

# The Billboard

The World's Foremost Amusement Weekly

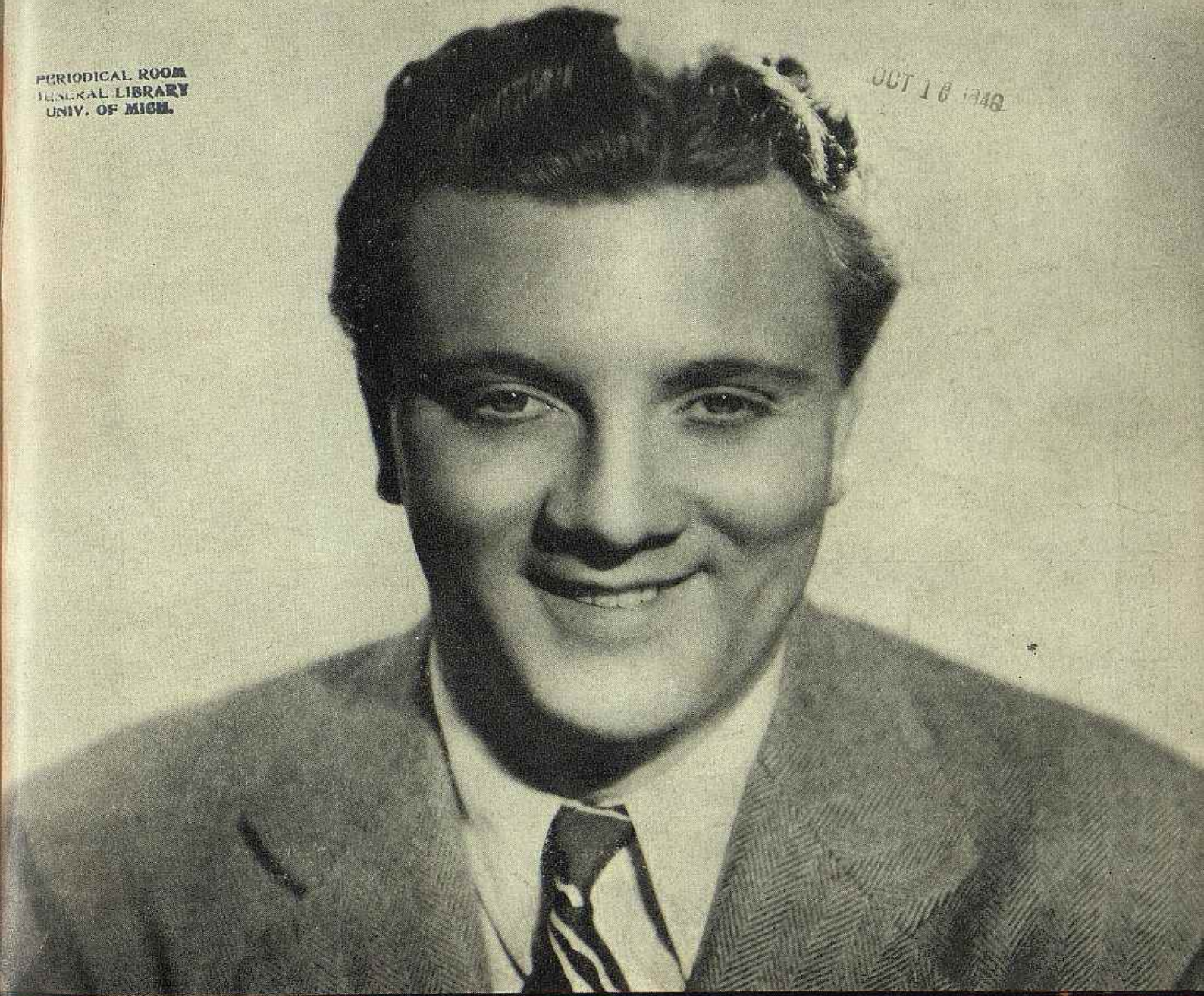
OCTOBER 19, 1940

15 Cents

Vol. 52. No. 42

PERIODICAL ROOM  
MUSICAL LIBRARY  
UNIV. OF MICH.

OCT 18 1940



DICK TODD

—Bloom Photo



# 6 Big Reasons why The Billboard

Music Coverage EVERY WEEK  
Is Tops for Orchestra Leaders,  
Singers, Retailers of Music, and  
Music Machine Operators.



- MUSIC POPULARITY CHART**—The BEST SELLING RETAIL RECORDS and SHEET MUSIC BEST SELLERS are listed Nationally as well as Regionally according to East, West Coast, South and Midwest. SONGS WITH MOST RADIO PLUGS are listed showing position held last two weeks, which indicates whether number is going up or coming down. Records most popular on Music Machines are also listed.
- SERVICE FEATURES INCLUDE SELLING THE BAND,** a weekly review of outstanding exploitation, promotion and showmanship ideas being used by foremost bands. ROUTES of approximately 500 orchestras are listed in every issue. BANDS ON TOUR are listed when ADVANCE bookings of orchestras are available.
- COMPLETE REVIEW COVERAGE** includes "ON THE STAND"—authoritative reviews of bands on location, in hotels, night clubs, ballrooms, theaters. ON THE AIR—reviews of orchestras on dance romotes. ON THE RECORDS—detailed reviews of LATEST RELEASES stressing the COMMERCIAL VALUE (not artistic performance) of RECORD RETAILERS AND COIN PHONOGRAPH OPERATORS.
- COMPLETE NEWS COVERAGE—EVERY WEEK** what's new in the music world INTERPRETED IN TERMS OF ITS EFFECT ON THE BAND BUSINESS. Complete coverage of union, publisher, performing rights societies, band management and booking activities.
- WEEKLY COLUMNS** are "ORCHESTRA NOTES"—pertinent facts on music business in capsule form. "TALENT AND TUNES ON MUSIC MACHINES"—news of recording bands of importance to coin phonograph operators.
- GROSSES**—Ballroom and theater grosses and attendance figures INCLUDING COMPARISONS WITH OTHER BANDS AT THE SAME SPOTS.

## RECORD ARTIST



Bing Crosby

The Billboard "Music Popularity Chart" feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc.

## RETAILER



Lottie Cozart  
Wustitzer Music  
Stores

The Billboard "Music Popularity Chart" is a swell idea. Grand help to me in keeping my stock complete on the fastest selling numbers.

## OPERATOR



Harry Cohen  
Ohio Specialty Co.

We depend upon The Billboard "Record Buying Guide" and "Music Popularity Chart" to supply us with information on popular tunes that helps us get the maximum return on our investment in Music Machines.



# The Billboard

The World's Foremost Amusement Weekly

Vol. 52  
No. 42

October 19,  
1940

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.

## NEWSPRINT STAR-MAKERS

### Burly Uses Air Exploitation in St. Louis Campaign

ST. LOUIS, Oct. 12.—Burlesque has taken to local radio as an exploitation ad. Beps of the Izzie Hirst burly circuit determined to try the airwaves as a result of increased difficulty in grabbing space in dailies.

First publicity man, Eddie Jaffe, worked on both a plug and paid basis. Program causing most comment was a 15-minute airer over WTVM, which presented a running history of burlesque. Bought into the script was the Garrick Theater. A bell tolled for every burlesque star who had been stolen by stage and screen, and the star's name was solemnly read. Program concluded with an imaginary opening at the Garrick, with "leading strip-teasers present in spirit and sending telegrams," according to Jaffe.

Another program was aired over KXON's *Hollywood Hi-Lighter* show, twice-weekly. Spot ads were used on several stations. The Grand Theater, run by H. K. Minaky, followed a course similar to the Garrick's and embarked on a heavy spot campaign.

Minaky was interviewed on several stations, as was Valerie Parks.

Opinion is that burly is on the air to stay in St. Louis.

### Stem Clean-Up Campaign Starts

NEW YORK, Oct. 12.—The drive to rid the Times Square sector of shady ladies, pickpockets, peddlers, and other questionable characters entered another phase with the meeting Thursday (10) of Broadway high minds at the Hotel Astor, when Deputy Commissioner Francis J. Kear, representing Police Commissioner Valentine, promised co-operation of his department.

The committee, under chairmanship of Robert Christenberry, manager of the Astor Hotel, reported that conditions had improved in the last two weeks. However, Max Cohen, of the Allied Theaters of New York, owner of several film houses on 42d Street, complained that the undesirables had simply moved over to the area surrounding his houses.

Agitations to clean up Broadway received an impetus two weeks ago when the Broadway Association, of which Fred Bright is managing director, together with theater managers and other property owners, set up this committee. At the first meeting squawks were registered that Broadway is in such a bad shape that people are afraid to attend shows.

Walter Reade, another theater owner, pointed out that the William Morris Agency abandoned an office on 42d Street because high-class clients would not deign to come to such a neighborhood. Reade also pointed out that attorneys steer clear of Times Square addresses.

Other squawks included beefs that drug stores in the sector are the stamping grounds for the undesirables.

At the meeting Kear pointed out that the police can make arrests but can't get convictions. He claimed that the flouters know the schedule of magistrates and time their activities accordingly. If a lenient magistrate is on duty they take a chance.

The meeting advocated setting up a committee to keep in contact with the police department. Bright intimated that a drive on open front stores would be the next step. He also said a confab

### Winchell Most Sought On Publicity Plugs

According to local press agents, plugs in the columns of the following syndicated writers mean the most to clients:

Walter Winchell, John Chapman, Ed Sullivan, Dan Walker, Louis Sobel.

Next come Leonard Lyons, Burns Mantle, L. L. Stevenson, George Tucker, Dale Harrison, and Ira Wolfert.

### Ringling Executors Must Post \$100,000

SARASOTA, Fla., Oct. 12.—Circuit Judge W. T. Harrison today ordered John Ringling North and his mother, Mrs. Ida Ringling North, to post a joint \$100,000 bond within 30 days to guarantee proper performance as executors of the estate of the late John Ringling.

Judge Harrison's decision reversed a previous ruling by County Judge Forrest Chapman in which the latter complimented the executors on their management of the estate and denied the State of Florida's petition that they be required to post bond.

The State, which sought the bond requirement as the principal beneficiary under the circus man's will, appealed to the Circuit Court.

Judge Harrison commended North on "showing marked ability in extricating the financial difficulties in which the estate was involved at the time of John Ringling's death," but found "there is reasonable ground to apprehend that the executors are mismanaging, diverting, and wasting the assets, or that they will mismanage, divert, and waste the assets of the estate."

The executors can still appeal to the State Supreme Court, but they must (See *Ringling Executors* on page 33)

### 13,000 at Garden Rodeo Opening Night; Only 19-Day Run for '40 Edition With Autry as 'Big Noise'

NEW YORK, Oct. 12.—Madison Square Garden chopped a full seven days from the 15th consecutive Championship Rodeo and it's now on a 19-day stretch after opening to a big paid-and-paper house of 13,000 on Wednesday night. Last year the management tried a 26-day show, longest on record anywhere, but proved that more doesn't come into the till than during a more moderate period. Last year was different, too, in that New York got part of the traffic of the baseball world series between the Yanks and Cincy and also a portion of the crowds headed back from or into Flushing Meadows. With the expo still around, it shouldn't hurt the chute-and-coral box offices over by Eighth Avenue.

The big noise in this edition is Gene Autry, the alfalfa-mannered star of blood-and-thunder films and Sunday airwaves, but his appeal for night audiences figures to be limited, being better suited to tackle the afternoon kid trade. However, the show may go on to annex terrific takes and the cracker-barrel

with License Commissioner Moss will be held soon on the burly situation.

Among those attending the meeting were Oscar Doob, Lewis Eric Ericson and Bob Weitman, Paramount; Ray Whitaker, Shuberts; Leon Goldstein, WMCA, and Arthur Mayer, Bialto.

### Acts Need Press Breaks From Stem Writers To Hit Stardom

NEW YORK, Oct. 12.—Any night club or vaudeville act seeking a national reputation must establish itself first in New York, according to a recent survey. This is not only because New York is the center of show business, but also because the publicity outlet from New York is national rather than local. While radio and picture talent can establish itself outside of New York because of the far-reaching publicity of the screen and broadcasting studio, the stage and cafe performer must come to Broadway, land a long-run engagement in a reputable spot or show, and secure consistent publicity.

Leading New York columnists are highly effective in the build-up campaign of a performer because of their wide, national readership and because, indirectly, they break down the barriers to exploitation breaks in national magazines and nationally circulated Sunday paper supplements, and gain an entrance into the offices of advertising agencies using performers in countless tie-ups.

Walter Winchell tops the list of syndicated columnists, his Broadway chatter appearing in 300 daily and weekly papers throughout the country. Ed Sullivan is also an effective publicity outlet, even though his New York column appears in only 17 papers. Two of those papers, however, *The New York Times* and *The Chicago Daily Tribune*, have a total circulation of about 5,000,000. This *New-Tribune* Syndicate also employs Dan Walker, whose column appears in 12 papers, and John Chapman, now the Hollywood representative, who is carried by 25 dailies.

Other syndicated columnists include George Ross, of *The New York World-Telegram*, whose outlet is currently six

Scrapps-Howard papers. He formerly appeared in 400 papers thru the NEA syndicate. Leonard Lyons, of *The New York Post*, is read in 22 papers; Louis Sobel, *Journal American-King Features* columnist, writes for 85; Ira Wolfert, of (See *STEM ENGAGEMENT* on page 31)

### Equity Wants Army Entertainment Jobs For Its Members

NEW YORK, Oct. 12.—If the U. S. War Department decides to establish planned and professional entertainment for the new conscripts, Actors' Equity wants some of the jobs for its members; and in furtherance of that design, Council has designated Maida Reade to confer with Washington officials immediately. Action was taken at Tuesday's meeting.

