADS, \$2.50; 1,000 ILLUS-trated 8 1/2x11 Circulars, \$3.00. Mimeographing, expert workmanship. Lowest prices. Will gladly estimate anything. EWAN, Wood-Ridge, N. J. x

WANTED TO BUY

APPROXIMATELY 40 FT. OR 50 FT. ROUND Top or Square End; or what have you. "BUCK" PETERS, 2217 Bonnycastle, Louisville, Ky.

KEENEY'S ANTI-AIRCRAFT GUNS — ALSO, Fun House and some Used Riding Devices. Give price, details. Write BOX C-564, Billboard, Cincinnati.

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

GIRL AERIALIST WOULD LIKE TO JOIN HIGH Act—Do Trapeze, Muscle Grinds, Rings, Web, Perch and Neck. Write BERNICE STANKEVICH, 34 Fillmore St., Trenton, N. J. se14

AT LIBERTY AGENTS AND MANAGERS

SOBER, DEPENDABLE AGENT FOR SMALL Novelty Show, Hillbilly, Magician or Talking Pictures. Good route of schools and halls in Ohio and Pennsylvania. Percentage only. Write AGENT, Box 21, Hummel's Wharf, Pa. se21

Advance Agent and Booker at Liberty. Know territory coast to coast, Canada to Mexico. Strictly reliable. Have car. J. M. Marcy, 199 Crescent Ave., Buffalo, N. Y. se14

Agent At Liberty—Have connections to book Units or Acts one to 9 weeks. Theatres and clubs, write Jack Drayton, 2452 Clifford St., Detroit, Mich. Experienced Northern resort owner will successfully manage Florida, California, resort, hotel, tavern, theater, nite club, park. Percentage, salary? Write box 521-B, Route 6, Duluth, Minn. se21

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE AFTER SEPTEMBER 14TH — DIS-tinctive, Entertaining Cocktail or Dance Unit. Three men and a girl, all doubling. BOX C-555, The Billboard, Cincinnati, O. se21

COCKTAIL COMBO—4 PIECES, YOUNG AND versatile; available soon. CECIL KRISTAL AND HIS MUSIC, Natchez, Miss.

Fast Large or Small Colored Ork Available—Versatile entertainers, union. For particulars write Eddie Roberts, care Amsterdam Musical Assn., 107 W. 130th St., New York City. se14

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY NOW — THE

Hoffmans. General Business and Characters. Joe, Piano and Accordion. Georgia, Drums if needed. Single and double vocal specialties our own accompaniment. Straight dramatic preferred. Radio not objectionable. Not interested in dance combination. Your best salary our lowest. Advance to join positively required. Capable, reliable, experienced. Address 14 E. 34th St., Kansas City, Mo. Phone, Valentine 5068.

Juveniles—Full line of Comedy, Song, Dance, Magic, Specialties, Piano, Read, not fake, Closing 25 weeks roadshow, advance, promotion, produce concerts, presentations. At Liberty September 15. Wilson, c/o Show, Eldon, Ia., week Sept. 14.

AT LIBERTY MAGICIANS

Book a fast-moving mystery show with spectacular illusions for theaters, full evening show for audiences, excellent school program. Kayle, 422-A Bluff St., Beloit, Wis. se21

AT LIBERTY MISCELLANEOUS

M. C. Singer, Comedian—Young, excellent wardrobe. Closing 25 weeks roadshow; available September 15. Wilson, c/o Show, Eldon, Ia., week Sept. 14.

AT LIBERTY M. P. OPERATORS

Sound Operator — 16MM, 35MM. Will go anywhere or travel. Thirty-five years old. Make offer. Do not drink. Walter Kane, General Delivery, Milwaukee, Wis.

AT LIBERTY MUSICIANS

MODERN TENOR, CLARINET — Experienced, dependable. Sing, arrange. ALLEN SHEARER, 407 Fairview Ave., Waynesboro, Pa. se21

SAX, CLARINET AND Oboe — All essentials. No panics. BOX C-565, Billboard, Cincinnati.

STRING BASS, DOUBLING Violin — Thoroughly experienced dance and concert. Just finished two years at one of country's finest resort hotels. Steady rhythm, good tone bowed or picked, excellent reader. Young, sober, reliable. Union. WALLY PELLETIER, Erie, Ill.

ALTO SAX, CLARINET, TENOR, BARITONE Sax, Bass Clarinet. Young, single, sober, union. Fast reader, good tone, plenty of experience. No take-off. Join now, go anywhere. Band breaking up reason for this ad. HARRY YOST, Peru Hotel, Peru, Ill.

ALTO SAX, CLARINET, VIOLIN — FAST reader, fast tongue, phrase, any style, solid tone. Age 33, neat appearance. Desire steady work, orchestra. Union. BRUCE KRESS, Pisgah, Ia.

ALTO TENOR CLARINET — ANY CHAIR. Transpose. Experienced dance, theatre, radio, hotel. Anywhere if established organization. Available September 12. WAYNE ERICKSON, 647 N. 11th, De Kalb, Ill.

BAND-MASTER — EXPERIENCED, CAPABLE, wants to hear from live towns. LEONARD DOTO, Iron Mountain, Mich. se21

BAND MASTER, BASS BARITONE, CORNET—exceptional professional experience. Have been with best concert bands and orchestras, leading circus bands, industrial-municipal bands and will troupe only with leading show bands. Write ARTHUR LEONARD CESKY, P. O. Box 41, Michigan City, Ind.

CLARINETIST — 26, FINE EAR, DOUBLING Tenor, Flute, Guitar, Romantic Vocals, wants Trio, Quartette work. Name and European experience. Wire J. THOMPSON, 3248 53d Place, Woodside, Long Island, N. Y.

DRUMMER — RELIABLE, STEADY. GOOD tubs. Consider anything. FORREST GEORGE, 723 S. Walnut, Centralia, Ill. se28

DRUMMER — STRICTLY 4 BEAT, YOUNG, single, sober, and union. Location only on large or small combos. MUSICIAN, Room 92, Hotel Peru, Peru, Ill.

GIRL TENOR, ALTO, CLARINET — UNION, experienced. Available immediately. Location preferred. BOX 207, c/o Billboard, St. Louis, Mo.

GOOD TROMBONIST, DOUBLING TRUMPET, and Drummer featuring Vibes. Available at once. Union only. No panics. Location preferred. MUSICIANS, 2922 1/2 Fourth Ave., W., Hibbing, Minn. se21

GUITARIST—VERY SOLID RHYTHM MAN. Also modern take offs and essentials. Double on tenor sax. Union. Age 21. Single, sober, ambitious. PAUL VAN DYNE, Jamestown, O. se14

HAMMOND ORGANIST — UNION, RELIABLE. Night club, hotel or rink. Can transpose, experienced. EDNA M. DRUMMY, 1404 Sherwood Ave., Omaha, Neb.

NOVA-CHORDIST — HAVE OWN INSTRUMENT. Experienced, play classic or popular music. Twenty-three years of age, sober and reliable. Free to travel any place at once. Write to TONY STEVENS, 1242 N. W. 11th St., Washington, D. C. se28

PIANIST OR HAMMOND ORGANIST — EXPERIENCED all lines, any combination. Union, young, reliable, sober. Want permanent connection. Everything considered. Address MUSICIAN, Box 222, Mexico, Mo.

STRING BASS — DOUBLE ON RECORDING Bass Horn. Fine musician. Age 18, neat, reliable, sober. Read, fake, union. Experienced sweet or swing. Must have 7 days' notice. JOE CASTELL, 313 W. 12th St., Peru, Ind.

TENOR - CLARINET — PREFER STYLE BAND. Location, any chair. Transpose at sight. Union, sober, references. MUSICIAN, 297 Lark St., Albany, N. Y. se14

TRUMPET — NAME BAND EXPERIENCE, Dixieland take-off. Eight years' experience in large and small combos. Arranger and copyist. Paid up card and transfer. Age 25, sober and dependable. Consider all reliable offers. State all first letter. Please do not misrepresent. Write, don't wire. MUSICIAN, Route A, Box No. 37, Waynoka, Okla. se21

TRUMPET — EXPERIENCED, READ, FAKE, go. LEWIS SMALE, Patton, Pa.

Band Leader, Playing Trumpet—Can offer good proposition to school or community band. Would take reliable troupe or dance job. Box C-560, The Billboard, Cincinnati. se28

Brass Section — Three Trumpets, two Trombones, including powerful and sweet first men, three ride men, three arrangers, vocalist. Play magnificently together. Maximum age, twenty-three. All sober and union. No panics! Reed Weaver, Perry Ave., Corning, N. Y. se28

Drummer—Available September 20. Pearl drum outfit, with toms, Play plenty four hammer choruses on xylophone; also modern style choruses for swing. Read all arrange for orchestra; also xylophone. Plenty musical schooling, fine rudimentalist on drums, etc. Double floor show on xylophone. Write for further details. All offers considered. Troupe or locate. Have own transportation. BOX C-561, Billboard, Cincinnati, O.

Drummer — Non-union, age 34. Read or fake. Dependable. Profers location job. Address Walter Curtis, 1129 E. Fayette St., Syracuse, N. Y.

Fast Drummer—With pearl outfit and toms. Read all and arrange. Xylophone specialties for floor show with weekly changes. Many four hammer choruses; modern style. Vibes later if reliable. Go anywhere, troupe, locate; union. Box C-539, Billboard, Cincinnati, O.

Girl Violinist — Young, attractive, thoroughly experienced concert and dance work. College graduate. Available in September for cocktail group or orchestra. Prefer East or Midwest. Box C-429, Billboard, Cincinnati, O.

Guitarist—Age 24; good reader, play on electric Spanish; fake, sing and experienced; prefer small combination. GENE RELL, Box 111, Romulus, N. Y.

Hammond Organist—Non-union, reliable, experienced. Large library. Skating rink, restaurant or cocktail bar. Do not own instrument. Organist, 221 Lexington Ave., Buffalo, N. Y. no23

Hammond Organist — Thoroughly familiar with Novachord also. Sober, intelligent, personality, reliable. Experienced clubs, hotels, theatres. Plenty real references! Have no organ. Non-union; would join. Good appearance and both. Any distance if guaranteed two weeks' trial before agreement. Write or wire all information quick. "Organist," Box 237, Creston, O.

Hammond Organist — Experienced, capable musician. Sober, reliable, excellent appearance, personality. Hotel cocktail bar, club intermissionist. Write or wire best proposition. Non-union. Ten years' experience. Organist, Box 237, Creston, O.

Swing Guitarist—Solid rhythm; 12 years with top bands, trios. Have \$400 guitar. Young, union. Write Freddie Stivers, 858 W. Sawyer, Decatur, Ill. se14

Tenor Sax, Clarinet — Modern go, read, tone, plenty experience. Age 26. Can furnish good Piano and Bass. Make a fine combo for small place. Have library. F. G. Weiler, Conway, Mo.

Trombone — Married. Now just arranging for Midwest band, but will consider anything that pays off. Must arrange or both. Cut or no notice. BRUCHLIN, 426 16th, Oshkosh, Wis.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS— For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. se28

BALLOON ASCENSIONS— With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. oc5

FLYING ACT — BOB Fisher's Fearless Flyers. Some open time. Address Billboard, Cincinnati, O. se28

HIGH SWAYING POLE — And World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-476, The Billboard, Cincinnati, O. se21

MARIE'S MARVEL DOGS — Canine wire performers and Animal Circus, dogs, goats, monkeys and bear. For literature write MARIE'S MARVEL DOGS, Edwardsburg, Mich. se14

SWAYING HIGH-POLE Act priced reasonable. Some open time in August, September and October. Write or wire BOX C-479, Billboard, Cincinnati, O. se28

DE POLO—HIGH POLE AND TRAPEZE ACT. Write or wire BILLY FAUST ATTRACTIONS, 1810 Perk Ave., Reading, Pa. se21

DIXIE DANDY DOG AND MONKEY CIRCUS— Three separate fast, clever, classy Acts. Presented by man and woman. Price reasonable. Address 3830 Drakewood Drive, Cincinnati, O. se28

FOUR ACTS—FOUR PEOPLE—SIXTY FOOT BALANCING Ladder, Comedy Acrobatic, Four People Comedy Act, Acrobatic Contortion. Few open dates. PEARLE AND GRIFFIN CIRCUS REVUE, Billboard, Cincinnati. se14

GREAT HIGH FIRE DIVE, WITH BODY AND water all ablaze, also spectacular high fancy diving. Act known as an Ace of Thrillers. REGNELL, 47 Wayne St., Jersey City, N. J. se14

JAMES COGSWELL — CLOWN, STILT WALKER for fairs, celebrations, parades. Write for literature. 1433 Rose St., Lincoln, Neb. oc12

JAYDEE THE GREAT—POSITIVELY HIGHEST Contortionist Trapeze Act. Rigging 110 ft. high. A real novelty by man costumed as Huge Ape. Comedy and thrills open for late fairs. Write or wire JERRY D. MARTIN, Box 64, Rochelle Park, N. J., or Billboard, Cincinnati, O. se14

LADY AND GENTLEMAN—THREE ACTS, Aerial and Platform; reasonably priced; cash bond for appearance; Southern dates wanted. Address LAZELLAS, Billboard, Cincinnati, O.

SI, FANNY AND TRICK MULE, ABNER — Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Few dates open. SI OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky. se28

STEVE FARKAS, CLOWN; STILT WALKERS for Fairs, Celebrations, Parades, 452 West 35th St., New York City. se21

THE CARMENES—TWO COMPLETE AND DISTINCT ACTS. Gymnastic and Ladder Balancing Act, Comedy Acrobatic Act. Price and literature on request. BOX 21, Williamston, Mich. se28

Aerial Cowboys — Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. no2

Class Augustus—Classy Trapeze Artist. Committees wanting Feature Novelty Act as free attraction for celebrations, other events, write me. Act can be erected on your platform. Flashy apparatus. Real act. For price, literature, address Class Augustus, care Dreier Drugs, 602 Calhoun St., Fort Wayne, Ind.

Dashington's Circus—Ten dogs, cats, monkey; two distinct acts; guaranteed to please and present something different. 429 Sixteenth Ave., Moline, Ill. se28

Feature Platform Acts—Tight Wire, Slack Wire, Rolling Globe and Juggling. As good as the best. Write for prices and literature. The Christys, Keokuk, Ia. se28

Four Acts—Expert Rope Spinning and Wonderful Educated Horse Act; Muscle Control and Strong Man Act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Ideal for street fairs. Leistad's Attractions, Elkhorn, Ia. se21

Hiram Bailey—Farmer slack wire, comedy and straight, and juggling act. Fairs, celebrations, etc. 461 W. 46th St., Apt. 10, New York, N. Y.

Outstanding Clown—Parks, fairs, clubs. Can produce laugh provoking numbers, any kind of show. Best of everything, change lots and often. Roy Barrett, Billboard, Chicago. se14

Pamalakia's Society Circus—Dog, Pony, Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamalakia. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa., Sagamore 5536.

The Guitaries — Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O. se28

Trained Goat and Dog Act—Unusual Performing Horse Act. Some September, October dates open. Write, wire Leroy Elliott's Trained Animal Acts, Route 7, Decatur, Ill.

Two First Class Attractions—High Flying Single Trapeze Act performed by lady. Sixty foot rigging. Two-people comedy acrobatic act. Bessie Hollis, Billboard, Cincinnati, O. oc5

Two Clowns Doing Two Comedy Acts—A bareback riding act on a mule, a burlesque magic act and also clown cop in grandstand. The Bakers, 215 Whittaker St., Salem, Ill. oc5

AT LIBERTY PIANO PLAYERS

CAPABLE RHYTHM PIANIST—DOUBLING Accordion. Fully experienced large or small band, commercial jive, accompanist, etc. Appearance, all essentials. State all in first. Don't misrepresent. I don't. CARLTON REED, 1515 Madison Ave., Covington, Ky. se21

PIANIST FOR SHOW OR DANCE BAND—EXPERIENCED all lines. Union. DEX BULEN, 301 Randolph, Meadville, Pa. se14

Pianist — Read, fake, arrange and some singing. Union. Go any place. Large or small band. Dave Stout, 312 Main St., Pekin, Ill.

AT LIBERTY SINGERS

YOUNG MAN, BARITONE—WISHES WORK with orchestra. Good voice; popular and ballads. BERT HARVEY, 24 So. 57th St., Niagara Falls, N. Y. se14

AT LIBERTY VAUDEVILLE ARTISTS

THE VARIETY WHIRLERS — OUTSTANDING Roller Skating Act, now booking fall and winter dates in the vicinity of Boston, Mass. Permanent address, 37 West St., Brockton, Mass.

Amateur Female Comedienne—Has good song, smash hit at Loew's Uptown and Columbus theaters, Broadway-59, New York. Write Edith Sargent, 211 W. 101 St., New York. Don't phone. se21

At Liberty — For show staying out. Man, Wife and Son. Acts, bits, novelties. Put on entire show and make it go over. Change week or longer. Don't need piano. Congenial, hard working people. The Salsburys, 61 White St., Frankfort, Ind.

At Liberty — Flo Irwin, Pianos, Dogs, Goats, Birds. After October 5th. Salary reasonable. Write for literature, Box 940, Harrisburg, Pa.

At Liberty — Frank, Ted and Ollie Daniels, Violin, Accordion, Piano, Parts, Acts, Specialties. Two cars and trailers, mechanic with tools. Gas to join. Hanover, Wis.

At Liberty Sept. 15th — Helen Gentry, Pianist; also Piano Accordion, General Business or Character. Walter X. Price, Comedian, Banjo in orchestra, Single and Double Specialties. Have car. Golden Rod Showboat, Foot of Locust St., St. Louis, Mo.

At Liberty—Team, Comedy Doubles, Man, piano, Lady, singing singles. Work acts, bits. No black. State salary. Al and Wanda Vale, General Delivery, Moberly, Mo.

Boy Dancer—Tap and Acrobatic. Twenty years of age, wants work with organized trio or group of dancers. Do singles. Attractive wardrobe, references. Will travel anywhere. Contact Dick Millard, 2114 Santa Monica, San Antonio, Tex.

Juveniles—Full line of Comedy, Song, Dance, Magic, Specialties, Piano; read not fake. Closing 25 weeks roadshow, advance, promotion, produce concerts, presentations. At Liberty September 15. Wilson, c/o Show, Eldon, Ia., week Sept. 14.

Lindsay Wilson—Famous Clown Comique. Managers, take notice. Producing original. Something new for the public in clown comic. Big laugh and plenty hands. Billboard Office, Chicago, Ill.

Special Feature — Crystal Gazing. Playing night clubs, etc. No salary, selling music between shows. Answers personal questions free with copy of song. Contact me. "DE-LOSS," 516 Morrill Ave., Columbus, O. se21

AC INFLUX DOWN

(Continued from page 40) scheduled holiday programs. At Steel Pier more than 250 performers and musicians took part in shows in the five theaters and outdoor stadium. Glenn Miller, with Alex Bartha alternating, was main attraction in Marine Ballroom on Saturday, Sunday, and Monday. Vaude bill on Saturday was headed by Adrian Rollini Trio, with Eddie White and with Vilma and Buddy Ebsen taking over headline honors on Sunday, show including Weldon Barr, Joey Rardin, Sue Ryan, Paul Sydell, and Spotty, Emile, and Eugene Nathane. Minstrel troupe included Ben Yost and His Varsity Singers, "Kewpie" Kemper, Dick Dana, Manny King, Charlie Boyden, and George Haggerty, with Jimmy Jones and His Musical Shipmates. An Hawaiian-Filipino band played in the lobby. The stadium show included the thrill and aerial acts, Con Colleano, Olga Petroff, the Deteros, Georgetto Brothers, Gregoresko, Waldorf Dare-Devils, and Monroe and Grant, with the water carnival, including high-diving horses and Rex, aquaplane-riding dog.

Stellar Bill at Hamid's

At Hamid's Million-Dollar Pier the holiday show topped all those presented during the season. In the Ballroom of States, with Eddy Morgan playing alternate sessions, Art Jarrett held forth on Saturday, Jan Savitt came in for Sunday and Monday, and Tommy Reynolds was added on Monday. Shirley Ross was the extra Saturday and Sunday, added for the Hippodrome vaudeville, surrounding cast including Herman Timberg Jr. and Pat Rooney Jr., Jans Lynton and Three Sparks, Dorn Brothers and Mary, Clark Brothers, Paul Nolan, and Gracie Winthrop and Harris Welsh. Closing his week's stand Sunday night, Tom Mix headed the combined Wild West and circus show, including the Hodgini Family, Ricardo Family, Mohawk, Thieba, Mowery, Emanuel, Rice-Davidson Trio, Mlle. Bubbles, and Joe Hodgini. Single admission included Sylvia and Her Washington Debs, Baby and Princess Yvonne, Doc Irving's Miracles of Magic, Phillips' juvenile dance revue, Great Fun Chase, game rooms, archery ranges, fish aquaria, and deep-sea net hauls. Labor Day night Hamid's Pier provided 5,000 temporary grandstand seats for a fireworks display at a point off-shore between Heinz Pier and Convention Hall.

Wolf Lake Gross Is Down

MUSKEGON, Mich., Sept. 7.—Business in Wolf Lake Park here was off by 25 per cent from last year, due to poor weather. June was 50 per cent off but a warm July brought it up to normal, only to be hit in the past couple of weeks by cold and rain that kept the park closed except on week-ends, reported Manager George H. Perkins. It is operated as a family-type park, with a Swooper and Merry-Go-Round, about 10 concessions, bathhouse, and boat livery. It was opened by Perkins four years ago after Recreation Park in Muskegon was closed as an amusement park by the city. Spot is owned by Mrs. E. R. Porter and is operated by Perkins as manager.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Wholesale Houses Announce New Items for Fall Business

Designs to appeal to public's whims—all fields to be well supplied

CHICAGO, Sept. 7.—Looking forward to a banner fall season, wholesale merchandise houses have announced new items. With money from crop harvests and increased pay rolls from factories, those in the trade seem confident of establishing new record takes.

Supply houses, cognizant of the public's whims, have designed these items to garner more profits for those in the trade. Streetmen, pitchmen, agents, demonstrators, house-to-house workers, bingo, and salesboard operators will find among the new lines items designed especially for their fields.

Streetmen are counting on the recent trends to patriotic and political items. These include many eye-appealing lines that seem sure to command instant sales. Lines are varied and a thousand and one different items are available to suit nearly any taste or purse. Streetmen are also expected to find additional items among those soon to come on the market. Among these items are lapel pins, buttons, brooches, and Fifth Columnists, a comical novelty of H. Fishlove & Company.

Mechanical Toys Bow

Pitchmen will also find it profitable to handle certain political and patriotic items. In addition to the new numbers, some of the old stand-bys will come in for their share of the trade. Mechanical toys have already made their fall debuts in some sections, and workers declare they are getting off to a bang-up start with the view of establishing new records. Talk-a-Box, a Fishlove product that "says" "God Bless America," "We Want Willkie," and "We Want Roosevelt," is reported being bought in large quantities.

Demonstrators are looking to the new Vitex Glas Juicer, manufactured by the Renwal Distributing Company. The item is said to be a top money-maker at the World's Fair. Juicer is made of transparent plastic glass, is clear, unbreakable, and rustproof. One edge is sharp and jagged, facilitating the insertion into the orange, lemon, or other fruit. It can also be used for coring apples and other fruits. House-to-house workers are also expected to find this a profitable item. Altho it is not a new item, demonstrators are seen reaping good profits from the Art Cleaner, a product of the Artmoore Company, which allows housewives to dust, sweep, or mop without getting a drop of water on their hands.

Large Assortment

Bingo and salesboard operators seem to have the largest assortment of the recently announced items. These include the 14-piece Hollywood Portabar handled by D. A. Pachter Company. Item offers complete bar service for six. Consists of bakelite portable bar, six highball glasses, four spirit glasses, two decanters, and an ice-cube container. For this same field are the new three-power binoculars with American glass and a strong metal frame covered with rich pebble grain leatherette. Joseph Hagn Company carries this item.

Lumitone is the name of the table-lamp radio also handled by the Pachter company. Lamp-radio affords direct and indirect lighting and a radio with seven-tube performance. It requires no aerial or ground. Lamp has 16-inch celanese taffeta, stretched silk shade with gold piping. Vase is of ivory and gold two-tone plastic. Inverted reflector is a feature that makes the lamp an added aid for reading. Item is flashy and promises to be one of the out-

standing numbers offered. The Peace-Time electric patriotic clock, with dial that is replica of the United States, is hailed as a top item by Evans Novelty Company. Pres-a-Lite, which serves a lighted cigarette while driving, shows indication of being among the leading salesboard items. According to Fredmorr, Inc., Pres-a-Lite fits between the steering gear and dash, making it easily accessible to the motorist.

Souve and novelty workers are looking to Mexican and other miniatures to increase their takes. Among items outstanding in the miniature field is the blown glass sailing vessel in colors offered by the Leo Kaul Importing Agency. Waxed flowers, gold wire jewelry, and the like are predicted as top-flight items. Jackson Publishing Company recently announced "They're Off," "Gone With the Wind," and "This Ain't No Boloney," a series of comic novelty greeting cards that those in the trade declare are headed for great popularity.

"Winnie," the lifelike sleeping doll offered by the World Trading Company, is 28 inches high and attractively dressed in flannel snow suit. The item, while designed for concessionaires, will likely find a large demand in other fields. The Barking Dog from Hollywood is seen as a contender for folding money. Dog opens his mouth, barks, and wags his tail. Item is being brought back on the market by popular demand by the Joseph Hagn Company.

According to Masterlite Lamp Company, the new fluorescent ceiling or hanging lamp will provide cash for many agents. Lamps are available in 18 and 24-inch sizes. Features are that it can be installed easily, requires no expensive adjustments, and gives more light for less money.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.

H. M. R., of Portland, Ore., writes: "I am an old-time reader of *The Billboard*, having grown up in outdoor show business. Of late I have dabbled occasionally in placing salescards and I find myself wondering if it would be possible to have you place my name on any lists to receive announcements of new deals that one does not always see listed in the advertisements in good old *Billyboy*."

"More particularly I am interested in the source of supply of these small salescards made with few holes at larger prices like the ones used on the *Majestic Radio Deal* last summer. I enjoyed phenomenal success with that particular deal last summer on, of all places, *Treasure Island* among the employees."

We answered H. M. R. directly and would be glad to do the same for others who may be interested in sources of supply.

Many such letters come across this desk thru the year and among other things indicate that salesboard deal distributors could make hundreds of extra sales if they would go to the trouble of spreading the news thru the advertising columns of *The Billboard*.

It was not surprising to learn that H. M. R. did well with a deal placed among the employees on *Treasure Island*. A number of the operators locally have

BINGO BUSINESS
By JOHN CARY

LAST WEEK reports came in from Wilkes-Barre, Pa., and Natchez, Miss., on the crowd-drawing powers of bingo.

A NEWSPAPER STORY gives an excellent account of the game in the Pittston area of Pennsylvania. It relates that the bingo germ has bitten more persons in that area than in any other section of the county. "Assembly Hall is packed four nights a week, and it's big enough to hold the standing army of the United States without crowding. St. Joseph's at Port Griffith, Pa., operates Mondays; the Elite Club, Wednesday; Jenkins Township Hose Company, Thursdays, and Immaculate Conception, West Pittston, Fridays," says the story.

"St. Casimir's conducts an affair each week in parish hall, Sons of Legion in John Stark Post Building, Avoca Legion in its own home, and Holy Rosary at its auditorium in Duryea. A scattering of free-lancers appear from time to time. All games are heavily attended and bring in much-needed revenue that is used for good works."

The reporter who did the story attended his first game and was amazed at the enthusiasm shown. He writes that the Pittston area must have more addicts per hundred than elsewhere.

BINGO has always been strong in this area and it is gratifying to see so much enthusiasm shown for the game. The newspaper gave a good account of the games and emphasized that the proceeds were going for the support of worthwhile causes.

FROM THE Mississippi town also comes a good report on the game as played at Waterproof, La., across the river and 40 miles to the north of Natchez.

WATERPROOF and St. Joseph Catholic Church recently held a benefit game that met with great success. The crowd was most enthusiastic, and Father Charles Tobin expressed his satisfaction at the manner in which the benefit was supported. St. Francis Altar Society, St. Joseph, La., has held a number of games and more are planned for this winter. Realizing the tremendous fundraising powers, many churches of the Mississippi and Louisiana section are using bingo and merchandise prizes to swell their treasuries.

BINGO OPERATORS are eying the new Peace-Time electric patriotic clock recently announced by the Evans Novelty Company as one of the leaders for the season. This item is in keeping with the patriotic trend and is serviceable. The dial is a replica of the United States and an electrically operated flag waves back and forth over it every second. The clock is eight inches high and 8½ inches wide. Finish is in red, white, blue, and gold, which makes it stand out on any prize display. Clocks have always been good bingo items and this one stands to set new records in demand. While it is definitely a patriotic item, there will be a large number of people who want this item to give for Christmas. Altho it is September, people are beginning to think about that yule list.

SID RÜDDERMAN, of Metro Manufacturing Company, reports that the firm is putting a new noiseless bingo cage on the market. It is in production and will be released soon, he added. Metro is well known for its other bingo lines, including the popular Everlasting Bingo Ball.

done equally as well at the New York World's Fair.

Some weeks ago we ventured to guess that the clock cycle was due back again, and along comes Evans Novelty Company with its Peace-Time Electric Patriotic (See *DEALS* on page 57)

Big Labor Day Biz In New York Area Despite Bad Weather

NEW YORK, Sept. 7.—Labor Day week-end, despite the inclement weather, proved a money-flaker for concessionaires, streetmen, pitchmen, and others in the field. Storm warnings which drew much space in the newspapers discouraged thousands of New Yorkers from going to near-by resorts. Incoming crowds swelled the attendance at Coney Island and the World's Fair, which had a holiday week-end attendance of 770,030.

Gathering clouds and spasmodic showers kept down business on Saturday, and Sunday's crowds were late getting out because of predicted bad weather. Labor Day saw crowds of record-breaking proportions at the various resorts near-by.

Streetmen and pitchmen working Broadway with mechanical dogs and water orchids drew large crowds. Mechanical toys, always good sellers at this time of the year, are said to have garnered some folding money for the boys. Others in the trade working the different thoroughfares had political and patriotic numbers that sold beyond expectations.

Merchandise users at Coney Island declared that Monday was one of the best Labor Days in recent years. Stuffed toys found a large demand at game concessions, with Pinocchio dolls also rolling up new marks. Candy was a big item with the spots along the Bowery, it was said.

Reports Stay Crowds

At Asbury Park and Long Branch late crowds also helped to bolster the week-end business. When it was learned that the storm had definitely changed its course and skipped these areas business took on added impetus. At Long Branch, Dominick Scaglione, concessionaire, declared that his take for the three days was "most satisfactory."

Beach spots found sand toys good items, along with coolie hats and yacht caps. Canes with feathered dolls attached went big, and Coney Island's Surf Avenue souve and novelty stands reported quantities of them sold. While this item is consistent, the sales were above any figure that had been anticipated.

With a good week-end, Jersey and Coney Island operators launched plans for the extended vacation period. A move is under way to lengthen the period in Jersey to October. At Coney preparations have begun for the annual Mardi Gras, September 9-15. With pageants to be staged each night and a baby parade on Saturday, concessionaires and souve and novelty workers seem confident that takes will exceed those of recent years. All in all, those in the trade have expressed themselves as confident that receipts for the season will set new records.

Trick-Joke Novelty Sales on Upgrade

CINCINNATI, Sept. 7.—With many parties being scheduled for the fall and winter, trick and joke stores are getting stocks lined up for increased business. New lines will join staple ones to offer the public a good assortment.

Supply houses report that shipments of rubber gum, monocles, rubber doughnuts, mystic rings, loaded cigarettes, ravelers, soot whistles, papier-mache golf balls, hot seats, ball and vase, Iars' medals, imp bottle, dribble glass, puzzle rings, peppered gum, and similar lines are moving in large quantities.

Since more people daily are coming to realize the amount of pleasure to be obtained from such items at parties, this type of business shows indication of setting new records.

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.

Midget Bible

Fair and other workers, say Johnson Smith & Company, are garnering some nice cash from the Midget Bible. While this is not a new item, it is one that has instant appeal. Item has over 200 pages the size of a postage stamp and is completely legible. Firm also has paper-covered books on hypnotism, jujitsu, magic, dancing, ventriloquism,

mimicry, and imitations. The entire lists includes over 100 subjects. Because those in the trade are allowed to make large margins of profits, these items are seen as the biggest of seasonal numbers, the firm reports.

Iron Hanger

Hang-It is the name of an item with which agents are doing an outstanding business, Hang-It Manufacturing Company reports. Item consists of a bracket which is attached to the wall to hold the pressing iron when it is not in use. It keeps the iron out of the reach of children, keeps it clean and handy. Bracket is cadmium plated and will not rust. Samples and new low prices are available, the firm reports.

Radio-Lamp

Lumitone, table lamp and radio, is a money-maker for those in the bingo, salesboard, and other prize fields, D. A. Pachter Company reports. Item consists of a lamp with 16-inch celanese tafeta, stretched-silk shade with gold piping. Vase is of ivory and gold two-tone plastic. The lamp also has inverted reflector and three-way sockets.

EXCLUSIVE FUR COATS

JACKETS ★
Luxuriously Marked
BOLEROS ★
Beautifully Styled
Quality Workman-
ship at Popular
Prices. We offer
Coneys, Sealines, Up
Beaverettes, Cara-
culs, Marminks, Krimmer,
Squirrel, Persian, Rac-
coons, Skunks, Foxes.
Buy direct from manufacturer and
profit. Write for FREE List and
Illustrated Catalog. Concession-
aires, Bingo and Salesboard
Operators, secure the best values.
Ask for special details.

S. ANGELL & CO. Manufacturing
Furriers
236 W. 27th St., Dept. B-35, New York, N. Y.

New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.
NO EXPERIENCE REQUIRED
NO FILMS—NO DARK ROOM.
Direct Positive Photos, size 2 1/2 x 3 1/2 inches.
NOT TIN TYPES.
Big attraction. Watch photos develop in daylight in one minute.
Easy to operate. Simple instructions show you how.
Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.
P. D. Q. Photos are guaranteed NOT TO FADE. About \$60 starts you in this interesting, Big Money business.

LOOK!
Zeller, Mass., writes: "Did \$20 Sunday with P. D. Q."
Saymour, Pa., states: "Am located in a fair size park. Run about 400 pictures each Saturday and Sunday."
Busby, Mo., writes: "Am having great success. Making better pictures all the time."
Keeler, Neb., writes: "It's a wonderful machine. I want another P. D. Q."

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB, Chicago, Ill.

NOW A 3 IN 1 CAMERA SIZE RADIO
★ PLAYS ON BATTERY OR ELECTRIC

A Mere Handful

Slightly larger than the advertised all-battery sets. But it is real honest-to-goodness radio.

Only Camera Size RADIO that uses Regular Size Tubes. NO PEANUT TUBES which have only 25% as much volume output.

Uses **Flashlight Battery**

This marvelous little set has all the volume and quality of a large 3 in 1 set. Beautifully gotten up in simulated calf skin—a most attractive premium or salesboard item.

Priced Right For Operators—Exclusive Territory Arrangements Considered
WRITE-WIRE TODAY
"BIG" BILL BURNS, 140 West 42nd St., New York City

BINGO CALLERS WANTED

Must be first-class men in this line. All winter's work in Chicago. Work five evenings a week, about four hours an evening. Salary five dollars per evening. Men selected must be gentiles, dress neat and have a pleasing mike voice. In answering, give references. Season starts the first of October and runs until June 1st.

M. J. DOOLAN, 2517 W. 59th Street, Chicago, Illinois

PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!

Note: Buttons and Charms Are Sold Separately

<p>Buttons Only R. W. B. Willkie Button with Pin. Diameter 1 3/16 Inch. No. B3N547. Per 100 . . . \$.75</p> <p>Elephant Charms Only New Style G. O. P. Streamlined Ele- phant Charms with cord attached. No. B11N17. Pearl Finish, 1 5/16 x 3/4 Inch. Per Gross85 No. B11N13. White finish, 1 5/16 x 1 Inch. Per Gross1.00 No. B11N14. White finish, 1 3/4 x 1 3/4 Inch. Per Gross4.00</p>	<p>Buttons Only R. W. B. Roosevelt Button with Pin. Diameter 1 3/16 Inch. No. B3N548. Per 100 . . . \$.75</p> <p>Donkey Charms Only White Celluloid Donkey Charms with cord attached. No. B11N16. 1 3/4 Inch. Per Gross75 No. B11N11. 1 5/16 x 1 5/16 Inch. Per Gross3.60 No. B11N10. 1 1/2 x 1 1/2 Inch. Per Gross3.60</p>
---	--

PATRIOTIC AUTO PLATES
LOWEST PRICE IN AMERICA!

Most spectacular seller in years—at the most sensationally low price in America! RED, WHITE and BLUE Patriotic Auto Plates, fit above or below license plate. Made of heavy sheet metal, size 5 1/4 x 10". Each plate in envelope, with fasteners. Rich, colorful . . . packed with patriotic appeal . . . a selling sensation in every territory! Every motorist wants them! Agents piling up Big-Time profits! Get in! At our price you can really clean up! Rush your order!

No. B3N544. Per Gross \$15.00
Sample Dozen \$1.75 Postpaid

"God Bless America" Banner. Made of white rayon satin. Imprinted in red, white and blue. Double gilt spear point stick through top, and cord for hanging with tassels.
No. B48N35. 5x8 1/2 Inches.
Per Gross . . . \$ 6.75
Per Dozen60
No. B48N33. 9x12 Inches.
Per Gross . . . 13.50
Per Dozen1.20
No. B48N34. 18x26 in. Has gold fringe bottom.
Per Dozen . . . 6.50
Each \$.60

POLITICAL BANNERS
Roosevelt and Willkie Banners. Same quality as "God Bless America" Banners shown at left. Made of white rayon satin. Imprinted in red, white and blue with picture of candidate.
Size 5x6 1/2 inches.
B48N41—Roosevelt. Per Gross . . . \$6.75
B48N40—Willkie. Per Gross 6.75
Size 9x12 inches.
B48N43—Roosevelt. Per Gross 13.50
Per Dozen 1.20
B48N43—Willkie. Per Gross 13.50
Per Dozen 1.20

LONG MAY IT WAVE
3/4-inch Metal Disk with Bracket for attaching to auto. Celluloid face with reflecting American flag.
No. B3N540—\$10.50
Per Gross . . . \$10.50
Per Dozen90
3 1/4-inch Reflect-o-Lite. Unbreakable red reflector. After election imprinted celluloid can be removed, leaving reflecting surface.
Per Gross . . . \$10.50
Per Dozen90

Lapel Flag Button with stars and stripes in red, white and blue. Size of flag 3/4 x 1/2 inch. Each on a card.
No. B51N1—Per 100 \$1.00

Stone Set Metal Flag Pin. Stripes set with red and white brilliants. Stars white stones.
No. B35J29—Per Gross \$8.50
Per Dozen 75
As above but set with larger stones.
No. B35J16—Per Dozen \$1.50

Transparent Patriotic Stickers for Automobile or House Windows. 12 in Envelopes with directions.
No. B3N546—Per Gross Pieces \$1.50

Decalomania Patriotic Flag Sticker for Automobiles and House Windows.
No. B3N543—Per 100 \$3.00

Genuine Chinese Snakes
Assorted colors. The original Wiggly Snakes. Made of accordion pleated paper with composition head. Fastened on bamboo stick. Never before such realistic action. IT LOOKS ALIVE!
No. B2N74—Per Gross \$3.25
Per Dozen \$.30

COMICAL CARD NOVELTY "FIFTH COLUMNIST"
A real knockout. A bang-up. 3x5 Novelty Card shows a masked man cutout. On the inside page there is a real surprise for everyone. Each in envelope.
No. B3N536—Per Gross \$3.00

N. SHURE CO. 200 West Adams St. **Chicago, Ill.**

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Have You Seen It?

TALK-A-BOX

WORLD'S SMALLEST PORTABLE

GOD BLESS AMERICA!
WE WANT ROOSEVELT!

STOPS 'EM COLD
When They Hear Its Loud, Clear Voice!

TALK-A-BOX is new! Sensationally different! Looks like a real radio and actually speaks. Says "God Bless America," "We Want Willkie," "We Want Roosevelt." Works everywhere without electricity or wires.

No. 746 says—"God Bless America"
No. 747 says—"We Want Willkie"
No. 748 says—"We Want Roosevelt"

PER \$1.65 PER \$18.00
DOZ. F.O.B. GROSS DOZ. F.O.B.
Chicago Chicago

TRIAL DOZ. ONLY, Asst., Postpaid \$2

Patent No. 2164663 and Pats. Pending

PATRIOTIC AUTO PLATES
Red, White and Blue colors on embossed border plate. Size 5 1/2 x 10". Each in envelope with fasteners.
TRIAL DOZEN, \$1.75
DOZEN LOTS, \$1.35 **\$15.00** GROSS

REWARD
FOR THE INFORMATION OF ALL POLICE OFFICERS

Wow! It's a knockout! A sure-fire seller! Face shows masked man cutout. Inside surprises everyone. Each in envelope.
TRIAL DOZ. 40c PER GROSS \$3.00
All Prices F. O. B. Chicago.

No C. O. D. Orders Without Deposit.
Order From Your Jobber or Direct.
JOBBER: WIRE OR AIR MAIL FOR QUANTITY PRICES.

*** H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO ***
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

BUY ALL FROM ONE HOUSE AND SAVE!

"GOD BLESS AMERICA"
Satin Finish Rayon
BB6904—5x7. Per 100 \$5.00
BB6903—6x9. Per 100 \$10.00

10 YARDS SATIN RIBBON
No. 7 No. 5
B1432 40c B1431

NEW! SALEBOARD CATALOG
32 Pages of Sales Stimulators
NOW READY—Write for it today!
25% Deposit Required With All C. O. D. Orders

If you don't have your New 250 Catalog, write today and state type of business NOT CONNECTED WITH ANY OTHER SUPPLY HOUSE

WE WILL NOT BE UNDERSOLD

WILLKIE OR ROOSEVELT BB4412—5x7. Per 100 \$3.15
BB4413—9x12. State Name Per 100 \$6.50

BBspec.—Foxtails, with Comic Cards and Ties. Per 100 \$3.25

BB1448—40-In. Hawaiian leis. Cr. . . 1.85
BB9541—Bamboo Parade Canes. Gr. 4.25
BB8041—Col. Chesterfield Canes. Gr. 7.50
BB6938—Black Chinese Snakes. Cr. . 3.25

"PRO" ELECTRIC PENCIL BB5537
—With roll of gold foil, Each..... \$4.75

LEVIN BROTHERS TERRE HAUTE, INDIANA
MORE THAN 50 YEARS' CARNIVAL TRADE EXPERIENCE

CONCESSIONERS—OPERATORS

YOUR BEST AND CLOSEST SUPPLY HOUSE
LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3139 OLIVE ST., ST. LOUIS, MO.