Union is reported prepared to organize flying troupes of actors and actresses for the presentation of plays, skits, and such, which would go to the furthest outposts of the army camps. Equity claims that its experience in presenting programs for the Civilian Conservation Corps qualifies it for the new development. The Equities on the CCC programs were primary relief roll members, and were paid the WPA scale. Council did not stipulate salary scale expected of the army on this new proposition.

### In This Issue

|                             | Pages |
|-----------------------------|-------|
| Broadway Beat, The          | 4     |
| Burlesque                   | 25    |
| Carnival                    | 31-38 |
| Circus and Corral           | 40-42 |
| Classified Advertisements   | 49-51 |
| Coin Machines               | 60-92 |
| Endorsement Shows           | 27    |
| Fairs-Expositions           | 43-45 |
| Final Curtain               | 29    |
| General News                | 3-5   |
| General Outdoor             | 59    |
| Hartmann's Broadcast        | 39    |
| Legitimate                  | 15-17 |
| Letter List                 | 52-53 |
| Magic                       | 26    |
| Music                       | 10-15 |
| Music Merchandising         | 60-71 |
| Night Club Reviews          | 20-21 |
| Night Clubs-Vaudeville      | 18-25 |
| Non-Theatrical Films        | 28    |
| Notes From the Crossroads   | 39    |
| Orchestra Notes             | 11    |
| Out in the Open             | 39    |
| Parks-Pools                 | 46-47 |
| Pipes                       | 57-58 |
| Possibilities               | 5     |
| Radio                       | 6-9   |
| Radio Talent                | 7     |
| Record Buying Guide         | 70    |
| Repertoire-Tent Shows       | 27    |
| Rinks-Skaters               | 48    |
| Sheet Music Leaders         | 12    |
| Show Family Album           | 50    |
| Songs With Most Radio Plugs | 12    |
| Sponsored Events            | 39    |
| Television                  | 5     |
| Thru Sugar's Domino         | 4     |
| Vaudeville Reviews          | 23-24 |
| Vaudeville Grosses          | 25    |
| Wholesale Merchandise-Pipes | 54-58 |
| World's Fair                | 30    |

**ROUTES:** Orchestra, page 14. Acts, Units and Attractions, 22 and 58. Dramatic and Musical, 22. Repertoire-Tent, 22. Ice Shows, 22. Burlesque, 22. Grandstand and Free Attractions, 58. Carnival, 59. Circus, 59. Miscellaneous, 58. Routes Received Too Late, 59. Events for Two Weeks, 58.



# FILMS EASE CLUB SCENES

## Night Spots Get Better Handling From Hollywood; Hays Office Aids

NEW YORK, Oct. 12.—A check-up among night club owners reveals a greater satisfaction with night club scenes in films than ever before. It seems that the Hays organization's many censorship rules have had the effect of minimizing offensive showings of night clubs and night club characters. A Hays spokesman says the films have been trying to make their night club scenes "more realistic" and therefore less lurid, and also that gangster films have been giving way to G-man films, which don't rely as much on night club scenes as the old gangster films. The general censorship code, administered in the East by Francis Harmon and in the West by Joseph Breen, apparently has had the effect of toning down night club sequences.

The code, for example, forbids women wearing gowns that are too revealing.

## Colorado Springs' Three Ice Shows

COLORADO SPRINGS, Colo., Oct. 12.—Three ice shows, spaced about two months apart, drew 19,700 patrons in eight days of showing at the Broadmoor Ice Palace, which is part of the swank Broadmoor Hotel here. Rink closed at the end of September after a five-month season, and, according to Willard Hanes, manager, will reopen the middle of November with a schedule which thus far lists only public skating sessions and hockey games. During season just over Mr. and Mrs. C. William Swallower handled the professional chores, and directed all the shows.

The three shows presented during the season were: *International Ice Revue*—May 3-5; 8,000 attendance; admission prices, 40 cents to \$2.24; principals, Fran Claudet, Osborne Colson, Frick and Frick, Idi Papez, Karl Zwack, Patty Vaith, Jack Micht, and Patty Sonnekson. *Broadmoor Ice Revue of 1940*—July 25-28; 6,700 attendance; admission prices, 45 cents to \$2.24; principals, Helnie Brock, Heddy Stenut, and Skippy Baxter.

*Gold Camp Gaieties* by the American Mining Congress—September 18-20; 5,000 attendance; admission prices, 45 cents to \$1.68; principals, Maribel Vinson, Douglas Duffy, Guy Owen, Edl Scholdan, and emcee Vance Graham.

## DICK TODD

(This Week's Cover Subject)

FOR a fellow whose parents hopefully thought of as an engineer, Richard James (Dick) Todd, born in Montreal August 4, 1914, is successfully doing things with his voice that he could never do with a slide rule.

He got his first crack at singing in the leading role of a home-talent show when he was but eight years old and retained his amateur standing until after graduation from McGill University. From knee pants singer to all-round college athlete, Todd successively became a salesman, then was in the advertising field—but switched over to his first love—singing.

In 1933 he auditioned in Montreal for radio and landed on the air waves to achieve considerable popularity in Canada. In 1935 he went to New York to make some recordings for RCA-Victor and also sang at the Glen Island Casino in New Rochelle as an added attraction with Larry Clinton's orchestra. His recordings on the Bluebird label have made him one of the leading artists in the popular vocal field, while his radio activities have also been equally successful and kept him on a number of important commercial programs.

He was featured on the Old Gold program with Artie Shaw and Bob Benchley. Last season he was starred in Brown & Williamson's "Avalon Time" at show. This season he is broadcasting for the same sponsor on its "Show Boat" program. Between his recordings and broadcasts, Todd has also found time to make a number of movie shorts and personal appearances in theaters all over the country.

or people being offensively drunk, or gangsters going unpunished. The code tries to keep drinking down to a minimum, and that means that night clubs are now a true part of the plot and character build-up rather than merely (See *Offences Night Club* on page 18)

## Fabiani Leaves Phila. Gardens

PHILADELPHIA, Oct. 12.—Ray Fabiani, sports promoter, has resigned his managerial post with the Philadelphia Gardens, outdoor ice rink, to handle the wrestling season in Pete Tyrrell's Arena, which also carries ice shows and is part of the Arena Managers' Association circuit.

Fabiani had brought in for a two-week run the *New York Ice Revue and Ballet* produced by Fortune Gallo. Subsequent combination policy of ice skating, dancing, and name bands fizzed. Gardens continues ice skating, but uses recorded music. Management is organizing a school ice hockey league.

## Unions Waive Drafftees' Dues

NEW YORK, Oct. 12.—Following the lead set by the IATSE and its Local 1 stagehand group, Actors' Equity Association this week (8) passed a measure excusing drafftees from payment of dues during the time spent in the armed forces. Measure will be put into effect by issuing honorable withdrawal cards to members who leave Equity's jurisdiction for a year or more.

IATSE had passed the exemption for its Canadian membership when Canada entered the war. Three weeks ago John McDowell, secretary of Local 1, intro-

## Loss

BOSTON, Oct. 12.—Announcers at WEEL are still talking about the visit paid the studio by Giovanni, pick-pocket act, during his engagement at the Ritz-Carlton.

One announcer spent several minutes gazing in rapt attention as Giovanni took watches, suspenders, and wallets from other announcers without their noticing the loss. Payoff came when announcer felt a draft and discovered he had lost his pants.

## No Canadian Money Orders for Yanks

CINCINNATI, Oct. 12.—Faye and Wellington, dance team, who Wednesday (9) closed a three-week engagement at the Royal York Hotel, Toronto, have informed *The Billboard* that non-residents of Canada cannot purchase money orders at Canadian post offices, and that residents may only purchase them for a few specified reasons.

A guest of Canada, they reveal further, may exchange only \$20 in Canadian money for American, and that only upon departure. However, special provision has been made in the case of performers. Under the provision, acts are required to state in advance just how much American money they will wish to take out with them. There is, of course, an 11 per cent loss in exchange. On the other hand, a gain of 10 per cent is realized when exchanging Canadian money for American currency.

duced the measure among the stagehands. Last week the Treasurers and Ticket Sellers Division of the IA followed suit.

# The Broadway Beat

By GEORGE SPELVIN

BOBBY BYRNE and his band spent a hectic 25 minutes at the Strand last Saturday night (5). For the first time the pit elevator failed to function, Bobby and the boys getting a halfway ride when a fuse blew out. Suspended midway, the lads had to go thru their theme song three times—and still the thing wasn't fixed. So they sat in front of a 20-minute short before they finally rode into full view and proper elevation. . . . Russ Lyon, of MCA, quotes a band leader's criticism of a band booker: "Why, that guy's no booker. He hasn't even learned to use two telephones at one time." . . . Altho rated a real box-office attraction and gathering more publicity than anyone else in the show, Carol Bruce doesn't get billing in Louisiana Purchase. It's due to billing clauses in the original contracts of the musical's other stars, which limit the number of people who can be featured in the ads. . . . Elliott Star, press agent for the Johnny McGee and Mitchell Ayres outfits, has what might be mildly described as a diplomatic tangle on his hands. Both bands want to play the St. George Hotel in Brooklyn. McGee is there now, and Ayres is angling for a return engagement at the spot. . . . Those who listened to the initial Eddie Cantor program got an earful of a line that wasn't in the script. They heard Eddie twitting a fellow player's nervousness at the beginning of the program, before the thumper came on.

BELIEVE it or not, some television sets are still being sold in the metropolitan area, even tho there's no telecasting going on hereabouts. A few days ago a fellow phoned NBC and told them he was buying a set, and wanted to know if it would work. NBC told him there's no television at present, but the buyer was undismayed; he said he'd buy it if it would catch shows when there were shows to catch. Performers, too, are trying to stay on the tele bandwagon. Even tho programs have been off for quite a while, actors continue to drift in trying to get jobs.

IT'S actually supposed to have happened at a club date recently. A femme performer received a \$20 tip from a lad who made a grand flourish in giving it to her—so her agent, who happened to be there, demanded his 10 per cent of it. Not only that, but one of the club's entertainment committee also saw it, and there was quite an argument before the gal got her salary. The committeeman argued that the double sawbuck was sufficient compensation for the evening's work. . . . One of the reasons the St. Regis Hotel is not reopening its Maitland Room this year is the big increase in banquets and private parties using the spot. . . . A Stern publisher, when encouraged, will tell his touches about the time he had to go to St. Vincent's Hospital, registering as a war vet. Coming out of the ether, he says, he was amazed to hear Kate Smith singing right by his bed. And it wasn't a pipe dream either. She told him she'd discovered he'd been cited for bravery in the war, that she was singing just for him—and then slipped him 10 new \$10 bills. . . . Betty Bradley, former vocalist with Eddie Varcoe's band, had to learn Greek songs when she was at the St. Moritz Hotel, due to the hostelry's big Greek trade. Miss Bradley is a Russian.

MEMBERS of one of the larger advertising agencies' personnel are wearing campaign buttons—each button emblazoned with the name of the wearer. . . . *The Mirror* last Sunday (6) featured a big yarn on the song hit, *Rhumbogie*, stating that it's prominent in three leading Stern combo houses—the State, the Paramount, and the Roxy. They might have added a fourth and fifth, the Strand and the Music Hall. . . . Leon Enken, co-owner of Leon and Eddie's, was fired as a singing waiter back in 1918 because he knew only one tune—*Rocky Cohen*. . . . The Quintones have been signed for *D'ya Gentlemen*, the legit musical that will feature Max Baer, Ella Logan, and Sid Silvers. . . . Marilyn, of Marilyn and Michael, the ballroom team, has discovered the joys of flying and now takes trips just for the fun of it. She buys round-trip tickets for as far as her money will go. . . . What's next item—on Columbus Day the Hotel Astor featured an entertainment and dance given by the Committee for Settlement of Americans and Refugees in Alaska.

## Thru Sugar's Domino

About 2 Girls  
And a Man Who  
Can't Ride Bike

I AM certain that my 14 readers (guaranteed) will not mind too much if I declare a moratorium on this week on haranguing about things that are not as they should be in our business. Somehow I feel that I am entitled to indulge—if only for the purpose of achieving a change of pace—in a random assortment of personal comment on personalities that have caught our fancy in recent weeks.

The premier position on the list I unhesitatingly assign to a little lady by the name of Sue Ryan, who brightened up the Strand Theater stage during Larry Clinton's engagement at the Broadway band haven. In the ever-increasing number of years that we have been watching the procession of artists across the country's stages we have not seen anybody quite like Miss Ryan and with all due credit to the many who have thrilled us as only stage personalities can. Which is a devious way of telling the world that Miss Ryan is something to notice. They tell us she isn't new at all to the Broadway scene and the records affirm that. But when we caught her at the Strand she was new to us and a revelation that comes to a fellow only a few times in a career as an interested spectator.

Miss Ryan belongs in the classification of comedienne. Yet she is considerably more than that. She is the embodiment of what vaudeville used to be when it was America's most popular entertainment. She is the incarnation of the promise of what the future might bring to the masses who prefer to be entertained by flesh and blood served hot from the dressing room.

Sue Ryan has charm, outstanding ability, and a sense of comedy that one in a million humans possesses. She cannot possibly continue to bloom unseen. With just a fair amount of luck something will happen to her one of these days and we merely want to make sure that we are among the very first to herald the advance of a new comet in the starry expanse of show business.

A few days before this is being written we cast our eyes on a youngster in the new show at the Hotel Plaza, New York. We don't remember having seen her before. In fact, we are sure we would have remembered it if we had. This blond bundle of charm is Hope Manning. She is outstanding in a show that will probably make Broadway and the East Side converge towards the hotel on the Plaza for a very long time to come.

To describe loveliness exactly as it impresses one's critical sense is the prerogative of a genius. I have to be satisfied with giving a factual account of a personality that must eventually appeal to an audience as large as can be embraced by the human spirit still out of reach of the totalitarian blockade. Miss Manning belongs in the driver's seat of films and, as an occasional variant, in the top rung of radio. She possesses indescribable charm, a lovely voice, and superlative grace. Perhaps not any one of these is enough to make her great. But the blend of all three is a personality that the show business needs as badly as the admission price paid by John Q. Public. Esq. Watch Miss Manning zoom high and don't say we didn't warn you.

I close the week's love feast with a few words about a personality who carries over from several other eras. It's Joe Jackson, the gent who was given a bad report by an old Keith manager because "he doesn't know how to ride a bike." Joe hasn't yet learned how to ride a bike since that report was made by the bonehead theater manager 20-odd years ago. In fact, Joe has hardly changed at all. He was then one of the world's (See *SUGAR'S DOMINO* on page 53)



# Chi Booming as Origination Point of NBC, MBS Programs

CHICAGO, Oct. 12.—Fall schedules indicate the Windy City is rising slowly but surely as an origination point for commercial network programs. NBC and MBS show greater strength in this department than CBS. New and returning nighttime and Sunday commercial programs on NBC boast a 112 per cent increase over last fall's offerings. At MBS a 200 per cent increase represents all new shows, a good showing which can be attributed to the greater activity\* of the local sales office; percentage is large because last year Mutual aired only one show from Chicago. CBS has declined 20 per cent, having only four shows this year as against five last.

New and returning Chi-originated NBC shows include Knickerbocker Playhouse, Quiz Kids, Station E-2-R-A, Speak Up, America, Wings of Destiny, Alec Templeton's Time (returning), Tony Wong Scrap Book, Beat the Band, Your Dream Has Come True, Bob Becker's Chat About Dogs (returning), and Everyman's Theater.

Last fall NBC shows still on include Carnation Contended Program, Alka-Seltzer National Barn Dance, Fitch Rodeo (originating frequently in Chicago), Uncle Walter's Dog House, Plantation Party, and Show Boat.

New shows on Mutual are Play Broadcast, American Radio Warblers, and Peter Quill.

Show originating at WON last year but since dropped was Radio Carnates. New and returning CBS shows are First Nighter (returning), Wayne King (returning), and Design for Happiness. Still on from last year at CBS is News and Rhythm. Dropped from the CBS schedule are Grand Hotel and Lovely Lady.

## O'Neill on Fund Board

NEW YORK, Oct. 12.—James O'Neill, of Actors' Equity Association, has been elected to the board of trustees of the Actors' Fund of America and made a member of the executive committee of the board. O'Neill, who officially retired from Equity, has been reporting for work anyway, continuing to manage Equity's emergency relief fund. He recently recovered from a siege of lobar pneumonia.

## Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated October 26, under the title of "When Specific Act Is Illegal and Criminal."

## Robbins Issuing 5 Durbin Pic Tunes in One Folio

NEW YORK, Oct. 12.—Robbins Music is trying a novel idea with the songs from the score of Deanna Durbin's new Universal flicker, Spring Parade. The five new numbers, penned by Robert Stolz, Gus Kahn, and Charles Previn, will be published collectively by Robbins in one folio, an unusual procedure for new tunes from a new pic.

Folio will bear the title of Spring Parade Album of Songs. Titles of the ditties are Waltzing in the Clouds, When April Sings, It's Foolish But It's Fun, The Blue Danube Dream, and In a Spring Parade.

# First Theater Ice Show Opens With Cook as Non-Skating Star

NEW YORK, Oct. 12.—It Happens on Ice, a two-act 18-scene musical ice extravaganza, opened at the Center Theater Thursday under the sponsorship of Sonja Henie and Arthur Wirtz, incorporated as Sonart Productions. With this opening, the Center Theater became the country's first ice theater. *IHOI* became the first ice show geared for an indefinite run, and Joe Cook became the first Broadway comedian to head an ice show and the first ice show star who did not skate.

The spectacle is colorful without being gaudy. It is handsomely costumed with new creations which reflect a restraining influence that kept color and fashion from going off on a tangent. For such pleasures of sight the production is indebted to Norman Bel Geddes, who designed the settings, costumes, and lighting.

The innovation of a non-skating star promises much, just as soon as the non-skaters can feel safe afoot and move about with the necessary surety and speed. The hazard of sliding or falling on the ice slowed down the pace of the whole show and worked to the disadvantage of the Joe Cook brand of comedy. The comedian's material is good, and funny in an offhand way, but his chatter is frozen into just so many teicles bounding off the vast ice floor. The p.-a. system, also, failed to do full justice to the Cook niceties, which come thru the comedian's quiet, conversational manner. And Cook's stoges couldn't pick up their cues in the required fast order, having to pay too much attention to their precarious footing. A supplementary rolling floor over or below the ice sheet for the Cook numbers may be too costly, but certainly the producers can devise an unobtrusive ramp or an especially soled shoe to minimize sliding threats to the non-skaters.

Despite the hazards, Cook ventured forth with his many gadgets, starting off with an adult version of a baby's walker to help him enter upon the ice, and climaxed by his "Boulder Dam Symphonic Seven" or 1941 version of the Puller Construction Symphony Orchestra—a marvelous contraption and a beguiter of belly-laughs.

A couple of the programed production numbers were omitted opening night. The 11 production numbers performed seemed equally effective, with the possible exception of a slight edge held by *Your Presence Requested (R. S. V. P.)* and the finale, *What's on the Penny?* In both numbers the Leon Leonidoff-Music Hall influence was evident. Chorus skating was primarily in groups, which minimized the scattered spotty effect of the free-for-all. In the last number the Music Hall precision technique showed up well on ice, proving, too, that for large skating areas union performances are most effective (as a supplement for stellar solos, of course). In such numbers as *Don't Blow That Horn,*

*Gabriel*, where the 30-odd skaters work individually, the result is hardly as impressive.

Comedy on skates was confined to the *Pour Bruises—Sid Spalding*, *Goeffie Stevens*, *Monty Scott*, and *Buster Grace*. Their *Glamour Girl* offering is still one of the funniest skating acts going.

From point of view of showmanship, the show's skating highlight was the *Caley Sisters* (Dorothy and Hazel), who gave the spectacle its liveliest moments as they paced thru their bag of skating tricks and figures. Their performance had dash.

For sophisticated hot blades and spread-eagles Le Verne (formerly Leverage Busher of the Shlipstad and Johnson Ice Polities) had no competition in the show. Hedl Stenul achieved her peak in *Coquette*, which permitted her to run the gamut of classic pirouettes, jumps, and spirals. Lloyd (Skippy) Baxter (a hard-worked member of the cast) and Gene Berg topped the male skaters not only from the point of view of their steel work, but because they have a nice show manner and personalities which reach across the footlights.

Besides Cook and the skaters, *IHOI* featured Felix Knight and Joan Edwards, non-skating singers, and Jack Kilby and the Buccaneers, last named a male quartet. Better spotting for the vocalists would have given them better opportunities for their talents.

Catherine Littlefield brought freshness to the choreography. Other credits include: Erno Rapee, musical director; David Mendosa, conductor; Al Stillman, lyricist; Vernon Duke, Dred A. Ahlert, and Peter De Rose, songwriters. Song titles included *The Moon Fell in the River*; *Be-*

*tween You, Me, and the Lamp Post*; *So What Goes, and What's on the Penny?*

Presentation is set for eight shows a week, shifting the usual Sunday lay-off to Monday. Box office from 75 cents to \$2.75. Sylvia Weiss.



## PLATO DIDN'T NEED LAFAYETTE P. A.

but you do!

Folio never had to rely on gets receipts. You do. The appeal of your entertainment . . . the demand for it depends on how many can hear. For this, top-ranking artists and bands depend on Lafayette P. A. Lafayette P. A. prices begin at low as \$22.55. It's economical sound equipment. The Lafayette line is complete, includes equipment [both fixed and portable] designed especially for the amusement park, the exposition, carnival and traveling show. Highest tone fidelity, regardless of the price you pay, is proof that Lafayette "presents you of your best" at lowest cost.



SEE FOR YOURSELF. Get your FREE copy of the great 1941 Lafayette Sound catalog. Tear out and mail the coupon NOW!

## Lafayette SOUND SYSTEMS

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

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

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## PHOTOGRAPHIC BLOWUPS!

The amusement world's finest hand-color displays for all purposes. Send your photos today for this special.  
28x42 inches, \$2.80  
STITES PORTRAIT CO.  
SHELBYVILLE, INDIANA

# Possibilities

TRADE SERVICE FEATURE  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For RADIO

BOB EVANS—young and capable ventriloquist who has plenty of ear appeal, personality, material, and technical dexterity. Caught at the Paramount, New York, he scored solidly. Making him more valuable for radio is his warbling ability, including a high falsetto, that he feeds his dummy and a beautiful tenor that he himself employs.

## For RECORDINGS

JOE MARSALA AND HIS ORCHESTRA—with major waxworks recording plenty of hot jazz by small swing combo, a good bet for really superlative jazz disks is being overlooked in Marsala, current at the Hickory House, New York. Paced by the leader's fine clarinet, the crew plays inventive, musically, solid swing, with arrangements and instrumental solos worthy of platter preservation, in particular such originals as *Bull's-Eye*.

## For LEGIT MUSICAL

BETTY JANE SMITH—topnotch tap dancer caught at the Roxy, New York. Rates a spot in a legit musical, being able to pound out many clear, precise beats per split second, and impressing strongly with her spins, which she does with the grace and speed of a highly trained ballerina.

**CLINTON HOTEL**  
10th Street, Below Spruce, PHILADELPHIA, PA.  
Live in atmosphere of distinction. 7 stories. Complete Hotel Service. Special Theatrical Rates from \$6.50 week; \$1.50 day; \$23.50 month. Few Hkpg. Apts. for, and unfur.

**WESTERN UNION**

PACKAGES DELIVERED BY WESTERN UNION MESSENGERS PUT YOUR PRODUCT OR YOUR GIFT IN THE SPOTLIGHT. DEPENDABLE, REASONABLE IN COST, AVAILABLE AT ALL HOURS. CALL WESTERN UNION FOR DETAILS.

**STOCK TICKETS**  
ONE ROLL . . . \$ .50  
FIVE ROLLS . . . 2.00  
TEN ROLLS . . . 3.50  
FIFTY ROLLS . . . 15.00  
100 ROLLS . . . 28.00  
ROLLS 2,000 EACH  
Double Coupons,  
Double Price.  
No C. O. D. Orders  
Size: Single Tick. "28"

JOHN BILLINGS didn't refer to the ordering of tickets when he said "the time to set a hen is when she's ready." Don't wait until you must have tickets before ordering them.

**TICKETS** Made by THE TOLEDO TICKET CO., Toledo, Ohio, Are Good Tickets.

We manufacture tickets of every description, and if you must have them in a hurry we can get them to you in just 12485 hurry.

**SPECIAL PRINTED**  
Roll or Machine  
10,000 \$ 6.95  
30,000 9.85  
50,000 12.75  
100,000 20.00  
1,000,000 150.50  
Double Coupons,  
Double Price.



# DRAMA WRITERS' PAYOFF

## Ranges From \$1,500 Weekly For 5-a-Week Show; Other Prices

NEW YORK, Oct. 12.—Range of prices paid for scripts for daytime serials is about from \$125 to as high as \$1,500 weekly for the five-a-weekers. The scripts may be regarded as drive-drama by plenty of radio editors and women's clubs, figures show that an awe-inspiring amount of moon can—and is—made by the top writers. Figured as taking well over \$1,000 weekly per five-a-week program, and in some cases up to \$1,500, are Irene Phillips for *Guiding Light*, Gertrude Berg for *The Goldbergs*, Jane Crusinberry for *Mary Marlin*, Elaine Carrington for *Pepper Young's Family*, and Sandra Michaels for *Against the Storm*.

Average figure, however, for well-established writers in the field is about \$300 weekly per program, this reportedly being obtained by Carl Bixby for *Life Can Be Beautiful*, Bixby collabs with Don Becker on *Life*, but \$500 is exclusive of Becker's take. Frank Dahm is figured as getting \$750 for *Pretty Kitty Kelly* and Lester Huntley between \$500 and \$750 for *This Small Town*.

Run-of-mill serials pay writers about \$125 weekly. Script organizations claim Blackett-Sample-Hummert will pay \$125 to \$175 for a five-a-weeker in New York, but for similar material will pay up to \$350 in Chicago. *Vick and Sade* last year paid \$375 weekly, and Benton & Bowles paid the high figure of \$500 to \$750 weekly for daytime serials. Aunt Jenny (Ruthrauff & Ryan) pays about \$60 for a 15-minute episode, a complete story bringing \$180 or \$240. Some 62 people submit regularly, and agency will often go to \$85 per 15-minute script.

Average for 30-minute drama is \$100. Lux Radio Theater has been paying about \$100 or \$125, and up to \$350 for adaptations; \$125 and up to \$250 was paid last year for outside scripts on *Carols of America*; *First Nighter* paid about \$375; Lambert & Fealey was paying \$100 (24 minutes of script time) for *Grand Central Station*; Lennen & Mitchell paid \$300 for Woodbury half-hour scripts,

and McCann Erickson \$250 for the half-hour scripts.

### Oboler Deal

Arch Oboler, regarded by many as radio's top scripter, gets a minimum of \$1,000 for a 30-minute script. His deal with Procter & Gamble on *Everman's Theater* is interesting. Oboler getting \$4,000 weekly from sponsor. But out of this, Oboler pays cast and musicians. His weekly take therefore varies, depending upon names used. It is reported that Oboler cleared only about \$400 on first program, which had such expensive names as *Naxos*; but this low take will not be permanent, as it is known that many names will work on an Oboler play for less than their regular salary.

Grover Jones, lately deceased, was another high-priced radio writer. He drew as much as \$2,000 for two 30-minute scripts for *Silver Theater*.

Networks will usually pay about \$25 for a half-hour sustainer script, but go to about \$100 for classier material. NBC, for instance, gave this amount for rights to a Lord Dunsany work. Columbia Workshop pays about \$100 or \$125, but has paid \$500 for an original by Dunsany.