BINGO GAMES AND SUPPLIES

CANES ~ PLASTER ~ CANDY

WRITE FOR OUR NEW, NO 50, 1940 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

SAVE 30-40% ON ENGRAVING JEWELRY

Double heart, airplane, double scottie, tie holders, and 100 others. Send \$1.00 for samples of the popular numbers.

HOT NEW NUMBERS

For diggers, salesboard, fairs, and gift shops, knives, jewelry, billfolds, luggage, compacts, cig. case, key chain, ma jong sets, Pen and Pencil Sets, Rings and Tie and Collar Sets. (Always some good job lots on hand). Send for cat., state your business.

DEXTER LACQUER & ENAMEL CO.
197 Harrison St., PROVIDENCE, R. I.

now SPECIAL VALUES

Waltham-Elgin
and other famous makes
Write for Price List!

\$1.00 EACH 18 SIZE ONLY
IN LOTS OF 50
Samples 50¢ Extra

M. FRIEDMAN - 74 FORSYTH ST. - N.Y.C.

Radio is seven-tube performance super-heterodyne, selective, and requires neither aerial nor ground. Tone is excellent and the set features fingertip tuning. Special prices are offered to introduce this item, which shows promise of being one of the biggest hits of recent years, the firm reports.

Patriotic Lapel Pin

The newest in jewelry to make its bow in the field of patriotic symbols, presently enjoying such a popularity thruout the nation, are the little hand pins displaying tiny enameled flag, as illustrated. The attractive lapel pins may be had in gilt or gold finish and each piece is individually carded. Item is low-priced and sells on sight wherever displayed. Joseph Hagn Company is introducing them.

Electric Eye

The Ray Alarm Electric Eye Burglar Alarm is proving a big item with agents, Ray-Alarm Company reports. The item is designed to scare thieves and takes instant flash identity photos. Mysterious invisible black light beam criss-crosses the room. When beam is broken by intruder, alarm bell clangs and flash camera snaps picture for police identification. Stores, homes, taverns, shops, garages, and similar spots are said to be prospects for this new alarm system. Sample inspection is available to those in the trade who are interested, the firm reports.

Card Novelty

Fifth Columnist is the name of a new comical card novelty that is earning folding money for streetmen, fair workers, and others in the trade, H. Fishlove & Company reports. Item consists of a 5 by 3-inch novelty card packed with surprise appeal. Card face shows masked man cut-out. Inside page illustration is a surprise for everyone. Each card is contained in a special envelope. Prices allow a good margin of profit and the number is headed for the top of the list of money-makers, the firm reports.

Liberty-Metro Sales Company, a new organization, caters to the notion and cosmetic trades. Associated with the firm is Morris (Blumey) Blumstein, who formerly operated the Liberty Sales Company. The first illustrated sales bulletin was recently issued and copies are available upon request.

FURS OF DISTINCTION

Direct From Our Factory
Make Your Selections From Our Sensational 1940 Styles

Muskrats, Raccoons, Skunks, Foxes, Marminks, Checkings, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other fur from \$7.50 Up

Write Immediately for Our Free NEW ILLUSTRATED CATALOG AND PRICE LIST.

ANDREW PAUL & E. ARKAS
Manufacturing Furriers
154 WEST 27TH ST., NEW YORK CITY

SELL A THOUSAND CAMPAIGN LAUGHS

FOR 25c

2 Campaign pocket pieces that wow them! Show them! Twist them! And sales pile up. If you thought the little magnetic dogs were funny—try this! Don't wait—get in on this fast seller at once. Write, wire or phone first order. Don't let a day of big profit go by without it. We guarantee satisfaction.

Democrat or Republican. 100, 7.00
Specify how many of 500, 25.00
each. 1000, 45.00

L. M. SLADE CO.
4409 W. Lisbon Ave., MILWAUKEE, WIS.

NEW! REFLECTORIZED Auto Emblems

PATRIOTIC—POLITICAL

Reflects at Night. Neat—Beautiful—Steel—Baked Enamel—Fit for Best Make Autos. Sell Like Hot Cakes. Put on in Jiffy—Size 6"x4".

SAMPLE GROSS
Dz. \$1.80 \$16.20

Cash With Order—Post Paid.
Send 25c for Sample or 3 for 50c

UNITED SIGNS
1458 School St., Chicago, Ill.

Late Fair Specials

12" Feather Dolls \$ 1.75 per Doz.
7" Feather Dolls 7.80 per Gross
500 Pieces of China Assortment, Suitable for Fish Ponds or Country Stores 3.00 per 100
Scale Candy 10.00 per 100
Shooting Gallery Candy 10.00 per 1000
Chesterfield Canes 8.00 per Gross
Pennant Canes 7.00 per 1000
Carnival League Baseballs 1.00 per Doz.
Faultless Balls95 per Doz.
Tails and Canes 4.25 per 100
Dolls and Canes 4.00 per 100
Swagger Canes 5.75 per Gross
Fur Monkeys 3.50 per Gross
Celluloid Dolls (5 inch) 4.80 per Gross
Celluloid Dolls (7 inch) 7.50 per Gross
Madagascar Hats 7.50 per Gross
Sun Glasses in Leather Kits with Mirror, Comb & Nail File 18.00 per Gross
10 Gross Assortment of China Slum for Penny Arcades90 per Gross

We Carry a complete Stock of Bingo, Hoop-La and Grand Store Supplies, also Novelties, China, Slum, etc.

Terms: 25% Deposit, Balance C. O. D.

ORDER FROM OUR NEAREST STORE.

B. & N. SALES

HOUSTON, TEX. DALLAS, TEX.
707 Preston 2125 Commerce
KANSAS CITY, MO., 310 West 9th

NEW NOVELTY "HOUSE BROKE PETE" IS SENSATIONAL SELLER

This Liquid Extinguisher Ash Tray is smart and naughty, of beautiful plastic construction and finished in four different colors. Made in the U. S. A. Packed 4 to a box. Each Ash Tray is furnished with a unique story of the origin. Cash in now. An ideal item for novelty stores, taverns, hotel news stands, cigar stores, salesboards and pitchmen.

No. B31V19—Per Doz. \$3.75. Per Gr. \$42.00.
2 Samples Postpaid for **\$1.00**

Catalog 402 of 684 pages of quality merchandise ideal for premiums, prizes and awards, concessions sent on request. Mention your business. We do not sell retail. Prices less 2% cash, 26% deposit on C. O. D.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO, ILL.

WALTHAM ELGIN

Complete Selection of Reconditioned National Advertised Watches From \$2.95
Send for FREE Money-Making Illustrated Catalog.

PLYMOUTH JEWELRY EXCH.
163 Canal St., Dept. A, N.Y.City

BINGO JOBBERS

Buy your Bingo Specials direct from the Printer. Up to 3,000 Combinations—No 2 Cards alike. Write to

ST. MARKS PRINTING CORP.
80 Fourth Avenue, New York, N. Y.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

BENGOR'S BARGAINS

- DOUBLE EDGE BLADES—BLUE STEEL. Packed 5s. Cello Wrapped. 1000 **\$2.10**
- SINGLE EDGE BLADES—Packed 5s. Cello Wrapped. 1000 **3.50**
- WILLKIE or ROOSEVELT BANNERS, 9x12. Doz. 90c. Gross **10.50**
- GOD BLESS AMERICA BANNERS with Fringe, 5x8. Doz. 55c. Gross **6.00**
- GOD BLESS AMERICA FLAG BUTTONS, 100 **.75**
- WILLKIE or ROOSEVELT BUT. TONS, 100 **.75**
- WORLD'S FAIR CAMERAS, Dozen **1.75**

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

KELNER SPECIALS



- Original Rollover Cat. Dozen \$2.00. Gross **\$24.00**
- Large White Walking Oh U Dogs. Dozen \$2.10. Gross **24.00**
- White Amer. Legion Buttons with Gold & Blue center. \$1.00 100. Per M. **9.00**
- Best Chinese Wigly Snakes. Gross **3.25**
- Full Size Silver Tinsel Head Batons. Gr. 18.00
- Heavy White Maple Parade Canes. Gr. 15.00
- Black and Silver Swords. Dz. **7.50**
- Lone Ranger Hats with Masks. Dz. **1.75**
- Silk Whistle Lash Whips. Gr. **7.00**
- 23 In. Cretone Parasols. Gr. **9.00**
- Best R W B Bow Pins. Gr. **40c**
- Extra Large Jap. Animals. Dz. **1.80**
- Jump Skeletons, Red Devils, etc. Gr. **3.60**

HARRY KELNER & SON, INC.
50 BOWERY, NEW YORK CITY

NEW BLACK LIGHT ELECTRIC EYE

FREE BURGLAR ALARM
SEND your name—no money for free facts about the sensational sales success—**RAY-ALARM**—the first electric eye at a low price. Tremendous national publicity has created huge market with stores, homes, shops, factories as a burglar alarm and in gas stations and offices as an annunciator. Salesmen and distributors are now CASHING IN on spectacular demonstration and magical performance. If you can sell, don't lose a minute. This is the biggest profit opportunity in years. Send name today to **RAY-ALARM, Dept. R-439A, 225 Fifth St., Des Moines, Iowa.**

NEW TURN SIGNAL

FLASHES from REAR WINDOW—DASH Control AGENTS A whirlwind seller. Drivers buy on dash demonstration. Dealers buy \$3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name for facts and Demonstrator sample plan. All Free! Rush **WATCH-MY-TURN SIGNAL CO., Dept. W-439A, Walnut Bldg., Des Moines, Iowa**

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

Wholesale Catalog 4000 BARGAINS
For Salesmen and Distributors

FREE It has 260 pages, check-full of unusual values. It contains selling plans; order stimulants; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. **FREE** while stock lasts. Send for your copy Today.
SPORS OO, Le Center, Minn.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

DEALS

(Continued from page 54)
Clock, which may make a first-class prophet out of us. Item certainly has flash, consumer appeal, and timeliness. If it goes, it would be a natural for other clock manufacturers to fall in line.

We have a report that a leather-covered Traveling Clock is clicking on a board deal, which may be another straw in the clock-cycle wind.

The portable Bar-Service announced in last week's issue of *The Billboard* by D. A. Pachter Company is worth a look-see. The item is priced low enough for a run and should go exceptionally well in locations where merchandise can be placed on consignment.

HAPPY LANDING.

BRIEFS

(Continued from page 41)
ing. Buckroe Beach, near Newport News, remained open an extra week beyond Labor Day for one of the very few times in its history, the extension being more than warranted by excellent business.

PHILADELPHIA.—"Dollar Days" on September 7 and 8 closed the season in Woodside Amusement Park. The innovation allowed unlimited rides from 1 to 11 p.m. for \$1. Holiday throngs, who preferred to stay close to town to the risk of floods and heavy traffic over the Labor Day week-end, had no trouble amusing themselves. Woodside and Willow Grove and suburban and near-by amusement parks attracted thousands; another 10,000 swarmed into Philadelphia Zoo while thousands of others took in the opening of Montgomery County Fair, Hatfield, N. J.

CLEVELAND.—Puritas Springs Park will continue to operate Tuesday, Friday and Saturday nights and all day Sundays for midway amusements and dancing, and will be open every afternoon for roller skating. Park discontinued daily operation on Labor Day.

COSHOCTON, O.—Lake Park here, owned and operated by Helen and Dick Johns, on Labor Day ended what Johns termed a satisfactory season in spite of a discouraging first month's operation. Last major outing on August 30 jammed the resort to capacity. Ball-room confined bookings to middle-bracket bands and Johns said not a losing date was played. Park will continue to operate week-ends during September, with dancing Saturday nights.

With the Zoos

PHILADELPHIA.—Elephants in Philadelphia Zoo will be given a \$70,356 yard, to be built by WPA labor and to include moats instead of bars. Placing of curbs, sidewalks, walls, and landscaping will be in addition to the \$137,000 elephant house nearing completion.

WILKES-BARRE, Pa.—City's 10 monkeys were moved to a new home in Kirby Park Zoo. New quarters were constructed from what had been a bear cage until the two bruin occupants were bought by the Humane Association last spring to be liberated in the Pocono Mountains. Cage is of concrete. All wooden cages for animals in the old zoo have been removed.

PORTLAND, Ore.—What to do with 350 pounds of Yellowstone Park grizzly bear was a problem for Zookeeper C. N. Baldwin. Given to Portland Zoo on short notice by the park service, the grizzly arrived with no adequate facilities to receive him. A cage formerly occupied by the late George, blue-faced baboon, was reinforced with iron bars and heavy wire to make temporary quarters for the bear until a grotto can be built. The grizzly will be joined by a female as soon as park rangers can capture one.

ONE THOUSAND OAKS, Calif.—Louis Goebel is rebuilding his zoo after the recent fire. New workshop will have a solid steel partition between it and the cages. Goebel feels the loss of his two elephants keenly. Some of Mabel Stark's

that *New Item* they're all raving about

PEACE-TIME ELECTRIC Patriotic CLOCK

THE FLAG WAVES EVERY SECOND

Intriguing Action! It Automatically Waves Back and Forth Electrically Operated!

*** **GOD BLESS AMERICA** ***

AMERICA'S NEWEST Premium sensation! Never before has there been an item so **TIMELY**, so **UNUSUAL**, so **APPEALING!** It's utterly **DIFFERENT!** Sells on sight! Everyone goes for the intriguing "ACTION" manner in which the American Flag continually and automatically waves over our Country. Gorgeous colored in red, white, blue, gold and black. 8" x 8 1/2". Guaranteed, accurate electric movement. **LOW-PRICED TOO!** Cash in on this big money-maker NOW!

WRITE OR WIRE FOR DETAILS

EVANS NOVELTY COMPANY

"GOD BLESS AMERICA" BANNERS

No. 5557 Sell everywhere! Newest patriotic window and automobile banner! White satin-rayon, 5x6 1/2 in. printed in red and blue colors as illustrated. 9x12 in. 60c dz. Wood hanger across top has gilt decorative arrowheads at ends and colored silk hanging cord with tassels attached. \$1.20 dz. \$6.75 gr. \$13.50 gr.

Send for **FREE COPY** of our **BIG 1940 GENERAL CATALOG** Over 400 pages illustrating the newest and flashiest Bingo and Concession items, premiums, novelties and specialties of all kinds.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

tigers and other animals were lost in the fire. Louis Roth has not been able to present his wild animal acts on the last three Sundays because of an injured right leg. A deer jumped upon Roth during filming of an animal stampede at the Hal Roach Studio. He is now out of Hollywood Hospital. On September 28 Roth will sail for Hawaii with a mixed animal group to fill a 10-week engagement with E. K. Fernandez. Bert Nelson is now doubling in pictures. Eddie Trees is acting as guide at the zoo. On August 25 Mr. and Mrs. S. L. Cronin visited Goebels, Cronin looking over the Hagenbeck-Wallace equipment that is stored here.

MILWAUKEE.—A green monkey baby, orphaned at birth three weeks ago in Washington Park Zoo, is thriving under bottle feeding and supervision of two attendants. The male baby probably will be put on display in about a month.

DETROIT.—Detroit Zoo will remain under its own separate commission instead of being merged with three other city departments, including the smaller and older zoo at Belle Isle Park, city council has decided. Earlier plans called for putting the zoo into a general consolidation of local government departments, but Director John T. Millen protested strongly, pointing out that no economy would be effected and that it might seriously hinder development of the zoo if it lost its separate identity.

Extra Value! \$2.25 EACH

5 for \$10.50 **5 for \$10.50**

No. BB 9599—Ladies' Bracelet Watch. Exquisitely Styled 12 1/4 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazing Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

ELGIN--WALTHAM GRUEN--BULOVA--HAMILTON

Wrist and Pocket Watches. **\$2.95**
PRICES START
GUARANTEED LIKE NEW. Write for Catalog.
JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

DON FRANCISCO, slack wire, and Three Jacsons, acros, were midway attractions, along with fireworks, over Labor Day week-end in Lake Brady Park, near Ravenna, O., reported Don Wilson, manager. Gus Sun agency set the acts.

OAK-HYTEX TOY BALLOONS

CIRCULAR STRIPES

Red-White-Blue and other combinations. Color bands separated by transparent stripes. Sensationally flashy!



The OAK RUBBER Co.
RAVENNA, OHIO

★ **IT'S TIMELY** ★

ROOSEVELT, WILLKIE or GOD BLESS AMERICA Buttons. Your choice, 100 Complete, 89c. 1000 Buttons, \$6.50

ROOSEVELT, WILLKIE or GOD BLESS AMERICA BANNERS. Your choice, size 6x12 inches, 2 grades, Doz. 75c; Gross \$9.00, and Doz. 85c; Gross \$10.80

Your choice, 5x8 inches, 2 grades, Dozen 45c; Gross \$5.25, and Dozen 55c; Gross \$6.40

DECALS: STICKERS or SEALS, with Campaign Inscriptions or God Bless America in 3 Assortments.

No. 1—Dozen 54c. Gross Pkgs. \$6.00
No. 2—Dozen 33c. Gross Pkgs. 3.80
No. 3—Gross Packages 1.80

AUTOMOBILE REFLECTOR PLATES, with Flag, or for Campaign. Your choice, Dozen 72c. Gross \$7.92

DONKEY or ELEPHANT CHARMS, with Tassel. Gross .60

FLAG BOW PINS, 2 Inch Bow in Red, White and Blue. Gross \$3.50

MINIATURE U. S. FLAG ON STICK WITH SPEAR, 1 1/2 x 2 inches. Gross \$3.00

AMERICAN FLAG PINS, 2 grades, individually carded. Dozen 33c; Gross \$3.80, or Dozen 54c; Gross \$6.00

HAWAIIAN LEIS. Gross 1.75

FOXTAILS, with Combs Cards and Ties, 100 Complete \$3.00

WE ARE NEVER UNDERDOL. Usual Payment Terms. Free Catalog.

MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

NEW LINE 1940 JEWELRY NOW READY

Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and Whitestone Rings, Enameled Flag Pins. Send \$2 for complete samples. Free Catalog.

JACK ROSEMAN CO.
307 Fifth Ave., New York City.

LATEST STYLE FUR COATS & FUR JACKETS NEW 1941 MODELS

Skunks, Sealines, Persians, Striped Coats, etc.

Send for Latest Complete Price List Every Kind of Fur at Lowest Prices.

B. WEISS
305 7th Ave., N.Y. City

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM

New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.

STARR PEN CO.,
800 W. Adams St., Dept. B, Chicago, Ill.

CHLWING GUM 23¢ BOX

RETAILS FOR \$1.00. Each box holds 20 Cellophaned 5¢ Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (pre-paid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

ROLLED GOLD PLATED WIRE (Gold Filled)

of Gold & Silver

221 Eddy St., PROVIDENCE, R. I.

FOR PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

ANYBODY WORK the Ohio State Fair, Columbus? How was it?

JOE WILLIAMS . . . pencils from Athens, Tex.: "After closing six weeks of good business, pitching oil and peelers along with med, my show will make a few pumpkin fairs. Had good business here, working peelers at the rodeo and med show at night. Mary Turner left for West Virginia to settle the estate of her deceased mother."

BERT DAILEY . . . scribbles from Fort Pierce, Idaho, that there are no paper men or other pitchmen in that section. He has been busy working chain stores.

THE PITCHMAN usually succeeds where the store clerk fails because the pitchman is a master sales psychologist and his efforts are not with one person but with crowds.

ED MURRAY . . . is in Detroit visiting Doc Red McCool, who is doing well and looking better. Murray says Iron Man Steve is managing Red McCool's spot.

CHARLEY KASHER . . . and Joe Barko are reported in Detroit.

TOO MANY of the boys and girls like to read pipes from the other fellows but fall themselves to send in their bit for the support of the column. It's about time some of you delinquents pipe in, isn't it?

DOC BILL COTHRAN . . . pipes from Spartanburg, S. C., that he's closed with the Connie & Dolly Show and is getting ready for fair dates in the Carolinas and Georgia. Says he visited the Ott & Prescott Show in Pavo, Ga. There are not many boys in the Spartanburg vicinity, according to him.

FROM GEORGE J. OLIVIER . . . "Just returned (to Washington) from the New York World's Fair. I desired casing the workers whom I class as big time in our profession. Wish I had the confidence in myself that these birds have, tackling a nut like that. I did not meet any acquaintance or learn any angles I could not have acquired in any V and X basement. I felt some pity for the boy working a pen combo in the Transportation Building. There was a female in the back of his tip who would yell out as he warmed up: 'How much do they cost?' It could have been a conspiracy, because that item was being overworked. How about pipes from Harry and Florence Walker and Frank Libby?"

TRIPOD OPININGS: "Commendation is usually in the air concerning the efficient and clean manner in which the successful pitchman works. That's why a successful worker has so little to say about himself and his accomplishments."

GEORGE DURST . . . is a constant plugger for organized pitchmen. He calls pitchmen the orphans of democracy and says that they must have freedom of enterprise in order to enjoy their other rights.

JEFF FARMER . . . blasts from Mountain Home, Tenn.: "Have been here for a week. I worked Newport, Tenn., August 31, and it's a good town for your o. m. I am leaving for Wilson, N. C., next week."

THINGS WE NEVER HEAR: "The reason we dispose of most of our shelf and case-worn merchandise is because we employ pitchmen, whom we are content to respect as samples of expert salesmanship. We've given up knocking 'em and they are welcome here any time." —Local merchant.



Events for Two Weeks

- September 9-14**
- CALIF.**—Lodi, Grape & Wine Festival, 13-15. San Luis Obispo, Days of the Dons, 13-15.
- COLO.**—Arvada, Harvest Festival, 13-14.
- IDAHO**—Cottonwood, Stock Show, 12-14.
- ILL.**—Abingdon, Horse Show, 12-14. Bethalto, Home-Coming, 13-14. Harvey, Moose Lodge & Vol. Fire Dept. Celebration, 10-15. Mahomet, Fall Festival, 12-14. Minonk, Fall Festival, 12-14. Nauvoo, Grape Festival, 13-15.
- IND.**—Dunkirk, Fall Festival, 9-14. Martinsville, Free Legion Harvest Festival, 7-14. North Judson, Celebration, 11-14. Versailles, Pumpkin Show & Farmers' Fair, 14.
- IA.**—Weldon, Free Barbecue & Fall Festival, 11-13.
- MASS.**—Boston, Invention Market, 10-13. Boston, Gift Show, 9-13.
- MINN.**—Morristown, Corn & Colt Show, 13-14.
- MO.**—Bethany, Harrison County Fall Round-Up, 10-14. Butler, Celebration, 9-14. Huntsville, Old Settlers' Reunion & Fall Festival, 9-14. Lockwood, Fall Festival & Fair, 12-14. Milan, Home-Coming & Fair, 9-14. Paris, Legion Fall Festival, 9-14. Rolla, Lions' Celebration, 11-14. Sweet Springs, Celebration, 9-14.
- N. Y.**—Caladonia, CSRA Auto Races, 15. Lockport, American Sons of Italy Celebration, 7-15. New York, Atlantic Coast Premium Buyers' Expo, 9-13. New York, Pastimes on Parade at Grand Central Palace, 7-14.
- O.**—Ada, Fiesta, 14-16. Bettsville, Home-Coming, 10-14. Canal Winchester, Legion Fall Festival, 11-14. Lore City, Home-Coming, 12-14. New Comerstown, Harvest Festival, 13-14. New Philadelphia, Elks Band Fun Frolic, 12-14. Rawson, Home-Coming, 10-14.
- OKLA.**—Enid, Cherokee Strip Celebration, 14-16.
- PA.**—McClure, Bean Soup Home-Coming Celebration, 12-14.
- TENN.**—Paris, Nancy Hall Jubilee, 11-14.
- TEX.**—Henrietta, Clay Co. Pioneers' Celebration, 13-14.
- WIS.**—Oconto, Corn & Potato Show, 14-15.
- September 16-21**
- CALIF.**—Bakersfield, Frontier Days, 18-22. Bay Meadows, San Mateo Co. Fiesta, 19-22.
- ILL.**—Forreston, Sauerkraut Day, 19. Warrensburg, Home-Coming, 19-21. Washburn, Fall Festival & Home-Coming, 20-21.
- IND.**—Carlington, Fall Festival, 19-21. Denver, Fall Festival, 18-21. Ellettsville, Fall Festival, 19-22. Kokomo, Fall Festival, 18-21.
- IA.**—Marion, Corn Festival, 17-20. Russell, Home-Coming & Farm Festival, 19-20.
- KAN.**—Cawker City, Fall Festival, 19-21. Logan, Fall Festival, 18-19.
- KY.**—Louisville, Midwest Dahlia Show, 21-22. Winchester—Horse & Lions' Club Tobacco Festival, 17-21.
- MASS.**—Boston, Police Circus in Boston Garden, 16-21. Pittsfield, Shiraz Grotto Charity Circus, 19-21.
- MICH.**—Decatur, Celery Festival, 19-21. Paw Paw, Grape Festival, 19-21.
- MINN.**—Amboy, Corn Festival, 16-17. Montgomery, Kolacky Day, 22.
- MO.**—Alma, Fall Festival, 19-21. Burlington Junction, Farmers' Fall Festival, 18-21. Fulton, Street Fair, 20. Gallatin, Fall Festival, 18-21.
- MO.**—Fayette, Fall Festival, 18-19. Liberal, Free Fair & Fall Festival, 19-21. Palmyra, Fall Festival & Home-Coming, 19-21.
- NEB.**—Deshler, Broom Factory's Golden Anniv. Celebration, 17-19.
- N. J.**—Metuchen, Firemen's Fall Festival, 16-21.
- N. Y.**—Albany, Mardi Gras, 16-21. New York, Atlantic Coast Premium Expo, 16-21.
- O.**—North Canton, Fair & Home-Coming, 18-21. Columbus, 4-H Club Congress, 15-20. Jackson, Apple Festival, 18-21. Junction City, Celebration, 16-21. Sandusky, Grape Festival, 19-22. Seville, Street Carnival, 19-21.
- OKLA.**—Waynoka, Pioneer Celebration, 19-21. PA.—North East, Erie Co. Grape Carnival, 20-21.
- S. D.**—Aberdeen, Golden Pheasant Festival, 16-21. Wentworth, Corn Days, 16-17.
- TEX.**—Amarillo, Pageant, 16-21. Robstown, King Cotton Rodeo & Pioneer Reunion, 20-22. Stephenville, Livestock & Poultry Show, 20-21.

CATALOG No. 25—JUST OUT! NEW ENGRAVING LINE

Brand-new "engraving pin" styles—big sellers that really "get money"—a big complete "new line" of pins, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items—even 12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

NEW JEWELRY for ENGRAVERS, Fairs, Demonstrations and Promotions! Immediate Delivery.

Locketts, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.



GOD BLESS AMERICA DECALCOMANIA

4 COLORS: Red, White, Blue, Gold

Outsells every other patriotic number. Two sizes: 5"x5", 80c per dozen, \$7.20 per 100; 3"x3", 45c per dozen, \$3.60 per 100. Send 10c for samples of both.

ROOSEVELT, WILLKIE and "GOD BLESS AMERICA" Silk Banners

5"x8 1/2" . . . \$.60 Doz., \$ 6.50 Gross
9"x12" . . . 1.20 Doz., 13.50 Gross
12"x18" . . . 2.30 Doz., 27.00 Gross

Write for free catalog of latest fast sellers.

GORDON MFG. CO.
110 E. 23rd St., New York City. Dept. CT9

YALE 1940 FOOTBALL PRICE LIST NOW READY

Send for Your FREE Copy Today

Lowest Prices

Send for other Free Price Lists of Patriotic Campaign, Badgeboard, Fair and Carnival Specialties.

EPSTEIN NOVELTY CO., Inc.
116 Park Row, New York City

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

Big earnings for ambitious men and women in new uncrowded field with famous nationally-advertised Hoover line of smart, exclusive Uniforms for restaurants, hotels, taverns, stores, offices, doctors, dentists, etc. Not home-to-home. No experience—no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE!

HOOVER Dept. JK-4, New York

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

R. B. SMITH . . . continues working Butte, Mont., streets with graters and peelers to reported good business.

LEW PETERS . . . the flying pitcher from Finland, is reported to be vacationing in Asbury Park, N. J.

WHO SHOULD RAMBLE . . . into Cincinnati last week but Jimmie Hendricks, of River Jordan herb note.

★PATRIOTIC SPECIALTIES★

"GOD BLESS AMERICA" Rayon Satin Banners 5'x12", Doz. 85c; 100 . . . \$ 5.00
 9'x12", Doz. \$1.25; 100 . . . 10.00
 WITH ROOSEVELT OR WILLKIE PICTURE 5'x7", Doz. 70c; 100 . . . \$ 5.50
 9'x12", Doz. \$1.40; 100 . . . 11.00
 WINDOW STICKERS—24 to display. Sell 10c ea. Brings \$2.40. Cost you 70c card.
 METAL FLAG LABEL BUTTON, 100 for 80c
 RHINESTONE FLAG PIN—Per Doz., 80c
 EAGLE & SHIELD DECAL—Per Doz., 80c.
 SUCTION FLAG HOLDER SETS with 3 Flags—Doz. Sets . . . \$1.50
 (Deposit on All Orders—Include Postage)
 ●WAGONMEN—HOUSE Tremendous Values
 PREMIUM OPERATORS in Notions
 Carded Goods, Sideline Goods, Drug Items, Salesboards, Deals.
 New Catalog of Complete Line—Free!
 ★ CHAMPION SPECIALTY CO. ★
 814-V Central St., Kansas City, Mo.

During a visit to the pipes desk, he advised he was set to open his demonstration in Neisner's in the Queen City September 9.

STILL CLICKING . . . in Western New York and Western Pennsylvania territory are Jimmy Millett and Phenomenal Reed, according to reports from that neck of the woods.

WORKING FAIRS . . . to reported good results is Joe Hess, who closed his pen spot on the Boardwalk in Asbury Park, N. J., recently.

HAVEN'T HAD . . . any word from Tommy Burns Jr., Charley Courteaux, Art Nelson, Bob Linenfelter, or Fred McFadden recently. What's doin' in your diggins boys?

DICK WEITH . . . has the corn punk demonstration in Newberry's dime store in Asbury Park, N. J. According to word from that section, he's doing okeh.

HANDLING THE . . . Headless Wonder Show and doing inside lecturing at Coney Island, Cincinnati, is Robert (Jimmy) Walker, formerly of pitchdom.

MIKE AND TED GOLDSTEIN . . . humatone workers of note, are still managing to get their share of the geedus with that item at the New York World's Fair.

GETTING SATISFACTORY . . . results with the mouse game at New York World's Fair is Emil Siebold, who has George Power and Eddie Turner assisting him.

Pitchdom Five Years Ago

W. R. Chism ran into the Er-Bo Med Show working thru Southern Illinois. . . . Doc Herman A. Williams was in Chicago, which he found generally closed and hostile. Soapy Williams was working a corner there to fair results, and Bob Hilton and Doc Fox were working each night at State and Quincy streets. . . . Frank DeGraw, wife, and daughter were making the Wisconsin fairs with Pat O'Dea. . . . Tom Sigourney was back in Chicago with his books. . . . Carl Savage was with the Tona-Vita Med Company in Markleville, Ind. Show was a unit of the Natural Health Bureau under guidance of Doc L. R. Marvin. Wayne Kirk was lecturer and comedian, and Savage did straights and played the accordion. . . . Bob Shortell was working in and around Lowville, N. Y. . . . "Beansey" Max Ellberg was pitching blades in New York to slow results. . . . The Cantrell & Prince Zogl show was doing fair business in Elgin, Tex. Show was carrying 12 people and two concessions. . . . P. R. Devore, former owner of the Devore Manufacturing Company and well known to med men, had organized the Devore Pharamcal Company, Columbus, O. . . . Quite a gathering of sheet boys were at the Illinois State Fair and all seemed satisfied with the week's results. Among them were Max Allen, D. Etterly, Roy Atherton, Eddy Cove, H. P. Coffey, Ray Bowers, Dick Well, Jake Kaplan, Googes Coleman, Eddy Yogley, and others.

Philly Girl Miss America

ATLANTIC CITY, Sept. 9.—Frances Marie Burke, 19-year-old daughter of a Philadelphia fireman, was chosen Miss America of 1940 at the annual beauty pageant which closed here Saturday night. She is a model and has already started a stage tour. Rosemary Laplanche, 18, Miss California, was runner-up, and Monnie Drake, 20, Miss Michigan, placed third.

ROYAL EXPOSITION SHOWS WANT

For Monaker, Va. Fair, next week Rides—Can use No. 5 Wheel, Kiddie Auto Ride, Octopus and Roll-o-Plane at 25 per cent. Shows—Earlson, Rena Kay, Dan Riley and others with own outfits, come on at 25 per cent. Concessions—All Concessions open except Bingo, Popcorn and Ice Cream. Have following fairs to follow this date: Gaffney, S. C.; Laurens, S. C.; Fair; Ware Shoals, in heart of town; Mt. Carmel, S. O.; Fair, and Bishop, Ga.; Maiden Fair. First carnival in history of this county, with one other Fair pending to follow, and one of the best Armistice week towns in Georgia. Communicate quick with H. B. ROYAL, this week, Erwin, Tenn.

WANTED
 Rides, Shows. Some Concessions acceptable.
ANNUAL CONWAY COUNTY FAIR
 Morrilton, Arkansas, October 3rd, 4th and 5th.
 What have you?
 Wire W. M. TREADWELL, Morrilton, Arkansas



Juicer Workers—Attention!
 Our New Improved UNBREAKABLE
VITEX GLAS JUICER

Has Been Getting Top Money At The World's Fair
 Over 250,000 Sold in Less Than Three Months

★ Made of transparent plastic glass—clear as a crystal and unbreakable.
 ★ Everybody who purchased metal juicer immediately responds and is a potential buyer. It is rust proof, tarnish proof, easy to clean—sharp as a razor—EXTRACTS juices quicker and leaves no metallic taste.

A New Natural Pitch Item for Fairs, Department Stores and Chain Stores. Percentage of Profits—Tops.

EVERY ONE A WORKER—
GUARANTEED 100%
 It has absolutely no competition in its field and it has been proven a definite winner.
 Manufactured and Distributed by
RENWAL DISTRIBUTING CO., Inc., 27 West 24th St., New York City
 Patented—Made in U. S. A.

All the boys working our juicers claim it to be by far the easiest working—nicest looking juicer on the market. (Packed in very attractive boxes.) Invest 10c in coin or stamps—We will send you a sample and prices—You can't miss—Sold on a 100% guaranteed sale basis.

BINGO SUPPLIES

BINGO CARDS all sizes—all weights.
BINGO SPECIALS 7 colors regular packing or 7 different colors to a pad.
BINGO MARKERS Black Cardboard Red Cardboard
 Also all other items necessary for Bingo.
 Watch for announcement concerning our new NOISELESS BINGO CAGE.
JOBBER: Write for New Catalog and Confidential Price List.

METRO MFG. CO. 28 W. 15 ST. NEW YORK CITY

This Fellow HELPS You SELL A NEW KIND OF BURGLAR ALARM!

As long as thieves and burglars exist people will want BURGLAR ALARMS for their homes, garages, stores, service stations, etc. Most of us cannot afford expensive burglar alarm systems—therefore your market for this LOW PRICE alarm is among the great majority! The new RELIABLE ALARM makes a loud report, instantly, if anyone tampers with door or window to which it is attached. Sure to wake up owner—scare away burglar! Sold on money-back agreement! WRITE TODAY for FULL PARTICULARS—liberal terms—and send only \$1 for sample. We ship by return mail—YOU CAN START PROFITABLE SELLING AT ONCE!

RELIABLE SALES CO.
 Dept. AB, 1133 Broadway, New York City

REPEAT ORDERS ASSURED BY OUR FUR COATS FREE CATALOG

Your season isn't started till you see our new catalog of best sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 30 days. Same day deliveries. Deposit, Balance C.O.D. 25% **LOWEST PRICES!**

H.M.J. FUR CO.
 150 W. 28 ST. N.Y.C.

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.
 109 North 7th St., St. Louis, Mo.

ELECTRIC PENCIL
 Professional, No. 3, switch on 7 foot safety asbestos resistance cord, roll best gold, \$4.75 postpaid, cash with order. Deposit \$1.00 for C. O. D., plus postage. Guaranteed one year. Money back if not pleased. Exclusive features insure long life, dependability, comfort in using continuously, no burned fingers; no loose, wobbly points. Fast on silk, celluloid, leather, plastics, etc. Six rolls best gold, 1"x400", \$2.50.

R. E. STAFFORD
 2434 N. Meridian St., INDIANAPOLIS, IND.

PHONEY LETTERS
 8 to set with env. 1.20 doz. sets They are NEW . . . Funny . . . retails 25c
CIRCUS LOVE DOGS 1.20 doz. pairs
MAGIC COIN BOX U. S. Make 75c doz
BIG BUTTONS . . . Hot Comic wear on lapel . . . riot . . . big ast. doz. 60c.
GLOVE FOLDERS new Series, 6 for Birthday and 6 for everyday. Red Hot and funny . . . birthday 60c. doz. 6.50 others 50c 5.75
BAG OF TRICKS, JOKES, PUZZLES, each bag red cloth contains 8 articles doz 70c. Catalogue 25c refunded with first order. Samples? Yes, 30 diff. & Catalogue 2.00.
MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

RALEIGH, N. C., 3D ANNUAL LEGION FESTIVAL, Week of September 15 to 21.
GREENSBORO, N. C., September 23 to 29.
DURHAM, N. C., COUNTY FAIR, September 30 to October 5.
WILL BOOK ROLL-O-PLANE. ALSO OCTOPUS.

CONCESSIONERS, ATTENTION
 The above dates are the best you will find anywhere. Will book Wheels, Coupon Games, Palmistry, Grind Stores, Ball Games, Scales and all Concessions except Bingo and Diggers. Buck Denby, Business Manager and Legal Adjuster.
WANT SECOND MAN. ALSO BANNER MAN.
WANT GOOD PROMOTER for Wilmington, N. C., Fair.
 Bob Hallock, contact me at once.
 Write or Wire

IDEAL EXPOSITION SHOWS, Inc.
 WM. GLICK, Mgr. THIS WEEK, GALAX, VA., FAIR

WEST'S WORLD'S WONDER SHOWS WANT
 Musicians for Plant Show, Freaks and Attractions for Side Show. Salaries both out of office. Experienced Ride Help all departments. Want Scooter, will furnish wagons. Concessions all open except Bingo and Cook House, no exclusive. Dyersburg, Tenn., Cotton Festival this week; Obion County Fair, Union City, Tenn., Sept. 16 to 21; followed by Great Madison County and Tennessee Valley Fair, Huntsville, Ala., Sept. 24 to 28. All Fairs from now on.

WOLFE AMUSEMENTS
 All this week, Seneca, S. C., on the streets; Liberty, S. C., Apple Festival, Sept. 16-21; Abbeville, S. C., Fall Festival, Sept. 23-28; Hartwell, Ga., biggest celebration in Georgia, Sept. 30 to Oct. 5; Gray, Ga., Oct. 7-12; Gray is a Free Fair. Can place Diggers and four more Celebrations. Following Concessions open: Cigarette Gallery, Fish Pond, Mitt Camp (no Gypsies) Ball Games and any Concessions that work for 10 cents. If you can stand prosperity get with this Show. Eugene C. Cook, get in touch with me. P.S.: Will book small Corn Game. Sol Nuger, wire me.
 ALL WIRES AND MAIL: BEN WOLFE

JOHN R. WARD SHOWS WANT
 For six Southern Fairs, long season, Covington, Tenn., Tipton County Fair, week Sept. 14; Fayette, Ala., Fayette County Fair, week Sept. 21; Charleston, Miss., Tallahatchie County Fair, Sept. 30; then Louisiana Fairs. Want Shows, Performers and Musicians. Talker for Minstrel Show, Attractions, Freaks and Working Acts, Inside Lecturer for Hutchens' Side Show. Lynn Small wants Corn Game Caller and Agents. Sherman wants Knife Rack and Grind Store Agent. Place reliable Chair-o-Plane and Pony Ride Foreman. Mount Vernon, Ill., Fair this week.

FLORIDA EXPOSITION SHOWS
 Can use few strictly legitimate Concessions. Must be neat. Can use Ride Help on Merry-Go-Round and Ride-o. Good opening for sober, reliable Man who can take charge of all Rides. Can use few Concession Agents. Also small Free Act. Orangeburg, S. C., this week; Barnwell, week Sept. 16; Blackville, Sept. 23; Ninety Six, week Sept. 30; Greenwood, week Oct. 7. EARL R. JOHNSON, Mgr.

"SPECIAL" While They Last "NEW CONCESSION TENTS"

Gable End, 12' Front, 10' Deep, 9' Pitch,
5'6" Awning, 3' Bally, 8' Sidewall,
Top and Awning 10 Oz. D. F. Khaki—Wall
and Bally 8 Oz. Khaki.
Price Includes Bag and Guys.

\$39.50

Write—Wire—Phone

BAKER-LOCKWOOD

609 Hardesty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

MIMIC WORLD SHOWS WANT

Shows, Concessions and Banner Men for five
solid weeks of fairs, starting at Franklin, Texas;
then Jacksonville; then Arcadia, La., and Oak
Grove and Mansfield, La. Shows with own
transportation that can get real money. Ten-in-
One, Pit or Illusion Show, Wax, Crime, Deep
Sea, Monkey or Animal Show. Also Grab, Juice
and any good Stock Concessions, Lead Gallery.
Legitimate Banner Men without high pressure
sales methods. Address: Cameron, Tex., Sept.
10th to 14th; then Franklin, Tex., Sept.
16th to 21st. S. B. DOYLE, Mgr.

WANTED WANTED

For following Fairs: Stamping Ground, Ky.,
Community Fair, near Georgetown, Sept. 18-21;
Owenton, Ky., 25-28; Point Pleasant, W. Va.,
Potato Festival, first week in October. Want
legitimate Concessions. Will sell Ex. on
Novelties. All address:

JACOB PRYOR

Sutton, W. Va., then per route

WANTED FIRST-CLASS RIDE FOREMAN

who understands Streak or Caterpillar Ride. Address

BECKMANN & GERETY SHOWS

Jackson, Tenn., September 10 to 14; Chattanooga, Tenn., September 16 to 21.

STRATFORD, CONN.,

WEEK OF SEPT. 16 TO 21

FAIR AND EXPOSITION

WEEK OF SEPT. 23 TO 28, ANSONIA, CONN. FIRST SHOW IN 5 YEARS

AMERICAN LEGION AND NATIONAL GUARD CELEBRATION

Can place Shows with own outfits, legitimate Concessions, Pitchmen, Demonstrators, Bingo. All
Rides booked. Fireworks and Free Acts nightly. Write or wire

EXPOSITION HEADQUARTERS, ARCADE HOTEL, BRIDGEPORT, CONN.