In general, cheapest radio writing is done on the Coast, and Chicago pays lower prices than New York, except in the case of Blackett-Sample-Hummert, mentioned previously. In New York, the prices are highest, situation is heart-breaking for newcomers, despite claim of producers that there is a dearth of good writers.

Producers feel that day of the old formula school of artificial writing is winding up, with sincere scribblers coming to the fore. Stage and pix scribblers, generally, have not been very successful via ether, one of the chief reasons being that they write with tongue in cheek. A few writers are doing well in both pix and radio mediums, but it is claimed most of these, as Arch Oboler, Norman Corwin, and Kay Van Rypen, were radio scribblers first, then made pix, and came back to radio, not vice versa.

### Case Dismissed!

NEW YORK, Oct. 12.—Ben Selvin, exec of Associated Music Publishers and Muzak, was defendant in a suit involving a real estate deal. Witnesses presented evidence tending to prove Ben was a combination of Shylock and five or six large real estate operators. Ben, it was pointed out, was president of the Ben Selvin Realty Corporation, vice-president of the Selt Realty Corporation, president of the Nolton Realty Corporation, and also connected with Ben Selvin Associates.

Court asked Selvin what his occupation was. On receiving the answer, "I am a musician," plaintiff's case folded up.

## Avoid Duplication Of Outlets in Chi Football Airings

CHICAGO, Oct. 12.—Collegiate football broadcasts, for the first time in many a year, have managed to avoid duplication of outlets. In 1938 and 1939, practically every major station in Chicago was airing the local gridiron contests. Now, in part, thru a tacit understanding and in part thru WBBM's abandonment of football, there will be no duplications of local games other than when CBS or NBC network airings select a Northwestern or Illinois game. NU and Illinois games will be divided between WGN and WJJD.

Net result will be a greater audience for each station, and an odds-on chance that the WJJD games will find a sponsor. WGN series is already greenbacked by Ford Dealers of the Chicago Branch.

Stations here find football a necessary public service feature but a hard show to sell. Main reasons are (1) schools won't grant exclusive broadcast rights and (2) local angels balk at spilling all the sugar required for a two-hour airing at card rates. Broadcasters have been unwilling to make a season rate to football sponsors as they have in the case of baseball. Rather than cut the time-card rate, WBBM craned football from its schedule entirely, and is attempting to make those Saturday afternoon hours pay with a variety show opened to joint sponsorship. Paradox in the failure of football to sell to advertisers here is the fact that schools permit the broadcasting of their games for the purpose of popularizing the sport and keeping the school name in the eye of fans, while at the same time some of the schools charge a nominal fee (in the case of Illinois \$50) for the right to air each game.

### WCAU on 21-Hour Sked

PHILADELPHIA, Oct. 12.—Frontiers of a broadcast day will again be advanced at WCAU beginning Monday (14) when the station opens an hour earlier at 5 a.m., carrying on until the present 2 a.m. closing. New schedule gives WCAU a 21-hour day, longest in the station's 12-year history and matched locally only by WIP, on the air continuously for 24 hours. WCAU's kilocycles will be kept warm during extra time by an hour of transcribed hillbilly music.

### Muzak Expands in Pa.

PHILADELPHIA, Oct. 12.—Muzak's wired music branches out into Pennsylvania territory for the first time. The Muse-Art Corporation here, which has been disseminating music by direct wire locally and in Atlantic City for several years, has been granted exclusive franchise rights for Pennsylvania by Muzak Corporation of New York.

## IA Pickets NBC on "Americana" Switch

NEW YORK, Oct. 12.—Local 1 of the IATSE picketed the National Broadcasting Company studios in Radio City earlier this week as a result of NBC's switching, without the required two-week notice, its *Musical Americana*, sponsored by Westinghouse Electric & Manufacturing Company, from the Ritz Theater where the stagehands have jurisdiction to one of its own studios in Radio City, where the stagehands have been unable thus far to get a foothold. Pickets were pulled off Thursday, however, when show returned to the Ritz pending further talks.

Stagehands feel that broadcasters owe them at least the two-week notice applying to legiters. Union holds, also, that if its members were good enough to build and handle the show from the start, NBC might at least have retained the minimum crew of three for the run of the show if the shift to the studios was necessary. Acceptance of these terms would be the first radio studio break for the IA.

### Goodman Office Expands

NEW YORK, Oct. 12.—Harry S. Goodman, radio production office, has expanded its sales force to six men. Included are R. Weiner, Herb London, Everett Goodman, Robert Johnson, Barney Cragston, and Bob Lurie.

Goodman office is waxing a series of Christmas stories with the Korallites, mixed group now appearing on sustaining time on National Broadcasting Company. Four of the waxes are completed. Goodman offices figuring to peddle not only for the Christmas trade but all year round. Korallites, three men and three women, do their stories in verse, without music, and supply all sound effects vocally.

## Philco Football Tele Successful Despite Flaws; 6 Wks Groundwork

PHILADELPHIA, Oct. 12.—Ordinarily, the 51-0 trouncing the University of Pennsylvania handed the University of Maryland on the gridiron last Saturday (5) wouldn't cause much excitement. However, the game was the first of the Penn home games at Franklin field to be televised by W3XE. Philco Corporation's experimental television station at the company plant here.

Two television cameras, spotted at both 20-yard lines, followed the play. However, reception on an experimental set five miles away at the Warwick Hotel was hardly perfect, tho it was easy to follow the ball, distinguish lines of playing field, and, getting closer, to see the numerals on the backs of players.

Several disturbing factors marred otherwise perfect reception, but flaws are technical problems that can be eliminated, according to Philco engineers. Most disconcerting element was the sudden switching of the picture frames caused by the switching of images from one camera to the other. A gradual fading to blend the switch-over is the remedy, according to David Grimes, Philco

engineer. Images, scanned at 525 lines, coming over at the rate of 60 frames per second, would ordinarily be as clear as one would like, except for the fact that vibrations from the fans in the stands and diathermy interference made the reception continually streaky. Again, both factors are easily eliminated, cushioning the camera stands at the field to absorb the vibrations on the stadium stands. Lack of an aerial for the receiving set caused the diathermy to interfere.

Philco officials would not disclose the cost for televising the football games. However, apart from the fact that a crew of 10 engineers were in charge of operations, it took 80 engineers and assistants six weeks to lay the groundwork at the stadium for the telecasts, with added cost in the two camera stands scaffolded from the upper tier of the stadium and the master control booth at the field. It was estimated that only \$60 receiving sets provided the audience, 60 being experimental sets spotted by Philco, others being an estimated number of sets in circulation in this territory.

## Advertisers, Agencies, Stations

### NEW YORK:

ARTHUR BORAN has signed to appear on *It's Fun To Be Fooled*, WOR program debuting next week, sponsored by Sally's Fur Trapper's Corporation. . . . Colgate-Palmolive-Peet has renewed Ellen Randolph over 42 NBC-Red stations. . . . Grant Advertising, Inc., shifts Dr. I.Q. from the Capitol Theater here to the Fox Wisconsin Theater in Milwaukee October 21. . . . Programs which have increased their number of stations on NBC in the last few weeks are Fitch Sanderson, now totaling 109 stations, an increase of 25; Philip Morris Johnny Presents, 96 stations, an increase of 10; Bell Telephone Hour, 90 stations, an increase of three; and Anacin's Easy Aces, totaling 51 with an increase of six. . . . Starting Monday (14) *Vick's*, thru Morse International, Inc., sponsors one-minute announcements three times weekly of *Rising Son* ver WABC. . . . Richard Porter, of Stack-Goble, to West Coast for October 17 opening of Tommy Dorsey's Nature's Remedy program.

### HOLLYWOOD:

HAL BERGER of KHJ due back in town after a look at the *World's Series*. . . . Melville Ruick, CBS announcer, gets film berth in RKO flicker, *Kitty Foyle*. He plays an order leader. . . . Sam Hayes' show, *Touchdown Tips*, has been waxed and sold to 33 stations for weekly airings. . . . Thomas Conrad Sawyer takes producer berth with Lord & Thomas to handle Heda Hopper show for Sunlight. . . . Film rights to Mr. District Attorney purchased by Republic studios. James Saphier handled the deal for the author, Phillips Lord. . . . P. Lorillard & Company is bankrolling a new show over the CBS Pacific net featuring Martha Mears and the Texas Rangers. Lennen and Mitchell set deal. . . . McCann, Erickson, Inc., re-signed Dr. Christian for an additional 52 weeks. . . . Jim Doyle, KHJ announcer, will han-

dle the commercials on Ghirardelli's *Show of the Week*. . . . Dave Drummond replaces Ted Maxwell as scripter on NBC's *Hearthome House*. . . . Elizabeth Alison Helach is newest member of the household of Mr. and Mrs. Glan T. Helach. Father is program director for KFI-KECA. . . . Tommy Lee, proxy of the Don Lee Broadcasting System, joined J. C. Lewis Jr. to write a new tune entitled *Angel Saverre*. . . . Eric Strutt and Bob LeMond will do a show for Eagle Oil and Refining Company *Eagle Sportsnews*. Show hits the airmiles for 26 weeks on KNX.

### PHILADELPHIA:

NATHAN SCHWARTZ gets the nod as WFIL musical director, Anthony Candelori bowing out after two years. . . . Bob Hall, one-time Yale grid star, coupling with Taylor Grant on WCAU for sports commentating for Barr's Credit Jewelers. . . . Gimbels and Strawbridge & Clothier department stores demonstrating PM and promising at least two local stations will be on the air with FM with the new year. . . . Ezra Stone in town this week for the start of new *Castor Theater*, opened by Simon Finestone, his father. . . . McKee & Albright get Hershey's cocoa butter and soap account. . . . Alfonso Luis and Adrian Rubio announcing the Penn football games in Spanish for South American hearing via WCAB, WCAU's short-waver. . . . Anice Ives back at WFIL to handle the women's shows. . . . Harold Hixon, out of J. Sterling Getchell, joins Ward Wheelock Company's New York office. . . . Jean Ruth in from Detroit to handle the women's shopping shots on WHAT. . . . Besse Howard, KYW fem news commentator, gets sponsorship from Grove Laboratories' Bromo Quinine. . . . James G. Lamb Company gets the Beacon Chemical account for Aunt Phoebe's laundry products.



# FALL PROGRAM REVIEWS

## Jack Benny

Reviewed Sunday, 7-7:30 p.m. Style—Variety. Sponsor—General Foods. Agency—Young & Rubicam. Station—WEAF (New York, NBC-Red network).

Jack Benny returns with Mary Livingston, warbler Denis Day, maestro Phil Harris, Eddie Anderson (Rochester), and Don Wilson as plunger and straight man. The patter is in the familiar manner, and show will undoubtedly click along as it did last year. Opening session seemed to bog down in spots, particularly a trick introduction wherein the illusion was given of waking each member from a summer sleep. This was too drawn out, and script not impressive. As program went on, however, it picked up strength. Mary Livingston punched across sarcasm; Denis Day vocaled pleasantly, and maestro Phil Harris and plunger and straight man Don Wilson gave apt performances.

Program really reached a high level toward the finish, at which time Benny and Rochester indulged in a gabfest that left the show exiting strongly.

Program could, and likely will, be sharper. *Ackerman.*

## "Contact"

Reviewed Saturday, 9:30-10 p.m. Style—Novelty. Station—Sustaining on WOR (Mutual network).

Dave Elman has fashioned himself a very simple program in *Contact*, and one which is packed with human interest, tragedy, and comedy. It's a simple gimmick, leading one to wonder why nobody put it on the air before. Program, briefly, affords opportunity for some seven or eight people each week to establish contact with a relative or friend. Persons having valid reasons for establishing contact appear on program and, under the prodding of Elman, tell their stories. Program will announce instances where contact has been made.

On debut show there was a young wife trying to find her husband, presumably a victim of amnesia; a mother try-

ing to find a lost child; a garage owner trying to trace a mechanic who ran away with his trousers, and so on.

Persons allowed on the show are only those who, in the opinion of Elman, have a fair chance of contacting the desired party. Those wishing to use the service write to Elman and if case seems interesting and valid are brought to the studio.

Program goes along with a minimum of fuss, each case requiring a few minutes; This is a good audience-holding device, for if one story does not shape up well the audience knows another will follow very shortly.

Marshall Dane announces, with brief musical sessions by Bob Stanley's orchestra.

Program should be able to peddle almost anything successfully. *Ackerman.*

## Wayne King

Reviewed Saturday, 8:30-8:55 p.m. Style—Music. Sponsor—Colgate-Palmolive-Peet (Cashmere Bouquet). Agency—Sherman-Marquette. Station—WABC (New York, CBS network).

Wayne King, with Buddy Clark doing solos, is back bringing balm to that part of the music audience preferring sweet melodies rather than swing. There's nothing abandoned about the Walte King's music, and even when he deviates from the more usual waltz tempo the arrangement is restrained and in good taste. Buddy Clark's solos are in the same groove.

There's something annoying about the commercials, however. The plugs are wafted over in a caressing tone, but the choice of words is artificial and affected. Listeners are advised to use the product "in generous abandon," because it washes away "body staleness." In fact, the talk thruout the program has a spurious 18th century drawing room quality about it.

Musically, however, show is as pleasant as in previous years, with King playing six tunes requested by listeners. Six

diamond rings are given away to listeners writing the best request letters. Program also plugs a merchandising tie-up. *Ackerman.*

## "Musical Steelmakers"

Reviewed Sunday, 5-5:30 p.m. Style—Music, instrumental, and vocal. Sponsor—Wheeling Steel Corporation. Agency—Critchfield. Station—WOR (MBS network).

*Musical Steelmakers* returned Sunday with same program policy of building employee good will. One of radio's most unusual shows, *Steelmakers* offered a homey session. Announcer plays up angle that all performers are workers, and throws in details about the happy family relationship existing between management and cast.

According to professional standards, entertainment was often spotty, but bearing in mind sponsor's purpose the show shapes up very well and is pleasant enough. One of program's strongest assets is the Old Timer (John Winchell) in the announcer's role.

Talent includes band led by newcomer Tommy Whitley, Dorothy Ann Grove, Ardenne White, Steele Sisters Trio, Regina Colbert, and Singing Millmen. Best job among the warblers was done by Steele Sisters in *Six Lessons*. Ork's most interesting rendition was Raymond Scott's *Power House*, well-suited to the show. *Ackerman.*

## "Big Town"

Reviewed Wednesday, 8-8:30 p.m. Style—Drama. Sponsor—Rinso. Agency—Ruthrauff & Ryan. Station—WABC (New York, CBS network).

Returning to Columbia for the fourth year, *Big Town*, with Edward G. Robinson and Ona Munson in the leads, debuted Wednesday with a series emphasizing Americanism. Idea is all very timely, but script job seemed rather thin.

Story, briefly, told of a group of young vandals harassing a shopkeeper merely

because he was not a native American. Robinson, as Steve Wilson, gets the hoodlums together and recounts historical instances of how foreigners fought for American freedom—the general idea being that the only native American is the Indian. The kids, of course, finally see the point, and thought is thrown out that they grasp it more quickly than grown-ups. Robinson as Steve Wilson, editor, and Ona Munson as his ace reporter handled jobs okay, but script's limitations did not call for any strong portrayals.

Ken Niles announced, plugging the product as "anti-sneeze" Rinso. Point is made that the product is free of soap dust. Mrs. Niles helped out on the commercials, giving the femme angle on the sneeze business. Commercials good. *Ackerman.*

## "Silver Theater"

Reviewed Sunday, 6-6:30 p.m. Style—Dramatic. Sponsor—International Silver Company. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

*Silver Theater*, guided by Conrad Nagel for the fourth successive year, opened its new series with Laurence Olivier playing dual roles in an original, *I'll Never Forget*, written by Robert Riley Crutcher.

Yarn is smart and compact, with a trick ending. Olivier, as aged Grant Wilson, a poverty-stricken sculptor, meets a youthful and struggling member of the same clan. Wilson tells him how an unhappy love blasted his career and advises the young fellow to marry the girl he now hesitates to marry because of poverty. Yarn is told by flashback technique, Olivier playing young Grant Wilson in the drama and old Grant Wilson in the narration.

Youngster is so enthused by Wilson's story that he buys him a cigar, which is what Wilson asked for in the first place. Last few minutes of program has Wilson beginning his same spiel; but this time he is a poverty-stricken em- (See PROGRAM REVIEWS on page 28)

## TEXACO ★ STAR ★ THEATRE

presents a

Rollicking Radio Rodeo Comedy by

# FRED ALLEN

Songs By KENNY BAKER ★

Discreet Banter By PORTLAND HOFFA

Music By AL GOODMAN'S Swingphonic Orchestra ★

Vocal Ensembles By THE TEXACO SINGERS

Entertainment By

MAJOR BOWES' AMATEUR OF THE MONTH

Hokum By

MINERVA PIOUS—JOHN BROWN—CHARLES CANTOR—ALAN REED

Jokes By

ARNOLD AUERBACH  
HERMAN WOUK  
FRED ALLEN

Commercials By

JAMES WALLINGTON  
LARRY ELLIOT

More Jokes By

ROLAND KIBBEE  
NAT HEIKEN  
FRED ALLEN

Production By WILLIAM SCHORR

Management: WALTER BATCHELOR

Network: COLUMBIA

Under Direction: BUCHANAN AGENCY

WEDNESDAY NIGHTS—STATION WABC—9 TO 10 P.M., EST.

P. S.—"If the people working on the program listen to it we have enough followers to insure a good Crossley."



# RCA Leases New Yorker Theater For Tele; Deal With IA Pends

NEW YORK, Oct. 12.—RCA Manufacturing Company has signed a one-year lease (four-wall basis) for the New Yorker Theater, starting October 15, for the demonstration of television projection machines for theaters. Joseph O'Gara, agent handling the house for the Bowery Savings Bank, owner of the property, confirmed the leasing "for demonstration purposes." Impression is that the theater will be used as a sales-room showcase, rather than as a regular television broadcast studio for public consumption. That RCA was looking for theaters was reported in *The Billboard* recently.

RCA engineers measuring the theater and setting up paraphernalia last week aroused the excitement of Local 1 of the

International Alliance of Theatrical Stage Employees. Local offices are next door to the theater. Local will probably claim jurisdiction and will seek a deal for the house. At the moment, tho, there is a lull in negotiations between the local and the NBC execs on this matter, pending the broadcasters' further definition of television plans and plans for the theater. Much of machinery originally installed has been removed pending a union deal.

IA is determined to obtain the theater, and will probably stress fact that it's an old leger, firstly, and secondly that the local has jurisdiction of the other legions being used by the stations for broadcasts. Union has been unsuccessful, however, in gaining any kind of headway in the broadcast studios.

## Philly Spruces Up; Radio Here To Stay

PHILADELPHIA, Oct. 12.—Local radio continues to put its best foot forward, stations boasting upped wattages and new studios. WPEN, after seven years at its present site, moves into new studios on Tuesday (15), taking two floors in the heart of radio row. Dedication set for October 23, special show to include Henry Youngman, Aunt Jemima, Bob Russell, Three Oxford Boys, Beth Chalkie, and Ming Toy. Herb Moore, Transradio proxy, will turn on the tele-type switches, marking the start of TR news for the station.

WIBG, in the suburban Glenside section, jumped from 100 to 1,000 watts on Monday (7), ex leader Glen Gray throwing the switch on the new transmitter. Paul Harmon is proxy of the station, which has been operating on a part-time basis since 1926.

Biggest fanfare will come from KYW next month, station upped from 10,000 to 50,000 watts, making it equal in strength to any station in the country. E. H. Gager, plant manager, said it would probably take several weeks before the necessary technical changes could be made at the transmitter. Estimated by Leslie W. Joy, KYW general manager, that the upped wattage will include an additional population of 1,000,000 listeners.

## WMCA Legit Promotion

NEW YORK, Oct. 12.—WMCA engineers a novel station promotion with Al Jolson legit, *Hold On to Your Hats*. Four scenes in first act, showing broadcasting studios, flash WMCA call letters. Playbill program also credits station.

WMCA paid for changes in scenery necessitated by use of letters. Idea engineered by Donald Piaman and station's dramatic critic, Julius Colby.

## WCBL, Columbus, Debuts

COLUMBUS, Miss., Oct. 12.—WCBL made its debut on the air last week, operating with 250 watts on 1370 band with studios in the Gilmer Hotel. Staff includes Birney Ames Jr., general manager; Bill Williams, program director; Walter Allen, commercial manager, and Robert Montgomery, chief engineer.

## WHO Profit-Sharing Plan

DES MOINES, Ia., Oct. 12.—A profit-sharing plan for all regular employees of radio station WHO has been inaugurated, with employees given a 10 per cent salary increase which is deposited in a trust fund in a local bank.

After five years, employees may make application to the board of directors of the Central Broadcasting Company for all or part of money credited to them. While the rate of deposits was established at 10 per cent, the amount may be even increased or decreased in the future, altho no change in the amount is contemplated at this time.

On termination of employees' contract with the company, the funds will be turned over to him or credited to beneficiaries. At the age of 55 the employee may withdraw all or part of the money.

The profit-sharing plan has no effect on salaries or extra bonuses which the company may make in addition.

## 3,000 Wear Shoes to WHO Barn Dance

DES MOINES, Ia., Oct. 12.—Three thousand customers wore shoes to the opening of the 10th season of WHO's Iowa Barn Dance Follies, a two-hour and 15-minute production at the Shrine Auditorium Saturday (5). Prices this year have been reduced from 25 cents to 21 cents, with children 10 cents.

Manager J. O. Meland sent invitations which said, "Informal, but shoes required." Ed Fellers, of Presba, Fellers, & Presba advertising agency, presented the station manager with a pair of bedroom slippers.

Sponsors of the two and a quarter-hour show are Murphy Products Company, Aladdin Lamps, Keystone Steel & Wire Company, Consolidated Products Company, and Fix-o-Glass Manufacturing Company.

Returning this year are the Borderland Buckaroos, Three Little Girls, Len and Martha, Songfellows, Tillie Boggs, Norma Kida, Zaida Scott, Ralph Peer, Jimmy and Jaymane Wilk, Glen Burkland, Cliff Carl, Sunset Corners Choir, Jack Kerrigan, and the Sunset Corners Symphony. New to cast are Herald Goodman, Shorty Hogan, Stars Steps Trio, Lucille, Burt Brothers, Marjorie Passmore, Mathew Brothers, and Peg and Zaida.

# Radio Talent New York

WITH one sponsor pulling out of Grand Central Station, another has picked up his ticket, so the series stays and will be heard starting November 12. . . . For a long time KEN NILES has wondered why there is not a radio program based on radio itself. Now he is writing and preparing to produce one himself. . . . NBC tele station is back on the air with test programs. . . . Fall season calls for radio activity from such lovelies as WINI SHAW, MARION MARSH, JEAN MUIR, and ADRIENNE AMES, all of whom have something cooking in the microphone kitchens. . . . MARK WARNOW is musical director of all HELLEN HAYES' radio shows at her insistence. . . . BENAY VENUTA will return to New York October 24 for a date on *Musical Americana*. . . . DE WOLFE HOPPER JR., HEDDA's son, who made his initial air appearance the other day by reciting his father's immortal *Cespe at the Rat* on HEDDA HOPPER's program as a salute to the World Series, has decided he's going to let the ancient poem rest on its own laurels. Young Hopper sounded remarkably like his dad, who did the verses thousands of times, but he left the microphone shaking like a leaf. "I'll stick to pictures and let mother handle the radio for the family," he vowed. . . . One of the most ambitious dramatic undertakings for radio is the proposed series based on *Book of the Month Club* selections, with ARTHUR KURLAND, formerly connected with Screen Guild Theater, as producer and writer of the programs. Such books as *Christ in Concrete*, *My Heart Is a Lonely Hunter*, and *Benjamin Franklin* are among those offered for radio adaptation. Stars mentioned for lead roles are JOHN BEAL, SAM JAFFE, PEGGY KONKLIN, BRAMWELL FLETCHER, and ELISSA LANDI. The programs would be split up into two half hours for each book. Asking price is between \$3,000 and \$4,000 per program. . . . CHARLIE WEBSTER celebrates his 15th year in radio on October 10.

EARL MCGILL, BREWSTER MORGAN, and GEORGE ALLEN, CBS directors, are making an effort to correct a sad situation. They know that there is not enough work to go around with the sustaining programs they have, so they have agreed among themselves to use at least one actor new to them on each show. . . . WALTER GLASS came back to New York from the Coast and found most of the directors had forgotten who he was. You see, out there the studios changed his name to RAY WALKER. . . . FRED IRVING LEWIS's daughter, DOBOTHY, has been elected president of "Suffolla," a club at the Professional Children's School. . . . ETHEL OWENS to Chi to do a guest spot on *Keskeker-bocker Playhouse*. . . . ERSKINE BUTTERFIELD featured at the Hotel St. George with a WOR outlet. . . . H. S. BERCOVICI broke attendance records at the Rochester Chamber of Commerce Hall when he lectured there September 29.

TIPS for free Goes-Cola is mailing a network return with ANDRE KOS-TELANETZ in mind. . . . Your *Dream Has Come True* is new show to debut for sponsor of *Girl Alone*. . . . Don't be surprised if EDITH MEISER authors a series starring JOAN BLAINE. . . . FRANK CRUMMIT and JULIA SANDERSON will star in a soap opera. . . . Look for JERRY HAUSNER to earn a permanent berth on the *Blondie* afloat. JERRY played a brush salesman on the show last week and is being considered for a variety of characters. . . . WILLARD WATERMAN will play a society lawyer on *Girl Alone*. . . . ROBERTSON WHITE is new to the Meet Mr. Meek cast this week. . . . ALICE FROST joins *Court of Missing Heirs*. . . . ART MILLET is out of hospital. . . . They say the time element is the only hitch in a radio deal featuring AL JOLSON, MARTHA BAYE, and BERT GORDON.

## Chicago By NORMAN MODELL

BURR LEE, producer of the new quiz show, *Speak Up, America!*, had a sneaking suspicion that the two pearls he found in an oyster cocktail were cultured—a bald intimation by some prank artist that his association with the Better Speech Institute program was a cultural inflection. . . . Now DOBA JOHNSON went and done it, we hear . . . married a Chi business man. . . . THE RANCH BOYS will perform at the annual convention of the National Association of Food Chains in the Drake Hotel October 15. . . . DONALD LINDLEY, NBC staff composer, has written a new tune called *Neapolitan Hot Shop*. . . . Quite a shock to hear that BILL LAYDEN is thru with the WCFL *Make Believe* Demosland. His successor, BOB PURCELL, has our good wishes. . . . BOB KARL was chosen to play *Carlos*, the Spanish juvenile lead on *Thunder Over Paradise*, because of his authentic greaser dialect. And no wonder! Bob spent quite a spell on the Southern border. . . . Tom Mix added four new players: KARL WEBER, ARTHUR KOHL, HARRY GANSDALE, and CORNELIUS PEBBLES. . . . RAY PERRIS and HARRY SIMS, of WLS, will soon have a new song, *Lyla Lou*, on the stands.

who spent last week in Chi, tell us that last Thursday's burlesque on Beau Brummell was right in line with the sponsor's fondest dreams and will constitute a pattern for future shows. Program really was the best aired so far. . . . NANCY MARTIN left for Martinsville, W. Va., to attend the wedding of her sister, Frances, Saturday (10). . . . MALCOLM MEACHAM is playing the new part of Don Carpenter in *Bachelor's Children*. . . . Have you noticed the new thematic bridge music on *Girl Alone*, each character introduced by a special motif?