BARFIELD'S COSMOPOLITAN SHOWS

NOW STARTING OUR CIRCUIT OF GEORGIA FAIRS, INCLUDING
MANCHESTER, CARTERSVILLE, CANTON, FAYETTEVILLE, DUBLIN
VALDOSTA AND OTHERS.

WANT SHOWS OF MERIT, ESPECIALLY MONKEY CIRCUS, DOG & PONY MIDGET SHOW,
FAT PEOPLE SHOW, MECHANICAL CITY, etc. Also one more Ride, ROLL-O-PLANE,
OCTOPUS or DOUBLE LOOP-O-PLANE. Want Grind Stock Concessions of all kinds. Can place
sober, capable Eli Wheel Foreman, Whip Man, also Man for Funhouse, Truck Drivers preferred—
no boozers wanted.

Opening for Trombone Player, Blues Singer and Chorus Girls for Colored Minstrel. Address Gainesville,
Georgia, this week; Manchester, Georgia Fair, September 16th to 21st.
P.S.: Guy and Lil White, want Girls for their Revue.

WANTED FOR THE FOLLOWING FAIRS:

Logansport, La., Free Fair, week of Sept. 23
Tallulah, La., Free Fair, week of Sept. 30
De Ridder, La., Fair, week of Oct. 7
Many, La., Fair, week of Oct. 14
Sulphur, La., Fair, week of Oct. 21
Lake Charles, La., Fair, week of Oct. 28

These towns are all on the boom. No hard times. Have all proven to be money spots. Want Cook House,
any legitimate Concessions that do not conflict. Will book Octopus, Pony Track, Side Show, Monkey
Show or any good Shows, also Penny Arcade. Everybody contracted, join at Logansport. Write or wire

CLIFF LILES, Mgr. Park Amusement Co.

Gibland, La., week of Sept. 9; Minden, La., week of Sept. 16. Out all winter.
P.S.: Ruth Bible, Hippodrome Shows, write; also Bill Pink and J. E. Day.

W. C. KAUS SHOWS, INC.

WANT FOR HOPEWELL, VA., WITH BEDFORD, VA. FAIR TO FOLLOW. Want capable
Man to handle Ferris Wheel or Second Man. Legitimate Concessions or Grind Stores of all kinds.
Good prices to all. Custard for balance of season. Penny Arcade or Long Range Shooting Gallery.
Capable Man to take charge of Athletic Show. Would like to hear from Bellam. Musicians for
Minstrel Show and Girls. Girls for Posing Show—salary \$25.00 a week. Red Cox wants capable
Man to help operate Rat Game for balance of season. If you have something new to offer, write or wire
W. C. KAUS, MGR., WOODSTOCK, VA.

CNE Best Since '29, Overcoming Huge Gate Drop To Pull 1,642,000

TORONTO, Sept. 7.—The 62d annual
Canadian National Exhibition here, Au-
gust 23-September 7, closed tonight on
the most successful chapter since 1929
from the standpoint of business, picking
up an attendance drop of 60,000 from
1939 to chalk up a gain of 16,000 for a
total of 1,642,000 for the 14 days.

Comparative attendance for the last
three days: Thursday, 1939, 85,000; 1940,
87,000; Friday, 1939, 84,000; 1940, 88,000;
Saturday, 1939, 125,000; 1940, 168,000.

General Manager Elwood A. Hughes, in
a statement for *The Billboard*, paid
tribute to the show people who per-
formed untringly, contributing to the
success of the best show in many years,
and said plans are under way for an even
greater show in 1941, which he hoped
could be titled "Victory Year." Colorful
closing ceremonies at the bandshell were
attended by many thousands to hear the
address of President John Millar, who
said, in part, "Before closing the 62d
annual Canadian National Exhibition I
should like, on behalf of the board of di-
rectors, to thank all who have con-
tributed time and effort to what has
been a remarkably successful enterprise
even under the circumstances prompted
by the war-time conditions to which
Canada and the empire are now geared.
With my fellow directors I feel that here
at the exhibition Canada's efforts to-
ward preserving freedom and democracy
and her progress in the gentler arts of
peace show that our resolution will not
fail nor our hands turn from the para-
mount issue before us."

Charlie Ross, grandstand manager,
said the grandstand peaked the 1929
grosses. Frolxland grossed \$25,000 more
than last year. Harry Seiber's World's
Fair Dancers took top honors, grossing

\$14,000 for the two weeks. Jack Halli-
gan's Circus Side Show was second, Mrs.
Seiber's Paris After Midnight, posing
show, was third. In the money also were
Bob Lee's Frozen Alive Girls; Shirley
Lyons' Beef Trust, most surprising after
a poor start, and Don Carlos' Monkey
Show. Among the rides Weer's Moon
Rocket grossed \$7,600; Harry A. Illions'
Bozo and Rapids, \$11,000, with four-
abreast Ferris Wheels next. Alvin Bisch's
Flying Scooter turned in about \$6,000.
Tommy Dorsey danced 5.162 at \$1 to-
day, closing a four-day session. J. W.
(Patty) Conklin, Frolxland manager,
said the date had been most successful,
business done by all shows and rides far
exceeding expectations in view of war
conditions and unsettled weather the
first week. Concession row and restau-
rants, according to General Manager
Hughes, beat 1929 figures.

MARRIAGES

(Continued from page 28)

ing for Gil Lamb in the musical *Hold On
to Your Hats*, and Grace Blair, former
showgirl, August 21 in New York.

SCHACHT-WILLIAMS — J. Richard
Schacht, manager of the Badger Theater,
Merrill, Wis., and Ellen Williams, August
23 in Merrill.

VAN DYKE-GETTMAN — Melville Van
Dyke, owner and operator of Delaware
Roller Rink, Buffalo, and Jane Gettman,
daughter of Mr. and Mrs. Henry Gettman,
picnic manager, bingo concessionaire,
respectively, at Celeron Park, Jamestown,
N. Y., August 26 in that city.

ZOELLECK-ROLLER — Delbert Zoel-
leck, projectionist at the Vista Theater,
Mukwonago, Wis., and Dorothy Roller,
August 24 in Caldwell, Wis.

Coming Marriages

Mona Vaughn, dancer with Golden
State Shows, and Gordon Newcomb, of
Kansas City, Mo., in November at
Seattle.

Elden H. Chute Jr., program director
for Station WCOU, and Jane Rafnell,
singer and daughter of Lloyd Rafnell, or-
chestra leader, soon in Lewiston, Me.

Wilf Gilbey, announcer and control man
at Station CFQC, Saskatoon, Sask., and
Shirley Wry, nonpro, September 18 in
Saskatoon.

Lou Comito, professional manager of
Lincoln Music Company, and Mabel
Rogers, nonpro, September 8 at Calvary
Church, New York.

Jim Breyley, band booker at MCA's
Chicago office, and Virginia Verrill, radio
singer, September 11 in Chicago.

Births

A son to Mr. and Mrs. Bobby Pinkus,
vaudeville and night club performers,
recently in Good Samaritan Hospital, Cin-
cinnati. Mother is the former Ruth Foer-
stel, of Cincinnati.

A son, Michael, to Mr. and Mrs. Robert
L. Graham August 22 in Mexico City.
Father is Paramount's assistant manager
in Mexico.

A daughter, Jeri Lynn, to Mr. and Mrs.
Jerry Lesser September 4 at Boulevard
Hospital, Astoria, L. I. Father is a radio
actor and the writer of Radio Talent col-
umn for *The Billboard*.

A son, Anthony, to Mr. and Mrs. Rocco
Onarato at Israel Zion Hospital, Brook-
lyn, August 24. Father is affiliated with
Steeplechase Park, Coney Island, N. Y.

A daughter, June, to Mr. and Mrs. David
Hopkins September 3 in New York.
Mother is Cherry Preisser, former member
of the June and Cherry Preisser musical
comedy team. June Preisser is now a mo-
tion picture actress.

A daughter, Elizabeth Theresa, to Mr.
and Mrs. Coppola in Philadelphia August
14. Mother is the daughter of Edward
K. Johnson, contracting agent for Cetlin
& Wilson Shows.

A daughter, Claudine Elizabeth, to Mr.
and Mrs. Richard Mack in New Britain,
Conn., August 20. Father and grand-
father operate the Hollywood Monkey
Circus on World of Mirth Shows.

A son, David Phillips, to Mr. and Mrs.
Howard Smith in Philadelphia August
18. Father is salesman for 20th Century-
Fox Pictures in Philadelphia.

Correction

Thru an error it was inferred in the
"Births" column of *The Billboard* last

week that Mr. and Mrs. Rod Drigo, who
recently became the parents of a son,
are the dancers Rod Drigo and Francine.
This is wrong. The parents are Rod
Drigo, of that team, and the former
Eleanor Zeh, non-pro.

Divorces

Mrs. Eleanor Hurley, nonpro, from Al-
bert C. Hurley Jr., musician and night
club performer, August 27 in Camden,
N. J.

Cunningham's Expo. Shows

WANT

Shows and Concessions of all kinds for
Shinnston, W. Va., Fair, Sept. 9-14; Lore
City, Ohio, Homecoming, Sept. 9-14. Ride
Foremen wanted, sober and reliable, for
Eli and Merry-Go-Round.

CAN PLACE

Kiddie Rides, Shows with outfits, legitimate Con-
cessions all kinds. Good opening for Slum Stores,
Ten weeks Alabama Fairs. Crops and conditions
good. Two Free Acts. Price must be right.
Lewisburg, Tenn., Sept. 9-14; Decatur, Ala.,
Sept. 16-21; Clanton, Ala., Sept. 23-28.

Great Lakes
Exposition Shows, Inc.
AL WAGNER, MGR.

WANT FOR DURHAM COUNTY COLORED FAIR

WEEK OCT. 7TH

American Legion Fair Grounds.

Rides, Shows and all kinds of Concessions.
Conditions good and everybody working.
Write MEL J. THOMPSON, Durham, N. C.

AT LIBERTY DICK COLLINS

PRESS—PROMOTIONS

FIRST AD IN 20 YEARS.

References: Anyone I Have Ever Worked For.
Add.: Care THE BILLBOARD, CINCINNATI

ICE SHOWS FOR CARNIVALS!

Using Hughes' New Synthetic Kem-Ice. Have
four 10-People Units available for 1941. Ice
Skating Talent wanted for Movies and Road
Shows. Complete World's Fair Unit available
October 1.

TOM (Fuzzy) HUGHES

P. O. BOX 302, HOLLYWOOD, CALIF.
P.S.: File this permanent address.

WANT

FREE ACT, SHOWS, RIDES, CONCESSIONS.
Yazoo County Fair, Sept. 30 to Oct. 5, Yazoo
City, Miss., in Heart of Oil Field. A real
concession spot.

WALLACE BROS.' SHOWS

Clarksdale, Miss., this week; East Miss. Dairy
Show, Sept. 16 to 21

NEXT WEEK

Heart of city, pay week, streets decorated. Place
Shows that do not conflict. Following Concessions
open: Photos, Shooting Gallery, Palmistry, Popcorn,
Chips, Bingo, Blanket and Grocery Wheels, Fish
Food, Guess-Weight, Age. All legitimate Conces-
sions, wire, phone
Metuchen, N. J., Firemen's Festival, 8-1589

WANTED

Ride Help that drive trucks, also Electrician who
understands generators. CAN USE couple more
legitimate Concessions. Photo Gallery, Long Range
Shooting Gallery, Pitch-Till-Win or any other that
does not conflict. Chestertown, Md., Sept. 9 to 14.
First show in five years. We have Darr-Devil Oliver
as free attraction.
EXHIBIT SHOWS, Johnny Keeler, Manager

WANT--RAINBOW AMUSEMENT CO.--WANT

Can use few more Stock Concessions. This show
now carries 7 Rides, 5 Shows. Have few open dates.
Committees in Arkansas and Mississippi, get in
touch with us. Marceline, Mo., this week; Bruns-
wick Free Fair next week.

COOKHOUSE, 18 BY 30 FEET, FOR SALE

Complete with Hinged Frame Counters, Counter
Seats. Used two months. Will book on show
balance season. Note our list of Mississippi Fairs
in September 2nd issue of *The Billboard*, page 47.
Address Grenada, Miss., this week.
JOE GALLER, MGR., BUCKEYE STATE SHOWS

GGIE GLEANINGS

(Continued from page 31)

Angeles, seen on the Gayway. Looks as tho a deal for the sale of the Lite-a-Line game has not been consummated, as Max Schwartz is seen behind the counter nightly picking up dimes and tokens. Jack Pollitt and Harry McClaskey went to the Grand Canyon of Arizona to try for the capture of a couple of the imprisoned wild horses there, such as Julian Harvey has made such a success of exhibiting here. They plan to be back in California in time to play the Pomona Fair. Mr. and Mrs. Harry Brady stopped over en route to Chicago. Mrs. Brady is the former Mrs. Homer Jones and sister of Billy Richards, animal dealer. Sam Miller, of the Frankfurter Millers, outgassed everyone on attendance for Labor Day week-end. He said the big register would show less than 300,000 for the three days. Final score was about 246,000. Harry Hendricks, of the State Highway patrol, is vacationing here and meeting many of his circus friends. Ted Rosequist, chief of the ticket sales division, is resting on his oars after one of the most strenuous and successful ticket sales campaigns ever waged. Most of his selling staff have gone but are ready to come back into the fold at the first note of the bugle. Every ticket that Ted got out was a 100 per cent success from every standpoint—exposition, purchaser, and selling agent.

TEARDOWN JOB

(Continued from page 31)

mark in an effort to attain the conservative goal of 16,000,000 on the season. Up to and including September 5 the expo had a net operating profit of \$2,565,665. Boss Gibson, in making the announcement, said the corporation was now on a four weeks' budget of under \$1,000,000, and that total savings on operations since May 11 have been \$769,351. Daily nut was revealed as \$34,498, or approximately \$6,000,000 for the season. He also said that \$1,144,309 was being held by trustees and that the fair had \$1,336,691 in uncommitted cash.

FLUSHING FRONT

(Continued from page 31)

day 41,037 or about 13 per cent. This is further proof of the contention of the pint-sized producer and his colleagues, Lincoln Dickey and Vic Leighton, that the show gets its best per capita in inverse ratio to the fair's gate. If you have kept a faithful record of daily attendance, you will find this three-day pull amazing in that there have been but 32 days in which the Flushing frolic has had gates better than 126,486. And Sunday's 46,984 is superior to 23 days in which the fair has drawn less. More trick and fancy arithmetic can be served up to show the miracle lure of this stage and water spec, but the linotypers may not take kindly to the intricate dish. Incidentally, Monday's humanity at the H20 amphitheater topped 1939 Labor Day by 897 customers. From the opening to September 2 the show played to 2,041,867, which is slightly more than 18 per cent of the expo turnstile record. Daily average draw up to Labor Day has been 17,765 for the 115 days. Take is over \$1,000,000. Last year the show took in about \$2,725,000 from approximately 5,000,000 customers. Talking about Dickey, general manager

Penny Day?

Midway boys are speculating on possibilities of a 500,000 day at the World's Fair. One of them piped that a Penny Day could do it. Technique would be a two-for-one idea—every customer at the regular tab of 50 cents to be entitled to take another person in for an additional penny. An amended suggestion is that a male could only escort a female and vice versa. This, it is claimed, would tend to minimize "collusion" among strangers. A wag cracked that it might encourage the same. At any rate, the suggestion is printed for what it is worth.

500,000?

of Aquacade, he is still in Sanfran in the interests of the marine menu there, but is expected back here in a week or so. Because the West Coast version is grabbing such colossal grosses, Dickey is reported all in favor of an extension of the fair on Treasure Island.

Stanley Richards, press agent-manager of Jack Sheridan Living Magazine Covers, is burning the midnight oil turning out a musical comedy with an amusement park background called *Here and There a Star*. Richards is writing the book and lyrics and Marten Clarke, arranger for the Harry James band, is working on the score. A play from Richard's pen now making the rounds of production offices is *Quantity Beach*—all about Coney Island. Additional news from LMC is that Sheridan is eying night club time for the fall-winter. And the talkers, who were put on a percentage basis with small guarantee recently, have gathered in a nice winter b. r. For the week ending with Labor Day the show's take was about 5G's, about twice the normal weekly pull.

Charles A. Smith, former circus, who for years has been head keeper at the San Diego (Calif.) Zoo, looked over Mr. Gibson's Gargantua after 10 months in Africa looking over the animal kingdom, bringing back many specimens. You never hear much about Guy and Lola Waters, but they're behind the scenes performing intelligent service for Dufour & Rogers—and have been for about 10 years. Guy is lecturer and a sort of chief factotum of Scroll of Life and his wife is the girl with the multiple eyes, being checker at Rondevoe Cafe. A visitor roaming the grounds interested in buying up stuff and things was Randall A. Harrington Jr., head of Rocky Point Park, Warwick, R. I. That clamor over in Nature's Mistakes was caused by the excitement of seeing Alfred E. Smith and party as interested spectators. If anyone is wondering what's happened to Commander Lammers, 1939 chairman of the Amusement Control Committee, he's an executive of the Extermo Company in New York. That was Henry A. Guenther, boss of New Jersey's Olympic Park, Jack Bean accompanying.

The Republican National Committee sent out a story and picture saying that Frank Buck is a strong booster for Wendell Willkie. It then goes on to say that Buck, who is a native of Dallas, Tex., "has generally supported the Democratic in the past." The very next line is:

"And most of the animals in the zoo in St. Louis were captured by Mr. Buck." We wish we had the perspicacity to understand this type of double talk. Great Calvert, high-wire performer, is the last of the free acts in Gimbel Town. His engagement is to wind up tomorrow. Jimmy (Palace of Wonders) Hurd is thinking of the autumn and a tour of the Hawaiian Islands.

GOLD MEDAL SHOWS

Want for the following Fairs: South Mississippi Fair, Laurel; Columbus Fair & Live Stock Exposition, Columbus; Pike County Fair, Troy, Alabama; and Central Alabama State Fair at Montgomery. SHOWS: One outstanding show preferably Wild West or Animal. RIDES: Silver Streak, Ridee-O or Flying Skooter. Legitimate Concessions operating for not over 10 cents. Want Organized Minstrel Show with Band. Address

KENTLAND, IND., UNTIL SEPTEMBER 13; THEN LAUREL, MISS.

WANT FOR NEW MEXICO STATE FAIR

EIGHT BIG DAYS — THE SOUTHWEST'S LARGEST FAIR

Rides: Chairplane, Loopplane and Pony Ride, any late Rides. Shows with or without outfits. Limited space left for Concessions. Wire for space Mitchell, Nebraska, Fair, this week; then Box 199, Albuquerque, New Mexico.

C. F. ZEIGER UNITED SHOWS

LAWRENCE GREATER SHOWS, INC.

CAN PLACE FOR RUTHERFORDTON and HIGH POINT, N. C., and 8 MORE SOUTHERN FAIRS

COOKHOUSE, CUSTARD, DIGGERS, WILL SELL X ON SAME. ALL STOCK CONCESSIONS OPEN, NO EXCLUSIVES. PENNY ARCADE. RELIABLE PEOPLE FOR NICE FRAMED SNAKE SHOW, GIRLS FOR POSING and DOPE SHOWS, DANCING GIRLS, COMEDIAN AND MUSICIANS FOR PLANT SHOW. FROG PATTERSON, COME ON. SALARIES GUARANTEED FROM OFFICE. EXPERIENCED RIDE HELP. ALL ADDRESS: ROCKY MOUNT, VA., THIS WEEK; RUTHERFORDTON, N. C., NEXT WEEK

WANT—COOKHOUSE, \$25.00

LEGITIMATE CONCESSIONS EXCEPT BINGO. WINTER RATES NOW. SHOWS WITH OWN OUTFITS, TWENTY PER CENT. SECOND MEN ON ALL RIDES. OUT UNTIL?

TEXAS LONGHORN SHOWS

Stephens County Fair, Duncan, Okla.; then Walters Cotton Festival on the Streets

FAIRS

FAIRS

BLUE RIBBON SHOWS

Place Concessions, Shows that don't conflict, Manager with People for Expose. North Alabama State Fair, Florence; Middle District Tenn. Fair, Lawrenceburg; Twin County Fair, Athens; Troup County Fair, Lagrange, Ga.; Tri-County Fair, Fitzgerald, Ga.; Armistice Celebration, Albany, Ga. Our Florida Fairs start in January, 1941. Lebanon, Tenn., Fair this week.

WANTED

For Tyler town, Miss., Free Fair, week September 23; McComb, Miss., Free Fair, week September 30; Jonesboro, Louisiana, Free Fair, week October 7. Concessions all open except Bingo and Diggers. Good opening for Photos, Lead and Cigarette Galleries, Cook Houses, Custard, Ball Games, Popcorn, Palmistry. No Gypsies. Winnfield, La., this week; Natchitoches, La., week September 16. Wire

RALPH R. MILLER, Mgr. Ralph R. Miller Amusements

ROCKBRIDGE COUNTY FAIR

LEXINGTON, VIRGINIA, SEPTEMBER 16th-21st, INCLUSIVE

Kaus Exposition Shows on the midway want legitimate Concessions. All open except Cookhouse and Bingo. Eat and Drink Stands, Novelties, Guess Your Age, Scales, Hi-Striker, Ice Cream, Snow Ice, etc. Palmistry, Ball Games, String Games and Darts. Men in all departments.

Address **A. J. KAUS, Mgr. Kaus Exposition Shows, Inc.** COVINGTON, VIRGINIA (FAIR), THIS WEEK

WANT FOR

ROCKINGHAM COUNTY FAIR, HARRISONBURG, VIRGINIA.

RIDES — SHOWS — CONCESSIONS. Right in Town. 6 Big Days and Nights, Week Sept. 16th. Also Apple Festival, Winchester, Virginia, in Center of Town, and five Fairs to follow. Wire, write **SAM COX, Agricultural Agent, Harrisonburg, Va.,** or **BARNEY TASSELL UNIT SHOWS, Orange, Va.** Also want Man to handle Exhibit Top and Banners for Nassau County Fair, Fernandina, Fla., week Nov. 11th. Sam Bergdoff, please write.

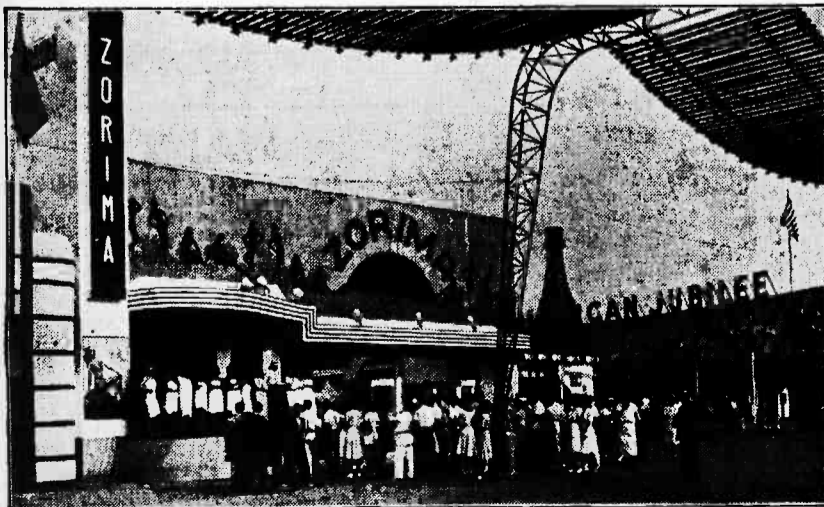
5 DAYS NITES

ORLEANS COUNTY FAIR

5 DAYS NITES

Sept. 17-18-19-20-21 — ALBION, NEW YORK

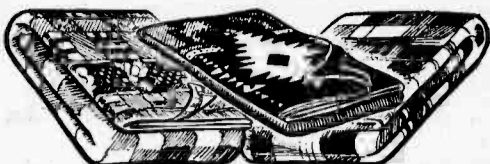
Want all kinds of Concessions. Will sell Custard and Bingo exclusive. Want Shows with own outfit. Ricco, Wilsie, Rea Purvis, Mack Woods and Rose, get in touch with me. All canning factories working day and night. Address all mail to **LLOYD D. SERPASS, Fair Manager, Albion, N. Y.**



FRONT AND BALLY STYLE of William McCloskey's Zorima Gardens, a piano's throw from American Jubilee at the New York World's Fair. Scarcity of tip is of no account, picture being especially posed for at an early-bird hour. Note I. B. McCoy, talker, on daily platform. Show is running tenth among expo's shows-specs, third in the skin-opera sweetstakes and moving up.

**LAMPS·CLOCKS
ELEC. APPLIANCES
CHROMWARE
GLASSWARE
SMOKING STANDS
LEATHER GOODS**

**BEACON AND ESMOND
BLANKETS**



Stock up for the FAIRS. Largest selections of Corn Game Merchandise in America.

Write for Catalog No. 140

Blankets — Lamps — Chenille
Spreads — Stools — Hassocks
— Hampers

822 NORTH THIRD STREET

MILWAUKEE WIS

**CONTINENTAL
PREMIUM MART**

World's Fair Shows, Inc.

WANTS

For Lumberton, N. C., week of Sept. 16 to 21, and balance of season. Tobacco markets open and selling at best price. Rides: Have opening for 1 or 2 more Flat Rides. Like to hear from a Pony Ride. Shows: Have opening for a few Novelty Shows that do not conflict. Concessions: Everything open except Bingo. Good opening for Grab Joints, Photos, Scales, Palmistry and Novelties. Will sell exclusive Diggers, Ball Game, or what have you? Wire or write to PRELL'S WORLD'S FAIR SHOWS, INC., S. E. Prell, Gen. Mgr., Leaksville Spray, N. C.

CETLIN & WILSON SHOWS, INC.

Week September 16, Western North Carolina Fair, Hendersonville, N. C., with Shelby, Hickory, Albemarle, Henderson, Wilson and Fairmont, all North Carolina, to follow.

Will place all legitimate Concessions that work for stock. Can place all Eating and Catering Concessions of all kinds. Want Working Men in all departments. Colored Performers, address Fred La Rena. All address this week: Reading, Pa., Fair.

MILLER BROS.' SHOWS

WANT

For Warsaw, Va., Fair and 7 Fairs to follow. Shows: Place Girl Show and Athletic Show. Will furnish complete outfits. Can place one more Grind Show, also Acts and Annex Attraction for Side Show. Rides: Place Rides not conflicting with what we have. Concessions: Place Concessions of all kinds. Culpeper, Va., this week; Warsaw, Va., next week.

8 FAIRS

SCOTT BROS.' SHOWS

Want, Scottsboro, Ala., Fair next week, one more major Ride, Octopus or Roll-o-Plane; Grind Shows, legitimate Concessions, Ball Game Agents, Ride Help, Truck Drivers. Woodbury, Tenn., Fair this week.

LEW HENRY & CLYDES UNITED SHOWS WANT

For the following Fairs: Fincastle, Va., White Fair, Sept. 17 to 21; Newcastle, Va., White Fair, Sept. 23 to 28; Farmville, Va., White Fair, Sept. 30 to Oct. 5; Lynchburg, Va., Colored Fair, Oct. 7 to 12; Ahsokie, N. C., Colored Fair, Oct. 15 to 19; Suffolk, Va., Colored Fair, Oct. 23 to 28. Legitimate Concessions of all kinds. Any money-getting Shows, with or without own outfits. Address all communications to LEW HENRY, Benson, N. C., or GEORGE O. SMITH, Cherry Tree, Pa., this week; next week, Fincastle, Va.

FRANCIS BROS.' SHOWS WANT

Three real Ride Foremen who can keep Rides in condition. Talkers, Performers and Musicians for Minstrel Show. Can place Pit Show or Pit Show People, Riders for Motordrome, Concessions that work for Stock. Will sell exclusives on Candy Apples, Floss and Custard. Six Fairs in Missouri's Cotton Delta. Have work for 15 Truck Drivers all winter in St. Louis. Address: FRANCIS BROS.' SHOWS, CAPE GIRARDEAU, MO.

WANTED

JIMMIE CHANOS SHOWS

Union City, Ind., Community Fair, week 16-21, one more Flat Ride, also Shows with own outfits, legitimate Concessions all kinds, Popcorn and Cracker Jack, Long and Short Range Shooting Gallery, Fish Pond, Bumper, Dart Game, Scales. All wires, Coldwater, Ohio. Two more good spots to follow. JIMMIE CHANOS, MONTEZUMA, OHIO, THIS WEEK

JAMES E. STRATES SHOWS WANT

Shows for balance of season. Mechanical Show, Single Pit Shows. Want Colored Performers and Musicians. Want Girls for Vanity Revue. Can always place real attractions that do not conflict. ROUTE: September 9 to 14, Bath, N. Y., Fair; Sept. 16 to 20, West Pittston, Pa.; Sept. 23 to 28, Bloomsburg, Pa., Fair; Sept. 30 to Oct. 5, York, Pa., Fair; Oct. 7 to 12, Gastonia, N. C., Fair; Oct. 14 to 19, Sumter, S. C., Fair; Oct. 21 to 26, Charleston, S. C., Fair; Oct. 28 to Nov. 2, Savannah, Ga., Fair.

ROUTES

(Continued from page 24)

Sullivan, Freda (Boulevard Tavern) Elmhurst, L. I., nc.
Sullivan, Ed (Loew's State) NYC, t.
Summer, Helen (Ivanhoe) Chi, re.
Swifts, Three (Loew's State) NYC, t.
Sylvia & Melba (La Conga) NYC, nc.

T
Tattle Tales of 1940 (Oriental) Chi, t.
Taylor, Johnny (Dizzy) NYC, nc.
Tenner & Swift (Palmer House) Chi, h.
Terry, Jack (Blue Lantern) Detroit, nc.
Theodore & Denisha (State-Lake) Chi, t.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
Thompson, Oly (Emerald) Atlantic City, nc.
Tisdale Trio (Coq Rouge) NYC, nc.
Toman, Jerry (Evergreen Casino) Phila, nc.
Trenk, Kathryn (Kelly's) Cincinnati, nc.
Tucker, Sophie (Riviera) Fort Lee, N. J., nc.
Tucker, Frank (Lookout House) Covington, Ky., nc.
Turner, Joe (Cafe Society) NYC, nc.
Tufts, Sonny (Belmont Plaza) NYC, h.

V
Valley & Lynne (Madison Club) Baltimore, nc.
Valli, Pedro (Club Gaucho) NYC, nc.
Varrones, The (West) Sioux City, Ia., h.
Vaughn, George (Gay '90s) NYC, nc.
Vel & Tova (Traymore) Atlantic City, h.
Vera, Joe (Congress) Chi, h.
Vernon, Wally (La Conga) Hollywood, Calif., nc.
Victor & Bruce (Wivel) NYC, nc.
Vincent, Romo (Hurricane) NYC, nc.

W
Waldron, Jack (Park Central) NYC, h.
Wallace, Babe (Southland) Boston, nc.
Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
Walter, Gene (Halfway House) Darien, Conn., nc.
Ware & Pixon (Dennis) Atlantic City, h.
Watson Sisters (Loew's Capitol) Washington, D. C., t.
Wayne, Ginger (Queen Mary) NYC, nc.

WALTER DARE WAHL
Billy Rose's Aquacade
Golden Gate International Exposition,
San Francisco, Calif.

Wells, Billy (Weber's Hofbrau) Phila, nc.
White, Madalyn (Bertolotti's) NYC, nc.
Whitely's Lindy Hoppers (Paradise) Atlantic City, nc.
Whitson Bros. (Rainbow Room) NYC, nc.
Wilke, Bobby (Cocanut Grove) Boston, nc.
Williams, Pearl (Hickory House) NYC, nc.
Wills, Frances (Meadowbrook) St. Louis, cc.
Winter Sisters (Nixon) Pittsburgh, re.
Winthrop, Dale (Palace) Cleveland, t.
Wood & Bray (Edgewater Beach) Chi, t.
Woods, Toni (Chateau Moderne) NYC, nc.

Y
Yost's, Ben, New Yorkers (Roxy) NYC, t.

MISCELLANEOUS

American Three - Ring Circus: Spokane, Wash., 10; Portland, Ore., 13; Lebanon 15; Oakland, Calif., 18.
Arthur, Magician: Doyle, Tenn., 11-12; Tarlton 13-14.
By-Gosh Co.: Union, W. Va., 8-14.
Carmenes, The: North Judson, Ind., 10-14.
Cowdens, Aerial: Sidney, O., 12-13.
DeCleo, Magician: Flint, Mich., 9-14.
Flying Valentinos: New Waterford, O., 9-14.
Henke Bros.: Escanaba, Mich., 9-14.
Henrys, The: Blackwell, Okla., 9-14.
Howard, Mysterious: San Antonio 9-14.
Karnaks, The, Magicians: White Cloud, Mich., 9-11; Grayling 12-16; Petosky 17-18; Newberry 19-20.
Klein's Attrs.: Lisbon, O., 11-13.
LaZellas, Aerial: (Celebration) Sioux City, Ia., 9-14.
Lippincott, Mal B.: Highspire, Pa.: Lancaster 15; (Fair) Fincastle, Va., 16-21.
Merrills, Four: Lebanon, Tenn., 11-14.
Moore, Harry E., Animal Show: Sidney, O., 9-14.
Overman, Wally: Madaras, Ore., 11; Moro 13-15; Arlington 16; (Fair) John Day 19-21.
Rita & Dunn: Newark, O., 9-14.
Russell, Slim: Woodward, Okla., 9-14.
Zolars, Eddie & Ruth: Hatfield, Pa., 12-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Shawnee, Okla.
All-American Expo.: Milan, Mo., 9-13.
All-American: Arapaho, Okla.
American United: Odessa, Wash., 12-14.
Anderson-Strader: Yuma, Colo.: Hugo 16-21.
Antique Am.: Valdosta, Ga., 9-21.
B. & H.: Mullins, S. C.: Maysville 16-21.
Bantley's All-American: Radford, Va.; (Fair) Blackstone 16-21.
Barfield's Cosmopolitan: Gainesville, Ga.; (Fair) Manchester 16-21.
Barker: Huntsville, Mo.
Barkoot, K. G.: Mt. Pleasant, Mich.
Bee, F. H.: (Fair) Centerville, Tenn.; (Fair) Alamo 16-21.
Blue Ribbon: (Fair) Lebanon, Tenn.
Bortz: Ozark, Mo.; (Fair) Ava 16-21.
Bremer Tri-State: Moravia, Ia., 11-14.
Bristol: Ashdown, Ark.
Brown Family Rides: Rhine, Ga.
Buck, O. C.: Clearfield, Pa.; Front Royal, Va., 16-21.
Buckeye State: (Fair) Grenada, Miss.; (Fair) Louisville, Miss., 16-21.
Bullock Am.: Elkins, N. C.; West Jefferson, N. C., 16-21.
Burke, Frank: Rock Springs, Wyo.
Burke, Harry: Port Allen, La.
Burrell & Rust Am.: Fulton, Mo., 10-12; Hardin, Ill., 13-15; Warrensburg, Ill., 19-21.

Due to a Disappointment

**WE CAN PLACE
RIDES**

SEPT. 23rd TO 30th

at St. Aedan's Carnival, Old Armory Grounds, in heart of Jersey City, N. J. Biggest spot in the East. Want Whip, Ridee-O, Flyer, Octopus, Loop-o-Plane and Kiddie Rides. Phone or wire

JAS. BELL CO.

36 Green St., Newark, N. J.

WANTED... CONCESSIONS... WANTED

for

VETERANS' FALL FESTIVAL

Columbus, Ind., Sept. 15 to 20

Can place legit Concessions all kinds. Address V. A. McNAMARA, Martinsville, Ind.

**GALION, OHIO,
FALL FESTIVAL**

WEEK SEPTEMBER 16

Sept. 24th to 28th, Prospect, Ohio, Corn Festival, on the streets; September 11th to 14th, Bettsville, Ohio, Homecoming, on the streets. Want Concessions and Shows. 4 more Street Celebrations to follow.

VIC HORWITZ

BETTSVILLE, OHIO, THIS WEEK

HAVE COMPLETE

Set six Rides and six Shows, Free Act, Band and twenty Concessions at liberty for Celebrations and Southern Fairs after September 20th.

S. W. NICKERSON

Room 4, Grand Hotel
138 South Illinois St., Indianapolis, Ind.

**WANT For
RED MEN'S FAIR**

FREEHOLD, N. J., WEEK SEPT. 16TH

Concessions all kinds, American Palmist, also Custard. Can place Kiddie Rides. Want Ride Men for Merry-Go-Round and Ferris Wheel. Parades daily, exhibits, auto show and fireworks. Address: TOM HOLDEN, Freehold, N. J.

WANTED

For Tar River District Fair, Franklinton, N. C., week Sept. 16; Hertford Co. Fair, Hertford, N. C., week Sept. 23; Georgetown Co. Fair, Georgetown, S. C., Sept. 30, and solid route Fairs until Armistice Day. 10 Winter Fairs in Florida. Can place Cookhouse, Grab, Lead Gallery, Concessions working for stock. Shows—Mechanical City, Glass House, Crime, Side Show with own outfit, must be first class. Octopus with own transportation. Foreman for 7-Car Tilt.

Crescent Amusement Co.

Spruce Pine, N. C., this week

WANT

Independent Shows for Celebration around the Court House at Palmyra, Mo., next week. Marshall and Carrollton to follow. Excellent opportunity for Slum Stores. Address: CARNIVAL, Mt. Pulaski, Illinois, Show

CARNIVAL

Free Acts and Concessions wanted for the
COLORED TRI-STATE FAIR

OCTOBER 3-4-5, 1940

Can use Legitimate Games other than Wheels or Bingo. The largest Negro Fair in the country. DR. L. G. PATTERSON, Secy. & Mgr. 164 Beale Avenue, Memphis, Tennessee

RIDES

Available after Sept. 14. 4 Rides—Ferris Wheel, Chair-o-Plane, 2 Kiddie Rides, including one late Allan Herschell 10-Car Auto Ride recently located at the World's Fair, New York. Has stainless steel trimmings. Will book all or separate. Also have several Toppis, including 1 complete Bingo outfit. Write THOMPSON BROS., 2906 4th Ave., Altoona, Pa.

GM DIESEL LIGHT PLANTS
Constant Money Savers!
 Cost Less Than 1c Per K.W. Hr. To Operate
CALL—WIRE—WRITE TODAY!
J. W. (Diesel) Clements
 Southern Power Division of LEWIS SUPPLY CO.
 477 S. Main, Memphis, Tenn. (Phone: 5-2733)

CONCESSION MERCHANDISE
 Exclusive, unusual items with real sales value and eye appeal for **PARKS, CIRCUS, CARNIVAL, FAIR** trade. When writing for catalog, state business.
TIPP NOVELTY CO., TIPP CITY, OHIO

INSURANCE
Charles A. Lenz
 "Showman's Insurance Man"
 A738 Insurance Exchange, CHICAGO

WARNING
 All indications point to a substantial increase in PRICES of TRUCKS and PASSENGER CARS. Take advantage of the existing LOW PRICES—**MOTORIZE.**
Write CHAS. T. GOSS
 With—Standard Chevrolet Company East St. Louis, Ill.

BARGAINS IN USED COACHES
 17 Ft. Palace, \$195; 17 Ft. Schult, \$225; 20 Ft. Covered Wagon, elec. brakes, \$445; 1939 21 Ft. Alma, \$595; 19 Ft. Hayes Steel, \$495; 18 Ft. 1940 Demonstrator Vagabond Shell, \$550; 35 others, \$50.00 and up. Terms—Trade.
SELLHORN'S
 Sarasota, Fla., and East Lansing, Mich.

WANT WATER SHOW
 Will contract for late dates, four weeks or more, Mexico City. Must be real show. Send description and photos, also route so can see show.

W. A. KING
 Brownsville, Texas.
CENTRAL AMUSEMENT CO.
 Sherman Husted, Manager
 Want for solid string of Fairs through South Carolina, North Carolina and Georgia connecting with Florida Winter Fairs. Legitimate Concessions of all kinds—especially want Cookhouse (privilege in meal tickets), Bingo, Penny Arcade, Diggers, Rat Game, also any Concession working for Stock and not over ten cents. Want one more Free Act to join on wire. Shows and Rides that want full fall and winter's work, come on. We never close. Tex. Rose, get in touch with us. All address: **CENTRAL AMUSEMENT COMPANY**, Marion, S. C., Sept. 9-14; Marshville, N. C., Sept. 16-21; Bladenboro, N. C., Fair, Sept. 23-28; Woodruff, S. C., Fair, Sept. 30-Oct. 5; Gibson, Ga., Fair, Oct. 7-12; Elberton, Ga., Fair, Oct. 14-19; tying in with Florida Fall and Winter Fairs.

Hughey & Gentsch Shows
 Want Man to handle front of Jigg Show. Must join on wire. Want Slide Trombone to strengthen band, also Chorus Girls, Singers, Dancers and one fast Team. All winter's work to good people, as we are organizing one-night Minstrel at the end of the carnival season for winter. No tickets to anyone, but will come and get you if in reasonable distance. Shows—Want two more Shows.
 Concessions—Want legitimate Stock Concessions, Frozen Custard, Scales and Penny Arcade.
 Address: Eupora, Miss. (Fair), this week; Brookhaven, Miss. (Fair), Sept. 16th-21st. All Fairs until November.

WANT DROME RIDERS
 Track and Straight Rider. Salary \$50 and up, according to ability. Address
JOE DOBISH
 New York World's Fair, Flushing, Long Island, N. Y.

DYER'S GREATER SHOWS
 Want quick live Pony Ride, You Drive 'Em Cars, Monkey Show, Glass House, any neat Show not conflicting, good Griddle Man, Operator for Kiddio Auto Ride, Second Man on Dipsy Doodle. Will place few legitimate Concessions, reasonable privilege. Troy, Mo., this week; south until the woodchuck chucks. **WM. R. DYER.**

Byers Bros. No. 1: (Fair) Flora, Ill., 8-12.
 Byers Bros. No. 2: Sweet Springs, Mo., 10-14; Sullivan 17-21.
 Capital City: Gauley Bridge, W. Va.; (Fair) Clay 16-21.
 Central Am.: Marion, S. C.; Marshville, N. C., 16-21.
 Cetlin & Wilson: Reading, Pa.; Hendersonville, N. C., 16-21.
 Cherokee Am.: Beloit, Kan., 10-14.
 Clark's Greater: Handford, Calif., 11-15.
 Clyde's United: (Fair) Cookport, Pa., 12-14; (Fair) Fincastle, Va., 17-21.
 Coleman Bros.: (Fair) Greenfield, Mass.; (Fair) Farmington, Me., 16-20.
 Colley, J. J.: (Fair) Okmulgee, Okla.
 Conklin: Stratford, Que., 16-18; Lindsay 19-21.
 Cotton States: Crofton, Ky.
 Crafts 20 Big: Pomona, Calif., 13-29.
 Crescent Am.: Spruce Pine, N. C.; Franklinton 16-21.
 Crowley United: Dalhart, Tex.
 Crystal Expo.: (Fair) Knoxville, Tenn.; (Fair) Harriman 16-21.
 Cudney Border State: (Fair) Thornton, Tex.
 Cumberland Valley: Sparta, Tenn.; Manchester 16-21.
 Cunningham's: Shinnston & Lore City, Va., split.
 Curl, W. S.: Blanchester, O.; New Holland 16-21.
 Dalley Bros.: (Fair) Watonga, Okla., 10-13; (Fair) Chandler 17-20.
 Davis & Parrott: (Fair) Boone, N. C.; (Fair) Pittsboro 16-21.
 Dixie Belle: Hardingsburg, Ky.
 Dodson's World's Fair: Timonium, Md.; Portsmouth, Va., 16-21.
 Douglas Greater: Fuyallup, Wash.
 Down East Attrs.: (Fair) Lake View, S. C.; Red Springs, N. C., 16-21.
 Dyer's Greater: Troy, Mo., 11-15.
 Edwards, J. R.: (Fair) Wooster, O.; Sandusky 16-21.
 Exhibit Shows: Chestertown, Md.
 Elite: Geneva, Neb.
 Elk Valley: (Fair) Lexington, Tenn.
 Ellman Shows: (Fair) Tomah, Wis., 12-15; Clinton 18-21.
 Endy's Expo.: Doylestown, Pa.; Gratz 16-21.
 Empire Am.: New Haven, Conn., 9-18.
 Empire Am.: Melvin, Tex., 14-19.
 Evangeline: Hoxie, Ark.
 Fairly & Little: Eldorado, Kan., 9-15.
 Falls City: (Preston St.) Louisville.
 Fleming, Mad Cody: (Fair) Blue Ridge, Ga.
 Francis Bros.: Cape Girardeau, Mo.
 Frank's Greater: Cedartown, Ga.; Rockmart 16-21.
 Frisk Greater: (Fair) Jordan, Minn., 12-14.
 Funland: Lynch, Ky.
 Fuzzell: Jonesboro, Ark.
 Gibbs, W. A.: Waterloo, Neb.; Plattsmouth 16-21.
 Gold Leaf: (Fair) Lyerly, Ga.; Lindale 16-21.
 Gold Medal: (Fair) Kentland, Ind.; (Fair) Laurel, Miss., 16-21.
 Golden State: Oroville, Calif.; Orland 18-22.
 Goodman Wonder: (Fair) Tulsa, Okla.; (Fair) Hutchinson, Kan., 15-21.
 Grady, Kellie: Florence, Ala.
 Great Bright Way: Brunswick, Md.
 Great Eastern: White Plains, N. Y.; Freehold, N. J., 16-21.
 Great Lakes Expo.: Lewisburg, Tenn.; Decatur, Ala., 16-21.
 Greater United: Ardmore, Okla.
 Groves Greater: Johnson City, Ill.
 Happy Attrs.: McConnellsville, O.; Laurelville 16-21.
 Happyland: (Fair) Cadillac, Mich.; (Fair) Allegan 16-21.
 Heller's Acme: West Point, Va.
 Henry, Lew: Benson, N. C.
 Heth, L. J.: Nashville, Tenn.; (Fair) Roanoke, Ala., 16-21.
 Hottle, B.H.: Nauvoo, Ill., 13-15; Imboden, Ark., 16-21.
 Hughey & Gentsch: (Fair) Eupora, Miss.; (Fair) Brookhaven 16-21.
 Hurst: (Fair) Annona, Tex.; (Fair) Jefferson 16-21.
 Hyde, Eric B.: Jennerstown, Pa., 10-14.
 Ideal Expo: Galax, Va.
 Imperial: Paris, Mo.
 Jackson Am.: Lake View, S. C.
 Jones, Johnny J.: (State Fair) Louisville; Middlesboro, Ky., 16-21.
 Joyland: Sonora, Calif.
 Kaus Expo.: Covington, Va.
 Kaus, W. C.: (Fair) Woodstock, Va.; (Fair) Hopewell 16-21.
 Keystone Modern: Tazewell, Va.
 Landes: Butler, Mo.
 Lang Dea, Famous: (Fair) Hope, Ark.; (Fair) Terrell, Tex., 16-21.
 Large H. P.: Girard, Ill.; Carrier Mills, 16-21.
 Lawrence: Rocky Mount, Va.
 Lawrence Greater: Rutherfordton, N. C., 16-21.
 Lewis, Art: Staunton, Va.
 McCall Bros.: Marcel, Minn., 12.
 M. & M.: Vernon, N. Y.; Cobleskill 16-21.
 Magic Empire: Ord, Neb., 9-12.
 Miller, Ralph R.: Winnfield, La.; Natchitoches 16-21.
 Miller Bros.: Culpepper, Va.; Warsaw 16-21.
 Miner Modern Midway: (Home-Coming) McClure, Pa.
 Mimic World: Cameron, Tex.; Franklin 15-21.
 Motor City: (Home-Coming) Bettsville, O.; Galton 16-21.
 Motor City: (Home-Coming) Bettsville, O.; (Fair) Waynedale, Ind., 17-21.
 Naill, C. W.: Pine Bluff, Ark.; Fordyce 16-21.
 Nye's Four Star: Madison, Ind.; (Fair) Fayetteville, O., 16-22.
 Oklahoma Ranch: (Fair) Taloga, Okla., 11-14; (Fair) Woodward 18-21.
 Page, J. J.: Etowah, Tenn.; (Fair) Sevierville 16-21.
 Palace United: Wayne City, Ill.
 Pan-American: Martinsville, Ind., 7-14.
 Paradise: Newbern, Tenn.
 Patrick's Greater: Wenatchee, Wash.; Lewiston, Idaho, 17-22.
 Peach State: Mt. Vernon, Ga.
 Pearson: Oblong, Ill., 10-14; Greenville 17-20.
 Prell's World's Fair: Leaksville Spray, N. C.; Lumberton 16-21.
 Pryor's All State: Sutton, W. Va.
 Rainbow Amuse.: Marceline, Mo.
 Rene Attrs.: West Mineral, Kan., 11-14; Arma 16-21.
 Reynolds & Wells: Commerce, Tex.
 Rogers Greater: Paris, Tenn.
 Rogers & Powell: Flora, Miss.
 Scott Bros.: (Fair) Woodbury, Tenn.; (Fair) Scottsboro, Ala., 16-21.
 Shugart, Doc: (Rodeo) Clayton, Okla., 9-15.
 Siebrand Bros.: Flier, Idaho, 10-13.

Silver State: (Fair) Elko, Nev.
 Smith Bros.: Tishoming, Okla.
 Snapp Greater: Beaver Dam, Wis., 7-11.
 Southern United: McCune, Kan.; (Fair) Weir 16-21.
 Southland Am.: Easley, S. C.
 Sparks, J. F.: (Fair) Jasper, Tenn.; (Fair) Jasper, Ala., 16-21.
 Star Am.: Bee Bee, Ark.
 State Fair: (Fair) McCook, Neb.; (Fair) Russell 16-21.
 Strates, James E.: Bath, N. Y.; West Pittston, Pa., 16-20.
 Stritch, Ed.: (Fiesta) Sequim, Tex., 13-17; (Fair) New Braunfels 18-22.
 Sweeney, John J.: Hope, Ark.
 Tassell, Barney: Orange, Va.; (Fair) Harrisonburg 16-21.
 Texas Expo.: (Fair) Hot Springs, Ark.; (Fair) Carthage 16-21.
 Texas Kidd: Tipton, Okla., 10-12; Henrietta, Tex., 13-15.
 Texas Longhorn: Duncan, Okla.
 Texas Shows: (Fiesta) Sugar Land, Tex.
 Thompson Bros.: Everett, Pa.
 Tidwell, T. J.: (Fair) Anadarka, Okla.; (Fair) Chickasha 16-21.
 Tip Top: Eureka, Utah.
 Tom's Am.: Ashburn, Ga.
 United American: Corinth, Miss.; Macon 16-21.
 Wallace Bros. Shows of Canada: Renfrew, Ont., 10-13; Barrie 16-19; Aylmer 23-25.
 Ward, John R.: Mt. Vernon, Ill.; Covington, Tenn., 16-21.
 West Bros.: Springfield, Minn.
 West Coast Am.: (Fair) Lodi, Calif., 11-15; (Fair) Yreka 17-22.
 West, W. E.: (Fair) Stillwater, Okla.
 West's World's Wonder: Dyersburg, Tenn.
 Weydt Am.: (Fair) Hillsboro, Wis., 13-15.
 Williams, Ben: South Paris, Me.; Rochester, N. H., 15-21.
 Wade, W. G.: North Judson, Ind., 11-14; Onekama, Mich., 18-21.
 Wolfe Am.: Seneca, S. C.
 World of Fun: Selma, N. C.; Dunn, N. C., 16-21.
 World of Mirth: Brockton, Mass.
 World Fair Shows & Coe Bros.: Circus: Greybull, Wyo.
 Yellowstone: Alamogordo, N. M., 10-14; Tucumcari 16-21.
 Young, Monte: (Fair) Salt Lake City 14-21.
 Zucchini Bros.: (Celebration) Raleigh, N. C.; (Fair) La Grange 16-21.
 Zeiger, C. F.: (Fair) Mitchell, Neb.
 Zimdar's Greater: Chester, Ill.; (Fair) Shawneetown 16-21.

CIRCUS AND WILD WEST
 Anderson, Bud: Liberal, Kan., 11; Meade 12; Coldwater 13; Buffalo, Okla., 14.
 Barker Bros.: Mt. Vernon 10-11; Laurel, Miss., 16-21.
 Cole Bros.: Stockton, Calif., 10; Fresno 11; Visalia 12; Modesto 13; Oakland 14-15; Santa Rosa 16; San Rafael 17; Vallejo 18; San Mateo 19; Palo Alto 20; San Jose 21; Santa Cruz 22.
 Dalley Bros.: Bushnell, Ill., 11.
 Gainesville Community: Henrietta, Tex., 13-14.
 Hunt Bros.: Cambridge, Md., 11.
 Kelly, Al G., & Miller Bros.: Nortonville, Kan., 11; Oskaloosa 12; Eudora 13; Overbrook 14.
 Mills Bros.: Crestline, O., 10; Greenwich 11; New London 12; season ends.
 Polack Bros.: Atlantic, Ia., 11; Crete, Neb., 12-13.
 Ringling Bros. and Barnum & Bailey: Springfield, Mo., 11; Joplin 12; Muskogee, Okla., 13; Oklahoma City 14; Ada 15; Tulsa 16; Ponca City 17; Enid 18; Lawton 19.
 Russell Bros.: Connellsville, Pa., 11; Charleroi 12; McKeesport 13; Washington 14.

GRAND-STAND AND FREE ATTRACTIONS
 (Routes are for current week when no dates are given)
 Armando & Lita: (Fair) Tulsa, Okla.; (Fair) Allegan 17-23.
 Bernhardt & Ketrov: (Fair) Kentland, Ind., 11-13.
 Bernhardt, Bobbit Jeanne, & Co.: (Fair) Tulsa, Okla.
 Bink's Circus Acts: (Fair) Tomah, Wis., 12-15; (Fair) Union City, Ind., 16-21.
 Blondin-Rellim: (Fair) Jordan, Minn., 12-14; (Fair) Viroqua, Wis., 17-21.
 Brownless' Hickville Follies: (Fair) Montevideo, Minn., 16-18.
 Crazy Ray & His Callopo: (Fair) Mt. Vernon, Ill., 10-11; (Fair) Laurel, Miss., 17-19.
 D'Arcy Girls: (Fair) Vernon, N. Y.
 Fisher's, Bob, Fearless Flyers: (Fair) Humboldt, Neb.; (Jubilee in Aud.) St. Louis 16-28.
 Flying Fishers: (Fair) Mt. Vernon, Ill.; (Fair) Florence, Ala., 16-21.

Lefever, H.: (Fair) Logan, Utah, 10-12.
 Lorenzo, Paul, & Vicki: (Fair) Topeka, Kan.; (Fair) Hutchinson 15-21.
 Mills Troupe: (Fair) Marshalltown, Ia.; (Fair) Friendship, Wis., 14-15.
 Reed, Betty: (Fair) Mitchell, Neb., 11-14; (Fair) Allegan 16-21.
 St. Fanny, & Mule Abner: Upper Sandusky, O., 11-13.
 Will, Morris & Bobby: (Fair) Clearfield, Pa., 9-14.

ADDITIONAL ROUTES
 (Received Too Late for Classification)
 Andrews, Jo: (Grace Hayes Lodge) Hollywood 9-14.
 Baxter's Tent Show: Walnut, N. C., 9-14.
 Blythe, Billy, Players: East Burke, Vt., 9-14.
 Bradley, Anne: (Capitol Theater) Portland, Ore., 11-17.
 Brown, Red: (Gay Paree) Dallas 9-14.
 Charles & Barbara: (Chez Maurice) Montreal, Que., 9-14.
 Griner's, Lou, Variety Show: Englishtown, N. J., 12-14.
 Hamilton, Ollie, Comedians: Mt. Olive, N. C., 9-14.
 Haworth, SeaBee, Revue: (Fair) Albion, Neb., 11-14.
 LaTrier Dramatic Co.: Mechanicsburg, Ill., 9-11.
 McNally's Variety Show: Bethel, Vt., 9-14.
 Miller, Al H.: Willacoochee, Ga., 9-14.
 Morales, Pedro: (Miami Club) Milwaukee 9-14.
 Nielsen, George: (Walsh's Theater Restaurant) Pawtucket, R. I., 9-14.
 Sharpe, Robert: (Wivel Restaurant) NYC 9-14.
 Woods Show: North Tonawanda, N. Y., 9-14.

BUSINESS MEN'S CLUB STREET FAIR
 SEPTEMBER 16-21
 Want Bingo, Pop Corn, Photo, Eats, Drinks and Concessions of all kind. Will book Loop-o-Plane and good Free Act. Will also book any Shows of merit. **J. RIGDON, 202 State St., Harrison, Ohio. Phone, 306.**

ROGERS GREATER SHOWS
 Want Concessions, Novelty Rides, Ridee-O, Caterpillar, Rolloplane, Loop-Loop or others. Meritorious Shows. Paris, Lexington, Camden, Huntingdon, Tenn., Fairs. Paris, Tenn., this week.

NYE'S FOUR STAR SHOWS
 Want for **FAYETTEVILLE, O., FAIR**
 SEPT. 18-22, INCLUDING SUNDAY
 Shows, one more Ride, Concessions of all kinds except Bingo, Popcorn and Cigarette Gallery. This is not a state-aid fair and will place any Concession except rough stuff. Novelty and Diggers open. Want General Agent and another Promoter. Free Acts, Routines, address Madison, Ind., this week. Concessions can join this week at Madison. A real spot under strong auspices. Can use sober Ride Help.

ATTENTION FAIR MANAGERS
 Available for late Fairs and Celebrations. Attractions of all kinds, including top-notch standard Circus Acts, Thrill Acts and Musical Revue, complete with Swing or Circus Band. Priced reasonable.
KLEIN'S ATTRACTIONS
 BOX 137, NEW WATERFORD, OHIO
ROGERS AND POWELL
 In the Heart of the Cotton and Oil Fields
 Want Shows and Concessions for biggest Fairs in Mississippi. Week September 16, Yazoo City; then Shelby, Quitman, Macon, Forest, Canton, Charleston, all Fairs. Flora, Mississippi, this week.

LARGE STOCK OF BEACON
 BLANKETS AND SHAWLS ON HAND FOR IMMEDIATE DELIVERY
WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

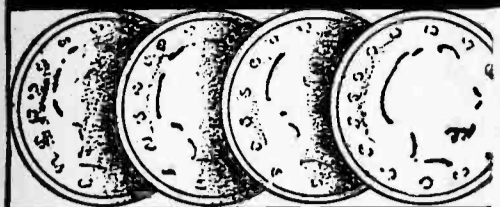
TANGERINE SWEETS
 NEW AND NOVEL CANDY PACKAGE With Sliced Orange Gums.
100 to Carton—Per Carton \$4.50
 20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.
DELIGHT SWEETS, Inc. 50 East 11th St., NEW YORK CITY

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.

Reports--

A "revolution" started by a TNEC report back in 1939 is still at work in the courts

The decision of the United States Circuit Court of Appeals (New York, July 25, 1940) relating to copyright control of music recordings is an opinion that recalls an important committee report in 1939.

One of the most "revolutionary" economic theories advanced since 1932 was the recommendations for reforms in patent and copyright laws as contained in the report of the TNEC (Temporary National Economic Committee) made public on July 16, 1939. I wrote an editorial on the report at the time but considered it too "hot" to publish.

Now that important court decisions are being written in conformity with the principles set forth in the committee report, the report itself becomes of increasing importance. When the report was given to Congress in 1939 there was only one dissent among the members of both Houses—and any report or measure that can get that close to unanimous approval in Congress has historic importance from the beginning.

The United States Supreme Court made two decisions in March, 1940, one relating to patents and one relating to copyrights, both of which indicated that the highest court in the land was beginning to follow the famous TNEC report issued in 1939. So the Court of Appeals in New York had good precedent before it for making a decision on copyrights in July of this year.

That the committee report dealt with patents and copyrights made it of special interest to the coin-operated machine industry. In fact, the report was of great importance to all business and to every citizen. There had long been discussion of reforms needed in the patent systems and laws and the committee made its recommendations chiefly with a view to aiding employment.

Much evidence had accumulated thru the years to show that needed patent and copyright reforms would boost business and consequently boost jobs. The committee investigated the whole patent system with this in mind. Naturally, a report aimed at correcting abuses in patent and copyright laws in order to boost jobs would be "revolutionary."

The report stated that patent practices now current, under existing statutes and court decisions, went far in giving monopolies over business and future progress. That was a bold statement, and thoughtful leaders who had been studying the subject for years sat up and took notice.

The report suggested that it should be made unlawful for any person to sell or assign a patent and then try to restrict in any way as to territory, or price of article, or amount of production under the patent. It mentioned several conditions under which attempts are made to restrict and control business thru restrictions made on patent rights.

The report emphasized that so long as the owner of a patent uses it himself he can control production and prices

as he pleases. But when the patent is sold or licensed to another, then no attempt should be made to restrict its legal use by contract or otherwise.

The report thus got down to bedrock principles underlying all efforts to control production, price, and uses of products by extended patent manipulation. It was these attempts at extended control that were restricting business and also causing unemployment, the report said.

A careful study of some of the federal court decisions since that report will show that courts are beginning to follow the ideas and principles suggested. Some of the court decisions are aimed at breaking up those efforts to control business thru manipulation of patents and copyrights. The liberal courts and judges of the time will give jobs primary consideration when such cases come before them.

The TNEC report did not go quite so far as to suggest a national patent pool, an idea which some have suggested. The automotive industry has been very progressive in its use of patent pools and probably this example has led many to consider the possibilities of a national patent pool.

A discussion of anti-trust and fair trade laws was also contained in the report. While many of these things concern only big business directly, yet fair trade laws in various instances have had their reactions on the coin machine trade itself. The music and vending machine sections of the trade especially may be affected by such laws. Every location comes in contact with fair trade laws. Some in the coin machine trade have wondered if fair trade laws could be invoked to maintain standard commissions.

Every man who has a business or a job is affected eventually by patent and copyright laws, anti-trust laws, and fair trade laws. The TNEC report was non-partisan enough to get almost unanimous support in Congress; now the higher courts are using it as a guide. Perhaps its principles may come more and more into play as a guide to fair play in business. The report may eventually lead to the breaking up of some of those extended controls thru patents and copyrights that hold back progress and also create unemployment.

How soon laws will be improved to agree with more progressive ideas is anybody's guess. An appeal to fair play is frequently made thru trade associations and trade papers, but in the business world, as in sports, there are recurring instances of those who will not play according to the rules of the game.

Perhaps it is best to take the optimistic view that all people want to play according to the rules when given a chance. The famous TNEC report suggests ideas and principles for a better game in the business world.

Youngstown Gets Injunction Allowing Pinball Licensing

City attorney gathers data to show that pinball is game of skill

YOUNGSTOWN, O., Aug. 31.—Youngstown received \$14,115 in revenue from licensing marble boards the first six months of this year, Joseph L. Lettau, head of the licensing department, has announced.

The city now is able to license pin ball games since an injunction against further licensing was suspended recently. They will continue to be licensed until the Court of Appeals rules on the city's appeal against Judge David G. Jenkins' decision against the boards.

City budget officials gave a sigh of relief when they were notified the injunction forbidding licensing of the machines had been temporarily dissolved.

The city's appeal probably will not be decided until next spring or early summer, officials believe, and this will enable authorities to count upon the reg-

ular pinball revenue in computing their budget, it was said.

Assistant Law Director Israel Freeman, who handled the city's appeal, is gathering evidence thruout Ohio and other States to show that pinball games are games of skill and are not gambling devices.

"U. S. Conquered," Says Ray Moloney

CHICAGO, Sept. 7.—"America has been conquered!" exclaimed Ray Moloney, president of Bally Manufacturing Company, discussing the success of the Bally Rapid-Fire machine gun with diving submarine target.

"Not since the days of Ballyhoo has a game made such a fast and furious conquest of the country. From Coast to Coast operators are capturing the choice locations with Rapid-Fire and earning the kind of money usually associated only with pay tables, bells, and consoles.

"Day after day we allot another big section of the factory exclusively to Rapid-Fire production—but day after day the order jam piles higher and higher. Bally's Rapid-Fire is definitely the once-a-year sensation, like Rocket, Jumbo, Bumper, Bally Reserve, that puts operators back on easy street and peps up the industry."

Distrib Lauds Gottlieb Game

PHILADELPHIA, Sept. 7.—"I've just placed one of the largest initial orders for a machine in my career—and that game is Gottlieb's Three-Score," says I. H. Rothstein, head of Banner Specialty Company of Philadelphia and Pittsburgh.

"The demand for the game is spreading like wildfire—everybody wants it. Players everywhere are responding to Three-Score beyond anything I've ever seen. Three-Score is in a class by itself as a favorite with ops, too—not only because it brings in the money, but because it's bug-free, keeps patrons coming back, and is a natural for the majority of locations. Gottlieb's got something hot—and plenty of us are going to cash in on it."

Brooklyn Amusement Takes On Kirk's Air Defense

NEW YORK, Sept. 7.—Charles Aronson returned here from Chicago and after a confab with his partner, Bill Alberg, announced that they will distribute Claude Kirk's new amusement machine, Air Defense. Kirk will be in New York September 11 with the game.

Aronson, speaking of the game, claims: "It is something entirely different from anything on the market, and from all indications, will be a big money-maker for the operators."

FOUR WORDS

Tell a Convincing Story About Keeney's Wall Boxes and Anti-Aircraft Machine Gun...

THEY MAKE MORE MONEY

Ask Your Keeney Distributor

J. H. KEENEY & CO. INC.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO, ILLINOIS

"WE'VE GOT THE BEST DEAL IN OUR HISTORY FOR YOU ON..."



Bally's RAPID-FIRE MACHINE GUN



WRITE—WIRE OR PHONE JOE CALCUTT TODAY!!

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.

GENTLE—LIKE AN EARTHQUAKE!

Maybe our suggestions that you investigate the great possibilities of a PHOTOMATIC operation haven't been too gentle... but they've been sincere. To get to the bedrock facts, PHOTOMATIC is a wonderful investment because it shows a definite, substantial, steady return that you can bank on—and BANK! That's the difference.

INVESTIGATE! International Mutoscope Reel Co., Inc. 44-01 11th St., Long Island City, New York

BARGAINS FROM DAVE MARION

Trade for Liberty Bells—Imps—Mercury
AUTOMATICS
Grand Prize... \$15.00
Fleetwood... 18.50
Quinnella, 7-Coin... 24.50
Hitteah... 14.50
Flicker... 10.00
Grandstand... \$ 9.50
Centasmoke... 8.50
3 Gadets... 3.50
Ginger (Late)... 14.50
Dial, F.P... 14.50
Vest Pockets... 27.50

RECONDITIONED FREE PLAY TABLES
Allport... \$22.50
Majors... 22.50
Davy Jones... 19.50
Follies... 39.50
Bangs... \$22.50
Topper... 24.50
Pickem... 32.50
Super-Six... 37.50

Write for August List—Now Out. Jobs—Write us for Quotations—All Types. 1/3 Deposit Required—Immediate Service.

Write for Complete Bargain List. MARION COMPANY Wichita, Kansas.



EXHIBIT'S LANDSLIDE is inspected by Al Simon, of Savoy Vending Company, Brooklyn. Simon was on a visit to the Exhibit factory in Chicago.



THE MARKEPP CO. 3328 CARNEGIE AVE., CLEVELAND, O. IS THE PLACE TO BUY AMERICAN EAGLE ON 10 DAYS' FREE TRIAL

10 For \$275—Sample \$32.50—Ball Gum Mod. \$2 Extra



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

CANADIAN BARGAINS

AIR CRAFT GUNS

Keeney Anti Air Craft Gun... \$325.00
Bally Rapid Fire... 350.00
Seeburg Shoot the Chutes... 350.00
Chicken Sam... 200.00
Bally Bowling Alley... 125.00
For 60 Cycle Hydro Approved 25 Cycle Extra

MUSIC BOXES

Seeburg Envoy Canadian Slug Proof... \$442.00
Seeburg Colonel Canadian Slug Proof... 475.00
Write in for Used Equipment.

NEW FREE PLAY GAMES

Bally Linslight, equipped with Hydro Approved Pak... \$160.00
Bally Vacation, equipped with Hydro Approved Pak... 160.00

SLIGHTLY USED FREE PLAY GAMES

Bally Triumphs... \$125.00
Bally Supreme... 60.00
Bally Scoops... 60.00
Baker 4-5-6... 60.00
Bally Variety... 60.00
Bally Dandy... 50.00
Bally Mascot... 135.00
Bally Glamour... 125.00
Bally Sport Special... 205.00
Hydro Approved with Label

SLOTS

Mills Slot, New... \$195.00
Bally New Double Play... 195.00
Groetchen Imps... 17.50

DONALD FIELDING & CO.

OTTAWA 587 Bank St.

WINDSOR 1106 Hall Ave.

TORONTO 699 Bloor St., W.

IF IT'S COIN OPERATED * WE HAVE IT * NEW OR USED

CONSOLES
Tanforans... \$22.50
Jennings GOOD LUCK... 59.50
Jenn. PARLAY RACES... 39.50
Western RACE MEET... 125.00
Jennings PADDOCK CLUB... 39.50
Jennings DERBY DAYS... 22.50
Kentucky Clubs... 45.00
Shoot the Moon... \$22.50
Bally ROYAL DRAW... 199.50
Paces Races—Black... 49.50
Paces Races—Brown... 79.50
Paces Saratogas... 89.50
ARCADE EQUIPMENT
'40 Western Baseballs... \$105.00
Anti Aircraft Guns, black cabinets... 139.50
Bally Alleys... \$49.50
Ten Strikes... 75.00
Seeburg Rayolites... 59.50
Casino Golf, F.S... 45.00
Buckley Diggers... 59.50
Tom Mix Rifles... 55.00
Groetchen SKILL JUMP... 39.50
Exhibit Rotary... 47.50
Chicken Sams... 79.50
HALF DEPOSIT * BALANCE C. O. D. WRITE FOR OUR COMPLETE LIST. CLEVELAND COIN MACHINE EXCHANGE. 2021 PROSPECT AVE., CLEVELAND, OHIO

Monarch

"SNAP UP BUYS" WHILE THEY LAST

RECONDITIONED PAYTABLES

BALLY			
Sport King, J.P.	\$129.50	Bally Sport Page	\$54.50
Grand National, J.P.		Western Hey Day, J.P.	39.50
Cash & Ticket Comb.	109.50	Western Feed Bag, J.P.	39.50
Grandstand, J.P., Cash & Ticket Comb.	77.50	Bally Stables	24.50
Gold Medal, J.P.	65.00	Bally Preakness	17.50
Hawthorne, J.P.	62.50	Bally Fairground	27.50
		Mills Hi-Boy	42.50

CONSOLES

Mills Four Bells	\$245.00	Keeney Triple Entry	\$125.00
Evans Lucky Lucre	144.50	Jennings Multiple Racer	59.50
Baker 1940 Pacer	190.00	Keeney 1938 Track Time	84.50

LEGAL EQUIPMENT

Western Baseball, Brown Cabinet, 1940 Deluxe Free Play	\$ 89.50
Western Baseball, Brown Cabinet, 1940 Deluxe Free Play & Payout	99.50
Keeney Anti-Aircraft Gun, Black Cabinet, Reconditioned	119.50
Seeburg Chicken Sam Console, Factory Reconditioned	77.50
Seeburg Hockey	\$29.50
Exhibit Vitalizer	82.50

WRITE FOR LARGEST LIST OF FREE PLAY NOVELTY GAMES IN THE COUNTRY

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Operators Laud Western's Tot

CHICAGO, Sept. 7.—"It's the biggest value in the coin machine business at the lowest price," comments Don Anderson, sales manager of Western Products, Inc., in speaking of the latest release, Tot.

"Operators all over the country have reported success with this great machine. This success is not a surprise, for the game is jammed with features that appeal to everyone. Tot has bell fruit symbols, cigarette reels, free-play token, 1 or 5-cent play, and cheatproof coin chute. It is guaranteed for a year.

"There's an old saying that the proof of the pudding is in the eating, and the proof of Tot's great value is in the way it is being ordered by operators."

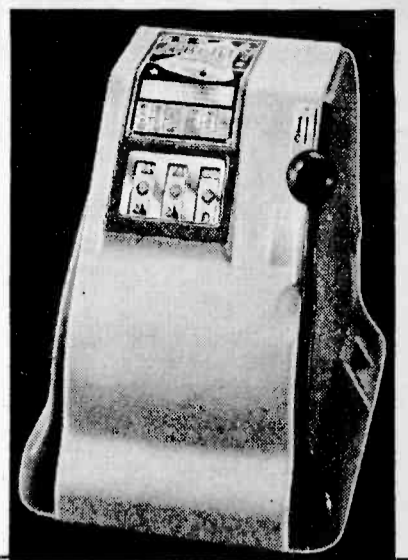
Daval Acts To Up Production

CHICAGO, Sept. 7.—Adding several new high-power punch presses and spot-welding machines in addition to continually hiring more men, Daval company reports it is gradually speeding its production to match the demand for American Eagle and Marvel counter games.

Al S. Douglas, president of the firm, reports: "We are trying to meet the demand for American Eagle and Marvel counter games by purchasing machinery as well as adding to our personnel. We believe that if we keep up this pace for another 10 days we shall catch up with the demand.

"It seems that just when we are getting ready to match the demand with our daily production, more orders pour into the factory and we are again faced with the problem of more orders than we can fill.

"Raw materials are getting harder than ever to obtain. All in all it has become a problem; but, we can assure our customers that we will do our best to meet their orders by increasing our production."



LIBERTY BELL IS SWELL

Talk to any operator who has LIBERTY BELL, and invariably he will respond: It's a swell game! SWELL—because its streamlined beauty catches player's attention. SWELL—because it earns handsome profits, protected by Automatic Token Payout. SWELL—because it has "CUTS" that stand up under rough use. SWELL—because you can convert it from Nickel to Penny, right on location.

Your locations will consider you a SWELL GUY for installing LIBERTY BELLS—and will those profits SWELL YOUR BANK ACCOUNT. See your nearest jobber at once for delivery on LIBERTY BELLS.

COMING SOON are the new SPORTS REELS on Liberty Bell which will facilitate operation in territories restricted on fruit reels.

GROETCHEN TOOL CO.
130 North Union Street, Chicago

WORLD'S GREATEST MONEY-MAKER

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast Office • MAC MOHR • 2916 W. PICO BLVD • LOS ANGELES, CAL.

WURLITZER CINEMATONE SEEBURG PHONOGRAPHS

Perfect Condition

SACRIFICE PRICES

616s	\$49.50
616s, Illuminated	77.50
716s	44.50
716s, Illuminated	59.50
Seeburg Royal Symp.	84.50
Seeburg K-20	74.50
Cinematone Penny Phonos	44.50

Act Now While They Last. Exceptional bargains.

1/3 Dep. with order, bal. C.O.D., F.O.B.

TAMPA AMUSE. CO.

207 No. Willow, TAMPA, FLA.

BOWLING GAMES AND SHOOTING MACHINES

Priced Right. All in A-1 Condition Mechanically and of Good Appearance.

SEEBURG RAY-O-LITE "DUCK"

SEEBURG RAY-O-LITE "CHICKEN SAM"

SEEBURG RAY-O-LITE "JAIL BIRD"

\$15.00 Additional for Console Bases on Chicken Sam and Jail Bird Models.

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1908 Washington Blvd., St. Louis, Mo. 8105 Gillham Plaza Kansas City, Mo.

IMP

\$12.50
6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE
Cigarette or Cherry Reels.

1c—5c—10c PLAY

GERBER & GLASS 914 Diversey Blvd. Chicago, Illinois

GUY NOEL
Says—
The Last Word in Coupon Games Is Our New **ROL-N-PIN**

It's Different and Extremely Fascinating. 1000 New Coupons—Not Numbers—Not Symbols. Excellent for Closed Territory. Write Me for Information.

WE ARE SOLE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL. Mfrs. of Largest Variety Line of Jar Games—Whirling Derby Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Sales Cards.

WRITE US YOUR REQUIREMENTS.

GAY GAMES, INC.

Dept. BB-9, MUNCIE, INDIANA

LOW PRICES FOR GOOD SLOT MACHINES

Write or wire me for cheap prices on better Slot Machines. Have the following on hand: MILLS—Blue Fronts, Cherry and Melon Bells, 1, 5, 10 & 25c; Jennings Chiefs, latest Cailles, Mills 1c Q.T.'s, Galloping Dominos, Mills Rio, Rox Stands.

Liberty Vending Mach. Co.

923 1/2 New York Ave., N. W., Washington, D. C. Met. 1355

WESTERN'S NEW SENSATION!

TOT

THE WORLD'S SMALLEST COUNTER MACHINE AND BIGGEST COIN CATCHER!

24⁹⁵

Write, phone, wire your order today!

SIMON SALES, 437 West 42nd Street, N. Y. C. OPPOSITE LINCOLN TUNNEL

PERFECTLY RECONDITIONED FREE PLAY

Blondie	\$48.50	Lancer	\$17.50
Beauty	37.50	Mascot	36.00
Big Town	32.50	O'Boy	30.00
Big Show	32.50	Punch	21.50
Big League	33.50	Roxy	34.00
Bang	12.00	Short Stop	43.00
Commodore	25.00	Score Champ	30.00
Follies	23.50	Super Six	23.50
Flagship	18.50	Super Charger	15.00
Headliner	13.00	Triumph	18.50
Home Run	36.50	Thriller	12.50
Jolly	32.50	Twinkle	11.00

NOVELTY, \$10.00 EACH: Allport, Pickem, Topper, Vogue.

FOLLOWING NOVELTY, \$8.00 EACH:
Chevron, Circus, Exposition, Green Lites, Globe Trotter, Handicap, Jitterbug, St. Moritz, Stop & Go, Ski Hi, Speedy, Snooks, Skooky, Variety, Majors, Spottem, Peachy, Contact.

COUNTER GAMES: A. B. T. Challengers, \$12.50 EACH.
1/3 Cash Deposit, Under \$18.00 Full Cash. For Export Cable: "Coinmachin," N. Y.

MARC MUNVES, INC. 555 West 157th St. New York, N. Y.

This Week's Special!
Bally TRIUMPHS \$21.50

Reconditioned — Like New —
While They Last

GUARANTEED BARGAINS
FREE PLAY GAMES

Vogue . . . \$32.50	Flash . . . \$29.50
Chevron . . . 19.50	Golden Gate 24.50
Scoop . . . 29.50	Bang . . . 19.50
Variety . . . 29.50	Lot-a-Fun . . . 24.50
Trlo . . . 12.50	Keen-a-Ball . . . 24.50
Triple Threat 14.50	Pyramid . . . 24.50
High-Lite . . . 14.50	Taps . . . 14.50
Follow-Up . . . 14.50	Big Six . . . 34.50
Conquest . . . 24.50	1-2-3 . . . 78.50
Rebound . . . 24.50	Fantasy . . .
Jumper . . . 24.50	no J. P. . . 39.50
Contact . . . 19.50	Snooks . . . 29.50
	Davy Jones. 14.50

MISCELLANEOUS

1 Scientific Six Jump . . . \$ 69.50
1 Brand New Western Oomph . . . 21.00
8 Bally Alley Bowling Games, 1940 Model, Like New . . . 59.50
4 Beeburg Chicken Sam Ray Guns . . . 125.00
5 Beeburg Convict Ray Guns . . . 135.00
4 Groetchen Metal Typers . . . 125.00
10 Mills Modern Scale . . . 37.50
2 Keeney Black Cabline Anti-Aircraft Machine Guns . . . 155.00

1-BALL AUTOMATICS

Gold Wheel \$12.50	Derby . . . \$39.50
Gold Medal . 89.50	Big Races . . . 22.50
Fleetwood . . . 27.50	Post Time . . . 12.50
Stables . . . 27.50	Hi-Boy . . . 29.50
Klondike . . . 29.50	Three-Up . . . 29.50
Entry . . . 29.50	Derby Time . . . 29.50
Derby . . . 12.50	Pikes Peak . . . 7.50
Fairgrounds . 29.50	Ak-Sar-Ben . . . 22.50
Jumbo . . . 10.00	Dead Heat . . . 29.50

GUARANTEED SLOTS

9 Mills 5c Chrome Bells, like new . . . \$89.50
8 Mills 5c Melon Bells . . . 69.50
9 Mills 5c Blue Front Mystery Bells . . . 59.50
12 Mills 5c Smoker Bells . . . 47.50
10 Mills 5c Future Pay Mystery Jackpot Front Venders, used 3 weeks . . . 77.50
3 Mills 4c Smoker Bells . . . 42.50
8 Columbia Jackpot Bells . . . 42.50
15 Columbia Gold Award Bells . . . 47.50

CONSOLES

Turf Special \$22.50	Club . . . \$22.50
Club House . . . 22.50	Ky. Club . . . 47.50
Tanforan . . . 27.50	'37 Skill . . .
Royal Lucre 145.00	Time . . . 47.50
'37 Dominos 47.50	Track King . . . 22.50
Sugar King . 79.50	Flasher . . . 32.50
Liberty Bell . 27.50	

TERMS: 1/3 Certified Deposit With Order.
We Ship Balance C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Reconditioned Slots

Pace DeLuxe Melon Bell, 5c . . . \$55.00
Pace All Star Comet, 5c, 10c, 25c . . . 30.00
Pace All Star Comet, 50c . . . 50.00
Pace Kitty, 5c, 10c . . . 40.00
Pace All Star Gold Award, 10c . . . 30.00
Mills Blue Frt., Double J. P., 5c, 1c . . . 35.00
Mills Blue Frt., Single J. P., 5c . . . 45.00
Mills O.T., Blue Front, 5c . . . 25.00
Mills Dewey with Jackpot, 5c . . . 75.00
Jennings Chief, 1c, 5c, 25c . . . 35.00
Callie 7-Way A. C., 5c . . . 45.00

CONSOLES

Keeney Skill Time . . . \$80.00
Keeney Triple Entry . . . 115.00
Evans Lucky Star . . . 85.00
Jennings Multiple . . . 75.00
Keeney Red Head Track Time . . . 40.00

Automatic Coin

Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

THE SMALLEST, BIGGEST MONEY-MAKER!

TOT

Write, Phone, Wire Your
Order Today to

TONY GASPARRO

WESTON DISTRIBUTORS

689 TENTH AVE., NEW YORK CITY
All Phones: CI-6-6745

GOTTLIEB'S SKEE-BALL-ETTES . . . \$49.50
EVANS' TEN STRIKES . . . 59.50
SEEBURG'S CHICKEN SAMS . . . 69.50

NOVELTY

Bang . . . \$6.00	Limelight . . . \$65.00
Spottem . . . 7.00	Cadillac . . . 51.00
Lot-a-Fun . . . 7.00	Mr. Chips . . . 19.50
Lucky . . . 15.00	Commodore . . . 26.50
Ocean Park . . . 9.00	Home Run . . . 39.50
Major . . . 7.00	Follies . . . 27.50
Thriller . . . 8.50	Blondie . . . 49.50
Snooks . . . 6.50	Many Other Used Games in Stock.

FREE PLAY

Triumph . . . \$21.50
Big Town . . . 31.50
Mascot . . . 35.00
Short Stop . . . 41.50

Also carry complete line of Used Automatic Phonographs!

1/3 Deposit, Balance C. O. D.

ROXY SALE CO. 4 Amsterdam Ave. New York City Circle 6-7313

The Novelty Pinball Game

By SAMUEL WOLBERG

Executive, Chicago Coin Machine Mfg. Corp.

(Continued from last week.)

the Operator

LOOKING back over the recent history of the coin-operated amusement game business, I am convinced of two things: modern operating had its beginning in the popularization of the novelty pinball game and the novelty pinball game is the foundation of every successful individual operating enterprise, with few exceptions. Evidence? There is more than enough!

When the novelty pinball game first was introduced to the public, operators were engaged in more or less haphazard management of their comparatively small business which in itself was a loosely knit operation of outmoded games, vending machines, and music equipment. In only a few cases were operations worthy of comparison with the majority of those we know today. In too many instances operating was a spare-time affair to which was devoted a few evening and week-end hours. Manufacturers were few and their offerings were limited. Under these conditions individual operator progress was halting, in some places non-existent, and returns to the operator were such that expansion was the least thought of activity.

But the novelty pinball game changed all that. To a depression sick world fast growing weary of lack of amusement, having little with which to purchase it and subconsciously seek a healing therapy in distraction for the mind, the novelty pinball game was a miraculous creation, as it was for thousands of tottering small business establishments. The enthusiasm with which the public greeted the novelty pinball game and the ensuing clamor for more of them set in motion a chain of events that brought the amusement game industry to its present status and made the operator a person of substance in the community.

The influence of the novelty pinball game on the transformation of operating from its former inconsequential position to its present important place as an industry may well be illustrated by an hypothetical case. Fictitious tho the operator's name may be, the facts are taken from an actual case whose duplicates can be found in the business histories of a great many present-day operators.

Tom Brown was an operator of a few peanut and candy machines, a number of old counter and penny arcade-type games, and other machines. Acting as a salesman, service man and office force, he managed to make a few dollars a week, most of which went toward personal expenses, the rest to repairs, and the infrequent purchase of a new or used machine. Expansion was out of the question since he had no reserve great enough to finance such a move.

An Operator Is Made

One day he saw at a jobber's display room a box-like contraption set up on legs. It operated with a penny coin chute and offered 10 balls, which were propelled around a playing field dotted with pins and holes. It was the first novelty pin game, and Tom Brown saw its possibilities. By trade and with cash he managed to obtain one of the new games and rushed it to the best of his locations. Its immediate success was amazing. The location demanded another machine, and other locations began a clamor for them. Brown forsook caution and purchased as many games as his cash and credit would stand.