## Blake Resigns WKRC Post

CINCINNATI, Oct. 12.—Richard Blake, who a month ago was named program director of Station WKRC, Mutual outlet here, this week resigned that position to return to motion picture writing on the West Coast. Blake handed his resignation to Hubert Taft Jr., station manager, with the explanation that he didn't have the necessary radio experience to handle the position to his own satisfaction.

DANNY KAYE and FRANCES LANGFORD hit it off right smart with LUM and ABNER on last Thursday's *In Chicago Tonight*. . . . New casting on *Stepmother* include: GAILE HENSHAW, ART KOHL, and LOUIS KRUGMAN. . . . MEL FRANK and NORM PANAMA, RUDY VALLEE's scripters,

**WINDOW CARDS**  
NEW IDEA PICTORIAL WINDOW CARDS, Size 17x20, 50 for \$3.50, or 100 for \$3.00. THIS INCLUDES PRINTING YOUR THEATRE NAME AND PLAY DATES.  
BOWER SHOW PRINT CO., TOWLER, IND.

**LARRY TAYLOR**  
Now Singing  
on  
**THE CARNATION CONTENTED HOUR**  
Mondays—10-10:30 P.M. EST, Over NBC-Red Network—Coast to Coast  
Pers. Representative: Wm. von Zehle, 30 Rockefeller Plaza, New York City



**SCRIPT LIBRARY BILLBOARD**  
**XMAS SCRIPTS**  
DAILY CO-OPS  
15 MINUTE  
30 MINUTE  
ONE HOUR  
auditions available to recognized station and agency executives  
The SCRIPT LIBRARY A Division of RADIO EVENTS, 535 Fifth Avenue, N.Y.C.



FIVE YEARS IN THE LIFE  
OF A YOUNG CANADIAN SHOWMAN!

# CARROLL LEVIS

BRITAIN'S  
FAVOURITE  
MASTER OF  
CEREMONIES

BRITAIN'S  
OUTSTANDING  
BROADCASTER

1935

Carroll Levis quits his job as an announcer in Canada and sails for England. He arrived in London Friday, December 13, 1935.

1936

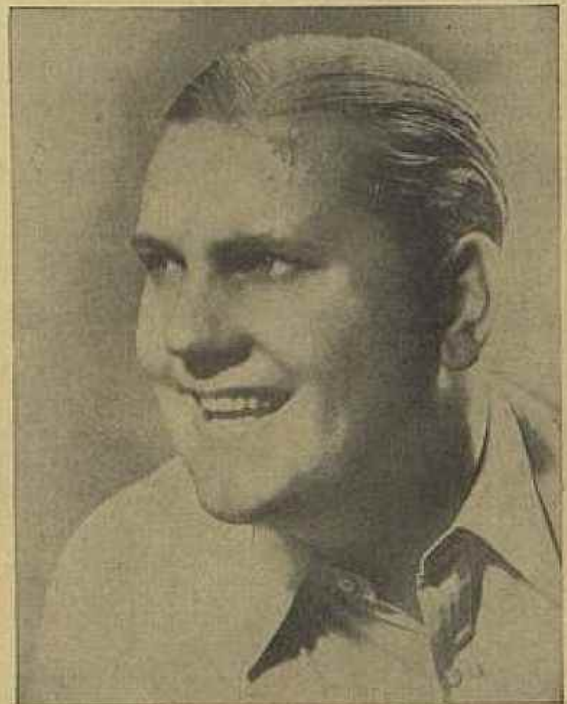
For nine months Levis worked as a continuity writer before being given his first chance to broadcast for the BBC. Broadcast 8 P.M. Monday, September 8. The programme was a success and Levis was a star overnight.

1937

Starts first stage unit and has two shows on the road before the end of the year! Levis is also voted year's favourite broadcaster by a 5 to 1 majority. Quaker Oats also sign him for commercial series.

1938

Breaks box-office records in principal theatres throughout British Isles with his two shows. Then Levis pays a lightning visit to America. Has to dash back to England to sign for another year with Quaker Oats.



CARROLL LEVIS

1939

Signed by Grand National to star in film. Quaker Oats sign him for another year. Business topping all previous records when war is declared. In October Levis again visits America. Business demands speedy return to England. Clipped back December 27.

and  
1940

Back in England entertaining troops. Broadcasting in England and also to America via short wave. Both Levis shows are doing bigger business than ever! In September Levis still going strong. Plans to visit America again in October.

LONDON ADDRESS

MAYFAIR HOTEL  
BERKELEY SQUARE  
LONDON W. 1  
ENGLAND



*DEFINITELY A NAME TO REMEMBER*

**CARROLL LEVIS**

CANADIAN ADDRESS

4889 BLENHEIM ST.  
VANCOUVER B. C.  
CANADA

★  
★  
★  
CYRIL LEVIS, Manager



# ASCAP-BMI DEVELOPMENTS

## NAB Prez Agrees to Maestri's Plea for Arbitration Confab; 4 Non-ASCAPS on Remotes Now

NEW YORK, Oct. 12.—The battle of music was again punctuated this week by the active intervention of name band leaders in the American Society of Composers, Authors, and Publishers and the broadcasting industry fracas in an effort to bring the warring parties together after hearing three sides of the story. (Musicians' union was hauled in by the leaders as the third party and a possible arbiter in the situation).

Latest move was an answer from Neville Miller, president of the National Association of Broadcasters, in reply to a letter from Fred Waring, who went to the top rung of the ladder and communicated with Miller and network moguls, asking for a meeting of band leaders and the broadcasting interests in the hope of developing a more conciliatory attitude between ASCAP and NAB before the expiration of the current ASCAP-radio contract on January 1.

Miller was amenable to Waring's proposal for a meeting between the maestro and the broadcasting stations, but was doubtful as to the outcome "until ASCAP indicates its own willingness to negotiate." Letter from the NAB exec, in full, stated:

"Dear Mr. Waring:

"I have your letter of October 4 suggesting a meeting with a committee of orchestra leaders, of which you are the chairman. We are always willing to meet with any group sincerely interested in resolving the performing rights problem.

"As regards negotiations between broadcasters and the American Society of Composers, Authors, and Publishers, I should in all frankness say that ASCAP has indicated thus far no willingness to negotiate on any basis that gives hope of a settlement. Therefore we are going right ahead—and with increasing success—with our preparations to meet ASCAP's withdrawal of its music from broadcasting on January 1, 1941.

"After all, the situation which exists is not of the broadcasters' creation but of ASCAP's creation. It is ASCAP and not the broadcasters which has made demands which render the continued use of ASCAP music impossible, and it is ASCAP and not the broadcasters which insists on maintaining an undemocratic and monopolistic organization, demanding, for example, that we pay ASCAP a percentage of our gross revenue from programs, such as news programs, which do not use music at all. In taking this position ASCAP has acted as an aggressor against broadcasters and orchestra leaders alike.

"Until ASCAP indicates its own willingness to negotiate—and holding a gun at your heads and ours is not negotiating—it seems to me that your suggestion would not accomplish anything. Nevertheless, if you so desire, I shall be glad to meet with your committee at any time that is mutually convenient, and I shall telephone you within the next day or two in order to make the necessary arrangements.

"Very truly yours  
Neville Miller, president,  
National Association of  
Broadcasters."

Up to press time no date had been set for the meeting, but it was indicated that Miller would arrive from Washington some time during the next week to hold the confab with the leaders, who are insistent that they are the

ones suffering the most at the present moment.

### 1 More Non-ASCAP

Meantime ASCAP is being non-committal with both publishers and leaders as to its future course of action, while Broadcast Music, Inc., continues its intensive drive to get as many performances as possible as the fight nears its crisis.

In line with this, leaders with remote wires received their latest orders this week to schedule at least four Public Domain or BMI tunes, specifying two songs in each 15-minute period of the half-hour broadcasts.

Some leaders have been making mumbled threats, and it is known that some entered into active battle with the networks where they considered the performance stipulations impossible and that some concessions were made, but up to press time none of them had canceled any air broadcasts.

### Bands Happy Off Air

Oddity of this situation is that with broadcast time felt to be so precious by the leaders in building up their bands, some leaders who went off the air last week for theater dates and road tours and some who are going off in the next few weeks are happy about not having wire time, because it takes them out of the middle of the situation. One-night tours are extensive, and the issue should be settled one way or another in six weeks.

Those leaders who are still on the air, however, indicated that they are being punted around like a football, but are powerless to do anything, since defiance of the broadcasters' policies would undoubtedly mean yanking the band off the air. There isn't one at the moment who is willing to set the precedent.

Feeling is that the only way that the leaders can help themselves is by attempting conciliation with both parties, part of which plan included the bringing in of the musicians' union as an arbitrator and the letter to Miller. Letter was sent after Waring, acting for the newly formed committee, which consists of Eddy Duchin, Johnny Green, Meyer Davis, Ben Cutler, and Nat Shilkret, communicated with the heads of the four major networks asking for a conciliation powwow. Waring was advised that negotiations would have to be conducted thru Miller. When the meeting takes place Niles Trammell, president of NBC; William Paley, CBS president, and Alfred J. McCosker, president of Mutual, will be present.

### BMI a "Salvation"

PHILADELPHIA, Oct. 12.—Whatever support name band leaders will get from the musicians' union to protect the value of their music libraries and insure the quality of their network dance remotes in face of the BMI-ASCAP strife, it is a certainty that the rank and file of the union's membership is not as sympathetic as the "big boys," if expressions of Philadelphia musicians are shared by other locals. As far as the small-time band leader and Joe Average Musician continually on the hunt for a steady job are concerned, BMI is looked upon as a sort of "salvation." These boys have no elaborate sets of books at stake, and network remotes are things only to dream about. The important thing, say the Quaker City lads, as far as their own economic interests are concerned, BMI will make it more inviting for the small taverns and taprooms to put a two or three-piece band to work—even a piano player.

Overlooked in the battle of words that's been confined almost exclusively to the radio situation is the fact that BMI promises to solve the problems of the small "consumer"—the operators of the small spots now without live music because of ASCAP's license demands.

### One-Two-Three-Squawk

PHILADELPHIA, Oct. 12.—Dance licenses of two midtown nighteries here were revoked this week following reports by vice squad officers. The Neon Bar and the Bucket were charged with permitting "indecent dancing," in spite of objections from attorneys representing the proprietors that the customers were not cavorting indecently on the dance floor.

Contention was made that the objectionable dancing was nothing more than the conga and the rumba.

BMI's offer to tavern keepers to use its music without payment at this time is seen by Philly tooters a solution to obtaining live music for taverns and thus employment for themselves. Tavern ops feel that with this new music supply they will be able to afford hiring small combos for Saturday nights, week-ends, and even for the full week.

### No Tavern Fees

There are no licensing plans for taverns at all and music originating with BMI will be available to tavernmen without charge "for a considerable time to come," Sydney M. Kaye, general counsel for BMI, stated in a letter to a Philly organization of tavern operators. "When the day comes," he stated, "we will make the charge just as nominal as we can in fairness to our authors, and if there is any argument about it, we will always be glad to arbitrate. After all, you will be interested to know that our stock cannot be transferred by a broadcasting station except to the successor owner of the broadcasting station, so that there is no chance of the control of our company going into the hands of people who are unfriendly to music users."

On the ASCAP front in Philly, Conlen, LaBrum & Beechwood, attorneys representing the Society there, are proceeding post-haste to the courtrooms unless the tavern ops and night club owners take out licenses for the performance of music. Newest suit filed by the Society in United States District Court here, charging copyright infringement, was instituted against Louis Tomasco.

Local union officials will take no sides in the matter other than stating that they are on the side of the interests that will make for greater employment opportunities for the musicians.

### Jewel Music Squawk

Jewel Music Publishing Company, New York, confirmed this week that it had been squawking to Columbia Broadcasting Company regarding alleged anti-cannibalism of Jewel tunes in favor of BMI music. Situation has an interesting twist in that Jewel is not affiliated with the American Society of Composers, Authors, and Publishers, but is a member of the Society of European Stage Authors and Composers (SESAC), which is non-ASCAP.

According to Jewel execs, situation came as a result of cautious policy of CBS in checking affiliations of writers. Jewel execs, however, were plenty burned and squawked that the CBS move was "monopoly," the same charge the networks have been making against ASCAP.

### BMI Adds to Catalog

Broadcast Music, Inc., has acquired the radio performance rights to the catalog of G. Ricordi Company of Milan, claiming some 134,000 titles.

Ricordi of Milan is not to be confused with the American Ricordi firm, which is a member of the American Society of Composers, Authors, and Publishers.

Interesting bit of history connected with this latest BMI acquisition is that the same catalog was used in a previous attempt to fight ASCAP. This was in 1933, the radio music shelf then being known as the Radio Program Foundation. It folded.

BMI statement on the catalog claims 134,000 titles, including 500 operas and several hundred symphonic works, dance music, church music, and other material. One copyright expert has been checking files in Washington and claims Ricordi

## Music Items

### Publishers and People

HAROLD SEADER has been appointed Boston representative for Mercer-Morris.

Joe Davis, of Georgia Music, has taken Erskine Butterfield, colored composer, under his wing. Butterfield's first Davis-sponsored number is *Chocolate* (boogie-woogie fox trot), with lyrics by Buddy Kaye.

Revival of *I'm the Loneliest Gal in Town*, hit of yesteryear by Lew Brown and Albert Von Tilzer, is not being done by Brown, but by Broadway Music Corporation.

Chart Music's *The Honolulu Bundle* is slowly making its way into the East and Midwest. Up to now song has been featured from Honolulu by Al Perry's ork. Writers are Nat Vincent and Eddie Armstrong.

Carillon Publishers, Buffalo, has on its hands a drinking song, "Giddy-Giddy-Ga-Ga-Go." If any opposition is registered about mentioning liquor in a song, it is ready to substitute a non-alcoholic version.

### Songs and Such

ANN DUPOINT, fem band leader, made her debut as a composer last week, collaborating with Bessie Palmer on lyrics. Finished product is *Red Moon*, which has been placed with Sun Music.

Jerry Brainin and Alan Roberts' latest, *The Echo of the Angelus*, has been published by Crawford and placed on the firm's No. 1 Plug list.

Musical brainchild of George Whiting and Bert Reisfeld, *River Home*, and that of Glenn Garr, Jack Beller, and Harry Cooper, *I Had a Dream*, have been accepted by Regent Music.

Henry Nemo dashed off two tunes for two different publishers last week. *When You Awake* was placed with Plymouth Music, and *Take Care*, in collaboration with Jack Palmer, is being published by Olman Music.

*The Lady With Red Hair*, song from the Warner picture of the same name, by Bickley Reichner and Guy Wood, has reached the Bemick shelves.

While playing down in Miami, where he still is, Clark Ringwalt penned a song, *It's Play Time in Miami*, which is being plugged in co-operation with the South Florida Crippled Children's Hospital and School. Profits are being split.

Grace and Sooty, musical strollers, have put words and music to a Willkie campaign song, *Elitot, I Wanna Be a Cop's Too*, down Nashville way.

Andy Tocc, Bob Glover, and John Sacco have written a new song entitled *You and Your Furry Ways*, Victory Music publishing.

"610 on the Dial," composition of Finley Shugard, serving as the new theme song for Joe Frascetto's ork at WIP, Philadelphia, will be used to introduce all orchestral shows on the station. Frascetto providing the air debut for "And You," offering of Marie English and Claire Helst. . . . Katherine Hoyt, vocalist with BMI McCune at Benjamin Franklin Hotel in the Quaker City, tries her hand at Tin Pan Alley topics with "I'm Coofy Over You." . . . Phil Minceff and Bert Wilson, Philly reporters, aim to emulate Bickley Reichner, also a local fourth estater, with "You're Too Sure of Yourself."

### Jarrett Uses Pick-Up for Chi

CHICAGO, Oct. 12.—Dissatisfaction was voiced by the management of the Chicago Theater over the recent engagement of the Art Jarrett band. Jarrett came into Chi with three or four pick-up players, his lead-off sax, trumpet, and trombone players having balked at the engagement. Result was that Chicago Theater maestro, Lou Adrian, had to substitute several of his own side men and spend all day Friday and Saturday rehearsing the makeshift band for Jarrett to lead.

of Milan has some 5,000 entries since 1909.

BMI now claims a total of 240,000 music titles are available for radio after January 1, including BMI material, SESAC copyrights, Associated Music Publishers' music, and originals and Public Domain music.

### Some Compensation

NEW YORK, Oct. 12.—All men of conscription age registering for the draft Wednesday (16) will be admitted free to the Fiesta Daneteria here that night as guests of Owner Richard Decker, provided they are accompanied by a young lady. The identification card handed each registrant is enough to get him in the place.

Those lads who'll claim exemption as married men had better not show up with any blondes, however.



# Scranton-U. S. Records Master Disk Feud Ends

SCRANTON, Pa., Oct. 12.—The controversy between the Scranton Record Manufacturing Company and the United States Record Corporation, New York, over ownership and possession of master recordings and records in possession of the Scranton concern ended Tuesday (8) when U. S. Judge Albert L. Watson granted approval to an agreement of settlement.

It provides that 233,000 inventoried records are to be sold by the U. S. Corporation, proceeds to be divided between the two firms. This agreement must gain approval of the U. S. Southern District Court of New York. The Scranton firm is to have possession of all "masters, mothers, and stamper" recorded in U. S. Records' New York studios or elsewhere which are not covered by receipts of the Quackenbush Warehouse Company, Scranton. The New York firm is to retain all those covered by receipts. Several other articles of agreement between the two concerns are part of the settlement, including transfer of the capital stock of the companies held by each other.

The contempt of court proceedings against J. Lewis Ash and L. A. Mayberry, counsel and treasurer respectively of the U. S. Corporation, brought by the Scranton company, were dismissed Monday (7) after the respondents agreed to withdraw proceedings instituted in the U. S. Southern District of New York to enjoin the Scranton firm from ejecting the New York company from its quarters in the Scranton plant's building.

## SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

## Buffalo Statler Switches From MCA to Morris Bands

BUFFALO, Oct. 12.—Statler Hotel here, which uses a band policy, has switched its band booking activities from MCA to the William Morris office for the first time in years. New band set for the winter months is Charles Baum, who will open October 25, when Wanda and Her Escorts exit after a two-week date.

Previous MCA crop of Statler bands included Dick Kuhn, Lyle Carlyle, and Paul Pendarvis. Statler is using the Main Dining Room and Cafe Lounge for dinner and supper dancing, respectively, but hasn't used the Terrace Room, awank nitery spot, since 1939. Theodore Krueger is manager of the hotel.

## Olsen Into Houston Hotel

HOUSTON, Tex., Oct. 12.—George Olsen opens the Empire Room of the Rice Hotel here October 17, moving in as remodeling of the spot is completed. Olsen is the first name ork to play the Rice in many weeks, replacing the local Torrea-Waters ork.

# Radio Station Attempting To Set Para and Strand Remotes

NEW YORK, Oct. 12.—First move in the attempt of a radio station to have regularly scheduled weekly remote broadcasts from the band stands of the Paramount and Strand theaters here was started this week by Sidney Leipzig, head of Station WOV's artist bureau, which in the past was devoted to foreign audiences but lately has gone in for popular record programs, band leader interviews in connection with same, and remote shots from local nitery stands.

While move is in its preliminary stages, Jack Rosenberg, Local 802 musicians' union proxy, indicated that under present rulings the union would not permit remote broadcasts from theaters, but that the proposition hasn't come up before the union yet, which would probe it at the proper time.

Leipzig said that he has had some early-stage talks with Harry Mayer, Strand booker, and that some more are in the offing, and that next week he

expects to go into negotiations with Bob Weisman, manager of the Paramount. Rosenberg said that, on the one hand, there would be the question of stand-by charges if the band belonged to another local of the APM, and that, secondly, the union has been against remotes from theaters in the past, and the idea would have to be a good one by the time it reached the 802 executive board.

REMODELED ballroom of the Alhambra Temple, Chattanooga, Tenn., launched another dance season this week, with Ellis Goodloe orchestra playing its sixth season of Saturday night dances.

## PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c. in quantity. 100 prints, 5x10, \$3.50. 50 prints, \$3.25. Others even lower! Refer to: MCA, RCA Victor, Wm. Morris, CRA, etc. Write for price list.

MOSS PHOTO SERVICE, 155 W. 46th, N. Y.

## MONKEYS AIN'T THE CRAZIEST PEOPLE

HE (Screwball DENNY BECKNER Produces them)

IN "LAUGH PARADE OF 1941"

WACKIER than Olson & Johnson  
ZANIER than The Marx Bros.  
KRAZIER than The Ritz Bros.

SCREWIEST SHOW ON TOUR

With DENNY BECKNER and his Madcap Merry Makers

JUNE & JERRY RICH  
ELTON and RITA  
RUSS FETHEROLF  
PAT KAMINSKI  
THE DEBUTANTES  
and BEEF TRUST

NUTS TO YOU

Now Booking Theatres and Cafes  
WRITE—WIRE—PHONE  
STANFORD ZUCKER AGENCY  
501 Madison Avenue • New York City • Plaza 3-4677

# Orchestra Notes

By DANIEL RICHMAN

### New York Nocturne

ENOCH LIGHT, after 14 weeks in a hospital as the result of an automobile crash in Massachusetts early in June, has recovered sufficiently to start reorganizing his band. . . . he expects to begin work again in mid-November, booked by the William Morris office. . . . RUSS LYONS, of Music Corporation of America, goes into the hospital this week because of sinus trouble. . . . ELLA FITZGERALD takes her first New York location in some time at the new Tropicana, on the site of the old Yumuri Club, October 18. . . . JOHN KIRBY and MAXINE SULLIVAN start a run at Monte Proser's Beachcomber October 27. . . . another new spot, Treasure Island, gets NANO RODRIGO and LOLITA CORDOBA and their respective orks on the 24. . . . GUS STECK has signed a seven-year contract with MCA, altho Gordon & Williamson still hold the personal management reins. . . . SONNY BURKE, with the support of Benny Goodman, goes into the Brooklyn Boulevard on the 19th for a month. . . . LANG TROMPSON was off the Village Barn stand for several days last week due to an injured ankle. . . . DICK KUHN went back into the Astor's Broadway Cocktail Lounge Friday (11) for his third successive winter there.

### This Changing World

SAMMY KAYE has added ARTHUR WRIGHT, tenor, to his stable of vocalists. . . . Wright, oddly enough, used to sing with Kay Kyser. . . . SAM DONAHUE left the lead tenor sax chair in Harry James' ork to go with Benny

## EDDIE VARZOS

and his orchestra featuring Danny Varze at the piano Now at the ST. MORITZ HOTEL, N. Y. Introducing the following new songs by John Dorf and Francis Peutz:

- ANGELS IN LOVE (Fox Trof)
- BLUE CARIBBEAN MOONLIGHT (Tango)
- COULD I BUT WRITE A SONG (Fox Trof)
- THE ROSE I GAVE TO YOU (Waltz)

These songs have been commended by the world-famous violinist FRITZ KREISLER, as well as by Nick Kenny, Paul Denis, and others. . . . Call today at any music dealer.

Piano Copy 25c. Orchestration (by Art McKay) 50c. Or Order Direct From

ART MUSIC COMPANY 852 BROADWAY, NEW YORK

Goodman's new band. . . . BUDDY BRIDGE joined the Ann DuPont outfit as vocalist. . . . KAY ALLEN, who chirped the ditties with Al Donahue when the latter was at the Hotel New Yorker several months ago, now singing with Joe Frassetto's band, the house outfit at Philly's Station WIP. . . . SONNY SAUNDERS is the new addition to the male vocal ranks in the band. . . . SLEEPY HALL switches over from MCA to the William Morris roster. . . . NAT JAFFEE, pianist formerly with Charlie Barnet and Jack Teagarden, is doing solo and team work with Sonya Yarr in the Cafe Sutton, Hotel Sutton, New York. . . . BUTCH STONE, erstwhile Van Alexander saxman, replaces Art St. John in the Jack Teagarden ork. . . . BOBBY GUYER, a charter member of the Bobby Byrne outfit, comes back to it to take over Red di Cataldo's trumpet seat. . . . Lou Lang has added FRANK SCHEURLE and his Novachord to his band at the Mary Murray Room of the Hotel White, New York.

### Chicago and Points West

BILL PARENT, formerly with Music Corporation of America, has joined Frederick Brothers' Music Corporation in Chi. to specialize in booking cocktail combos. . . . ADRIAN ROLLINI and his trio are at the Blackstone Hotel in the Windy City. . . . DEL COURTNEY starts an indefinite engagement at the Muehlebach Hotel, Kansas City, Mo., January 3. . . . BILL BARDO set for a stay at the Lowry Hotel, St. Paul, as of the 18th of this month. . . . after a pair of weeks at the Chase Hotel, St. Louis, WILL OSBORNE moves over to the Nicolet hotel, Minneapolis, October 25 for a month. . . . BOYD RAEBURN is at the Club Trocadero, Evansville, Ind. . . . DUKE ELLINGTON is set for the Casa Manana Cafe, Culver City, Calif. . . . and in Los Angeles ARTIE SHAW makes it the Victor Hugo October 25, succeeding Matty Malneck. . . . he stays there until BEN BERNIE takes over that stand Christmas Eve.

### Penn-Jersey Patter

ANTHONY CANDELOBI set for the Ritz-Carlton when the Philadelphia hotel relights its dining salon. . . . SNUB MOSELY makes his first bow in the same town at Irwin Wolf's Hotel Senator Rendezvous. . . . FRANK STERLING (See ORCHESTRA NOTES on page 13)





# The Billboard

WEEK ENDING  
OCTOBER 10, 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

- I'LL NEVER SMILE AGAIN. (12th Week) **Yummy Dorsey.**
  - WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (7th Week) **Glenn Miller, Ink Spots, Dick Todd.**
  - BLUEBERRY HILL. (6th Week) **Glenn Miller, Kay Kyser, Russ Morgan.**
  - I'M NOBODY'S BABY. (6th Week) **Judy Garland, Tommy Tucker, Benny Goodman.**
  - TRADE WINDS. (3d Week) **Bing Crosby.**
  - MAYBE. (2d Week) **Ink Spots.**
- #### COMING UP
- PRACTICE MAKES PERFECT. **Bob Chester.**
  - FERRYBOAT SERENADE. **Gray Gordon, Andrews Sisters, Kay Kyser.**
  - ONLY FOREVER. **Bing Crosby.**
  - CROSTOWN. **Glenn Miller, Guy Lombardo.**
  - OLD LOVE AFFAIR. **Dick Jurgens.**
  - THE CALL OF THE CANYON. **Glenn Miller, Tommy Dorsey.**
  - THAT'S FOR ME. **Bing Crosby.**
  - BEAT ME DADDY, EIGHT TO A BAR. **Glenn Miller, Will Bradley.**
  - NOW I LAY ME DOWN TO DREAM. **Guy Lombardo.**

### 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: Ted Burke, Inc.; 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. 1. Record Dept.; Portland, Ore.: Meier and Frank Co.; J. K. Gill 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: Song Shop; Willis Music Co.; Joseph Wurlitzer Co.; St. Louis: Miller's, Inc.; Milwaukee: Schubert's; Record Library (Ed Deam'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: Acclian 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. R. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co.; Atlanta: Cox Prescription Shop, Raleigh, N. C.: James R. Thiem; C. H. Stephenson Music Co.; Miami: Richards Store Co.; Burdine's, Inc.; New Orleans: Louis Grunewald Co., Inc.; O. Schirmer, Inc.; Fort Worth, Tex.: McGroarty's; Kenzie Bros. Furniture Co.; San Antonio: Thomas Acuna; Alamo Plaza Co.; San Antonio Music Co.