Variations on the theme of the first novelty pinball game made their appearance and variety reared its enchanting head to spice the enthusiasm of the public. Brown was no longer able to handle everything by himself. He needed a service man, and with a good mechanic on his pay roll he concentrated on getting more business.

New Games Added

As other manufacturers entered the field the presentation of novelty pinball games grew from a stream to a flood and Brown purchased games as fast as they became available. The games gradually grew more complex and more entertaining, manufacturing and distribution took on stability, and Brown found himself at the head of a going business. Taking stock, he discovered that he had several persons in his employ; he had an office and reconditioning shop; a small service truck, and a new automobile. And, wonder of wonders, he had money in the bank.

With a silent prayer of thanks for the novelty pinball game, Brown began ventures into other branches of operating, using the profits of his novelty pinball games to finance the new equipment and depending on the novelty pinball games to stand back of him in his expansion activity. His vending machine route, by this time an almost forgotten holdover, began to sport glittering new machines, were serviced frequently and started to show a black-ink record in the operating ledger. He sold his locations on automatic music and brightened them up with modern new phonographs. Other types of coin-operated machines became part of his operating set-up. Organization and system kept the operation running smoothly, giving him time for development of new ideas.

Brown became a charter member of his local operators' association and his voice became an important one in helping to stabilize operating as a whole. He became known to his community as a man of means and ability and he became a figure in the business and social life of his town.

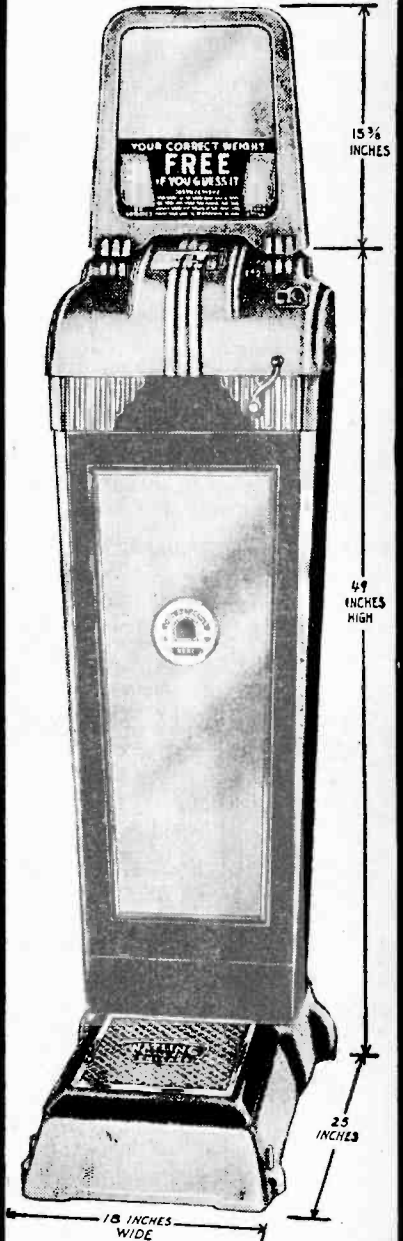
A Permanent Business

Yet not once has Brown forsaken the novelty pinball game either in his operation or in his campaigning for the continued recognition of operating. Not for sentimental reasons does Brown seize every daily opportunity to place new models in operation. No, indeed! Brown realizes that the novelty pinball game is still a popular choice of the public and the location for pure amusement.

Novelty pinball games remain his basic operating equipment and will until something more interesting captures the lasting loyalty of the public. To say that such a thing is impossible is indicative of shortsightedness, a thing of which manufacturers dare not be guilty. Yet the horizon shows no trace of equipment that might displace the novelty pinball game in the public eye or on the balance sheet of an operation. Competition among the few leading makers of novelty pinball games has made for more interesting play themes, livelier play and more impressive appearance, an outstanding, if convenient, example being the products of the many firms in which variety allows no relaxing of player interest.

Operating owes its present stability to the novelty pinball game not only for its consistent earning power and unrelenting hold on public interest but also for its favorable influence on public and legal opinion. And the operator has handsomely acknowledged his debt to the novelty pinball game by his recognition of its place in his operating.

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

WISE
BUYERS!

C.O.D. \$12.50	Nippy . \$20.00	Big Town . \$34.00
Lucky . . . 14.00	Roller . . . 21.00	Jolly . . . 34.00
Scoop . . . 14.50	Derby . . . 21.00	Big Show . 34.00
Super-charger, 14.50	Commo-dore . . . 24.00	Mascot . . . 38.00
White Alley . . . 24.00	Bowling . . . 24.00	Glamour . 49.50
Sails . . . 15.00	Alley . . . 24.00	Drum . . .
Triumph . 19.50	Follies . . . 26.50	Major . . . 51.00
	O'Boy . . . 31.00	

1/3 With Order, Balance C. O. D.
1/3 With Order, Complete List!

SUPREME VENDING CO., INC.
557 ROGERS AVE. • BROOKLYN, N. Y.
-TEL- BUckminster 2-8400

OUR PLATFORM HAS 4 PLANKS

1. Finest Reconditioning! Everything is done, inside and outside.
2. Rockbottom Low Prices!
3. Careful Packing and Shipping!
4. We Stand Firmly Behind Every Game!

M. S. Ash

Rowe Aristocrat

6-column slug proof 15c Cigarette Machines. Reconditioned like new.

\$16.00 Ea.

(5 or More)

Sample Machine, \$18.50. Floor Stand, \$3.00. Equipped with 20c Coin Slot \$2.00 Extra.

TERMS: 1/3 Dep., Bal. C.O.D.

D. ROBBINS & CO.
1141-B De Kalb Ave., Brooklyn, N. Y.

You can ALWAYS depend on JOE ASH—ALL WAYS

ON HAND FOR IMMEDIATE DELIVERY
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS.
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa.
Phone: Market 2656



SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

IT'S YOUR PROFIT INNING NOW with this timed to the minute MONEY MAKER, for HOME RUN is entirely new in playing principal and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you bat is a BALL OF GUM, a clever innovation, isn't it?

Locations may give awards for "Homers"—HOME RUN is no ordinary Vender—it's a LONG, FULL TIME PROFIT MAKER ON ALL YOUR LOCATIONS. You'll be amazed at the big earning power of this remarkable combination Ball Gum Vender and Amusement Machine.

HOME RUN is operated with 180 count ball gum. Striped balls are used in HOME RUN the same as in ordinary Ball Gum Vendors. DON'T DELAY, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.50.

ESQUIRE

The last word in vending perfection. Truly a great vendor—it is universal—vends all types of bulk merchandise including Ball Gum—and vends them accurately—no additional parts necessary.

Sample Esquire only **\$6.95** Each Porcelain Finish 500 Extra



TOPPER

It tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything: almonds, candies, mixed nuts, cashews, peanuts, pistachios, caramels, ball-gum, etc. When ordering Toppers for ball-gum, please so specify. Sample Topper

only **\$6.75** Each Porcelain Finish 75c Extra



SPECIAL DE LUXE

Porcelain Enamel Finish only **\$5.25 ea.**

in lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise elite. Vends everything. 5 lbs. capacity.



Operators, Order This Coin Counter Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Penny Vender Operators Benefit From Amusement Taxes

Every person in the United States is paying his share toward the rearmament program which is now getting into full swing. Whether you go to the theater, buy gasoline, or cigarettes, or innumerable other items, you must pay a certain amount of tax.

But what does this have to do with bulk venders, you ask. Just this—the amusement tax which reaches every individual is placing a tremendous number of pennies in circulation. For example, when a man goes to the movies, which we will assume costs 30 cents, the tax makes a total of 33 cents, or two pennies in circulation. His wife accompanies him, and there is a charge of 66 cents—four pennies change. They invite a friend to go along with them—\$1.32—three pennies received in change.

Naturally this means there are going to be a good many more pennies in circulation, and it remains for the operator to so locate his machines that they will be in line to receive them.

The tax on cigarettes is another boon to bulk vending machine operators. Likewise this is a new opening for the deluge of pennies. Bulk venders located beside a cigarette machine now comes in for even greater play than formerly. Don't pass them up.

A little serious investigation and foresight in this matter will pay the operator well. Get all the information you can about what this new tax will affect in your territory—then make the most of it.—From *The Northwestern*.

Torr Elated Over Season's Promise

PHILADELPHIA, Sept. 7.—Roy Torr, Philadelphia distributor, has returned here after a month's tour thru the Midwest. He spent much time in Chicago visiting manufacturers and inspecting new machines. He reports that he is elated over the prospects for a banner season for 1940-41.

"Three elements," said Torr, "should put the vending machine business above the average year. Any one of these would boost the business. If all three continue this coming year should top anything known before.

"First, the return of so many to gainful employment and the decrease of relief rolls will put more money into circulation.

"Second, taxes on many articles for preparedness in minute amounts add to the pennies in circulation, many of which find their way into vending machines.

"Third, my new time-payment plan will allow operators to order lots of 100 machines with less cash outlay than 25 machines would ordinarily cost. Therefore operators can be better prepared for better business.

"At the present time I am clearing all decks and tying up all loose ends so that I may be sure to be ready for the rush which is coming," concluded Torr.

Harold Schaefer Entrains for East

CHICAGO, Sept. 7.—Harold Schaefer, head of Victor Vending Corporation, left Chicago this week for an extended business trip thru the East to call on his jobber and operator friends.

Before Schaefer left Chicago he stated that orders for Home Run were keeping the factory geared up to meet the heavy demands. "However, all shipments are being made promptly and without delay," said Schaefer.

Approve Pepsi-Cola Stock Settlement

NEW YORK, Sept. 7.—Approval of a settlement of Pepsi-Cola Company relative to 137,500 shares of that company's stock held by Loft, Inc., was voted by independent stockholders of the Pepsi-Cola concern at a special meeting in Long Island City, N. Y., recently. Under the settlement, as amended, Loft, Inc., will pay \$250,000 to Pepsi-Cola and assume the payment of all allowances to Bartus Trew and associates and counsel in asserting this claim.

Chancellor W. W. Harrington of Delaware, who ordered the special meeting, will conduct a final hearing on the claim in the Chancery Court in Wilmington, Del., September 4.

Coledrinx Opens Chicago Factory

CHICAGO, Sept. 7.—The Coledrinx Company, manufacturer of machines for vending carbonated drinks, will establish a factory at 636-38 North Albany Avenue, E. P. Querl, of the Chicago Association of Commerce, announced recently.

Querl said the plant would employ about 20 persons. Previous headquarters of the company were in New York. Explaining the reason for the move, Albert Cole, president of the company, said: "The first hundred units of our device were manufactured in New York. However, we have always planned to operate from the Middle West, this being a more desirable spot for national distribution."

Baltimore Beverage Firms Organized

BALTIMORE, Md., Sept. 7.—Organization of beverage dispensing firms here has resulted in greater number of locations now having the beverage machines. Two firms, Automatic Dispensers, Inc., and Dispensers, Inc., have been established. They are said to be closely related.

In Baltimore the operation goes under the name of Dispensers, Inc., with Victor Rubin as manager. Rubin has been operating beverage dispensers in Baltimore for the past year, with headquarters at 432 N. Calvert Street.

Headquarters for Dispensers, Inc., has been moved from Philadelphia to Wilmington, Del., where headquarters are maintained at 902 Washington Street.

In Philadelphia Automatic Dispensers, Inc., holds forth with headquarters at 4949 Fairmount Avenue. The Frigidrink line of beverage dispensers are used by these interests.

In Washington the Miller-Janney Company has been formed, with headquarters at 1362 Florida Avenue. Richard W. Janney is manager.

Approximately 32 Frigidrink automatic

IF YOU WANT THE BEST IN BULK VENDING—BUY



Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

Northwestern SPECIAL



Introductory Offer One Vendor, 6 Boxes Ball Gum, 1 Box Prize Gum **\$7.30**

Ball Gum Machines make money! Let us show you how. Free instructions with each machine. (Ball Gum at attractive prices.) Send for literature and prices on complete line.

Model 33 Ball Gum **\$5.95** In Lots of 100 or More **SAMPLE \$6.40**

One-Third Deposit With Order, Balance C. O. D. **RAKE** 7 South 22nd St. PHILA., PA.

MAKE MONEY

Be in Business for YOURSELF



Small Investment **LARGE RETURNS**

COLUMBUS VENDORS

beverage venders have been installed in Philadelphia Warner Bros. theaters. Twenty-four of the machines have been installed in the same movie firm's theaters in Newark, N. J.

"NEWS"—THAT IS "NEWS"

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

TORR 2047A-SO. 68 PHILA., PA.

Forecasts Big Candy Vender Year

BALTIMORE, Md., Sept. 7.—Irving Levy, head of the Giant Sales and Vending Company, operators of candy vending machines, states he recently has taken on several new lines of candy bars which he is featuring in his commercial and theater vending machines.

Levy said he looks forward to fall business with the greatest optimism he has felt in many years regarding the candy vending machine situation. "Fall business will be one of the greatest in candy vending machine history due to the fact that there are a very large number of new factories and industrial plants under construction and now opening up due to the extensive defense program. These new factories are creating and opening up hundreds of new outlets for all bar candies and bulk vending machines."

The current summer, Levy stated, has been the biggest and most successful in theater vending machine operation in history. This, he pointed out, has been due to the fact that all movie theaters have air-conditioning systems. Candy eating in these establishments has been just as popular during the summer as at other times of the year and for that reason candy sales via candy vending machines at these theaters have soared upward.

1,200 Cig Machines In Baltimore Spots

BALTIMORE, Md., Sept. 7.—The number of cigarette vending machines in operation in the Baltimore area is placed at 1,200 by the office of the license bureau.

While there are several distributors or dealers in cigarette vending machines, most of the machines are the property of and controlled by a few of the leading operators in the field.

EASTERN FLASHES

NEW YORK, Sept. 7.—Local coinmen went partying this week on a merry whirl of festivities the like of which hasn't been witnessed here for some time. Big events were the Modern 10th Anniversary Party, with Nat Cohn, Irving Sommer, and Harry Rosen as hosts; Homer E. Capehart's party at the Biltmore, and the blowout at the offices of Manhattan Distributing Company, where Joe Eisen and Dave Margolin were welcomed by local phono men.

AROUND THE TOWN

More out-of-town coinmen here during the past week than usually pass thru in a month. Looked like a miniature convention. . . . DeWitt (Doc) Eaton, of Buckley Music Systems, had F. H. Parsons, of the Chi office, as a visitor. Parsons reports that H. R. (Perk) Perkins and Les Furrington are going great with Buckley Music Systems. . . . The gang that attended Capehart's party at the Biltmore all are wondering what he'll come out with next. . . . Bert Lane, of Seaboard Sales, reports he's busier than ever with Genco's latest clicker, Bandwagon. "My only worries are volume worries," he says. . . . Jerry Thorner came into New York to assist Joe Eisen and Dave Margolin with their new Wurlitzer set-up. He'll soon be going back to Baltimore, Md., to take up where he left off. . . . Over at Weston Distributors, Tony Gasparro reports he's still unable to keep enough Landslides on hand to take care of the avalanche of orders pouring in from operators in this territory.

FAST FLASHES

Jack Fitzgibbons clicks with Bally's latest, Fleet. "Ops are rushing in with their orders for this new winner," Fitz stated before leaving on a trip thru this territory. He'll be gone all week, and Bill McDonald and the boys will keep things rolling along during his absence. . . . Art Olsen, of Permo Point, will be here most any day now. . . . Al S. Douglas is also due here in a week or so. . . . There's not a bigger smile in town than that adorning Sam Kressburg's face these days now that he's regional representative for Seeburg. . . . George Ponser is bringing Mrs. Dave Buckman and her two children over here from England in response to Dave's plea. . . . Business is still going along at such a fast pace at the Munves offices that Mike is seriously thinking of opening another office just for shipping purposes. . . . Hymie Budin back in Brooklyn and working harder than ever keeping ops supplied with Stoner's latest. . . . Willie Blatt states he's going back into the distrib business in a big way. . . . Al Simon, Jack Semel, and Irving Blecher, of Savoy Vending, Brooklyn, never seem to have time to relax these days. "How can we," they state, "when Chicago Coin's Dixie is going over so big?"

JERSEY JOTTINGS

Irv Morris, of the George Ponser Newark offices, tells a good one, all about a pin game that wouldn't work. Upon opening the cash box a kitten jumped out. It had been in there three or four days. . . . Artie Russo, well-known Newark op, threw a spaghetti party for Irv Morris, Jack Berger, Frank Russo, Harry Jarnow, Lucky Lutz, Pop Prince, Louis Halperin, and some of the other boys at the Green Tavern, Newark. . . . Andy Wojtylo, of Newark Coino, has joined the army "to get a head start," as he put it. . . . Harry Rose is vacationing in Miami. . . . They claim that Frank Russo will be a great billiard player in another 25 years or so. . . . Barney (Sugy) Sugarman is increasing his music route and intends putting out another 50 before the snow flies. . . . Abe Green is getting ready to challenge Bill Gersh for the Elizabeth Avenue golf championship. . . . Everyone at the George Ponser offices is getting ready to attend Bobbie Conder's wedding next month. . . . Dave Stern, in his new home in Elizabeth, N. J., tells the boys about English Chutney. . . . This section of Elizabeth is becoming a mecca for Jersey coinmen. Harry Pearl also lives there. . . . Irv Orenstein, of Hercules, continues to wall that he can't keep a game in his place for more than 24 hours. . . . Jack Kay reports a big demand for used equipment. . . . That fight between Maxie Fisher and Allie Stolz has the Newark boys all hot and bothered, with some of the wagers reaching the big-money stage.

Most of the boys are betting on Maxie, but there's still plenty of Stolz money around.

BOWLING

Looks as if several teams of Jersey coinmen are in the making. George Ponser is getting a team together from his Newark staff. Irv Orenstein has a team. Harry Pearl, Jack Kay, and the Kass brothers are enthusiasts. Dave Stern, Abe Green, Sugy Sugarman, and Harry Goldberger are getting up a team guaranteed to lose to anyone. Jack Berger, of Newark Coino, reports he's never been so rushed before. . . . Everett Masterson, of Elizabeth, is hard at it, he reports, on some of the biggest deals he's ever made.

MEN AND MACHINES

Dave Simon is one of the busiest men in town with the Keeney line. He and the boys work far into the night at Simon Sales. . . . Miss A. M. Strong, of G. V. Corporation, reports that the demand for monel metal DuGrenier Adams Gum Venders is increasing daily. . . . Plenty doing at the Acme offices, reports Sam Sachs. Sam believes this will be one of the biggest remodeling seasons in phono history. . . . From the Genco factory Dave Gensburg sends out word that he will soon be in New York to see some of the boys. . . .

Murray Sandow putting on weight even tho he is rushing around all day long. . . . Rudy Greenbaum, Packard's regional man, is all pepped up about the new products of the firm. . . . Earle C. Backe, of National Novelty, Merrick, L. I., didn't like that rainy weather of a week ago. It forced him to cancel a tennis match with Helen Jacobs. Earle's tennis ability is well known, and when he isn't holding the reins of National he's keeping in trim on the courts. . . . Lee Rubinow is increasing his music operations. . . . Hymie Rosenberg is on his way to becoming a pop. Says he's hoping it will be a set of boys.

OUT OF TOWN

Izz Rothstein, of Banner Specialty, Philly, is all for doing away with these

DuGrenier Moves To Haverhill, Mass.

NEW YORK, Sept. 7.—Walter H. Mann, president of the DuGrenier Sales Corporation, has announced that the general sales office of the firm has been moved from New York to the home offices of Arthur H. DuGrenier, Inc., 15 Hale Street, in Haverhill, Mass.

"The popularity of the Champion cigarette merchandiser has been phenomenal. Orders have back-logged despite a drastic increase in our production schedule. So that we may give better service to our customers and co-ordinate sales, service, and manufacturing activities, we are transferring our general sales office to the factory offices at Haverhill, Mass. We are sure that this change will result in much quicker and more complete service to operators," Mann said.

"Spacious display rooms and the New York sales office will remain at the present location," he said. Mann will also continue to make his office there, as will the New York sales staff and the advertising department. All models of the Champion cigarette merchandiser and the new Candy Man candy bar machines, as well as other DuGrenier products, will be on display.

singing telegrams unless Western Union starts employing some professional talent. . . . Joe Ash, of Active Amusement, Philly, reports that the boys in Quaker town absolutely cleaned him out of equipment as soon as the cool weather began. . . . "The boys already are calling us for used games that they want to put in their fall locations," reports Roy McGinnis. "We're featuring some of the biggest bargains they can get, too." . . . With their new offices in New York, Joe Eisen and Dave Margolin now have three offices: New York, Philadelphia, and Baltimore.

FACTORY DISTRIBUTORS
HOME RUN
ESQUIRE
TOPPER
SPECIAL DELUXE
PEERLESS RING
OPEN END COIN COUNTER--
Makes counting coins easier and faster.
Penny Counter, 85c
Nickel Counter, 75c
Prepaid
Dealers—Write for quantity prices.
PEERLESS PRODUCTS MFG. CO.
3338 Joy Road, Detroit, Mich.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT
No Selling
30c returns \$4.50
Operate "King Jr." Vendors, \$3.95. Vends breath pellets, ball gum, nuts, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.
AUTOMATIC GAMES,
2425K Fullerton, Chicago, Ill.

VENDERS at only \$2.20
That are second to none. Literature on request.
Why Pay More?
DAVIS METAL FIXTURE CO.
LANSING, MICHIGAN

NOW! CENT-A-TUNE
SELECTIVE PHONOGRAPH
DOUBLE-VALUE PHONO
2 Records For 5c
THESE MACHINES PLAY ALL STANDARD 10 INCH RECORDS. LOCATIONS ARE EASY TO SECURE! AMAZINGLY LOW OPERATORS PRICES. BE FIRST IN YOUR TERRITORY! WRITE OR WIRE TODAY FOR FULL DETAILS.
D. ROBBINS & CO. 154 DEKALB AVE. BROOKLYN N. Y.

ANNOUNCING ★
At last a COMPLETE SERVICE for all Mdse. Vending Machine Operators
Write one order—Pay one freight
★SALTED NUT MEATS
★BALL GUM (5/8" dia.)
5c PACKAGE CANDY
HARD SHELL CANDIES 
CHARMS
* Write for price list *
PAN CONFECTIONS-CHICAGO
 345 W. ERIE ST. Phone SUP 1800
346 W. ERIE ST. CHICAGO, ILLINOIS

REAL BARGAIN!
USED CIGARETTE MACHINES — LOW PRICES
FEATHER TOUCH—STEWART & McGUIRE—8 COLUMNS.....\$49.50
MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)..... 19.50
NATIONAL 6-26 (With Enclosed Stand)..... 19.50
NATIONAL 9-30 (With Enclosed Stand)..... 49.50
LOTS OF 10..... SINGLE — \$5.00 EXTRA
1/2 DEPOSIT, BALANCE, C. O. D.
WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write
BABE KAUFMAN (CIRCLE 5-9615) 250 W. 54th St., N. Y. C.

MUSIC MERCHANDISING

Modern's Party Is Greatest Ever Held in New York City

NEW YORK, Sept. 7.—The two-day party, September 5 and 6, held by Modern Vending Company to celebrate its 10th birthday and the acquisition of the Seeburg line, made history in the coin machine industry in the East. No expense was spared to put over the celebration, except this time the boys profited by their experience and added many innovations to make it the most outstanding event ever held in the East. Nat Cohn, Irving Sommer, and Harry Rosen, the heads of Modern, were on the floor to welcome their guests and demonstrate the many Seeburg machines to the operators.

When the doors closed late Friday and the count was tallied, it was found that 1,700 people attended, 900 the first day, and 800 on Friday.

Hundreds of wires and floral baskets sent from all parts of the U. S. were displayed thruout the many offices. Visitors flew in from many sections. Those paying their respects from out of town included H. T. Roberts, Chicago; Paul Gerber, Chicago; Homer Capehart, Fort Wayne, Ind.; Ben Palastrant, Boston; Morris Hankin, Atlanta; Sam Feldman, Miami; Eddie Ross, Baltimore, Md.; Harvey Carr and James Igoe, Chicago, and Leon Sieger, Modern's Florida manager, who flew in from Miami.

The main point of interest was the central control room of the wired music system. According to Harry Rosen, who talked to many operators, the operators were enthused with the performance of the instrument, and particularly with Modern's deal.

Canadian Locations Favor Music Boxes

ST. JOHN, N. B., Canada, Sept. 7.—The surge toward music machine operation in restaurants, lunchrooms, and diners thruout the Eastern Provinces finds the radio stilled, automatically or otherwise, when customers slip coins in the music machines. The automatic shutting off of the radio programs is accomplished by a wire connecting machine with radio set.

Thus, the machine music has all the attention of the people in the location. Location owners report customers manifesting increased interest in the automatic music, which is appealing not only to the soldiers, sailors, and air force men, but to the civilians as well.

In some places customers are reported to have been canvassed and the results have been generally about 100 per cent in favor of the machine music. For a time the eating-house patrons tolerated the radio programs. When they don't want to listen to the radio, they drop a nickel or dime in the music machine.

While the usual hilarity and fun-making goes on during a celebration of this kind, Nat Cohn and Irving Sommer claimed, "A great many of our operators showed keen interest in the entire Seeburg line and we have booked some outstanding orders for immediate shipment."

Sam Kresburg, the newly appointed district manager, was all over the place, meeting many old friends.

Late Friday night, when the party was over and Nat Cohn, Irving Sommer, and Harry Rosen were resting a moment previous to closing up, Irving commented: "We've really outdone ourselves." His statement was the truth. It will be a long time before New York sees something to ever come close.

Among the guests were: Eddie (Bless You) Lane, J. S. Kovcak, Frank Dandio, William Blatt, John Perito, Harry Levinthurst, John Re Lilan Levy, Belle Trasi—(See Modern's Party on opposite page)



EXECUTIVE COMMITTEE of the Phonograph Operators' Association snapped by Homer E. Capehart at the Packard Manufacturing Company party held at the Biltmore Hotel, New York, last week. Top row, left to right: Sam Tucker, Everett Johnson, Frank Dandio, Rudy Greenbaum, Eastern representative for Packard. Bottom, left to right: Al Bloom, Harry Wasserman, "Cape," and Charles Engelman.

Packard Open House in N. Y.; Discuss Firm's New Products

NEW YORK, Sept. 7.—Well-known coinmen were on hand at the Biltmore Hotel on Tuesday (3) morning to hear Homer E. Capehart discuss the Packard Manufacturing Corporation's plans for music machine operators at an open-house meeting.

Rudolph Greenbaum, Packard district manager for this territory, was on hand with Capehart to greet coinmen as they arrived at the Capehart suite.

Coinmen from as far south as Baltimore, as far north as Boston and from Pittsburgh, Philadelphia, Albany, and surrounding cities phoned in to advise that they were on their way in to meet with Capehart and to hear his plans.

Capehart arranged to meet the groups of men and individuals as they arrived. Discussion of the firm's Product No. 1, the Heads-Up-Selectors, was under way all day Tuesday and Wednesday. At the same time the future plans of Packard were also discussed with those who attended, and the general result as noted by Rudy Greenbaum was, "Everyone is more optimistic regarding their future possibilities in the music machine business than they have been in months since speaking with Capehart and seeing our new Heads-Up-Selectors and learning of our future plans."

Among those present were Sam Sachs,

of Acme Sales Company, New York and Boston; Bert Lane, of Seaboard Sales, Inc.; George Ponsler and Jack Mitnick, of the George Ponsler Company; Dave Stern, of Royal Distributors, Elizabeth, N. J.; Lee S. Rubinow, Al Bloom, Sidney H. Levine, Charley Engelman, Sam Tucker, Frank Dandis, Everett Johnson; Charles Wasserman, Joe Fishman, and Marvin Liebowitz, of Interstate Coin Machine Sales Company, Inc.; Johnny Fuller, Universal Vendors, Albany, N. Y.; Arthur A. Seegar, Casino Amusement Company, Asbury Park, N. J.; Charley Aronson and Bill Alberg, Brooklyn Amusement Machine Company; Ben D. Palastrant, Supreme Amusement Company, Boston, and Babe Kaufman, New York.

Says Summer Phono Take Good

BALTIMORE, Md., Sept. 7.—The summer phonograph operation has shown a substantial gain over the corresponding season of last year, states C. L. Brown, manager of the Biddison Novelty Company. It was pointed out that this in a large measure has been due to the fact that the public has become more record-conscious than it has been in many years.

Outdoor events here have featured recorded music supplied by the Biddison concern.

A large part of the summer business has been due to night events. In making selections for these Biddison includes sentimental music, etc. *I'll Never Smile Again*, by Tommy Dorsey, has been very popular and one of the best summer recordings due to the sentiment expressed in the song, according to Brown.

Manhattan Distributing Co. Plays Host to Well-Wishers

NEW YORK, Sept. 7.—Manhattan Distributing Company set up temporary headquarters in the Park Central Hotel last week as local distributor for Wurlitzer. As soon as the trade learned the news Joe Eisen and Dave Margolin were flooded with wires of congratulation and the operators in this territory turned out to welcome the boys. However, Dave and Joe have almost completed negotiations for a permanent location and will announce their new address in a week or so.

"And when we open our permanent headquarters," says Joe Eisen, "they will be both large and beautiful. In fact, they most likely will be tops for the coin machine industry."

Joe and Dave have spent many years in the music machine business and they claim that as heads of Manhattan Distributing Company they will devote all their efforts strictly to distributing Wurlitzer phonographs and accessories. Both will remain in New York City from now on to take care of the operators' needs.

Greeting Eisen and Margolin when they opened their headquarters here were Mike Hammergren, Joe Darwin, Lee Hayden, Roy Waltemeade, Jim Broyles, Bill Deaton, Art Herman, and Sam Cass, all Wurlitzer execs.

Mike Hammergren stated: "I have no doubt that Wurlitzer has made the best possible choice in selecting Joe Eisen and Dave Margolin as its distributors in New York, and I am confident that

the operators will be more than pleased when they get to know them personally. Thru their long experience and thoro knowledge of the problems of music operators Joe and Dave will be able to advise them honestly and correctly in building and maintaining a successful operation."

From Chimes to Beer

MINERAL POINT, Wis., Sept. 7.—An automatic phonograph which was installed in the Methodist Church here last Christmas finally followed the predictions of more astute church members and "reverted to type" last week.

The mechanism, which operates recorded chimes from the church steeple, was purchased second-hand after serving dancers and listeners in a Milwaukee tavern. It has been flipping over records at noon, dusk and church times thru an electric regulating clock.

But the machine reverted shortly after midnight one night, and with extra volume startled sleeping residents of the city with a distinctly non-religious and untimely rendition of—the "Beer Barrel Polka."

Local officials are seeking the cause of the "reversion" by attempting to track down the person who entered the unlocked church, replaced a stately hymn with the popular record and changed the electric clock.



JOSEPH EISEN SIGNS THE WURLITZER CONTRACT which made his firm, Manhattan Distributing Company, Wurlitzer distributors for the New York Metropolitan area. At left, Joseph Darwin, Wurlitzer district manager, looks on. M. G. Hammergren, Wurlitzer general sales manager, stands behind Eisen. Eisen's partner, David Margolin, at extreme right, looks on approvingly.

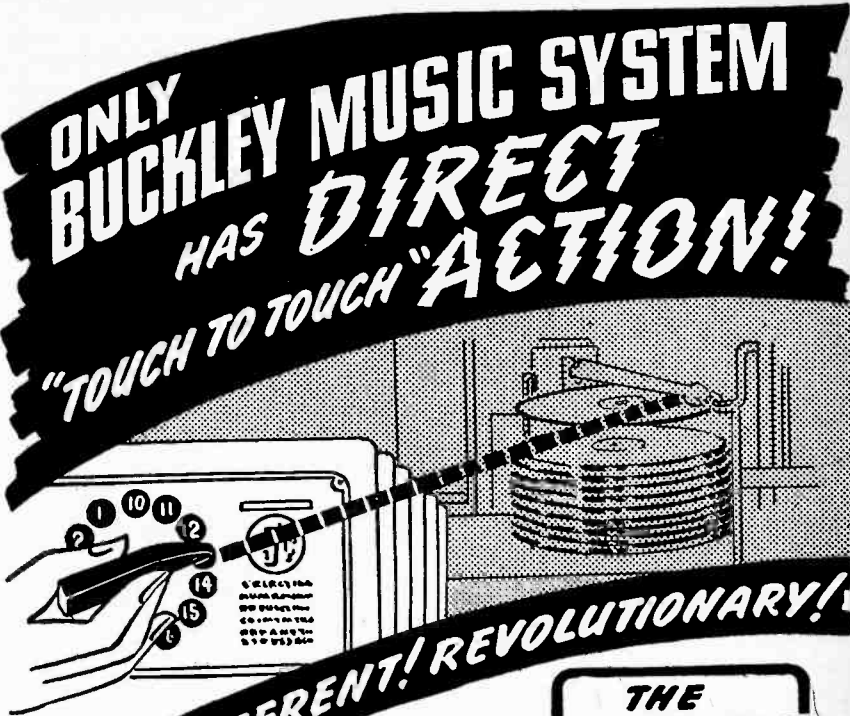
MODERN'S PARTY

(Continued from opposite page) berg, Joseph Battilouis, W. Becker, Charles Sacler, Everett Masterson, Archie

Kass, Howard Kass, Everett E. Johnson, Mac Bloom, B. Galasten, A. Gottlieb, B. Gottlieb, C. Aronson, Bill La Caur, N. Parkoff, O. Parkoff, A. Engelman, G. Stevenson, Michail Reinegnor, L. Paaravino, Joseph Green, Homer Capehart, J. T. Igor, Sam Berger, Bill Gersh, Rudy Greenbaum, Ben D. Palastrant, Harvey Carr, A. Herman, Eddy Ross, J. Malich, T. Kunzer, M. H. Berkman, Joe Kellen, Ben Hirsch, L. Gross, H. Auerback, K. Klick, Jack Rose, Joe Orlick, S. C. Gold, Abe Greenberg, Charles Benfer, W. O. Singer, Joseph Kochansky, Rose Scharf, Dr. S. Tannenbaum, M. M. Duhan, J. Murdock, L. Rubinow, P. Turk, L. Kerestacy, B. Marder, Rose Hale, N. Bennett, S. Wertheimer, W. C. Pratt, S. Bergt, Lee M. Nettleton, J. Ritzie, Al Bloom, W. R. Donofrio, L. Hadin, E. Wallace, H. Wallace, V. Pellegram, W. Kaiser, P. Kramer, Les Boyd, P. Sph, A. Bartlett, Jack Lear, Audrey Palmer, Gloria Black, Al Deven, J. Kellin, Fred Durr, Harry Pearl, Moe Harris, J. Loman, L. Loman, Nissin Franco, Alvin Chapman, David Robbins, Herman Gross, D. Chodose, A. H. Bates, Ben Sabensky, Dick Nelson, Joseph Dolan, D. Remogna, J. Risci, C. Remofna, M. Wilkes, Sam Liebowitz, Sam Soloff, Dave Shaper, W. Schenberg, George White, Teddy Fields, Frank J. Engel, Bob Slifer, M. Ezzo.

J. A. Hopfenberg, E. Buscher, Thomas Cola and wife, Charles Hopkein, B. Goldstein, John Mooney, J. Goldstein, B. Nobel and wife, A. Marks, Arthur Kopp, G. Potash, M. Kallis, Ray Becker, Bert Steuer, J. Golumbo, M. Giannuzzi, A. DiGiovanny, Joe Fishman, B. Cooper, A. Sohmer, M. Sohmer, H. Kolsky, George Sax, P. Gober, D. Palmer, T. Blatt, O. Spreecer, T. J. Truex, J. L. Owen, E. Drucker, J. Pereo, Leo Bernstein, L. W. Kniskern, D. Gottlieb, J. L. Owen Jr., H. Kriss, Donald Bleman, P. Goldenthal, S. Tredman, L. Singer, J. Mafera, Steve Kalman, Theodore Sutter, J. Diss, J. M. Glassgold, H. Zeichner, H. J. Berlin, S. T. McIlvy, H. T. Roberts, Sprucer Otis, Nat Denver, Morty Stadtman, Marvin Leibowitz, M. Roe, T. Nicker, M. Lemonoff, E. L. Toblason, Achilles Galasso, C. Netter, W. H. Stuebinger, Eddie Kues, John Mugon, Jack Kalls, J. Connolly, Murray Deutsch, Joseph Hahnen, Max Cieni, Harry Asnes, David Divoskin, Alfred Klein, A. Sle, Walter Conrad and family, Albert Haft, Sam Kresberg, Al Reiter, William Alberberg, R. T. Crawford, J. A. Faria, D. L. Marks, Bob Slifer, Maurice Amchin, S. L. Stiebel, W. Speyib, John Tartaglia, Fram Palermo, J. W. Wycker Jr., Lou Cohen, Senator Al Bodkin, W. Galvin, Bob Petrocone, Lester Smith, Cy Agid, Sidney Weiss, Max Ziegler, W. Ofun, Yale Cooper, S. Katzenstein, Mort Simon, Irv Simon, L. Forbes Certh, C. W. Bunn, J. Malich, H. Seftel, Clarence Weeks, Jack J. Marcus, J. Greenfield, Mac Goldfarb, G. Munger, Sidney Wein, George Kuttin, A. Kratky, Albert Ricker, Arthur Ricker, Ralph Hotkins, Jack Novick, Herber Salmon and brother, Johnny Meyers, F. Duffy, Sam Levy, Charles Steinberg, Milton Miller.

H. J. Justin, R. C. Esdale, R. McConnell, C. Ewart, Joseph Bruno, M. Falcone, J. Krefer, L. M. Kline, S. Daniels, F. Scott, L. Gunn, M. O'Brien, Moe Grossman, Leon Grossman, L. Bernstein, Joe Stoler, Sammy Kaye, M. Allen, B. Mauer, S. Abbot, H. Gelb, B. Elfort, A. Miniaci, R. Petrocone, S. Sirece, F.



NEW! DIFFERENT! REVOLUTIONARY! The unique DIRECT "Touch-to-Touch" ACTION of the Buckley Music System means that when the patron makes his selection it's just the same as if he were actually placing the record on the turntable—making a DIRECT connection with GUARANTEES that the music he selected will be played! What's more . . . BUCKLEY MUSIC SYSTEM has been POSITIVELY PROVEN 100% TROUBLE FREE on hundreds of locations!! It's inexpensive! It actually DOUBLES and even TRIPLES your present profits! AND—it gives your locations just what they have been asking for!!



WRITE! WIRE! PHONE! For complete details about "America's Finest" — the BUCKLEY MUSIC SYSTEM today!!!

BUCKLEY MUSIC SYSTEM INC 4225 W. LAKE ST. - CHICAGO - ILL. EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N.Y.

Schleicher, William Blazer, F. Monaco, Mr. and Mrs. S. H. Barclay, Irving Israel, Charles Lichtman, S. Berger, Milton Gordon, W. H. Wells, Dave Kubrick, M. Marder, Morris Goldberg, Phil Sturts, Sid Berliner, Sid Abrams, F. Billeel, Charles Hornemann, J. Gleason, F. Mayon, C. Damson, Rosita, Maxim Grey, L. Winters, Harold Kahn, F. DeMartino, A. DeMartino, A. Castellano, F. Demartini, B. DeMartini, S. Bellanco, J. Rotondi, A. Rondoni, T. Manca, S. Sweet, Ben Golden, J. P. Bray, Nat Goros, Ben Levine, Otto Stemaier, Charles Goldberg, J. M. Rudnick, Chippy Maltz, June Fox, J. Ludury, Mr. and Mrs. Harry Siskind, Moe Hirsch, M. Mayer, George Mayer, Saul Levy, Phil Shuman, L. Eistein, S. Blum, Charles Seidman, R. Epstein, N. Haynes, F. Saunders, Ernest Garay, H. Stack, F. Veneri, B. Blatt, T. Blatt, George Ponsler, M. Prince, A. Russo, J. Binetti, E. Collat, M. Munves, J. Kaufman, J. Munves, H. Budin, J. Fitzgibbons, H. Rosenberg, M. Stone, H. Evans, James Noonan, C. Hale, M. Bernard, J. Hunt, J. Tedaldi, H. Brofman, Louis Sunshine, R. Pizzuti, I. Friedman, J. Steinberg, H. A. Levy, Max Wels, A. C. Tuffery, H. J. Allen, D. J. Ambrose, Milton Spitzer, S. A. Herzfeld.

C. Trumbel, Theo Blatt, Marion Travels, Frank Masters, Larry Wagner, Bill Lackinbar, Eddie Galasso, S. Weiner, S. H. Levine, B. R. Weisberg, Robert Perlman, I. Spielwagel, Albert Levy, Lillian Levy, M. Ehrenfeld, Morris Kosut, Frank F. Engel, Michael Specter, J. P. Conrad, Jerry Morris, W. F. Suesern, Alyce King, Donna King, Donald Petrie, Edward Diericky, J. Schare, Ed Marks, Charles Engelman, Gilbert Engelman, Yvonne King, Louise King, R. B. Durtz, George E. Briggs, N. R. Caine, F. Collard, P. Cassidy, Ed D. Kloter, H. Pascarella, Jack Stein, June Davis, Murray Rix, Harry Batterman, Milton Batterman, Mike Cohen, Jack Kay, J. O. O'Brien, J. G. Wood, Max Cohen, Larry Gordon, Jack Kallis, Barney Locke, Sam Sachs, R. F. Crawford, John Morgan, S. L. Stiebel, Ben Meltzer, P. Horowitz, George De Grasse, M. Silverstein, W. Friedman, R. F. Smith, O. W. Ray, Tony Noto, Jack Herzes, Harry Weinstein, M. Harilin, William Rabkin, Walter Mitz, Sam Rosen, S. Goldberg, Hyman Cohen, S. Dondee, Abby Marks, M. Stadtman, S. Robin, D.

Meltzer, S. White, James E. Haley, James C. Pickard, M. Labony, Louis J. Blum, W. Pragnell, Leon Berman, Saul Berman, J. Galler, Barney Drucker, J. Smith, M. Goldberg, Fred Durr, Charles Bergerman, A. Janicula, James A. Bergner, S. Singer, S. Siskind, Harry Zeichner, L. Hauptmann, Ira Citrin, Frank Morase, John Serruzo, Milton Green, Hal Milhelsen, M. Levenoff, Louis Goldberg, Milven B. Lambert, P. Portnoy, Irving Klein, J. Ellman, M. Adler, M. Klein, Mortimer G. Rabinoff, L. Cubinder, Leslie Haughton, Victor Wells, Otto Freedman, Rocco Robilotto, A. Robbins, A. Schoenberg, Al Sellkoff, Julian Levy, J. Stewart, A. Marshall, Leon Taksen, Jacob Lebin, B. Rlesh, W. H. Goltz, T. Petey, George Jones, J. M. Wernycott, Frank Eberst, Chester French, George Farrel, Samuel Engel, Louis Hirsch, Harry Wasserman, Vincent Cappezola, James I. Igor, S. C. Hornyak, James A. Bergner, Sam Sesor, Louis Hauptman, Ira Citrin, Frank Morace, John Serrazo, Milton Green, Hal Milhaiser, and Marty Levencoff.

BARGAINS While They Last WURLITZERS 500 KEYBOARD...\$159.50 616—III. Grill 49.50 ROCKOLAS STANDARDS—1939...\$124.50 MONARCHS—1938 ... 84.50 IMPERIAL 20 49.50 RHYTHM KING 16 34.50 SLOTS WATLING ROLATOP (10c & 25c Play)\$14.95 CAILLE 5c 22.50 TEN STRIKE (Perfect)...\$52.50 GERBER & GLASS 914 Diversey Blvd., Chicago

Fulco PHONOGRAPH COVERS Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine. Fulcon Bag & Cotton Mills

GENTLEMEN THIS AD IS WORTH READING PHONOGRAPHS WURLITZER ROCK-OLA SEEBURG P-12\$ 17.50 Regulars\$ 17.50 Model A\$ 14.50 312 & 412 .. 22.50 Ambassador ... 34.50 K-20 64.50 616 47.50 Imperial 49.50 Rex 69.50 616A 54.50 Monarchs 79.50 Royale 84.50 24 74.50 Standard 124.50 Gem 114.50 600, Keyboard.. 134.50 Deluxe 139.50 Regal 124.50 500 147.50 Counter Model. 79.50 Casino 124.50 CLOSE OUTS BALLY ALLEYS \$27.50 CHICKEN SAMS No. 2's \$64.50 KEENEY ANTI-AIRCRAFT BLACK CABINET \$99.00 ALL MACHINES RECONDITIONED AND GUARANTEED. 1/3 DEPOSIT WITH ORDER, PLEASE. UNIVERSAL VENDORS Distributors For BALLY'S "RAPID FIRE GUN"—GEORGE PONSER CO. MILLS PHONOGRAPHS PACKARD MFG. CORP. "HEADS UP SELECTORS" 788-794 BROADWAY ALBANY, NEW YORK

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 10)

BOB CROSBY (Decca)

Dixieland Jazz—Six-record Album.

This is a field day for lovers of le jazz hot, particularly in its Dixieland ramifications. Its 12 sides makes more than a half hour of heaven for addicts of this style of music, and with the Crosby band, the leading exponent of Dixieland, to make the music this album is bound to become an immediate addition to all jazz-record libraries.

MAXIMILLIAN BERGERE (Decca)

An Album of Sambas—Four-record Album.

Another packaging of a different type that is certain to delight admirers of Latin American music just as much as the Crosby folio will send jazz fiends. Bergere plays these sambas—a less widely known type of south-of-the-border melody—well, and in Decca's usually attractive album form they figure to sell the same way.

DUKE ELLINGTON (Victor)

Sepia Panorama—FT. *Harlem Air-Shift*—FT.

Once again Ellington comes up with two of his classics in swing that prove that musically the Duke is as much as 10 years ahead of the times now as he was 10 years ago. The word fine is understatement in describing the Ellingtonian style and touches of this disk.

JIMMY DORSEY (Decca)

Once in a Love Time—FT; VC. *While the Music Plays On*—FT; VC.

It seems to be an impossibility for Jimmy Dorsey to turn out a bad record. This latest disk again shows the superiority of arrangement and execution poured into his wax work, and in addition the B side boasts a number that is interesting enough in itself to click as a song. Helen O'Connell makes this musical lament of a gal vocalist mean something. Her work coupled with Jimmy's gives this side more than an even chance to find favor in the automatic phonos.

AL DONAHUE (Okeh)

Pretty Little Peasant—FT; VC. *Madame Will Drop Her Shawl*—FT; VC.

Donahue's performance on *Peasant* is pretty pedestrian (which may be due less to the band's efforts than it is to the original efforts of the song's writers), but *Madame* is an improvement. Lift and danceability are far more apparent here. Phil Brito handles both vocals pleasantly.

JOHN KIRBY (Okeh)

Frasquita Serenade—FT. *Sextet From Lucia*—FT.

In a quiet, unobtrusive way Kirby is going along and adding some of the finest small band jazz obtainable to existing record libraries. Taking two more excerpts from the classics, this sepia sex-

tette plays them fast and bouncy, but without desecration of their melodies. *Lucia*, for that matter, is light, almost delicate swing, paradoxical as it might sound. Good stuff here.

QUINETTE OF THE HOT CLUB OF FRANCE (Victor)

You're Driving Me Crazy—FT. *Exactly Like You*—FT.

More jazz classicism, but on a couple of popular numbers of yesteryear. This organization has also given swing record libraries many a prize item, and repeats here. Commercialism, of course, is almost entirely lacking, it's appeal being practically wholly for those students of the academics of highly technical, subtle jazz.

DICK ROBERTSON (Decca)

I Am an American—FT; VC. *You're a Grand Old Flag*—FT; VC.

Another case of a flat version of *American*, which suffers even more in comparison to the reverse, a really successful interpretation of a familiar stars-and-stripes air. Tempo on the latter is everything it isn't on the A side—partly martial, partly bouncy swing, and always good music machine rhythm. Robertson is backed by a quartette that helps out materially.

KAY KYSER (Columbia)

Chimpanecas—W; VC. *Avalon*—FT; VC.

Despite its unconventional title, the Latin American novelty waltz on the A side sounds terribly stereotyped and more like a beer garden waltz. Plattermate is the side that will give buyers their money's worth here. It's an excellent choral version of the oldie, not in strict dance tempo and therefore more productive of listenable results.

DEEP RIVER BOYS (Bluebird)

A Bird in the Hand—V. *You Don't Know Nothin'*—V.

A slow, easy ballad and a medium swing novelty are back-to-back here, with the quartette and a piano delivering an easy-on-the-ears couplet that is good without being outstanding or distinctive.

BOBBY BYRNE (Decca)

Trade Winds—FT; VC. *Love Lies*—FT; VC.

Softness, smoothness, some lovely trombone blending, and good singing sum up these newest Byrne sides. *Winds* is largely vocal, ensemble warbling backing Jimmy Palmer's lead very nicely. And those trombones, paced by the maestro's, are lovely to listen to.

FATS WALLER (Bluebird)

I'll Never Smile Again—V. *Stayn' at Home*—V.

No band on this latest Waller release, just Fats' voice and piano—and a very



PATRONS OF SMITH'S GRILL, Los Angeles, find it easy to select the music they desire while they enjoy their meals. Keeney wall boxes at the counter and at tables make music selection easy with no more effort than a simple movement of the hand.

subdued Fats, too, for that matter. He does the country's No. 1 song with a few of his own particular touches.

EDDY DUCHIN (Columbia)

Only Forever—FT; VC. *Who Are You?*—FT; VC.

First chorus on *Forever* is a honey, with trumpet, hand-clapping, and typical Duchin piano getting things off to a good start. The rest of the side, as well as the reverse, keeps up the standard, and if things are inclined to bog down a bit in spots, there's also Eddy's pianists to come to the rescue just in time.

FRANKIE MASTERS (Okeh)

That's for Me—FT; VC. *Shades of Twilight*—FT; VC.

The Rimsky-Korsakow *Scheherazade* adaptation on the B side here is the whole record. Masters gives it an exceptionally good arrangement and makes it a very listenable three minutes. The Crosby picture number on the flip-over, however, is played in a tempo that's too fast for the tune, with both the band and Masters on the vocal struggling to keep up with it.

ELLA FITZGERALD (Decca)

Gulf Coast Blues—FT; VC. *Deedle-De-Dum*—FT; VC.

Ella's singing highlights both these sides, and it's particularly ear-arresting on the blues number. Reverse starts right off with Miss Fitzgerald's warbling and continues that way thru most of the disk. But the blues is still the better side, with Ella doing her finest vocal work in some time.

LEO REISMAN (Victor)

Would You Be So Kindly?—FT; VC. *Don't Let It Get You Down*—FT; VC.

Reisman pulls a surprise with this new release by turning out two dull arrangements, a distinct rarity for him. The only bright spot on either side here is Anita Boyer, whose vocals are, as usual, out of the top drawer.

MILDRED BAILEY (Columbia)

I'm Nobody's Baby—V. *Give Me Time*—V.

The recordings Miss Bailey has been knocking out of late fall far below the standard she herself has set. The only cheering thing about this newest issue is a good instrumental chorus in the middle of *Nobody's Baby*. Otherwise it's more or less straight warbling, which isn't enough from this superior singer.

HENRY KING (Decca)

Viene La Conga (Here Comes the Conga)—Conga. *Adios, Panama*—Conga; VC.

King cuts another two congas in a style that gives this increasingly popular type of Latin American rhythm an added fillip.

ABE LYMAN (Bluebird)

The World Is in My Arms—FT; VC. *There's a Great Day Coming Manana*—FT; VC.

Lyman does a smooth enough job with the aid of capable arrangements on these numbers from the new Al Jolson show, *Hold On to Your Hats*. It's too bad that the B side has to be spoiled by the

inept warbling of Rose Blaine.

WINGIE MANONE (Bluebird)

Ain't It a Shame About Mame?—FT; VC. *Rhythm on the River*—FT; VC.

Manone makes more of a jam session out of these two than should be made, especially in the case of *Mame*, which is more a vocal number than an instrumental and should be treated as such. With all the recording of these Bing Crosby film tunes currently available, this disk won't mean very much.

GINNY SIMMS (Okeh)

I'll Never Smile Again—V. *I Can't Resist You*—V.

Miss Simms can really sing and does so here with a vengeance. This is one of the finest vocal sides to come out of any waxworks in weeks, and if sheer merit is enough to sell a record this one can't miss being big.

Packard Gets Plant In Indianapolis

NEW YORK, Sept. 7.—On his arrival here Homer E. Capehart, president of Packard Manufacturing Corporation, Fort Wayne, Ind., announced that he had leased the new addition of the Marmon automobile factory in Indianapolis and that he would move the present manufacturing of his firm to this new plant October 1.

The Marmon plant is one of the largest in the Midwest. It contains complete manufacturing and transportation facilities. Being centrally located on the main air and rail lines, it will be convenient for operators to visit the new Packard factory.

For Homer E. Capehart there is a business romance in moving into the Marmon plant. Back in 1927, when he began the manufacture of his first automatic musical instrument, he was invited to manufacture it at the Marmon plant. After three months these officials decided against continuing any further in the automatic music machine business, so Capehart packed up his first instrument and moved out.

It is 13 years since Homer E. Capehart walked into this huge factory for the first time, but this time he walks in as president of his own organization manufacturing products for the automatic music operators in the same plant which formerly discarded the idea of such equipment.

Capehart stated: "We believe that our moving into this plant will prove of tremendous help to us in the production plans we now have under way. With many items already agreed upon, we need the additional space to assure ourselves as well as our many friends that we will be capable of speedy production to meet demand."

Capehart advises operators, jobbers, and distributors thruout the country to continue to address Packard Manufacturing Corporation in Fort Wayne, Ind., until October 1. Further announcements will follow when the firm moves its entire personnel into this new plant in Indianapolis.



TINY'S RESTAURANT IN SAN JOSE, CALIF., now has music supplied entirely by Rock-Ola products. The installation includes a Rock-Ola phonograph, 11 Dial-a-Tune bar boxes, and 28 wall boxes. Four other restaurants operated under the same name in some of California's largest cities have similar Rock-Ola installations.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Promotional Display

A PROMOTIONAL display of both a music box and records in a prominent Kresge store window in Bay City, Mich., recently brought to light some worth-while results secured thru the co-operation of both retail record stores and operators. Thru the courtesy of George Parks, of that city, a music box was placed in the window and decorated with some of the latest popular-priced records. No one seeing this display could walk away without the impression that the music-box industry plays a leading part in the current popularity of records. The co-operation of the Columbia Recording Company was secured for this display.

News Notes

Universal Pictures, which has been using names of recorded hits for titles of some of its feature pictures, has just secured the rights to "Six Lessons From Madame LaZonga." Horace Heidt is scheduled to introduce "Falling Leaves," a new number by Frankie Carle, in his forthcoming "Pot o' Gold" picture. Bunny Berigan has left Tommy Dorsey's band to organize an outfit of his own again. Ziggy Elman, Benny Goodman's trumpet man, took Berigan's post. On the strength of the popularity of her tune, "I'll Never Smile Again, Ruth Lowe has been signed by the Gordon & Williamson booking office, New York, for a personal appearance tour in theaters. She opens with a piano act at the Adams Theater, Newark, N. J., Friday (13).

The Howard Johnson Chain

ONE of the most impressive chains of music-box locations is the Howard Johnson modernistic ice-cream stores located thruout the New England States and in the New York environs. The latest methods of store operation are employed and, as a result, more satisfied customers are added to the Johnson roster daily. The music box in each store is given a prominent location, where it is easily accessible to both counter and table patrons. Comments of players are invited and their opinions about songs and artists play an important part in the selection of records for the machines.

Strike Up the Band

MICKEY ROONEY and Judy Garland will revive several old songs popular in the Gay '90s in their forthcoming musical picture *Strike Up the Band*. Metro, producer of the film, is planning an extensive campaign to bring national popularity to those tunes again. They include *Heaven Will Protect the Working Girl* (which was originally introduced by the late Marie Dressler), *The Curse of an Aching Heart*, *She's More To Be Pitied Than Censured*, *Ta-Ra-Ra Boom-de-ay*, and *I Just Can't Make My Eyes Behave*.

Part of the promotional campaign, of course, will center around the recording studios, where all of these tunes will be assigned to prominent artists. Incidentally, the picture will also have new songs, among them *Our Love Affair*, and will feature Paul Whiteman's band.

This and That

IRVING BERLIN was honored by the National Committee for Music Appreciation in New York Monday (September 9) for writing the outstanding composition of the year, *God Bless America*. . . . To distinguish its foreign records from the regular Victor label (recently reduced in price), Tetos Demetriades, of the Victor foreign department, is preparing a new color label to be used on all foreign records.

Territorial Favorites

Following is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

INDIANAPOLIS:

So Long. Charioteers.

Colored locations here are among the most profitable in the city. Negro music-box followers crowd the more popular locations almost nightly and listen to their favorites religiously. Among artists ranking high are the Charioteers, who are very popular here as a result of their work on recordings. *So Long*, one of their new tunes, is getting many plays.

DENVER:

Orchids for Remembrance. Dick Jurgens.

A tune going big both because the song is enjoyed by music-box patrons and because of the Jurgens style in which it is played. The leader is an old-time favorite in this area and during personal appearances goes almost as big as in Chicago, his home grounds. Another Jurgens record getting good plays is *A Million Years Ago*.

TORONTO:

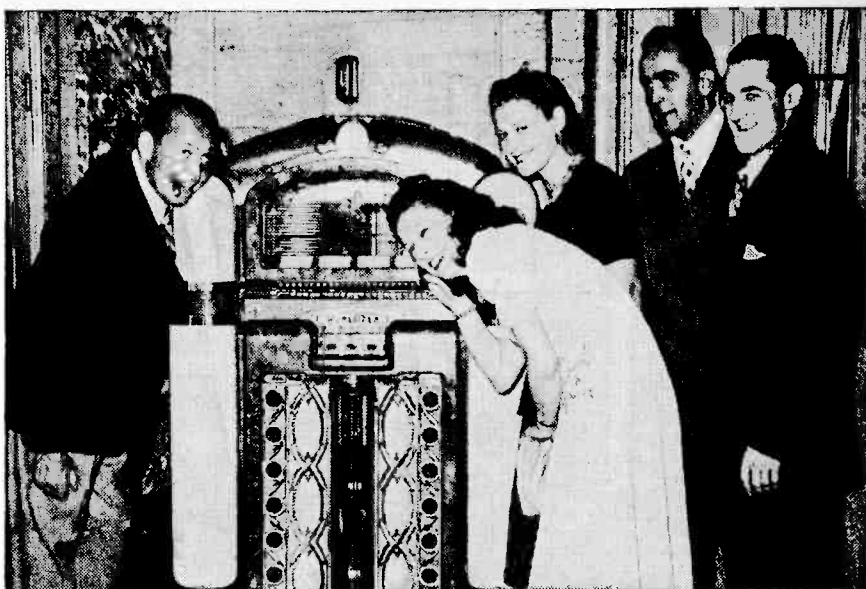
You Can't Brush Me Off. Dick Todd. Dinah Shore.

An old record for many parts of the United States but only now building in popularity here. It is interesting to note that two of the most popular music-box artists in the States are also favorites thruout Canada. Todd is a comparative old-timer, while Miss Shore is fast gaining a following.

BOSTON:

Frenisi. Artie Shaw.

This is one of the few tunes Shaw recorded with his large symphonic band which was in existence a com-



THE OLD MAESTRO GETS A NEW THRILL. Ben Bernie, the Bailey Sisters and two of the lads from the band hear their recordings on a Wurlitzer phonograph located in the lobby of the Riverside Theater, Milwaukee. Reports are that they surrounded the phonograph playing records until the theater manager hustled them into the dressing room to prepare for their stage appearance.

paratively short time. It has been on the market for several months, but few operators had much luck with it. For some unexplained reason, locations here claim that it is showing new life and promises to develop into a leader.

WASHINGTON:

Where Was I? Charles Barnet. Jan Savitt.

Despite the fact that most cities have already seen this number come and go, the capital and environs are reporting still increasing interest. Barnet and Savitt have the most popular arrangements of the ballad.

Radio's Leading Songs

The following is a comparative list of 10 songs broadcast most often during the week ended September 6 and the week before, ended August 30. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. <i>Maybe</i>	—
2. <i>Practice Makes Perfect</i>	1
3. <i>That's for Me</i>	—
4. <i>All This and Heaven Too</i>	6
5. <i>I'm Nobody's Baby</i>	—
6. <i>I'll Never Smile Again</i>	2
7. <i>When the Swallows Come Back</i>	4
8. <i>Rhumbaogie</i>	—
9. <i>One Look at You</i>	—
10. <i>Trade Winds</i>	9

Rock-Ola Names Steffen to Post

CHICAGO, Sept. 7.—Frederic William Steffen, well-known figure in the phonograph field, was recently appointed district manager to fill the vacancy caused by Danny Wertz, who resigned to become a Rock-Ola distributor. Steffen will handle the Atlantic Seaboard States from Virginia to Florida.

With his wide and varied experience in the phonograph field, Steffen is expected to prove a real help to distributors and operators.

Steffen is also well known as a writer of magazine stories. He holds the rank of Lieutenant Colonel of Infantry in the United States Reserves.

Estimate 3,000 Phonos in and Around Baltimore

BALTIMORE, Md., Sept. 7.—Geary Shipley, record distributor, estimates the number of phonograph coin machines in Baltimore at around 2,500.

Shipley is in a position to know approximately how many machines there are in operation, since his firm sells records to all the phonograph operators in the Baltimore sector.

The estimates placed on the number of phonographs in operation in the Balti-

Cleveland Assn. Members Attend Annual Outing

CLEVELAND, Sept. 7.—On Wednesday, August 21, the Cleveland Chapter of the Ohio State Automatic Electric Phonograph Owners' Association held its second annual outing at Bessie Miller's Broadview Club House. The operators turned out en masse and brought their wives and friends with them. There were 170 people present and they all spent an enjoyable day.

In the evening the banquet was opened by Rosalind Bader, who sang *God Bless America*. After a toast to America the master of ceremony, Jerry Antel, introduced the president of the State association, Leo J. Dixon, who spoke briefly on the association and in turn introduced the honored guest of the evening, Homer Capehart.

Capehart defined the operator's place in the national scheme of affairs. He described the use and value of music to the human race and placed squarely before each operator present his duty to the nation to place in every machine he owns at least one patriotic record so that he may help the nation to remind the man in the street of his patriotic duty to his country. He congratulated the operators of Ohio upon their splendid organization and pointed out to them the advantages gained by being members. He further issued a warning against unfair business tactics and cut-throat competition in the industry, saying that unless these methods are eliminated the music machine industry is doomed to disaster.

Antel introduced the various guests present: Joseph Nemesh, of Acme Phonograph; Seeburg distributor; Art Nagel, of Avon Novelty, Rock-Ola distributor; M. M. Marcus, of Markepp Co., Mills distributor; Joseph Saker, of Warren, O.; Bert Dean, of Mook Electric, distributor of Victor and Bluebird records; Buster Cross, of Strong-Carlisle & Hammond, distributors of Columbia, Brunswick and Okeh records; Harry and Ben Cohen, of Phonograph Record Distributing Company, distributor of Varsity and Royal records; Dan Hawley, of Modern Automatic Company, Cleveland, and Dick Wiggan, of Magic Music, Columbus, O.

The entertainment was a four-star show consisting of Nina Ruvinnoff, blues singer; Fred Zimbalist, harmonica virtuoso; Mildred Nehamkin, soprano, and Harry Gordon, whose dialect stories were the hit of the evening. One hundred and fifty-four gifts, including radios, record players, combinations, cigarettes, candy, cigars, liquor, and music-box novelties, were distributed as door prizes.

Plans are being made to hold a banquet sometime in January.

more area are confirmed by H. Earl Keese, also a record distributor.

Keese states that the total number of machines in Maryland approximates 4,000.



GROUP OF PROMINENT NEW YORK COINMEN at Homer E. Capehart's Biltmore Hotel party in New York. Left to right, back row: Bert Lane, Bill Gersh, George Ponser. Center, Jack Mitnick.

THANKS

TO OUR THOUSANDS
OF FRIENDS WHO MADE

MODERN'S

SEEBURG APPOINTMENT

AND
TENTH ANNIVERSARY
CELEBRATION

THE GREATEST PARTY AND MOST
ACCLAIMED "NEW TREND" DISPLAY
IN ALL COIN MACHINE HISTORY!

**NOW THEY'RE
ALL SAYING...**

LET'S GO SEEBURG WITH MODERN!



MODERN VENDING COMPANY

World's Largest Automatic Music Sales Agents

• 656 BROADWAY • NEW YORK CITY • 822 5th STREET • MIAMI BEACH, FLORIDA •

EXCLUSIVE EASTERN SALES REPRESENTATIVES FOR J. P. SEEBURG CORPORATION

IT'S A
BOMBSHELL OF OPPORTUNITY!



**YOUR SEEBURG DISTRIBUTOR
 OFFERS YOU THE GREATEST
 MONEY-MAKING
 OPPORTUNITY OF
 ALL TIME--A LIBERAL
 SURE PROFIT
 DEAL ON THE**

SENSATIONAL GAME OF GAMES . . .

RAY-O-LITE

SHOOT THE WHITES

Seeburg



**DON'T FAIL
 TO SEE YOUR SEEBURG
 DISTRIBUTOR
 TODAY!**

Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Blueberry Hill. A sudden spurt the last week has lifted this simple ballad into the big money class and it debuts this week as one of the top music machine items of the moment. The recording of **GLENN MILLER*** is largely responsible, altho this disk has some competition from **KAY KYSER** and **RUSS MORGAN***. A good phono number in style, it ought to stay around up here for quite a few weeks.

I'm Nobody's Baby. It appeared for a while as tho this oldie lacked the stamina to hit the real heights, altho it had been doing pretty well for itself since it first took over in the boxes. This week, however, it makes it unqualifiedly, with **JUDY GARLAND**, **TOMMY TUCKER***, **BENNY GOODMAN***, and **FRANKIE MASTERS***.

Sierra Sue. (8th week) **BING CROSBY**, **GLENN MILLER***.

I'll Never Smile Again. (7th week) **TOMMY DORSEY***.

Fools Rush In. (6th week) **GLENN MILLER***, **TOMMY DORSEY***.

When the Swallows Come Back to Capistrano. (2d week) **GLENN MILLER***, **DICK TODD**, **INK SPOTS**.

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.

Trade Winds. **BING CROSBY** is making a great many recordings these days, any or all of which can hit big in the automatic phonos. At the moment this is the best of all his currently available disks insofar as popularity on the machines is concerned. Probably the only thing that could keep it from reaching the top is the wealth of other Crosby records. Right now, however, it looks as if it will make it.

I'm Stepping Out With a Memory Tonight. Each week so far this ballad has reversed itself—one week good, the next week not so good, and the following week up again. At the present time it's only fair again, seeming to lose this week all the push and drive it had last week. **GLENN MILLER** is about the only disk they're interested in currently.

All This and Heaven Too. Operators' comments on this ballad which takes its title from the Warner picture currently showing around the country are curiously mixed, with one op claiming it heads his list of money-makers and the next indicating that it's a weakie in his boxes. **JIMMY DORSEY***, **CHARLIE BARNET***, and **DICK TODD** do the honors on it.

Can't Get Indiana Off My Mind. There's nothing very sensational about the strides this one is taking toward the top at the moment. It hasn't slipped any since it appeared here first last week, but it hasn't progressed too far either. **BING CROSBY**, **KATE SMITH**, and **BOBBY BYRNE*** (the latter the only dance version among the three) continue to uphold it in the machines.

Whispering Grass. Another one that is setting no worlds on fire is the **INK SPOTS'** recording of this poetically titled opus. This is one of those numbers that find a great deal of favor in certain locations but don't seem able to make their popularity extend from Coast to Coast in a general, universal way. That can still happen, altho it isn't too likely.

Ferryboat Serenade. Last week this was a "Possibility" in these columns and this week it makes good with a quicker rise than had been expected. **GRAY GORDON*** is nominated by most of the operators who are finding it profitable for them as the one record so far to mean anything. The song is a follow-up to *The Woodpecker Song*, and its publishers intend to give it the same push they gave that hit.

Maybe. An oldie dating back to the prohibition era, this one is starting to amount to something on the phono network, almost entirely in the **INK SPOTS'** recording. The style and mood of this number make it particularly good phono fodder, as numerous operators are apparently finding out now.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Six Lessons From Madame La Zonga. (10th week) Great in some machines, weak in others. **JIMMY DORSEY***, **CHARLIE BARNET**.

Pennsylvania 6-5000. (8th week) Slipping. **GLENN MILLER**.

God Bless America. (7th week) Much stronger than a week ago. **KATE SMITH**, **BING CROSBY**.

I Am an American. (6th week) Not too good. **GRAY GORDON***.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new 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.

The Nearness of You. A particularly melodic ballad that is beginning to get some attention from the nickel droppers, not enough at the moment to call the song more than a strong possibility, but nevertheless enough for ops to keep an eye on.

The Call of the Canyon. Billy Hill, who has given the country such numbers as the *Last Round-Up* and *The Old Spinning Wheel*, now comes up with another in the same vein. A lot of bands have recorded it, and there might be a potential smash hit here.

Stop Pretending. A rhythm song with much to recommend it, this has plenty of what it takes to attract favorable notice on the machines. Watch it, because it might be a necessity soon.

That's for Me. This song, together with *Only Forever*, is from the score of the new **BING CROSBY** film, and it looks good for the phonos. So does *Forever*. **CROSBY**, of course, has disks of both available.

Beat Me, Daddy (Eight to a Bar). For those machines that are crying for another good swing number, this is it. **WILL BRADLEY*** has a two-sided disk that is a honey. Style is *Boogie-Woogie*, with excellent piano work and a good **RAY MacKINLEY** vocal chorus.

* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.



KICK OFF THE FOOTBALL SEASON WITH COLLEGE SONGS

by the COLUMBIA MILITARY BAND

35713 ANCHORS AWEIGH
(The Song of the Navy)
STEIN SONG
(University of Maine)

35714 VICTORY MARCH
(University of Notre Dame)
FIGHT ON
(University of Southern Calif.)

35715 OUR DIRECTOR
(Harvard)
BOOLA-BOOLA
(Yale)

35716 ON, WISCONSIN!
(University of Wisconsin)
GEORGIA TECH. MEDLEY

35717 ILLINOIS LOYALTY
(University of Illinois)
THE VICTORS
(University of Michigan)

ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS

ARE YOU USING

The Billboard

"TRIPLE CHECK" EVERY WEEK

The Billboard Song Popularity Guide is very valuable. I like particularly the way it shows how tunes are faring in different parts of the country. It fills a long-felt need in making up programs that will appeal not only in one sector, but all over the country as well.



SAMMY KAYE

SPECIAL ORDER FORM

The Billboard
25 Opera Place
Cincinnati, Ohio

Please send The Billboard for 30 weeks, for which I inclose ONLY \$2.

Name

Address

City State

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 388

26734 Cynthia
One Look at You
Kenny Baker, Tenor with Orchestra
conducted by David Broekman

26735 Zombie—Afro-Cuban Rumba
*Elube Chango—Afro-Cuban Rumba
Xavier Cugat and his Waldorf-Astoria Orchestra

26738 *Our Love Affair
*That's for Me
Tommy Dorsey

26737 *A Song of Old Hawaii
*South of Pago Pago
Ray Kinney and his Hawaiian Musical Ambassadors

BLUEBIRD "POPULAR" RELEASE NO. 294

LIST PRICE 35c

B-10848 *There I Go
*Whatever Happened to You?
Vaughn Monroe

B-10849 *A Song of Old Hawaii
*Take Care
Bob Chester

B-10850 *A Brown Bird Singing
Dance of the Candy Fairy
Larry Clinton's Bluebird Orchestra

B-10851 *The Dixieland Band
Benny Goodman and his Orchestra

B-10852 *Blow My Blues Away
*What You Want Poor Me To Do
Floyd Campbell and his Gang Busters

B-10853 Now I Lay Me Down To Dream
Papa's in Bed With His Bitches
Una Mae Carlisle vocal with Orchestra

B-10854 Five o'Clock Whistle
Sweet Georgia Brown
Erskine Hawkins (The Twentieth Century Gabriel) and his Orchestra

B-10855 Bye 'N Bye
Deep Night
Ziggy Elman and his Orchestra

BLUEBIRD RELEASE NO. 294

OLD FAMILIAR TUNES—LIST PRICE 35c

B-8511 I'll Never Smile Again
Goodbye, Little Darlin', Goodbye
(Singing with guitar, violin and bass)
Elton Britt

*Vocal Refrain
Order RCA Victor Permo Point Needles from your RCA Victor Distributor Today.



Order these Records from Your RCA Victor Record Distributor Today!

Up your TAKE with these LATEST HITS by

WOODY HERMAN

AND HIS ORCHESTRA
The band that plays the Blues



- ★ GOT YOUR BOOTS LACED 3187
- ★ BLUE INK 3081
- ★ I'LL PRAY FOR YOU 3200

ON DECCA RECORDS

ATTENTION—
—Phono Operators

Lawrence Duchow's

RED RAVEN POLKA Decca 2543

RED RAVEN WALTZ Decca 3022

Booking Address: HILBERT, WISC.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



AT THE MODERN PARTY (1) Morris Hankin, Irving Sommer, Jerry Morris, Sam Feldman, George Mayer, and Saul Levy. (2) Irving Sommer and Nat Cohn in front of some of the many baskets of flowers sent to Modern. (3) Sam Kresberg, Mike Spector, and a friend. (4) A stroller entertaining a group of operators. Seated at table, left to right: Sidney Wertheimer, Sydney Bleicher, Milton Miller, and Maurice Amchin. (5) Harry Rosen (in back) and a group of operators and mechanics watching a demonstration of Seeburg's central control room on wired music. (6) Jackie Gelbwax and other operators listening to a song being sent by the operator in the central control room. (7) Nat Cohn and the King Sisters, recording artists. (8) Lou Rose sitting on the lap of Jack Fitzgibbons, surrounded by many ops. (9) Group of operators in show-room. (10) Irving Sommer among a group of guests. Those identified are Saul Levy, Mr. and Mrs. George Mayer, Harry Carr, Meyer Parkoff, Charles Engelman, Charles Lechtman, and Jackie Gelbwax. (11) Al Botkin congratulates Nat Cohn. (12) Jack Rose, Morris Hankin, and Jack Kaufman. (13) Part of large group seen in the dining room set up in the supply department.

Minneapolis-St. Paul

MINNEAPOLIS, Sept. 7.—Altho dogged by rain for six of its 10 weeks, the annual Minnesota State Fair wound up in a blaze of glory over the Labor Day week-end. Coin machine operators said the fine weather enjoyed for the three-day holiday period enabled them to come out very well, with all vending machines doing an excellent business.

Operators also report that resort business is moving along at a good pace despite the inclement weather of the past fortnight. All types of machines are getting their share of play.

Clyde Newell, president of Amusement Games, Inc., is pleased with the reports emanating from Mendota, Minn. "Mendota," reports Newell, "is the first town in the State to be 100 per cent Seeburg remote-control equipped."

William (Sphinx) Cohen, head of Silent Sales Company, returned to his desk today following a visit to Chicago, where, according to his partner, Ben Friedman, Bill placed some sizable orders with manufacturers.

Carl Weedman, of Owatonna, Minn., who has been servicing a coin machine route for quite some time, has sold out. Following a rest from the coin machine industry, Weedman expects to return to the business.

Misfortune hit A. J. (Archie) Labeau, head of Labeau Novelty Sales Company, when he was hurt in an accident and broke a vertebrae. Archie is confined to St. Joseph Hospital, St. Paul, where he will be for some time. Associates at his office report that Archie's condition is favorable and that he would appreciate a card from friends in the coin machine industry.

Jonas Bessler, vice-president of Amusement Games, Inc., is back from Northern Minnesota, where he vacationed for five days. All browned up and rarin' to go, Jonas is looking forward to a busy season.

One of the liveliest operators in Minneapolis, Max Moses, is planning to enlarge his route. Moses has just returned from a trip to Grand Rapids, Minn., where he visited his brother. He is set for a big season.

Dallas

DALLAS, Sept. 7.—A real cross-section of music operators from many sections of Texas, Oklahoma, and New Mexico came to Dallas last week to attend a special Wurlitzer phonograph operators' service school sponsored by Joe Williams, head of the Commercial Music Company. Two sessions of the school were held daily from Tuesday thru Thursday. J. F. Hedlicka, Wurlitzer factory service man; Robert Scott, service man from Denver, and Leo Pasclac, Wurlitzer service man for Texas, conducted the three-day service school. The assembled music operators exhibited keen interest in seeing the mechanical and technical features of phonograph operation and repairing demonstrated by factory-trained service men.

Operators seen at the daily sessions included Guy Kincannon, Waco, Tex.; Lankford & Green, of the Southern Vending Company, Eastland, Tex.; Louis Solomon, Abilene, Tex.; Mr. and Mrs. J. W. Hooks, Ranger, Tex.; Ben Hutchins, Lawton, Okla.; William Bell, of Peerless Amusement Company, Amarillo, Tex., and R. B. Robinson, of Marfa, Tex.

Dallas music men were saddened this week to learn of the death last Sunday of Hudson B. Scollard, well-known music operator and a long-time resident of Dallas. Scollard was a member of a pioneer Dallas family, having been a part owner of the old Scollard Building, a landmark in downtown Dallas. While he had only been operating in the music field for two years, Scollard had some of the finest installation in the city. An outstanding example was his installation in Lobello's Restaurant on Mockingbird Lane.

The Wallbox Sales Company has finished its removal to enlarged quarters at 1713 Young Street. The company's new home is graced with a new front, new offices, and a warehouse. A new refinishing and repair shop occupies the rear of the building.

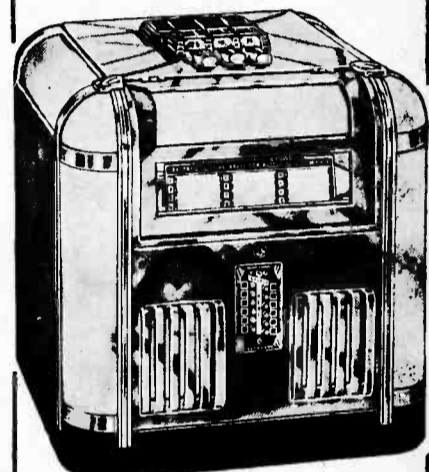
W. B. (Bill) Bolles, credit manager for Rudolph Wurlitzer Company, was a wel-

come visitor to Dallas recently. Bolles was on a business trip and tour of the Southern States. While here he was the guest of Joe Williams, Wurlitzer distributor for Texas, Arkansas, and Oklahoma.

The Tele-Tone Company, Thomas Building, is the new operator of Dallas' first wired music unit. The company has just completed the installation of the new wired music equipment perfected by B. K. Wilkinson, San Antonio music distributor. More than 15 local taverns and cafes are already using the new central system of music where they select a numbered record from a catalog list of 2,000 or more records and then telephone their selection over a leased wire service to Betty, who is the central of the music service.

George Prock & Company, Dallas distributor, sold and installed the new music service. Units of the same service have also been sold in Abilene, Fort Worth, Kilgore, San Antonio, and other Texas cities.

AMAZINGLY BEAUTIFUL COUNTER MODELS



FROM YOUR OLD 12 AND 16 RECORD ROCK-OLA PHONOGRAPHS!

WRITE FOR FULL PARTICULARS

MIRABEN COMPANY

2041 Carroll Ave. Telephone CHICAGO HAYmarket 2883

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

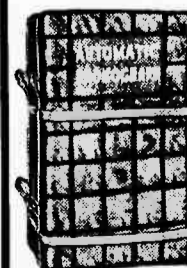
See Your Distributor or Write



THE ELDEEN CO., 2000 178 W. Wisconsin PLAYS Milwaukee, Wis.

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs



For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all makes and sizes \$10.25 each
No. 80 Adjustable Carrying Harness—Accommodates all makes and sizes \$6.25 each
9" Carrying 1.75 each Strap
Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproof. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO. Inc. 1921. 3815-3825 Cortland St., CHICAGO, ILL.

TRIUMPH

FUTURITY SCORE • BUY-BACK FEATURE
TAKES FROM 5c TO 25c EXTRA PER GAME
NOW! REVITALIZED BY VEMCO!

\$21.50 EACH

UNTIL MIDNIGHT, SEPTEMBER 15th
OR UNTIL STOCK EXHAUSTED

- ★ 5-BALL FREE PLAY WITH BUY-BACK!
- ★ ALIVE WITH THRILL-ACTION!
- ★ PAYS FOR ITSELF QUICK!
- ★ DOUBLES PROFITS ON ANY LOCATION!
- ★ OPENS NEW LOCATIONS TO BIGGER TRIUMPH EARNINGS!
- ★ WIRE OR PHONE NOW!

**QUICK—RUSH
YOUR ORDER**



THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address COINSLOTS

So. Automatic Handling Games

LOUISVILLE, Ky., Sept. 7.—“We are greatly pleased with the response to our first announcement that Southern Automatic Music Company is now handling amusement games in all its offices,” reports Leo Weinberger, of the firm.

“We received fine results from our initial advertisement and not only did our supply of new games soon need replenishing, but operators quickly took our used games as well. Reports from all of our offices indicate a great interest in the new games which we have on our floors ready for immediate delivery. “From the looks of things it would seem that we can expect a far greater games business than we enjoyed in those years when the pinball game business was first developing. There is no doubt that the pinball business today is stabilized and we are finding more territory opening for free-play games than ever before. The operators we have contacted thus far seem well pleased that they can purchase their games at our offices where they are regularly getting Seeburg equipment. Our other offices are located in Indianapolis, Cincinnati, and Nashville.

“Since the middle of August we have noted an increase in the sales of Seeburg remote control phonographs and Shoot the Chutes. We look forward to a busy fall season.”

Coinmen Applaud Chi Coin Dixie

CHICAGO, Sept. 7.—Chicago Coin Machine Manufacturing Company executives, Sam Wolberg and Sam Gensburg, report that their latest release, Dixie, has won the approval of operators in every section of the country.

“Operators from Coast to Coast have lauded this sensational new Chicago Coin game, and there's plenty of reason for their enthusiasm for Dixie. It's one of the most interesting and appealing games we've ever built, and according to all reports, one of the most profitable for operators.

“The tremendous popularity of Dixie immediately following its release has prompted coinmen to order Dixies in large quantities. Shipments are being made promptly.”



“I'VE GOT A SPECIAL DEAL . . . FOR YOU!”

on the machine that's making Proven Profit History! Write, wire, phone for full details TODAY every minute wasted is money out of your pocket!

Bally's

RAPID-FIRE MACHINE GUN



FITZGIBBONS

DISTRIBUTORS, INC.
453 W. 47th ST., N. Y. Circle 6-8343

WANT TO BUY FOR CASH
Mills Vest Pocket Bells
Also Payout Consoles

Wire or Write Best Prices. State Serial Numbers.

WANT
FIRST-CLASS EXPERIENCED MECHANIC FOR PAY-OUT TABLES, CONSOLES AND PACE'S RACES. Give full details as to age, references, experiences and salary expected.
3147 Locust, St. Louis, Mo. **CALL NOVELTY CO.**

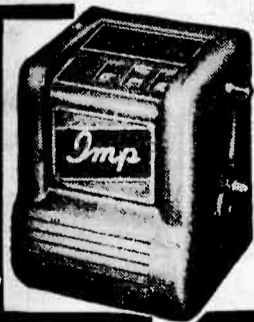


IN SAN FRANCISCO BUY AMERICAN EAGLE

FROM **WOLF SALES CO., INC.**

701-709 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIF.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



IMP \$12.50
6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE.
Cigarette or Cherry Reels.
Biggest Stock in South—We Ship Same Day.
Send Your Trial Order.

H. G. PAYNE CO. 312 Broadway
NASHVILLE, TENN.



TOT

1 YEAR GUARANTEE

BELL FRUIT SYMBOLS or CIGARETTE REELS

FREE PLAY TOKEN

1¢ or 5¢ PLAY

Only \$24.95 WESTERN Products, Inc.
925 W. NORTH AVE., CHICAGO, ILLINOIS

COX'S SPECIALS

ALL 5 BALLS FREE PLAY

C. O. D. \$25.00	Spottem \$12.50	Mills Blue Fronts . . . \$35.00
Champions 12.50	Vogue 30.00	Mills Melon Bells . . . 42.50
Scoop 27.50	Sports 22.50	Pace Race 65.00
Headliner 12.50	Topper 22.50	'38 Keeney Skill Time . 65.00
Fifth Inning 12.50	Cowboy 17.50	Wurlitzer 412s 45.00
Gold Cup (Table Mod.) 42.50		Wurlitzer 616s 65.00

All Machines listed are in first-class condition and ready for location. Distributors in North Carolina for Wurlitzer Phonographs. All four 1940 models in stock for immediate delivery. Deposit required. Write or wire for your needs.

COX VENDING MACHINE COMPANY

113-117 E. FISHER STREET SALISBURY, N. C.

CLEARANCE SALE

ALL USED PIN GAMES AND PHONOGRAPHS

Write, Wire, Phone For Best Prices

415 4TH AVE., S.

G. & S. DISTRIBUTING CO.

NASHVILLE TENN.

Wurlitzer Distributors



PICK-A-PACK

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!

PENNY PLAY

NOW! \$14.75

SPECIALY PRICED F.O.B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

Skyfighters On Broadway

NEW YORK, Sept. 7.—Here's a success story as related by John Christopher, well known in coin machine circles, who recently opened a Blitzkrieg Sports Arsenal on Broadway. He planned to install a battery of 18 Mutoscope Skyfighters.

The opening date was set for last Tuesday. Fearing a pending truckmen's strike, Christopher had the Skyfighters delivered to the location on the Saturday before the scheduled opening. Because the location was still under construction, three machines were uncrated on the sidewalk before the store.

"The reaction of passers-by was immediate," reports Christopher. They began playing the Skyfighters while they were still on the sidewalk. "We were forced," he continued, "to open up then and there, setting the entire battery into operation. We cleared out a section of the Blitzkrieg Sports Arsenal and have remained open ever since. As a matter of fact, the walls haven't as yet been painted. Without fanfare or come-on of any sort, we have enjoyed a terrific business."

Undoubtedly the war psychology of the times is responsible for this response, according to William Rabkin, president of International Mutoscope Reel Company, Inc., Long Island City, manufacturer of the machines. "Skyfighter's timeliness is enabling operators everywhere to cash in," declares Rabkin.

Genco Hailed For Bandwagon

CHICAGO, Sept. 7.—Enthusiastic reports concerning the earning power of Genco's latest release, Bandwagon, are received at the offices of Genco, Inc., and its distributors daily, it is reported.

Bandwagon is claimed to have an unusual amount of appeal, incorporating many new playing features that are finding enthusiastic response among even the most veteran of players.

Dave Gensburg, Genco official, reports that the games are being taken for delivery as soon as they come off the assembly line.

"It's a real pleasure to report that Bandwagon is continuing in the Genco hit tradition," he said. "It's a game that's doing a big job on location, works right, and maintains its appeal for much longer than ordinary pin games. The gratifying flood of orders that accompany the introduction of each new Genco game, and Bandwagon is no exception, is high praise for the standard we have set and is a driving incentive to us to keep making Genco games better and better."

The Famous, Patented Chicago "ACE" Lock insures

"UTMOST Security — LOWEST Cost"



U.S. PAT. NO. 2141 748

Only the Ace ROUND Key Opens It

Note patented 7-Pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage all 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure "UTMOST Security—LOWEST Cost." Write for catalog complete line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 69, CHICAGO

MORE PENNIES



pass thru the Coin Slots of Imps than any other game in America.

Cigarette or Fruit Reels, Gum Vender—Smart Styling.

Try a Case of 6 Imps for 67.50.

GROETCHEN, 130 N. Union, Chicago

Many times more SEEBURG REMOTE CONTROL now on location than all other makes combined in Indiana, Kentucky, Tennessee and Southern Ohio

The choice of the operators and merchants because of simple operation, —large earnings

Installations Made by Us

NOW READY FOR IMMEDIATE DELIVERY

LANDSLIDE, FLEET; DIXIE, BANDWAGON SCORE-A-LINE, SPEEDWAY

Rush Your Order to Office Nearest You

Write today for big list of used machines

See Us for the Best Deal

"ALWAYS EARLIEST WITH THE LATEST"

SOUTHERN AUTOMATIC MUSIC COMPANY

The House that Confidence Built

312 W. Seventh, Cincinnati, O. 542 S. 2nd, Louisville, Ky. 425 Broad St., Nashville, Tenn. 620 Massachusetts, Indianapolis, Ind.

BIG FOOTBALL JACKPOT

SCORE	HOME	VISITORS	AMOUNT
1st Q			
2nd Q			
3rd Q			
FINAL			

HOME _____ VS. VISITORS _____

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50

NO WAITING UNTIL CARD IS SOLD TO SEE YOUR SCORE

GAM SALES CO.

KICK OFF TO BIG PROFITS!

Gam's BIG FOOTBALL JACKPOT

A 100 ticket card that proved a big success because awards may be based on the results of a game between local favorite teams. Many locations run one or more cards on several different games weekly.

MAKE FROM \$5.00 TO \$7.00 PROFIT ON EACH CARD

PRICE

1 Doz., \$2.50—1 Gross, \$18.00

Write For Circular Now

1319-21 S. ADAMS STREET PEORIA, ILL.

DON'T PASS UP THESE BUYS!!!

FREE PLAY TABLES	Spottem \$22.50	PAY TABLES
Super Six \$37.50	Jolly 45.00	Sport Kings \$135.00
Big Show 37.50		Grand Nationals 125.00
Variety 27.50		Thistledowns 72.50
Pick Em 27.50		ARCADE EQUIPMENT
Roxy 42.50		Rockola Ten Pins, Like New \$75.00

1/3 Deposit, Balance C. O. D.

PAT'S AMUSEMENT SALES COMPANY

3701 Euclid Ave. PHONE—HENDERSON 1960 Cleveland Ohio

SPECIAL THIS WEEK

KEENEY Black Cabinet ANTI AIR CRAFT GUN \$95.00	White
KEENEY Light Cabinet ANTI AIR CRAFT GUN \$95.00	Write
GOLD CUPS \$ 59.50 Ea.	Mills 1-2-3 \$ 49.50
SPORT SPECIALS 105.00	Mills 1-2-3, 1940 Model 109.50
	Puritan Balls 15.00

LATEST COUNTER GAMES

HUNDREDS OF USED FREE GAMES AT \$19.50 Each. Write for List.

TEN PIN \$49.50 CHICKEN SAM \$49.50

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

Greatest Sale of Free Play Games in History

Thriller \$10.50	Drum Major 51.50	Punch 22.50	Headliner 11.50	Pyramid 10.50	Commodore 23.50	Big Show 30.50	Blackout 14.50	Hit Number 6.00				
SPECIALS	ROXY \$29.50	YACHT CLUB 57.00	SUPER SIX 21.50	Cowboy \$11.50	Triumph 19.50	Bowling Alley 23.50	4-5-8 15.50	Cipper 12.50	Golden Gate 11.50	O'Boy 27.50	Follies 23.50	1/3 With All Orders—Bal. C. O. D. F. O. B. Newark.

NEWARK COINO, 107 Murray Street, Newark, N. J.

KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

Bally FLEET ★
HI-SCORE & FUTURITY

New REVOLVING TARGET feature
 BUILD UP BUMPERS
 CANNON-FIRE ACTION

\$104⁵⁰
 CONVERTIBLE
 FREE PLAY OR NOVELTY

BALLY MFG. COMPANY 2640 BELMONT AVENUE
 CHICAGO • ILLINOIS

Air Defense Game Stirs Inquiries

CHICAGO, Sept. 7.—The recent announcement of the new game, Air Defense, by C. R. Kirk & Company here, brought a veritable flood of inquiries from operators and distributors from every part of the nation, according to Claude R. Kirk, head of the organization. "We expected a certain amount of queries, as is always the case when a new game is announced," said Kirk. "You can imagine how surprised and pleased we were when the mailman dumped loads of letters and cards on our desks. The most important and significant fact to us is that the operator is looking for something different and legal to bolster his fall and winter operating campaign. Inasmuch as Air Defense is legal and delivers a dynamically new action for players, I am most confident that it will prove to be the No. 1 game of the coming season."

Air Defense play features a miniature plane which circles over a series of "airports," each with its contact point. The player guides the plane in diving and zooming action by means of a hand power-throttle, attempting to dive the plane onto the contact for points which lead to free flights (free games). Makers claim Air Defense absolutely free of mechanical defects, reporting a series of heavy-play tests which proved operating dependability.

Jennings Releases New Game, Bobtail

CHICAGO, Sept. 7.—Bobtail, a compact and smartly designed console for 5, 10, and 25-cent play is Jennings' latest release. Bobtail follows on the heels of Jennings' Fast Time.

Jerry Haley, sales executive of O. D. Jennings & Company in discussing the new machine, said: "We're confident that Bobtail is destined to be an even greater success than our popular Fast Time console. Before releasing Bobtail we put the machine thru the most grueling tests that any machine can be subjected to. We knew the machine was mechanically right, but we wanted to be certain of its location appeal. And after weeks of this exhaustive testing Bobtail has proved itself to be one of the most popular consoles ever designed."

"Bobtail is compact, requiring considerably less space than Fast Time, a feature which is certain to have big appeal to a location. The playing field is brilliantly illuminated and attractively illustrated, with racing greyhounds adding glamour and play appeal. The machine has full mechanical operation. The mechanism is the famous Jennings single unit Chief mechanism. The machine has the double protection of National slug rejector coin chute plus a visible detector."

"When you add all these features together you can easily understand why Bobtail is certain to be a tremendous success with operators everywhere. Its compact size and attractive design appeal to location owners, its fascinating play idea appeals to the players, and the smooth, trouble-free mechanical operation plus the large earnings give it top appeal with progressive operators."

Max Glass on Good-Will Tour

CHICAGO, Sept. 7.—Max Glass, of the firm of Gerber & Glass, Chicago distributors, announced today that he would leave Wednesday (11) on a 5,000-mile trip visiting his firm's customers on a good-will trip.

He announced that his itinerary would take him from Chicago to Miami and thence up the Eastern Coast to New York, Pittsburgh, Cleveland, Canton, Akron, and Toledo. These would be the main points on his tour, with numerous side trips to other towns.

Glass emphasized that his trip would be a good-will tour, but added: "Naturally, while I'm about it I'll tell them about Skyfighter, International Mutoscope's anti-aircraft machine gun; the Packard Heads-Up-Selector for phonographs; American Beauty, the Daval counter game, and the Gerber & Glass remodeling process for all phonographs."

Also absenting himself from the Chicago office, Paul Gerber spent the week in New York attending the Modern Vending Company party and celebration. He reports from New York that he is nego-

MOSELEY'S SPECIALS

"The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D."

- E-BALL FREE PLAY**
- 1 Bally Pick 'Em \$19.50
 - 1 Bally Champion 15.00
 - 3 Bally Dandy 15.00
 - 1 Keeney Super Six 37.50
 - 1 Exhibit Short Stop 42.50
 - 1 Exhibit Jumper 15.00

- CONSOLE & AUTOMATIC PAY**
- 1 Keeney Track Time 1938 \$77.50
 - 1 Bally Royal Flush 5c 77.50
 - 2 Pace Reel Jr., Fruit Reel 72.50
 - 1 Pace Races, J.P., Cash, 5c 175.00
 - 1 Pace Races, No. 8022, Cash, 5c, 30-1 127.50
 - 1 Pace Races, No. 5328, Cash, 5c, 30-1 199.50
 - 1 Baker Pacer, 25c, Cash, 30-1 157.50
 - 2 Rays Track X Sep. 15.00
 - 1 Lucky Star, 5c, Cash 77.50
 - 3 Mills 1-2-3, Late Model 27.50
 - 1 Bally Klondike 14.50
 - 2 Keeney Anti Aircraft, Black Cab. 97.50
 - 1 Mills 4 Bells, 5c 210.00

- MISCELLANEOUS**
- 1 Evans Ten Strike \$59.50
 - 1 Exhibit Vitalizer 35.00
 - 3 Mercury 1c Token Payout 17.50
 - 1 Poker Face 6.50
 - 1 Columbia Bell, G.A., Rear Door Payout 47.50

WE HAVE FOR IMMEDIATE DELIVERY BALLY'S RAPID FIRE.

The above prices are effective September 14th, 1940. Write and ask us to put you on our mailing list and also write us for your price on any coin operated machine brand new that has been released by the respective manufacturers.

MOSELEY VENDING MACHINE EX., INC.
 00 BROAD ST., RICHMOND, VA.
 Day Phone 8-4611 • Night Phone 5-5328.

CHANGE YOUR CHICKEN SAMS AND JAILBIRDS TO 'HITLERS'

REMOVE CHICKEN SAM OR JAILBIRD FIGURE AND REPLACE WITH NEW HITLER FIGURE. COMPLETE

NEW WAR SCENERY
 FURNISHED WITH EACH UNIT. COMPLETELY REVAMPS MACHINE.
 (VERY SIMPLE TO INSTALL)

COSTS \$15.00 COMPLETE ONLY F. O. B. San Antonio
 NO ORDER SHIPPED WITHOUT 50% DEPOSIT. PAYMENT IN FULL WITH ORDER SAVES C. O. D. FEE.

IMMEDIATE SHIPMENTS
Automatic Novelty Co.
 415 Carolina St., San Antonio, Texas

Zoom to BIG MONEY on
WINGS

"NO CEILING"
 TO WINGS' PROFIT

A dramatically modern board, Superior's WINGS possesses all the dynamite, all the action, all the color of headline news! A 1600 Re hole sensation, WINGS has an approximate average profit of \$37.00.

Write for details on WINGS and other sensational boards Get acquainted with "sure fire" winners.

SUPERIOR PRODUCTS
 14 NO. PEORIA ST. — CHICAGO, ILLINOIS

Guaranteed Free Play Games

Spottem \$12.50	Variety \$19.50
Chubbie 12.50	Golden Gate 19.50
Double Feature .. 14.50	Lancer 22.50
Thriller 15.00	Miami 22.50
Cowboy 15.00	Pick 'Em 24.50
Chevrons 15.00	Mr. Chips 27.50
Big Six 17.50	Commodore 29.50
Major 17.50	Triumph 29.50
Bubbles 17.50	Big Show 32.50
Topper 18.50	One-Two-Three .. 64.50

AMERICAN EAGLE OR MARVELS, 10 FOR \$275.00.
BALL GUM, \$2.00 EXTRA.
LIBERAL TRADE-IN ALLOWANCE.
WRITE US.

The Markepp Company
 3328 CARNEGIE AVE., CLEVELAND, O.
 Write for Mills Catalogue and Price List.

PAYS FOR ITSELF IN LESS THAN 30 DAYS
Operators Say

NEW IMPROVED UNIVERSAL GRIP SCALE
 Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
 1/3 With Order, Balance C. O. D. **\$12.75**

HOLLY MANUFACTURING COMPANY
 2761 Union Guardian Building
 DETROIT, MICHIGAN

ulating with Bill Rabkin, Mutoscope head, for increased shipments on Sky-fighter.

ALLIED BARGAINS

FREE-PLAY GAMES	
Mills 1-2-3	\$64.50
Brite Spot	54.50
Score Card	44.50
Follies	42.00
Big Show	39.50
Bowling Alley (Gottlieb)	39.50
Triumph	39.50
Super Six	39.50
Baseb. (Sto.)	34.50
Scoop	34.50
Super-charger	\$32.50
Big Six	21.50
Airport	22.50
Avalon	22.50
Fifth Inning	22.50
Chevron	21.50
Spottem	21.50
Flash	21.50
Thriller	21.50
Ragtime	17.50

WESTERN BASEBALL FREE PLAY AND PAYOUT COMBINATION, LATE MODEL . . . \$97.50

AUTOMATIC PAYTABLES	
Grandstand	\$82.50
Thistle-down	69.50
Hawthorne	64.50
Dead Heat	64.50
Sport Page	\$59.50
Stables	24.50
Klondike	22.50
Preakness	17.50

PHONOGRAPHS	
Wurlitzer 500, Like New	\$149.50
Wurlitzer 24, Illuminated	107.50
Wurlitzer 61, Counter Model	87.50
Wurlitzer 616-16 Records	54.50
Wurlitzer 716-16 Records	54.50
Wurlitzer 412-12 Records	39.50
Wurlitzer P12-12 Records	32.50
Rockola 1939 Deluxe, Like New	149.50

LEGAL EQUIPMENT	
Jail Bird (Seeburg)	\$89.50
Evans Ten Strike (Like New)	77.50
Chicken Sam (Seeburg)	69.50
Skeeballette (Gottlieb F. P. or Nov.)	69.50
Tom M x Rifle	42.50
A. B. T. Target Model F, Blue Cab.	16.50

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

Allied
NOVELTY COMPANY
Phone: Capitol 4747
3520 W. Fullerton Ave., CHICAGO

Groetchen Features Sports Parade

CHICAGO, Sept. 7.—Capitalizing on greatly increased public interest in sports during the fall season, Groetchen has created a series of new sports symbols for its Liberty Bell, according to factory reports.

"World series in baseball, college football games, tennis matches, or golf tournaments, heavyweight boxing contests, or skating championships, they all are featured in colorful symbols now available on each Liberty Bell," said an official.

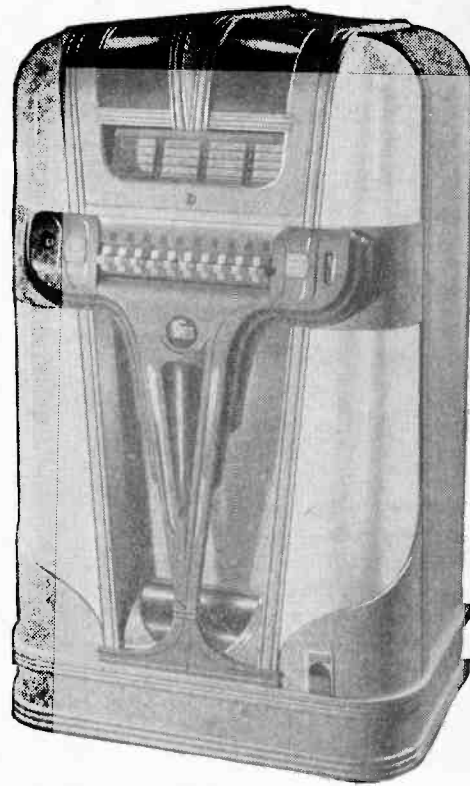
"These striking symbols stand out prominently against colored backgrounds and intrigue players with their novel appeal.

"While retaining the payout characteristics of fruit symbols on Liberty Bells, these sports symbols will make possible operation of these great money-makers in those territories which heretofore frowned upon any game with fruit symbols.

"Demand for Liberty Bell and De Luxe Mercury games has required operation of the Groetchen plant on a 60-hour-a-week basis thruout the summer," Groetchen officials declare, "and the extra overtime pay earned by employees is contributing much to stimulate buying power in the community.

"These tremendous gains in sales were made without decreasing in any way the enormous demand we have experienced for Imp Gum Venders. Production and sales on Imps have exceeded our keenest expectations, and we have just put another 7,500 Imps into production for delivery during the month of September."

Mills Novelty Company
4100 Fullerton, Chicago



Ever New

If the Empress had just been announced last week, it couldn't look any newer, fresher, more exciting. Its inspiring design attracts the play, its performance gets the repeats. Let your public hear favorite artists at their best—on an Empress!

Fall Season Ups Monarch Business

CHICAGO, Sept. 7.—"If our sales are any criterion, the fall operating season is really off to a flying start," reports Al Stern, of Monarch Coin Machine Company.

"We have been selling all types of equipment at a terrific pace. A few weeks ago we announced that we were beginning our removal sale in view of the fact that we are changing our headquarters to another location.

"Immediately operators began to bombard us with orders for every type of equipment available, and almost every machine. Gradually we have been working our way thru the maze of orders and now find that we are shipping machines faster than at any time in the past.

"With Labor Day behind us we have felt further pressure from operators everywhere demanding various pieces of equipment. Thus we are of the opinion that this extremely heavy volume of orders is the result of this two-way combination—our removal sale and new fall operations. At any rate we look ahead to one of the greatest seasons in coin machine history."

WHY EXPERIMENT? "THE OLD RELIABLE"

A-1 Reconditioned Counter Game Bargains	\$5.50
Bally Baby	12.50
Bally Wampus (1c Token)	4.00
Bell Slide	4.50
Bally Baby Reserve	6.50
Cent-a-Pack (1c)	6.50
Criss Cross (1c)	4.75
Deuces Wild	6.50
De Luxe Cent-a-Pack	4.50
Dixie Dominoes	4.00
Electra 1c Penny Target	5.00
Electric Shocker (1c)	4.50
Gripper (Western Single 1c)	8.50
Groetchen "21"	2.50
Heads or Tails	2.50
High Tension	4.00
Horses	4.75
Indian Dice	7.00
Joker Wild	17.50
Lucky Pack	7.50
Mercury 1c Cigarette	7.50
Widget Races	5.00
Penny Pack	8.50
Penny Pack (With Turntable)	5.00
Poker Face	5.00
Puritan Vender	3.00
Red Dog	4.00
Reel Dice	2.50
Reel Spot	4.50
Reel "21"	6.50
Royal Flush	4.00
Select 'Em Dice	6.50
Smoke Reels (1c)	17.50
Sparks (5c)	5.00
Spark Plug (6c Automatic)	5.00
Tally (5c)	3.50
Tickette (Mills 5c)	4.00
Track Reels	5.00
Whirlwind (Bell and Fruit)	

Terms: 1/3 Deposit, Balance C. O. D.
IDEAL NOVELTY CO. 1518 MARKET ST. PHILADELPHIA, PA.

MILLS PHONOGRAPHS
CONSOLES
BELLS
TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
515 Cathedral St., Baltimore, Md.

SCENIC VIEWING TELESCOPES
Don't overlook the telescope business. An income for life. There are profitable locations available in your territory.
Write
McGUIRE CO. 1322 Lee Ave., Long Beach, Calif.

PHONOGRAPHS—A-1 CONDITION
Wurlitzer 500 \$169.50 Seeburg Regal \$139.50
Wurlitzer 600 154.50 Seeburg Classic 179.50
Wurlitzer 616 (with Grille) 55.00 Wurlitzer '61' 85.00
1/3 Deposit—Balance C. O. D.
NATIONAL PARTS CORP.
2415 So. Michigan Ave., CHICAGO, ILL.



THE MAYFLOWER BUILDING, new home of the Mayflower Novelty Company, St. Paul. Sam Taran, head of the firm, reports that his company now has 60,000 square feet of floor space. At the lower right is the Utility Finance Company, which was organized to finance purchases by operators on time payment plans, according to Taran.

OPERATORS! JOBBERS! DISTRIBUTORS!

FOR AMERICAN EAGLE
ON THE PACIFIC COAST
WRITE, WIRE OR PHONE
MacMOHR · 2916 W. PICO BLVD · LOS ANGELES, CALIF.
DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

WONDER 3 BAR JACKPOT
OVER 100 WINNERS — \$250 PER PULL
12" x 14" x 10" — 25¢ PER PULL
LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACK POT

WONDER 3 BAR JACKPOT F-5280
1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49
PRICE \$2.42 EACH

OTHER FAST SELLERS
1640 hole F-5240-3 Bar Jackpot at \$3.24
1200 hole F-5275-Horses at 3.48
800 hole F-5270-Pocket Dice at . . . 1.76
720 hole F-5255-Pocket Jack at . . . 1.65
600 hole F-5305-Royal at 1.88

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

it's Terrific
Jennings New Console

BOBTAIL

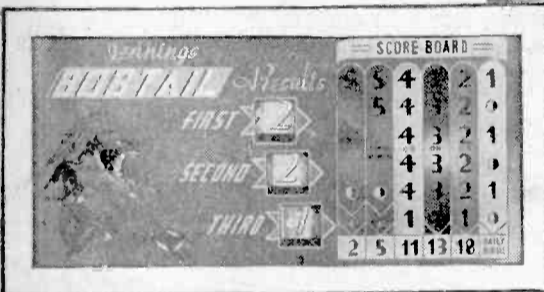
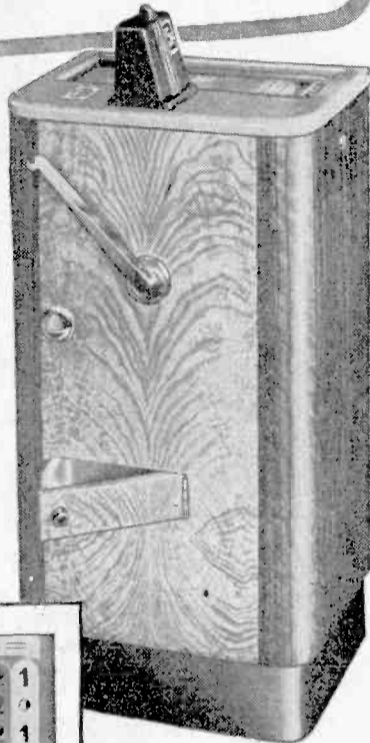
5c, 10c and 25c play

• Mister, you've hit the "pot of gold" when you start operating "Bobtail". All the glamour, fascination and play appeal of the famous Jennings Fast Time — yet requires considerably less space.

\$38 in 2 days . . . \$96 in one week are only a sample of actual location reports on Bobtail.

It's a console in every way — in looks — in play appeal — in earnings . . . yet priced at a figure comparable to the average novelty game.

Don't waste a second — wire or phone collect for your sample shipments.



10 DAYS FREE TRIAL—Try Bobtail for 10 days. If you're not completely satisfied, return it and your money will be cheerfully refunded.

- Famous Jennings Chief Mechanism Complete
- National Slug Rejector Coin Chute
- Visible Detector
- Full Mechanical Operation
- Electrically Illuminated Playing Field
- Size — height 45", depth 16 1/2", width 20 3/8"

DISTRIBUTORS
There are still a few territories available for distributors on our entire line. Start off with Bobtail. It's a natural for the man who can sell.

O. D. JENNINGS & COMPANY
4309 West Lake Street, Chicago, Illinois



A PROFIT WALLOP IN SPINNING WHEEL ACTION

HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.



L.L. MITCHELL & CO.

LET US FILL YOUR REQUIREMENTS ON USED PIN GAMES WHICH WE GUARANTEE TO BE ABSOLUTELY PERFECT.

Write for Complete List! PHONE: GLENMORE 2-5450
1070 Broadway, BROOKLYN, N. Y.

No Criticism For Locations

Newspaper says probable price trend may bring criticism on stores

LOUISVILLE, Ky., Sept. 7.—The Louisville Times in a forceful editorial August 30 sought to build up a defense for retail locations in case too much criticism comes upon the locations if prices begin to bring charges of profiteering during a war period.

The Times referred to what happened during the previous World War.

Locations Need Sympathy

"Consumers will rejoice in the declared intentions of the Defense Commission," the editorial began. "Retailers will worry, no doubt. Cynics will, beyond doubt, shrug shoulders.

"The problem of retail prices is so difficult that both consumers and dealers deserve sympathy.

"Probably few persons who lived thru

the economic horrors of the war into which this country went in 1917 do not feel that ruthless exploitation of consumers was practiced. But some persons don't entertain opinion as to where the blame should be placed.

"When sugar went to 32 cents a pound, not because of shortage, for there was no shortage, and consumers were so regimanted by propaganda-induced fear that they stood in line eagerly to buy sugar, even if they had sugar, whose was the scheme that rifled their pockets?"

"When you paid \$40 for the smallest type of automobile starter battery, now selling at \$10 or less, was the dealer blameworthy? Was the price made on the sales floor or at the factory or where? And how was it made?"

"Who started the propaganda on which the replacement value formula for price-making was built?"

"It may have come to the retailer from the manufacturer.

"When the consumer paid \$4 for something which had been bought to be sold at \$2 had the producer regimanted dealers, with his propaganda, so that they served his ends?"

"Did producers stand together under agreements violative of trust laws nearly a half century old?"

"When consumers, in 1917, swallowed the fantastic tale that the army would require all of the wool produced, and that it would be wise to buy quickly at any price anything woolen which might be wanted, where did the prop-aganda start?"

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

ALL FREE PLAYS

- Follies \$24.50
- Mascot 38.00
- Nippy 19.50
- Majors 10.00
- O'Boy 29.50
- Score Champ 33.50
- Super Six 25.00
- Red Hot 25.00
- Triumph 20.00
- Up and Up 10.00
- Home Run 37.50
- Roxy 35.00
- Commodore 24.50
- Short Stop 44.50
- Big Show 32.50

- Drum Major \$49.50
- Doughboy 40.00
- O'Johnny 50.00
- 1/3 With Order, Bal. C.O.D.

SPECIALS!

- Bally Alley, \$35
- Evans Ten Strike, \$65
- Gottlieb's Skee-Ball-Ette, \$65
- Keeney's Anti-Aircraft Machine Gun . . \$117.50

WE RECOMMEND these new games:

- Gottlieb's THREE SCORE
- Chicoin's DIXIE

GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.

3 REASONS WHY YOU SHOULD BUY AMERICAN EAGLE FROM ATLAS

1. 10 DAY MONEY BACK GUARANTEE
2. 10 For \$275 Sample \$32.50. Ball Gum Mod. \$2 Extra
3. 50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.

ASSOC. OFFICES } 1901 Fifth Ave., Pittsburgh, Pa.
ATLAS AUTOMATIC MUSIO CO.,
2982 E. Jefferson St., Detroit, Mich.

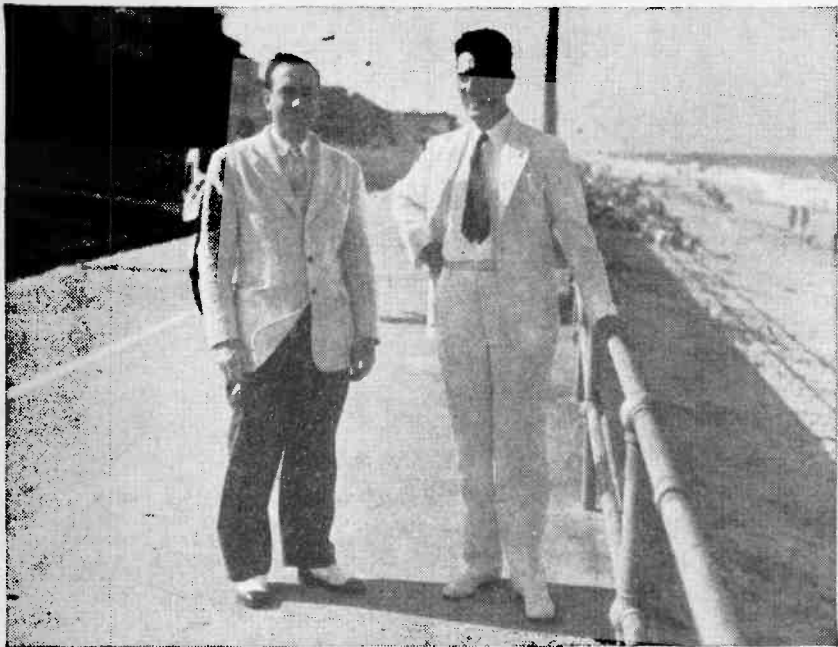


DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

"SLIGHTLY USED"

- Bally Shoot the Bull \$79.50
- Black Cabinet Keeney Anti-Aircraft 97.50
- Tom Mix 34.50
- A. B. T. Model F Streamline Gun . . 20.50
- Chicken Sams \$79.50
- Bally Eagle Eye 39.50
- A. B. T. Challenger 14.50
- A. B. T. Model F Gun 11.50
- All types of Guns, Counter Games, Peanut Machines.

WANTED FOR CASH—1/3 Deposit
S AND W COIN MACHINE EXCHANGE
2416 GRAND RIVER AVE., DETROIT, MICH.



D. M. WERTZ, FORMER ROCK-OLA DISTRICT MANAGER (left), now a Rock-Ola distributor, and F. W. Steffen, of Memphis, Tenn., who has been appointed district manager to fill vacancy left by Wertz.

Atlas Awards Employees Bonus

CHICAGO, Sept. 7.—On August 15, it has been learned, the Atlas Novelty Co., Chicago, awarded Atlas employees a bonus in recognition of their service to the company's welfare. The bonuses were given according to seniority. The

award served to focus attention on the fact that the average length of service of men and women employed by Atlas is 3½ years.

"The bonus is in recognition of their efforts in contributing to the superior service rendered not only to Atlas but also in serving the requirements of Atlas customers," declared a statement issued by Eddie and Morrie Ginsburg, heads of the firm.

"Their efforts have served to further emphasize the Atlas slogan, 'The House of Friendly Personal Service,' which has come to mean more and more to Atlas customers," the statement concluded.

Stoner Busy on Double Feature

AURORA, Ill., Sept. 7.—"It's the big extra Double Feature awards that have caught the eye of the players," explained C. R. Adelberg, sales manager of the Stoner Corporation, while discussing the success of its latest release, Double Feature.

"With Double Feature the player has two choices of play, he may play for 5 cents, in which case he has the opportunity of receiving regular skill points earned, or he may play for 10 cents, in which case he has the opportunity of winning, in addition to the regular skill points, big Double Feature awards.

"It is certainly obvious that with the added inducement of the big extra Double Feature awards the great majority of players are going to play for 10 cents, and it isn't hard to understand what this does to the operator's earnings. That's why we say that operators are doubling up with Double Feature.

"If the demand for Double Feature continues to increase in the next few weeks as it has been doing week after week, it looks as tho the whole organization from the office boy to myself will probably be working in the production line to keep up with the orders," concluded Adelberg.

Baker Hints At New Games

CHICAGO, Sept. 7.—"We've never seen anything like it!" That's the enthusiastic comment of Baker Novelty Company officials concerning their coming mystery game. "It's got everything—surprise innovations that will pay off big, tremendous player appeal, and profit possibilities that surpass anything on the market today!

"We're not in a position to let the cat out of the bag, but right now we can promise that this game will astound the industry! As soon as we're tooled up for production we'll release the news—which will go over big with every operator in the business.

"Meanwhile the plant is a beehive of activity, every facility being commandeered to get out enough machines under our present set-up to fill the steady, heavy demand for Baker games.

"It won't be long now—and we advise every distributor and operator to keep on the lookout for the first announcement of this new game!"

double up
with
Double Feature

5c

10c

\$104.50

Big Extra Double Feature Awards
Special Awards • Extra Awards
Plenty of Ways to Win • Don't Miss It

Stoner Corporation
AURORA ILLINOIS

EVERYBODY WILL WANT
'GOD BLESS AMERICA'
HIT BOARD OF THE YEAR!



NEW POLITICAL SYMBOL TICKETS!
Cash in NOW on the strongest surge of patriotism this country has ever known! "God Bless America" gives you timely appeal plus really exciting new and the most step-up Jack-tickets of all time! 5c play—2400 holes; two \$25.00 top awards; 25 Jackpot winners; 100 consolation winners; Board sparkles with brilliant red-white-blue color scheme! Average profit No. 1 — \$51.95 — \$41.75!
No. 2 — \$41.75 — \$31.50!
WRITE AT ONCE FOR CIRCULARS SHOWING LATEST GARDNER HIT NUMBERS!

GARDNER & CO. 2307 ARCHER AV. CHICAGO, ILL.

FREE PLAY SPECIALS!!

- Score Card . . . \$30.00
- Short Stop . . . 38.50
- Super Six . . . 24.50

Write for Complete Circular List Over 500 Games

B & B NOVELTY CO.

621 W. Main, Louisville, Ky.

SPECIALS . . . in A-1 SHAPE!

- | | | | |
|--------------------|-----------------------------|-----------------------|----------------------|
| TRIUMPH
\$23.50 | VACATION
Write for Price | SHORT STOP
\$44.00 | SUPER SIX
\$23.00 |
|--------------------|-----------------------------|-----------------------|----------------------|

1/3 Deposit With Order, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

BRANCH OFFICE: 36 E. Merrick Rd., Freeport, L. I. (Tel. Freeport 2100)

IN LOS ANGELES BUY
AMERICAN EAGLE

FROM

HERB McCLELLAN

1354 W. WASHINGTON, LOS ANGELES, CALIF.



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



LANDSLIDE

ASK ANY
OPERATOR
THAT
HAS THEM
ON HIS
ROUTE

FREE PLAY
\$104.50
CONVERTIBLE

THE EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO, ILL.

Three Big Show Rooms for Games

CHICAGO, Sept. 7.—Mac Churvis, of Grand National Sales Company here, says: "In spite of the steady rise in business we have been able to keep a wonderful stock of expertly reconditioned games in our three big showrooms. Operators who haven't had a chance to test them are especially invited to come in to see our marvelous supply of games of all types."

"Rapid-Fire, Bally's new sub-machine gun game, has numerous new features, including a diving, ducking, and rediving submarine target. Popularity of the game is said to be due to the fact that it ties in with the national defense idea and can be easily adjusted on location to be more or less tough, and operators are invited to come in and see it," Churvis said.

LeVine on Midwest Tour

CHICAGO, Sept. 7.—"With the intention of making a personal visit to every operator and distributor in the Middle West, Harry LeVine is making an extensive business trip thruout that territory," reports Samuel Kleiman, of Allied Novelty.

"He expects to see and talk to every operator in the Central States, to renew old acquaintances, and make new friends for Allied Novelty. Judging by the rush of orders he is sending back daily, his journey is a complete success as to both profits and good will."

Sam Gensburg Host To Panama Visitor

CHICAGO, Sept. 7.—Sam Gensburg, official of Chicago Coin Machine Manufacturing Company, played host to R. M. Blair, of Colon, Panama, this week. Blair is one of the most prominent and successful operators in Central America. He operates 60 novelty games of the free-play type, and 58 of them are Chicago Coin machines, says Gensburg.

"This fact speaks well for our games,"

continued Gensburg. "As Blair told me, 'I must have machines that I can depend upon, and experience has taught me that those machines are Chicago Coin products.' Blair also commented that players seem to like the appeal built into Chicago Coin games and that is most important in boosting earnings. All in all, he concluded, the best buys in the business are Chicago Coin games because they earn more money in operation, are more perfect mechanically, and bring more money when traded in."

St. Louis Firm Heralds Offer

ST. LOUIS, Sept. 7.—"Come one, come all, and get in on the biggest sure profit deal ever offered to coinmen," say officials of the W. B. Novelty Company, of St. Louis and Kansas City, Mo.

"We have the best news that has ever reached the ears of coin machine operators—a special deal on Seeburg's Shoot the Chutes that is the most liberal profit plan in coin game history. Every operator should take advantage of this opportunity immediately, because it's just like getting a gift. Operators who visit the St. Louis or Kansas City offices of W. B. Novelty Company will long remember the visit as the most profitable few minutes they ever invested in their businesses."

Two Offices Push Target Machines

COLUMBUS, O., Sept. 7.—"Our offices in Columbus and in Charleston, W. Va., have been crowded with operators for the past few weeks—operators who are extremely anxious to learn of one of the greatest opportunities ever offered in the coin machine business," reported officials of the Shaffer Music Company.

"Now operators are being given a most unusual opportunity to make the most money they've ever made . . . to expand their businesses without having to invest a lot of additional money. Full details will be forthcoming to operators who visit our offices, and we will say it's a sure profit deal on Seeburg's Shoot the Chutes."

HUNDREDS OF FREE PLAYS!

Big Show . . . \$42.50
Big Six . . . 21.50
Baseball (Stoner's) . . . 34.50
Chevron . . . 24.50
Congo . . . 39.50
Fantasy, J.P. . . . 39.50
Oh! Johnny . . . 59.50
Scoop . . . 34.50
Spottem . . . 19.50
Summertime . . . 57.50
Supercharger . . . 32.50
Super Six . . . 39.50
Triple Threat . . . 17.50
Variety . . . 27.50

2200 North WESTERN

COINMEN'S Famous Door To Greater Profits

3 BIG SPECIALS!

- Western's BASE-BALL 1940 Model F. P. Pay. Comb. \$ 99.50
- Keeney's Black Cabinet ANTI-AIRCRAFT GUN. 124.50
- Seeburg's CHICKEN SAM 64.50

Selected PHONOGRAPH Bargains!

<p>SEEBURG'S</p> <p>MODEL A—12 Records . . . \$ 29.50 MODEL B—12 Records . . . 32.50 MODEL C—12 Records . . . 34.50 CASINO—20 Records . . . 144.50 K-20—20 Records . . . 79.50 GEM (1938)—20 Records . . . 127.50 REX (1938)—20 Records . . . 82.50 PLAZA (1939)—20 Records . . . 154.50 CLASSIC Marblegio—(1939) . . . 182.50</p> <p>ROCK-OLA'S</p> <p>WINDSOR—1938, 20 Records . . . \$84.50 MONARCH—1938, 20 Records . . . 89.50 TITLE STRIPS—40c Per 2,000</p>	<p>WURLITZER'S</p> <p>P-12—12 Records . . . \$ 29.50 24—24 Rec. Illum. 89.50 81—1939 Counter Model . . . 87.50 312—12 Records . . . 37.50 412—12 Records . . . 34.50 500—24 Rec., Keyboard . . . 159.50 600-A—1939, Slug Proof, 24 Rec. . . 154.50 616—18 Records . . . 59.50 716—18 Records . . . 54.50</p> <p>MILLS'</p> <p>DANCEMASTER—12 Records . . . \$17.50 STUDIO—1938, 12 Records . . . 49.50</p>
--	--

Latest Mod. ABT CHALLENGER, \$16.50 Latest Mod. ABT Model "F", \$16.50

SEND FOR COMPLETE BARGAIN GUIDE! America's largest selection of coin controlled machines, reconditioned to operate and look like new! Terms: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. Western Ave., Chicago—America's Largest Distributor

ASSOC. • ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

Bally RAPID-FIRE

MACHINE GUN WITH DIVING U-BOAT TARGET

Fires 100 shots in 15 seconds. Actual collection reports prove earning power up to \$100 per week. Get your share—get RAPID-FIRE now.

FRIEDMAN AMUSEMENT COMPANY
201 EDGEWOOD AVE., S. E. ATLANTA, GA.

"The House of Proven Winners"

<p>NOVELTY GAMES</p> <p>Exhibit Airliner . . . \$ 7.50 Exhibit Vogue . . . 17.50 Exhibit Avalon . . . 7.50 Bally Alley . . . 29.50 Bally Spottem . . . 5.00 Bally Pickem . . . 7.50</p> <p>FREE PLAY GAME</p> <p>Bally Victory . . . \$49.50</p>	<p>FREE PLAY GAMES</p> <p>Stoner Clipper . . . \$22.50 Chicago Coin Roxy . . . 37.50 Bally Scoop . . . 24.50 Bally Dandy . . . 10.00 Keeney Thriller . . . 24.50 Bally Charm . . . 59.50 Bally Venue . . . 22.50 Keeney Super 6 . . . 32.50 Bally Pickem . . . 19.50</p>	<p>FREE PLAY GAMES</p> <p>Exhibit Conquest . . . \$17.50 Baker Doughboy . . . 62.50 Bally Triumph . . . 49.50 Exhibit Congo (1 or 5 balls) . . . 47.50 Keeney Supercharger . . . 24.50 Bally Beauty . . . 49.50 Exhibit Flagship . . . 39.50 Bally Eureka . . . 35.00</p>
--	---	--

One-Third Cash With Order, Balance C. O. D.—Wire or Mail Us Your Orders.

J. and J. NOVELTY COMPANY
4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN

QUALITY SPEAKS FOR ITSELF

<p>PAYOUTS</p> <p>Four Bells, like new. \$290.00 Royal Draw, like new. 187.50 Fast Time, like new. 129.50 Spinning Reels, like new. 122.50 Sport Kings . . . 120.00 Big Prize . . . 110.00 Grand National . . . 110.00 Jumbo Parades, like new. 99.50 Saratoga . . . 87.50 1938 Tracktime . . . 82.50 Pacemakers . . . 72.50</p>	<p>PAYOUTS</p> <p>Winning Ticket . . . \$89.50 Hawthornes . . . 67.50 Seabiscuit . . . 67.50 Thistle Downs . . . 67.50 1938 Kentucky Clubs . . . 45.00 Liberty Bells, late models. 32.50 Cigarette Slots . . . 29.50 Across the Board . . . 22.50 Derby Day . . . 22.50 Dark Horse . . . 22.50 Stoners Races . . . 22.50</p>	<p>Panco Races . . . \$19.00 Panco Rosemont . . . 19.00 Big Race . . . 19.00 Classic . . . 12.50 Hi-De-Ho . . . 12.50 Bulls Eye . . . 67.50 Bally Alley . . . 39.50 Exhibit Bowling Game, F.P. . . . 39.50 Zeta . . . 12.50 Ritz . . . 12.50 Santa Anita . . . Write</p>
---	---	---

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE, CLEVELAND, OHIO

TRIPLE YOUR EARNINGS!

with THREE Score



IMMEDIATE DELIVERY

Almost a winner with every shot!

"Come-On" galore!

8 Ways To Win!

Only \$104.50

KNOW

The Manufacturer by His Products:

- BOWLING ALLEY
- BIG SHOW
- DRUM MAJOR
- BORDER TOWN
- SCORE-A-LINE

Check your collections and re-sale values! That's the proof of Gottlieb superiority!

D. GOTTLIEB & CO. 2736-42 N. Paulina St. CHICAGO, ILLINOIS

GET OUT FROM BEHIND

the 8 ball!

POOL BOWLING

100% LEGAL

See Your Distributor or Write Direct! \$99.50

POOL BOWLING MFG. CORP., STEGER, ILL. Chicago Phone: Intercoast 9760 (direct to factory)

All A-1 Reconditioned Ready To Operate

COUNTER GAMES	
3 DAVAL RACES	Each \$3.00
3 REEL RACES	3.00
2 ROYAL FLUSH	3.00
1 DRAW "21"	4.00
1 CENT-A-PACK	5.50
2 HEADS OR TAILS	12.00

LEGAL EQUIPMENT	
3 BALLY ALLEY (1939)	\$37.00
2 SKEE-BALL-ETTE (1940)	75.00
2 EVANS TEN STRIKE (1939)	50.00

Terms: 1/3 Deposit, Balance C. O. D. Write for Prices on All New Pin Games, Counter Games and Automatics. Distributors for MILLS PHONOS, GAMES AND SLOTS, ALSO OTHER MANUFACTURERS. OLIVE NOVELTY CO. 2625 Lucas Ave., St. Louis, Mo. (Phone: Franklin 3620)

HAVE ON HAND

Some slightly used Keeney Black Cabinet Anti-Aircraft Guns. Guaranteed perfect condition. Price \$110.00. Terms: 1/3 cash with order, balance C. O. D. with delivery.

SKILL AMUSEMENT, Inc. 419-421 Oriental Ave., Atlantic City, N. J.

WE ARE

DISTRIBUTORS FOR

Bally RAPID-FIRE

Immediate Delivery on This Sensational Machine Gun

Wire, Write, or Phone Us Your Order Today.

GRAND NATIONAL SALES COMPANY

All Phones—Humboldt 3420

2300-08 Armitage Ave., Chicago

FREE PLAY GAMES

Commodore	\$24.50
Jolly	34.50
Super Six	24.50
Thriller	14.50
Triumph	19.50
Mascot	37.50
Short Stop	45.00
O'Boy	35.00
Follies	29.50
Roxy	35.50
Score Champ	35.50
Sporty	47.50
Big Show	32.50
Home Run	37.50
1/3 With Order, Balance Shipped C. O. D.	79.50

WESTERN'S SENSATIONAL GAME

TOT

WORLD'S SMALLEST TOKEN PAYOUT AND BIGGEST MONEY-MAKER \$24.95

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate.	1/3 Cash With Order, Balance C. O. D.
Seeburg Classic Marbleglows	\$179.50
Seeburg 1938 Crowns	139.50
Seeburg 1938 Regals	129.50
Seeburg 1938 Gems	119.50
Seeburg 1939 Plazas	139.50
Seeburg Rexes	64.50
Rock-Ola Monarchs	99.50
Rock-Ola Windsors	79.50
Wurlitzer 500s	\$159.50
Wurlitzer 600s	129.50
Rock-Ola 1939 DeLuxe, Late Model	159.50
Rock-Ola 1939 DeLuxe, Early Model	149.50
Rock-Ola '39 Standard Late Models	144.50
Rock-Ola Imperial 20s	49.50
Wurlitzer 616s	59.50
Wurlitzer 412s	39.50

Write for Our Special List Listing Over 500 Reconditioned Machines. BADGER NOVELTY CO., Milwaukee, Wis.

AMERICAN EAGLE



World's Smallest Fruit Symbol Ball With Automatic Token Award.

ON 10 DAYS' FREE TRIAL Samples \$32.50

10 for \$275 Ball Gum Mod. \$2 Extra B.A.L. GUM 15c per Box 100 Pieces; Case of 100 Boxes, \$12.75

1/3 Dep., Bal. C. O. D.

SICKING, INC.

1401 Central Pkwy. CINCINNATI, O.





BANDWAGON

ANOTHER SMASH HIT BY GENCO!

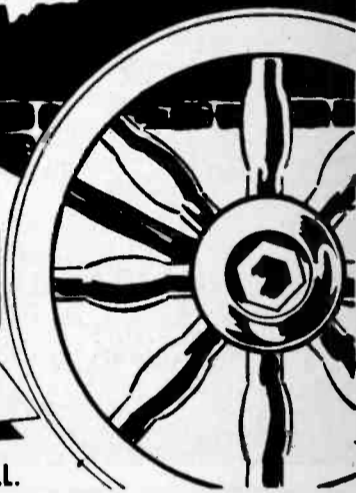
... 4 ways to win ... 1000 ways to thrill the player! BANDWAGON combines the year's greatest new features into the liveliest display of "come on" action you've ever seen. HOP ON THE BANDWAGON AND WATCH YOUR PROFITS RIDE HIGH! Don't delay—rush your order TODAY!

\$104.50
F.O.B. CHICAGO
FREE GAME CONVERTIBLE

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.



ANGOTT'S TRIPLETS

The best money makers on the market among today's games. Earning power limited only by the number you buy. Revenue so steady that high trade-in value is assured.

- GENCO BAND WAGON
- GOTTLIEB THREE SCORE
- MILLS V. P. SLOTS
- PHONOGRAPHS & BELLS

Ready for immediate delivery.

ANGOTT SALES CO.

3166 Cass Ave. Detroit, Mich.

IMMEDIATE DELIVERY ON

Bally RAPID-FIRE

The Sensational New Machine Gun

AJAX NOVELTY CO.

J. A. PASSANANTE V. CHRISTOPHER M. Y. BLUM
2707 Woodward Ave., at Sproat St., Detroit, Mich.



BERT LANE Says:

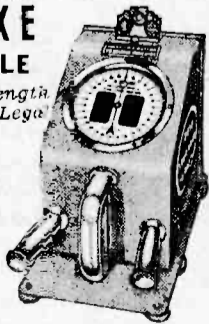
BANDWAGON Is Going BIG!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

Back in Production BY POPULAR DEMAND! DE LUXE GRIP SCALE

3-WAY Strength Tester - 100% Legs
Has Button Indicator Control for competitive play... Tension Adjustment... Bell Adjustment... Non-Clog Slot... 6-Suction Cup Base! Metal Stand. **\$19.50** Immediate Delivery.



D. GOTTLIEB & CO.
2736-42 N. Paulina St. Chicago

These are America's Greatest BUYS!

All Baba	\$22.50	Nippy	\$20.00
Big Six	15.00	1-2-3	59.50
Box Score	12.50	Pylon	59.50
Brite Spot	57.50	Red Hot	32.50
Chevron	15.00	Score Champ	37.50
Chief	12.00	Short Stop	45.00
Doughboy	47.50	Sports	22.50
Flagship	29.50	Stop & Go	12.50
Flash	14.50	Summertime	59.50
Lancer	24.50	Super Six	29.50
Lucky	29.50	Topper	19.50
Lucky Strike	35.00	Triumph	29.50
Major	14.50	Wings	59.50
Merry Go Round	52.50	Yacht Club	57.50

\$65.00 BUYS

EVANS '39 TEN STRIKES

CHICKEN SAMS
With Stands

SKEE-BALL-ETTES

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



Our Used Games are shipped out looking like new and acting like new.

WRITE FOR "NATIONAL'S NEWSLETTE" PACKED WITH GREAT BUYS SUCH AS:
FREE PLAYS!
Conquest. \$15.75 Triumph. \$27.75 Lancer .. 24.75
SPECIALS!
BALLY ALLEY \$29.00
PHONOGRAPH BUY!
Seeburg Symphonolas, Models A, B, D, F. only \$29.50 Each
5% Off for Full Cash With Order

Just two things to do if you want CREDIT:
1. Send your order and 10% Dep.
2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

SPECIALS!

1/3 Deposit, Balance C. O. D.

Evans Ten Strikes, '39 Model	\$75.00
Bally Alleys	34.50
Western Baseballs, '39 Models:	
Payouts	65.00
Combination	75.00
Mills Dancemasters, \$14.50—2 for	25.00
Rockola 12, \$22.50—2 for	40.00
Rockola Windsor	69.50
Wurlitzer P-12, \$22.50—2 for	40.00
Wurlitzer 4-12	29.50
Mills Deluxe Dancemasters	19.50
Wurlitzer 24-A	69.50
Wurlitzer 616-A	59.50
Rockola 12, Rhythm King	24.50
Rockola 16, Rhythm Master	34.50
Rockola Imperial 20	59.50

WRITE FOR NEW PRICE LISTS!
MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.
MILWAUKEE, WISCONSIN

OPERATORS, WRITE...

H. G. PAYNE COMPANY
312-314 Broadway, NASHVILLE, TENN.
For Weekly Bargain Lists. Most Complete Stock of New and Used Coin Machines in the South.



Chicago Coin's
NEW

DIXIE

The Big Surprise From Coast to Coast!

A SENSATIONAL SUCCESS FROM THE VERY FIRST DAY

Chicago Coin Games Have
HIGHEST
Trade-in Value!

- | | |
|---|--------------------------------------|
| 1. Sequence Type Game Plus High Score | 5. Spotter Bumper Completes Sequence |
| 2. ONLY 5 Sequence Numbers | 6. Pin Type Score Bumpers |
| 3. Mystery 1000 to 5000 Bumpers | 7. Special Free Game Pin Bumper |
| 4. Mystery 1 to 5 Free Games Bumpers (When Lighted) | 8. New Type Catalin Bumpers |

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

NATIONAL'S SPECIALS!

PHONOGRAPHS

Wurlitzer 500s\$159.50
Wurlitzer 600s, with Keyboard159.50
Rock-Ola 1939 De Luxe, Used149.50
Rock-Ola Standards, 20 Rec.145.00
Rock-Ola Monarchs, 20 Rec.82.50
Wurlitzer 616-A's, 18 Rec. with Grille55.00
Rock-Ola Ambassadors, 18 Rec.35.00
Rock-Ola Standards, 12 Rec.28.00
Wurlitzer 312s, 12 Rec.24.00

5-BALL FREE PLAY GAMES

Bally Gold Cup, Console\$79.50	Pickems\$19.50
Bally Gold Cup, Table Mod.69.50	Golden Gates19.50
Mills 1-2-3s67.50	Keen-a-Balls19.50
Cadillacs55.00	Dandys19.50
Triumphs39.00	Pyramids19.50
Big Shows39.00	Spotems19.50
Mr. Chips29.50	Airports18.00
Champions24.50	Rinks17.50
Big Sixes24.00	Rebounds17.50
Vogues22.50	Bubbles15.00
Scoops22.00	Chevrons15.00
Lot-o-Funs20.00	Lot-o-Fun, Reg.10.00

PAYOUTS

Grandstands\$79.50
Thrilldowns69.50
Mills 1-2-3s, reverse reels with Bally Payouts24.00
Sport Pages57.00

SLOTS

25 Mills Cherry Bells, Late Serials, 50 Play, Ea.\$44.50
Mills Q.T., 10c Pl., Green Fronts27.50
Groetchen Columbias, Gold Award, Front Payout28.50
Mills Vest Pockets27.50

MISCELLANEOUS

Bally Alleys\$30.00
Rock-Ola World Series45.00

WRITE FOR PRICES

SEND FOR COMPLETE LIST OF FREE PLAY NOVELTY GAMES, COUNTER GAMES, SLOTS, PHONOGRAPHS, ETC.
Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

Mills Four Bells in Demand

CHICAGO, Sept. 7.—"It has been very interesting," states Art Cooley, of the Mills Novelty Company, "for us to watch the progress of the Four Bells machine. Four Bells was first put on the market in a small way last fall and we have probably devoted less effort to it than to some of the machines we have developed in the past.

"However, Four Bells is a type of machine that needs no special promotion. It starts in a small way in a new territory and its popularity increases to the point where locations simply will not be satisfied with anything else.

"The first Four Bells put on the market were tried out in two small sections in Illinois and Wisconsin. There are now hundreds of these machines in an area of several hundred miles around the places where these were first tested.

"For a long time we were shipping quantities of Four Bells into one section of Ohio. Now the machine is being used in practically every county thruout the State. Originally we figured this machine would be strictly a club model, but as its popularity increases it is being used in general operation in practically all the locations which formerly handled regular bell machines."

Heavy Orders for Exhibit Landslide

CHICAGO, Sept. 7.—"Landslide, announced after exhaustive location tests as the surprise game of the year, now enjoys the reputation of being today's leading money-getter, according to operators' reports from Coast to Coast," say Exhibit officials.

"The announcement of this new Exhibit game brought the usual rush for samples, but the deluge of repeat orders that started immediately and continues without a let-up in sight tells the story that cash-box results are most gratifying to operators. Landslide not only gets a terrific early play but is a long-life game netting steady returns week after week.

"Production on Landslide continues at top speed, as all orders are shipped in the rotation received," they concluded.

Evans'

JUNGLE CAMP

You Asked For It—
Here It Is!

- 4 MODELS
- For All Territories!
- FREE PLAY**
(straight)
- FREE PLAY**
(mint vendor)
- FREE PLAY**
(convertible)
- PAYOUT MODEL**



Fastest, most appealing console of its size ever built! Occupies less than 4 sq. ft. floor space! High Speed Spinner-lite action, Galloping Dominoes' proven mechanism—no experiment—absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Plays to 99! Slug-proof single slot. NOW IN PRODUCTION.

LOW PRICE!

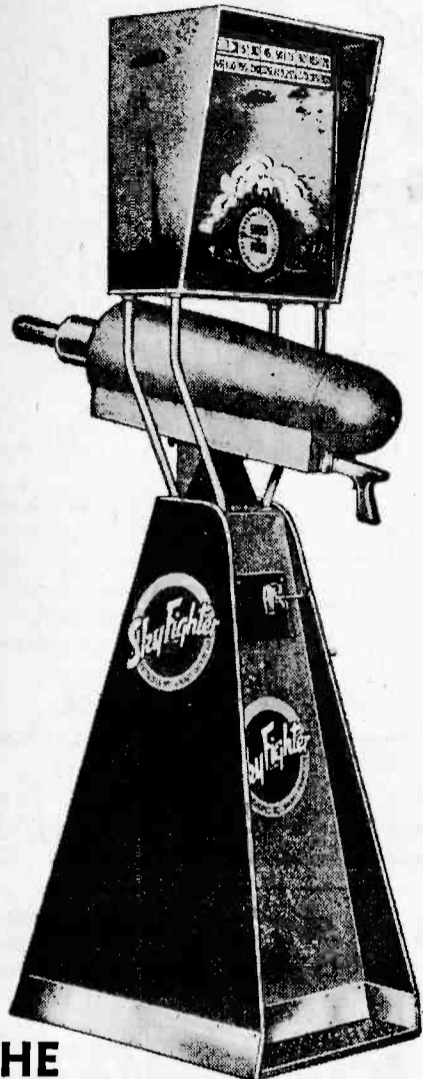
H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.



SKY FIGHTER

TRADE MARK
U. S. Patent No. 2,212,257, Other Patents Pending.



THE ALL-AMERICAN CHOICE!

There's no doubt of it now — all over America Mutoscope's SKY FIGHTER has proven that it makes BIG MONEY . . . keeps on making money steadily for many months on the same location . . . and is so STAUNCHLY AND CAREFULLY BUILT THAT IT GIVES LASTING SERVICE! With so many undeniable advantages, SKY FIGHTER stands out as the anti-aircraft machine gun that stands up — in PROFITS as well as PERFORMANCE! SKY FIGHTER'S timeliness for war shooting practice helps you CASH IN . . . its try-try-again appeal and durability mark it as one of the finest, surest investments ever to startle the industry. GET INTO ACTION NOW — with SKY FIGHTER! It's making records from Maine to California!

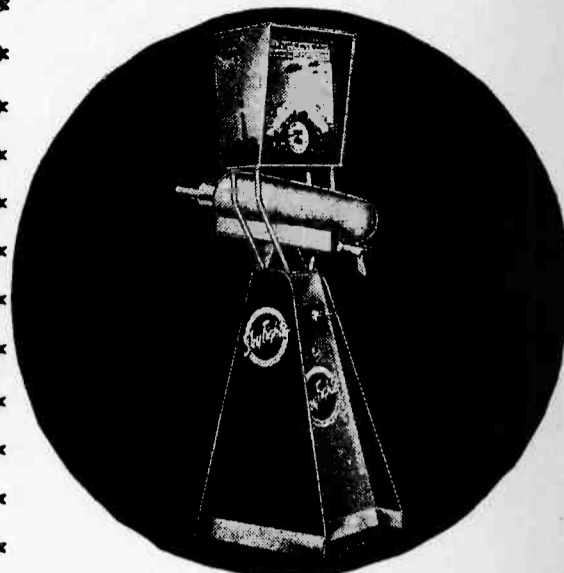
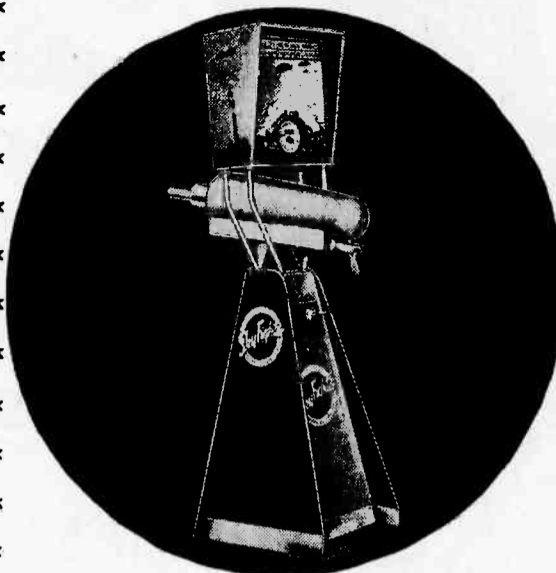
Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 Eleventh St.,
Long Island City, New York

RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!

SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

SKY FIGHTER can be placed flush against the wall! Requires no special set up—doesn't interfere with traffic in a location . . . because it's all one compact portable unit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire, phone your order immediately to:

R-rat-a-tat-tat—the machine gun spits split-second charges at zooming enemy planes! A hit!—and the plane screeches into a breath-taking, flaming, tailspin! SKY FIGHTER is a super thriller—the nearest thing to the real action of an anti-aircraft gun! They can't resist it! MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire, phone your order to:

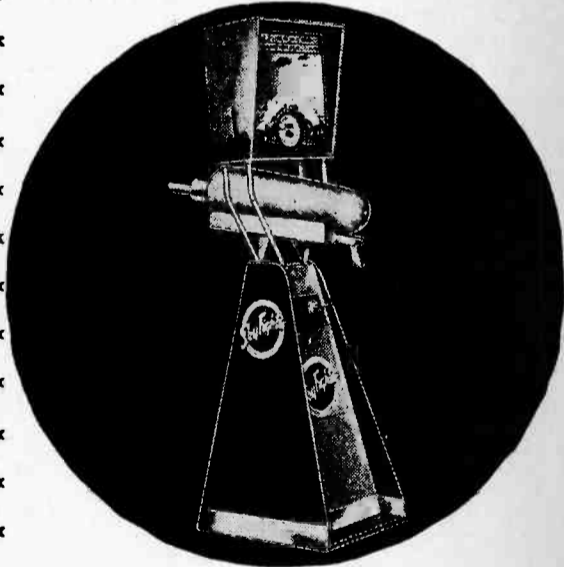
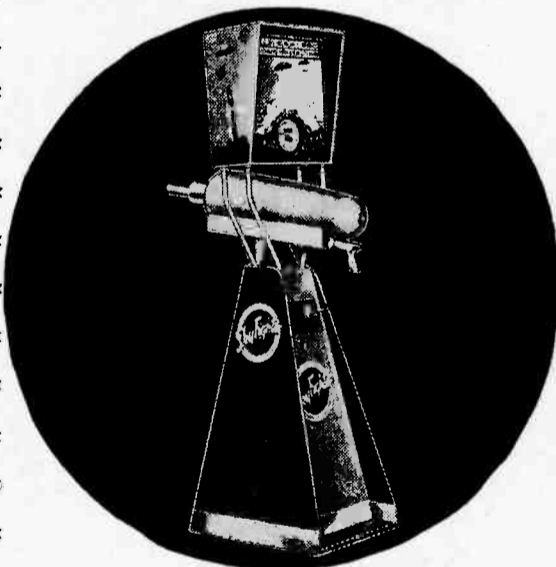
THE VENDING MACHINE CO.
Fayetteville, N. C.

HANKIN MUSIC CO.
258 Pryor St., S. W., Atlanta, Ga.

SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



TROUBLE-FREE OPERATION . . . PROVEN!

MAKE MONEY FOR MONTHS ON THE SAME LOCATIONS!

SKY FIGHTER is built as carefully as a fine car—gives the most perfect performance. Proof of this fact is in the solid season of trouble-free operation of SKY FIGHTERS at the New York World's Fair—where 41 machines are kept going sixteen hours a day. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

Many operators tell us in bona fide reports that SKY FIGHTERS are maintaining their appeal month after month ON THE SAME LOCATIONS! That shows why SKY FIGHTERS stand out as the machines that stand up! It's an investment that pays and pays and pays. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

MODERN VENDING CO.
656 Broadway, New York
822 5th St., Miami Beach, Fla.

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

P. S. The greatest ideas in money-making operations ever developed are the batteries of SKY FIGHTERS on the two most expensive locations in the phenomenal earnings on these locations PROVE that a "Blitzkrieg" barrage of SKY FIGHTERS, in the busy sections of ANY CITY, will make a

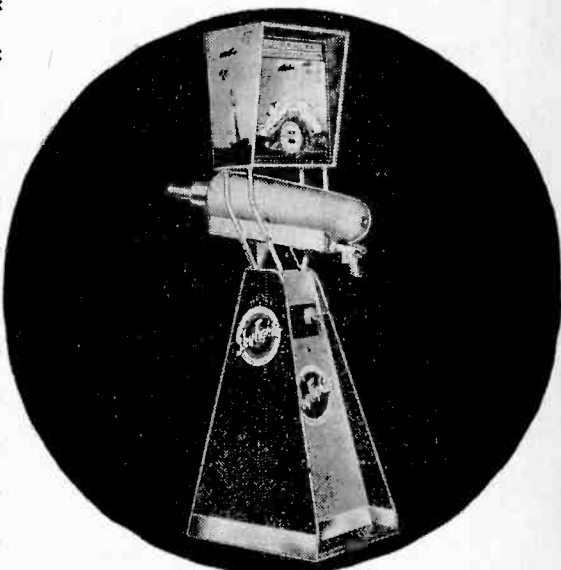
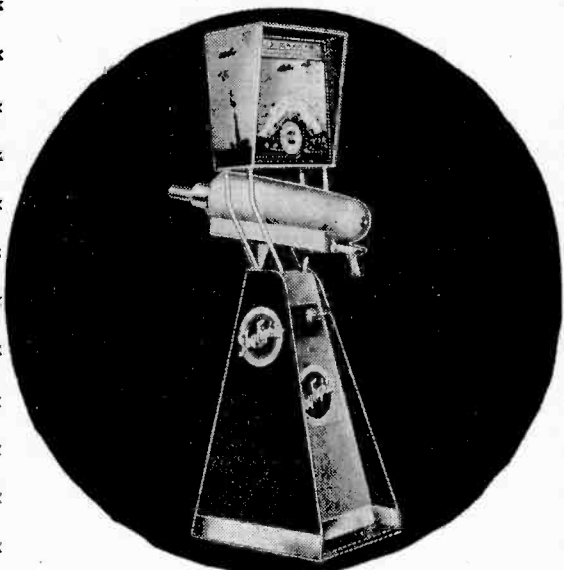
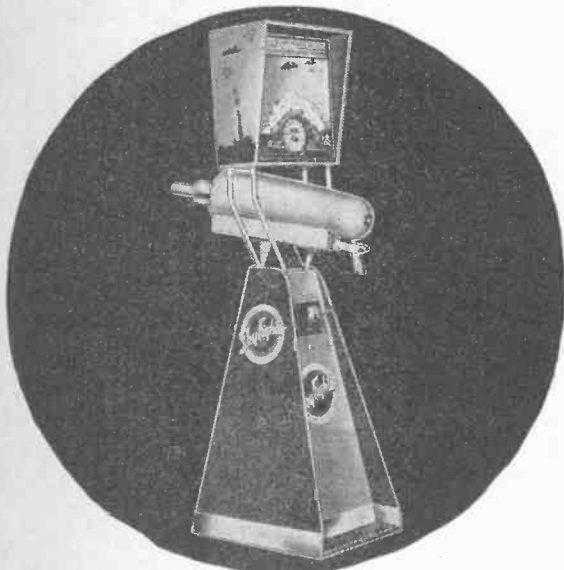


SKY FIGHTER*SKY FIGHTER*SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



BUILT TO LAST—LIFETIME CONSTRUCTION!

***NO "HANG-OUT" SCREEN . . . HAS*
*LARGE BUILT-IN TARGET!**

NO PHOTO ELECTRIC CELLS!

There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR . . . all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:

No sir—NO SCREEN ON MUTOSCOPE'S SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY, and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine . . . another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:

K. C. NOVELTY CO.
319 Market St., Philadelphia, Pa.
Phone: Market 4641 — Market 9953

A. P. SAUVE CO.
3002-3004 Grand River Ave.,
Detroit, Mich.

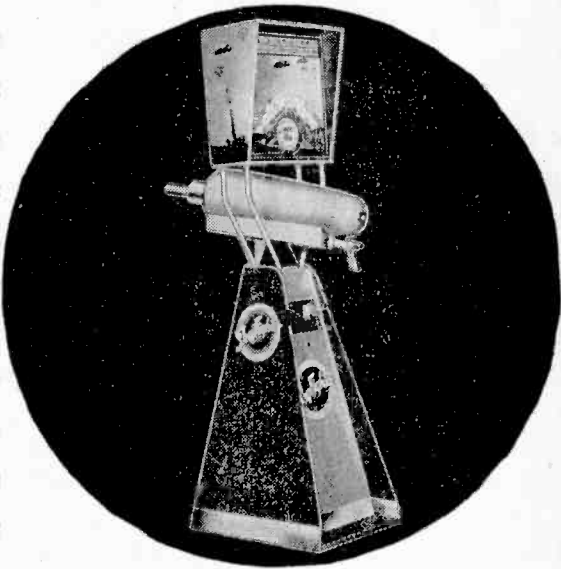
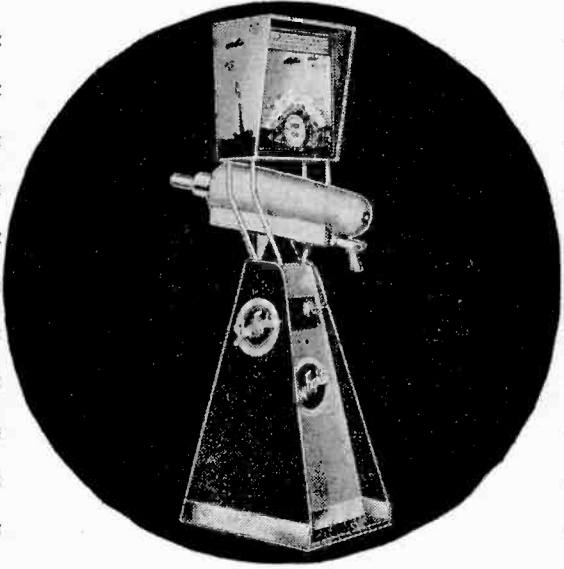
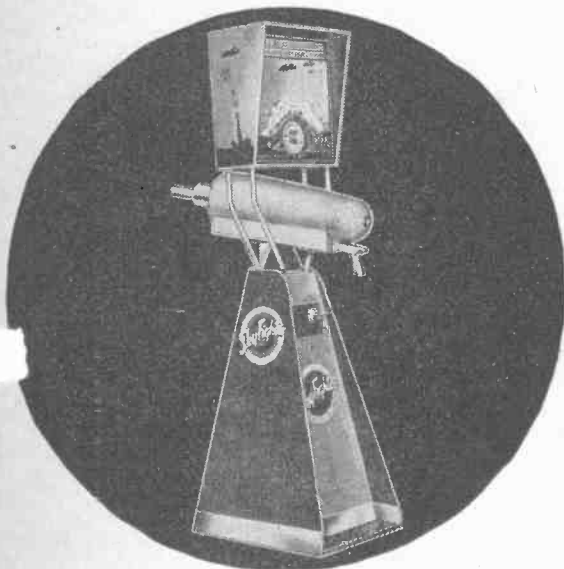
MILLS SALES CO., LTD.
* 1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
* 1325 S. W. Washington St., Portland, Ore.
Exclusive Distributors on the Pacific Coast

SKY FIGHTER*SKY FIGHTER*SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



SAME FLOOR SPACE AS PIN GAME!

300 THRILLING SHOTS IN 30 SECONDS!

300 POSSIBLE HITS!

SKY FIGHTER requires only 23"x30" of floor space for the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

Imagine, if you can, the heart-stopping thrills of 300 shots IN ONLY 30 SECONDS. That's ACTION, with a capital "A" . . . and that's what makes SKY FIGHTER one of the greatest repeat play getters the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER . . . the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:

SQUARE AMUSEMENT CO.
88-90 Main St., Poughkeepsie, New York
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.

DENVER DISTRIBUTING CO.
1856-58 Arapahoe St.,
Denver, Colo.

J. H. WINFIELD CO.
1022 Main St., Buffalo, N. Y.

world—the New York World's Fair and the "Blitzkrieg" Sports Arsenal of 18 SKY FIGHTERS in the busiest area of Broadway, New York City. Absolutely barrel of money. Why don't you get into action with SKY FIGHTERS in this way in YOUR TERRITORY?

\$30 TO \$60 A WEEK!

"RAPID-FIRES earning \$30 to \$60 a week—net profit," reports a Michigan operator. "Players stand in line to play!"

\$16.80 DAILY NET!

"All RAPID-FIRES here," writes a New York distributor, "are averaging \$16.80 daily net and next check-up will probably show increase."

EARN \$15.00 A DAY!

"My RAPID-FIRE," reports a Chicago operator, "are all doing approximately \$15.00 a day—net profit."

\$37.75 IN 2 DAYS!

"RAPID-FIRE, in a small neighborhood tavern, earned \$37.75 net the first 2 days on location."

\$295.75 IN 3 WEEKS!

"\$295.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports an Illinois operator. "All profit, too—no awards."

DAILY NET \$12.00

"Daily net on RAPID-FIRE machines," reports a Detroit distributor, "is \$12.00—consistently maintained now for 6 weeks."

AVERAGE \$20 A DAY!

"Average earnings for RAPID-FIRE," a Cleveland operator reports, "is \$20 daily—that's net to split between location and me."

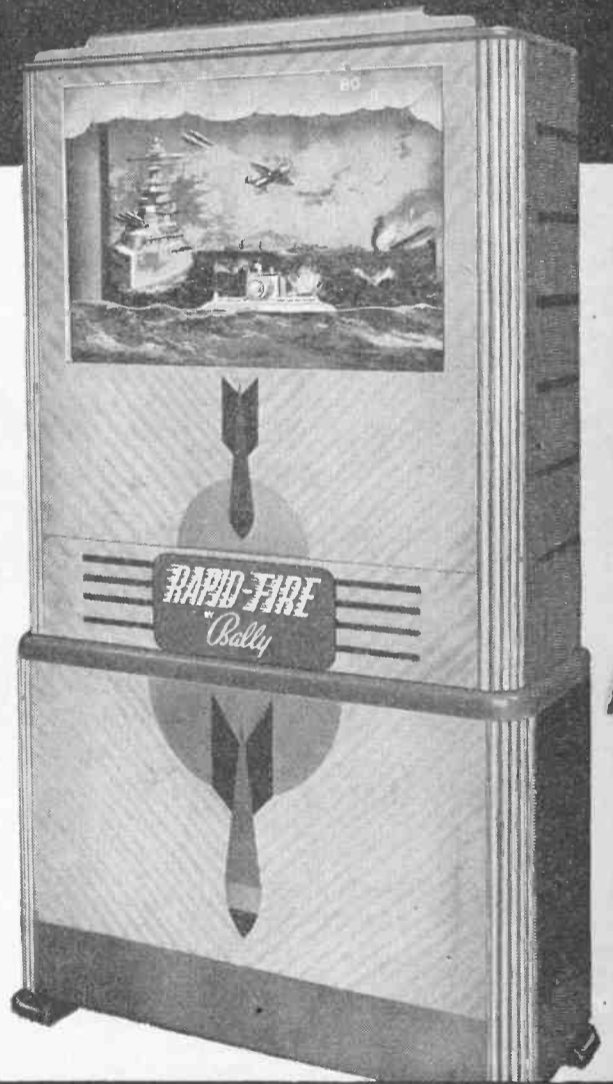


NOW HUNDREDS of machines on location—for periods ranging from two to ten weeks—and in every section of the country, every type of spot—prove that this realistic machine gun—firing 100 shots in 15 seconds at a diving submarine target—is the greatest money-maker in the history of amusement games.

QUICK DELIVERY is assured the operator who acts now to get his share of the big RAPID-FIRE money. Delay dooms you to disappointment—because big volume repeat orders are now pouring in. Start a RAPID-FIRE route now and start earning the biggest, steadiest, surest, safest profit of your life!

See your nearest distributor or write or wire direct to factory.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO



Bally **RAPID-FIRE** MACHINE GUN
WITH DUCKING, DIVING
SUBMARINE TARGET

House of Hassou
 Wine Reception
 20, 1940

LUCES ICE CREAMERY
 R. E. LUCES, Prop.

CARL'S CHILE KITCHEN
 4744 MONTGOMERY RD.
 NORWOOD, OHIO

MARLOW GRILL
 RESTAURANT BAR FOUNTAIN
 IRONTON, OHIO

Rock-Ola Manufacturing Company
 Chicago, Illinois
 Gentlemen:
 My phonograph sales weekly were six dollars.
 Since we installed Rock-Ola Super Deluxe Fall
 boxes, our business increased to thirty dollars weekly.
 This increased success for us is due solely to the
 Rock-Ola beautifully designed wall boxes and the service
 installation by Robert Abner and your factory men.
 To recommend your phonograph and especially
 installation to all Rock-Ola continued success.
 Yours truly,
 Fred H. King

Rock-Ola Manufacturing Corporation
 Chicago, Illinois
 Gentlemen:
 My wall boxes recently installed have increased
 the income from my Luxury Lightup Phonograph more than 80%.
 Lucas Ice Creamery
 R. E. Lucas

Hill Music Company
 200 W. Court St.
 Cincinnati, Ohio
 Gentlemen:
 In reply to your inquiry as to how I like the Rock-Ola Dial-a-Tune
 boxes please be advised that I have found them advantageous in a
 number of ways. I'll mention a few below:
 1. The gross income has multiplied by approximately five.
 2. The attractiveness of them have aided in my fixtures.
 3. The have increased my business by holding my patrons
 longer.
 Hoping this will furnish you with the desired information I am
 very truly yours,
 CARL'S CHILE KITCHEN
 Carl Williams
 Prop.

Rock-Ola Manufacturing Company
 Chicago, Illinois
 Dear Sir:
 Since installing the Dial-a-Tune Remote Control in our
 business we have increased our income from the Rock-Ola Phonograph and
 Dial-a-Tune boxes installed and the Rock-
 Ola is kept playing almost constantly. We were more than
 pleased.
 Sincerely yours,
 Arthur Grill

Little Dutch Inn
 214 NORTH SIXTH AVENUE
 YAKIMA, WASHINGTON

Rock-Ola Manufacturing Company
 Chicago, Illinois
 Gentlemen:
 By installing a Rock-Ola Luxury Lightup system
 in my business I have increased my business and
 increased at least 40%. Customers enjoy this system very
 much.
 Fred H. King

GESLER HOTEL
 AND VIENNA GRILL
 LOCATED IN THE HEART OF THE CITY
 CINCINNATI, OHIO JULY 16, 1940.
 TO WHOM IT MAY CONCERN: BE PLEASED
 TO STATE THAT SINCE WE HAVE INSTALLED
 THE ROCK-OLA REMOTE CONTROL SYSTEM
 OUR BUSINESS HAS GAINED MOMENTUM.
 THE INSTALLATION HAS PROVEN VERY SATISFACTORY
 & WE DO NOT HESITATE TO RECOMMEND
 THE INSTALLATION OF SAME, WHICH IS INDEED
 AN ASSET BEYOND EXPRESSION.
 TRULY,
 Fred H. King

More Proof that ROCK-OLA DIAL-A-TUNE

Makes More Money

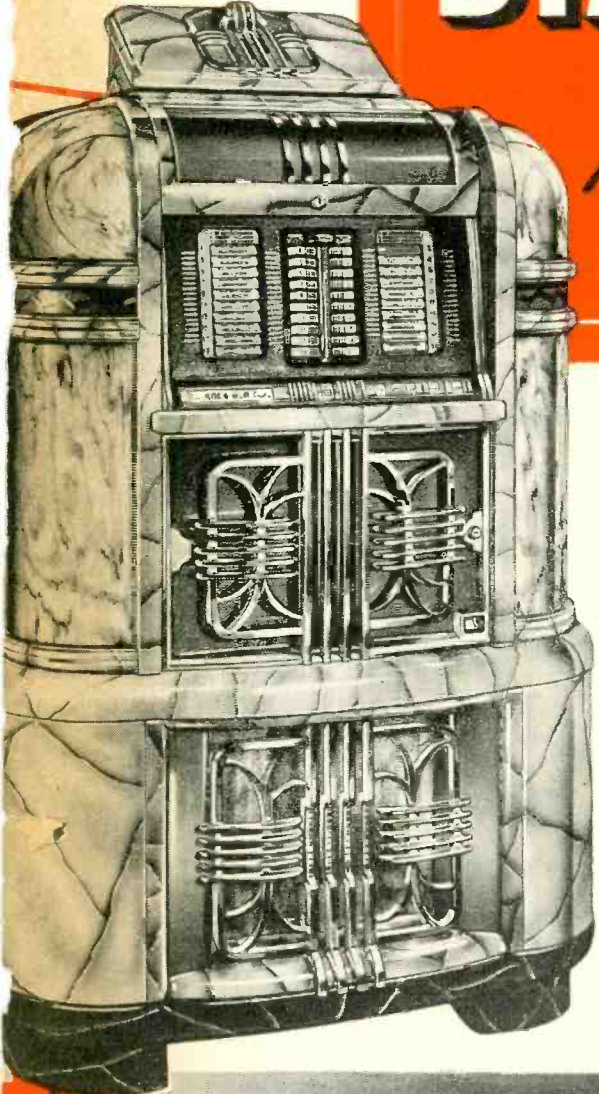


ROCK-OLA
 Wall Box



ROCK-OLA
 Bar Box

a perfect
 set-up for profits—
ROCK-OLA DIAL-A-TUNE
 and
Luxury Lightup
PHONOGRAPHS



Locations and operators agree that a Rock-Ola Luxury Lightup
 Phonograph earns more money because of its unusual eye
 appeal plus mechanical perfection. And now, comes proof from
 all over the country that Rock-Ola's Dial-A-Tune Remote Control
 is pushing earnings to still greater highs. That's why
 you hear everywhere, "Rock-Ola Luxury Lightup Phonographs
 and Dial-A-Tune is the perfect set-up for more profits."



ROCK-OLA
 Super
 Rockolite
 Finish

Rock-Ola Manufacturing Corporation
 800 NORTH KEDZIE AVENUE, CHICAGO

HERE'S WHY LOCATIONS DEMAND
WURLITZER PHONOGRAPHS
 ... WHY PEOPLE WANT
WURLITZER MUSIC

Wurlitzer is the only name in the Automatic Phonograph industry that stands for music in the minds of everybody, everywhere. On this page are shown some of the reasons for this prestige—reasons why Wurlitzer Phonographs get the most play—take in the most money—outsell all other makes combined.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA Victor Co., Ltd., Montreal Quebec, Canada.

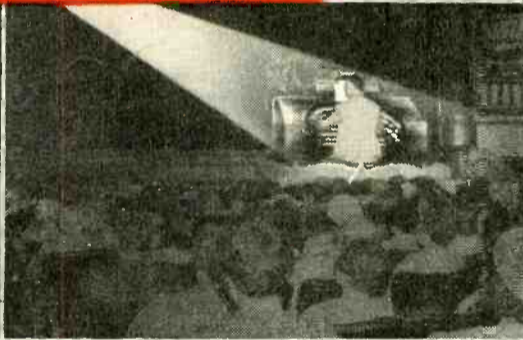
A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



EVERY DAY THOUSANDS OF PEOPLE PATRONIZE WURLITZER STORES IN LEADING CITIES



EXTENSIVE ADVERTISING OF WURLITZER PIANOS, ACCORDIONS AND RETAIL STORES IDENTIFIES THE NAME "WURLITZER" WITH MUSIC



MILLIONS OF PEOPLE ARE THRILLED WITH THE MUSIC OF THE MIGHTY WURLITZER ORGAN IN THE WORLD'S LEADING MOVIES



WURLITZER IS THE WORLD'S LARGEST ACCORDION MANUFACTURER



WURLITZER SCHOOLS OF MUSIC GIVE INSTRUCTIONS TO THOUSANDS OF BOYS AND GIRLS



WURLITZER STUDENT BANDS ARE KNOWN FOR THEIR PUBLIC APPEARANCES FROM COAST TO COAST



WURLITZER IS ONE OF AMERICA'S LARGEST MANUFACTURERS OF PIANOS

*Let WURLITZER'S
 FAMOUS NAME
 GET AND HOLD THE
 BEST LOCATIONS
 FOR YOU*

SOLD ONLY TO MUSIC MERCHANTS