| NATIONAL                         |  | EAST                             |  | WEST COAST                       |  |
|----------------------------------|--|----------------------------------|--|----------------------------------|--|
| POSITION<br>Last This<br>Wk. Wk. |  | POSITION<br>Last This<br>Wk. Wk. |  | POSITION<br>Last This<br>Wk. Wk. |  |
| 1                                | 1. ONLY FOREVER<br>—BING CROSBY                            | 1                                | 1. I'll Never Smile Again<br>—Tommy Dorsey | 1                                | 1. Only Forever<br>—Bing Crosby                    |
| 2                                | 2. I'LL NEVER SMILE AGAIN<br>—TOMMY DORSEY                 | 2                                | 2. Only Forever<br>—Bing Crosby            | 2                                | 2. Blueberry Hill<br>—Glenn Miller                 |
| 3                                | 3. BLUEBERRY HILL<br>—GLENN MILLER                         | 3                                | 3. Maybe<br>—Ink Spots                     | 3                                | 3. I'll Never Smile Again<br>—Tommy Dorsey         |
| 4                                | 4. MAYBE<br>—INK SPOTS                                     | 4                                | 4. We Three<br>—Ink Spots                  | 4                                | 4. Practice Makes Perfect<br>—Bob Chester          |
| 5                                | 5. BEAT ME DADDY (EIGHT TO A BAR)<br>—WILL BRADLEY         | 5                                | 5. Blueberry Hill<br>—Glenn Miller         | 5                                | 5. Trade Winds<br>—Bing Crosby                     |
| 6                                | 6. TRADE WINDS<br>—BING CROSBY                             | 6                                | 6. The One I Love<br>—Tommy Dorsey         | 6                                | 6. Beat Me Daddy (Eight to a Bar)<br>—Will Bradley |
| 7                                | 7. PRACTICE MAKES PERFECT<br>—BOB CHESTER                  | 7                                | 7. My Greatest Mistake<br>—Ink Spots       | 7                                | 7. Maybe<br>—Ink Spots                             |
| 8                                | 8. WE THREE<br>—INK SPOTS                                  | 8                                | 8. Call of the Canyon<br>—Tommy Dorsey     | 8                                | 8. Maybe<br>—Dinah Shore                           |
| 9                                | 9. WHEN THE SWALLOWS COME BACK TO CAPISTRANO<br>—INK SPOTS | 9                                | 9. Trade Winds<br>—Tommy Dorsey            | 9                                | 9. Maybe<br>—Bobby Byrne                           |
| 10                               | 10. TRADE WINDS<br>—TOMMY DORSEY                           | 10                               | 10. Trade Winds<br>—Bing Crosby            | 10                               | 10. There I Go<br>—Vaughn Monroe                   |

| MIDWEST                          |  | SOUTH                            |  |
|----------------------------------|--|----------------------------------|--|
| POSITION<br>Last This<br>Wk. Wk. |  | POSITION<br>Last This<br>Wk. Wk. |  |
| 1                                | 1. Maybe<br>—Ink Spots                                     | 1                                | 1. Only Forever<br>—Bing Crosby                    |
| 2                                | 2. I'll Never Smile Again<br>—Tommy Dorsey                 | 2                                | 2. Blueberry Hill<br>—Glenn Miller                 |
| 3                                | 3. Only Forever<br>—Bing Crosby                            | 3                                | 3. I'll Never Smile Again<br>—Tommy Dorsey         |
| 4                                | 4. Beat Me Daddy (Eight to a Bar)<br>—Will Bradley         | 4                                | 4. Trade Winds<br>—Bing Crosby                     |
| 5                                | 5. Blueberry Hill<br>—Glenn Miller                         | 5                                | 5. Maybe<br>—Ink Spots                             |
| 6                                | 6. When the Swallows Come Back to Capistrano<br>—Ink Spots | 6                                | 6. Practice Makes Perfect<br>—Bob Chester          |
| 7                                | 7. Practice Makes Perfect<br>—Al Kaye                      | 7                                | 7. Beat Me Daddy (Eight to a Bar)<br>—Will Bradley |
| 8                                | 8. Pompton Turnpike<br>—Charlie Barnet                     | 8                                | 8. I'm Nobody's Baby<br>—Judy Garland              |
| 9                                | 9. Only Forever<br>—Tommy Dorsey                           | 9                                | 9. Trade Winds<br>—Tommy Dorsey                    |
| 10                               | 10. I'm Nobody's Baby<br>—Judy Garland                     | 10                               | 10. Ferryboat Serenade<br>—Kay Kyser               |

### 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; Edmund Clay & Co.; Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Eldare Music Co.; Chicago: Lyons & 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.: Audit Music Co.; New Orleans: G. Schirmer of Louisiana; Atlanta: Cable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

| NATIONAL                         |  | EAST                             |                           | WEST COAST                       |  |
|----------------------------------|--|----------------------------------|---------------------------|----------------------------------|--|
| POSITION<br>Last This<br>Wk. Wk. |  | POSITION<br>Last This<br>Wk. Wk. |                           | POSITION<br>Last This<br>Wk. Wk. |  |
| 1                                | 1. BLUEBERRY HILL                            | 1                                | 1. Blueberry Hill         | 1                                | 1. Blueberry Hill                            |
| 2                                | 2. I'LL NEVER SMILE AGAIN                    | 2                                | 2. Maybe                  | 2                                | 2. I'll Never Smile Again                    |
| 3                                | 3. MAYBE                                     | 3                                | 3. I'll Never Smile Again | 3                                | 3. Maybe                                     |
| 4                                | 4. WHEN THE SWALLOWS COME BACK TO CAPISTRANO | 4                                | 4. Only Forever           | 4                                | 4. When the Swallows Come Back to Capistrano |
| 5                                | 5. ONLY FOREVER                              | 5                                | 5. Trade Winds            | 5                                | 5. Trade Winds                               |
| 6                                | 6. I'M NOBODY'S BABY                         | 6                                | 6. I'm Nobody's Baby      | 6                                | 6. Practice Makes Perfect                    |
| 7                                | 7. TRADE WINDS                               | 7                                | 7. Practice Makes Perfect | 7                                | 7. Only Forever                              |
| 8                                | 8. PRACTICE MAKES PERFECT                    | 8                                | 8. God Bless America      | 8                                | 8. I Am an American                          |
| 9                                | 9. SIERRA SUE                                | 9                                | 9. God Bless America      | 9                                | 9. Sierra Sue                                |
| 10                               | 10. GOD BLESS AMERICA                        | 10                               | 10. That's for Me         | 10                               | 10. Same Old Story                           |
| 11                               | 11. OUR LOVE AFFAIR                          | 11                               | 11. Our Love Affair       | 11                               | 11. I'm Nobody's Baby                        |
| 12                               | 12. I AM AN AMERICAN                         | 12                               | 12. Sierra Sue            | 12                               | 12. A Million Dreams Ago                     |
| 13                               | 13. CALL OF THE CANYON                       | 13                               | 13. I Am an American      | 13                               | 13. Our Love Affair                          |
| 14                               | 14. THAT'S FOR ME                            | 14                               | 14. Love Lies             | 14                               | 14. Ferryboat Serenade                       |
| 15                               | 15. CROSTOWN                                 | 15                               | 15. Call of the Canyon    | 15                               | 15. And So Do I                              |

| MIDWEST                          |  | SOUTH                            |  |
|----------------------------------|--|----------------------------------|--|
| POSITION<br>Last This<br>Wk. Wk. |  | POSITION<br>Last This<br>Wk. Wk. |  |
| 1                                | 1. Blueberry Hill                            | 1                                | 1. When the Swallows Come Back to Capistrano |
| 2                                | 2. Maybe                                     | 2                                | 2. I'll Never Smile Again                    |
| 3                                | 3. I'll Never Smile Again                    | 3                                | 3. Blueberry Hill                            |
| 4                                | 4. God Bless America                         | 4                                | 4. I'm Nobody's Baby                         |
| 5                                | 5. Trade Winds                               | 5                                | 5. Sierra Sue                                |
| 6                                | 6. Only Forever                              | 6                                | 6. Only Forever                              |
| 7                                | 7. When the Swallows Come Back to Capistrano | 7                                | 7. Practice Makes Perfect                    |
| 8                                | 8. Our Love Affair                           | 8                                | 8. Trade Winds                               |
| 9                                | 9. Sierra Sue                                | 9                                | 9. Maybe                                     |
| 10                               | 10. I'm Nobody's Baby                        | 10                               | 10. Call of the Canyon                       |
| 11                               | 11. Practice Makes Perfect                   | 11                               | 11. Now I Lay Me Down to Dream               |
| 12                               | 12. I Am an American                         | 12                               | 12. Our Love Affair                          |
| 13                               | 13. Crosttown                                | 13                               | 13. That's for Me                            |
| 14                               | 14. Call of the Canyon                       | 14                               | 14. The Nearness of You                      |
| 15                               | 15. All This and Heaven Too                  | 15                               | 15. The Breeze and I                         |

### SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WCAP, WABC) between 5 p.m.-1 a.m. week days and 3 a.m.-1 a.m. Sundays for the week ending Thursday, October 10. Independent plugs are those recorded on WOR, WNEW, WMCA, and WBN. Film tunes are designated as "F," musical production numbers as "M."

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

| Position<br>Last This<br>Wk. Wk. | Title   | Publisher         | Plugs<br>Net Inds |
|----------------------------------|---|-------------------|-------------------|
| 1                                | 1. TRADE WINDS                                | Harms             | 28 21             |
| 2                                | 2. PRACTICE MAKES PERFECT                     | BMI               | 27 17             |
| 3                                | 3. THERE I GO                                 | BMI               | 26 10             |
| 4                                | 4. FERRYBOAT SERENADE                         | Robbins           | 21 11             |
| 5                                | 5. OUR LOVE AFFAIR (F)                        | Foist             | 20 15             |
| 6                                | 6. SAME OLD STORY                             | BMI               | 18 9              |
| 7                                | 7. NOW I LAY ME DOWN TO DREAM                 | Remick            | 17 10             |
| 8                                | 8. LOOKING FOR YESTERDAY                      | Berlin            | 17 3              |
| 9                                | 9. ONLY FOREVER (F)                           | E. B. Marks       | 16 17             |
| 10                               | 10. MAYBE                                     | Robbins           | 16 2              |
| 11                               | 11. CROSTOWN                                  | Shapiro-Bernstein | 15 9              |
| 12                               | 12. A MILLION DREAMS AGO                      | ABC               | 13 11             |
| 13                               | 13. CALL OF THE CANYON                        | Shapiro-Bernstein | 13 10             |
| 14                               | 14. I GIVE YOU MY WORD                        | BMI               | 13 9              |
| 15                               | 15. WHEN THE SWALLOWS COME BACK TO CAPISTRANO | Witmark           | 13 7              |
| 16                               | 16. I COULD MAKE YOU CARE (F)                 | Witmark           | 11 15             |
| 17                               | 17. THAT'S FOR ME                             | Famous            | 10 17             |
| 18                               | 18. BLUEBERRY HILL                            | Chappell          | 10 11             |
| 19                               | 19. I'M NOBODY'S BABY (F)                     | Foist             | 10 11             |
| 20                               | 20. MY GREATEST MISTAKE                       | BVC               | 10 10             |
| 21                               | 21. I HEAR MUSIC (F)                          | Famous            | 10 3              |



## T. Dorsey Attracts Biggest Gate of New Des Moines Season

DES MOINES, Ia., Oct. 12.—With prices upped, Tommy Dorsey pulled in 2,100 dancers to the Tromar Ballroom here for the largest gate and gross since the indoor spot opened for the fall season.

Prices were a straight \$1 plus taxes, bringing a gross of \$3,352 for the hall-room and Dorsey to split. It was second time the band played the Tromar this year, appearing during a blizzard last year.

Previous name bands have failed to attract heavy gates since the fall opening with Wayne King getting less than 1,000 couples at \$1, including taxes, on September 28.

## Herbeck's First N. Y. Para Date Deferred

NEW YORK, Oct. 12.—Ray Herbeck, who leaves the Log Cabin, Armonk, N. Y., October 27, supposedly to play his first Broadway theater date at the Paramount, starting the 30th, was left high and dry for a month after he was informed Thursday (10) that his opening date had been set back to December 4.

Harry Kalchalm, Paramount booker, stated, however, that he had a "definite understanding" with Bill Frederick, head of New York office of Frederick Bros. Music Corporation, who booked the band into the theater, that the date could be pushed back if necessary. Kalchalm explained that the house had a flexible booking policy, subject to change with shifting amount of pictures.

In Herbeck's case, picture department showed *Northeast Mounted Police* in ahead of schedule and had Glen Gray penciled in, only it was moved into Herbeck's date. Picture is a super-duper technicolor job, and house wanted a big band in to make an all-round killing at the box office.

Herbeck could have stayed at the Westchester nitery until going into the theater, but after contract was signed Herbie Holmes' band was contracted for the spot to open day after Herbeck leaves. Frederick couldn't be reached, as he was vacationing in Shawnee, Okla.

## W. C. Handy Gets Back Famous Compo

NEW YORK, Oct. 12.—After 28 years of waiting to see if he could survive the copyright laws, William C. Handy again became owner of *The Memphis Blues*, which he originally composed and published in 1912, but sold away everything excepting the authors' rights for \$50.

On the 28th anniversary of the song, however, Handy secured a renewal of copyright several weeks ago and will himself publish and lease out the rights on a royalty-sharing basis. Handy says he will republish the song in its original form, "which I am not too modest to admit was the most to my liking." He said an entire strain was dropped out when the time changed hands.

Handy said his "inexperience" induced him to sell the song for \$50, but wouldn't tell just what it was. He'd rather have everybody read about it in his forthcoming biography.

## Switch in Osborne Stands Hurts Gross

LINCOLN, Neb., Oct. 12.—Will Osborne, yanked out of Beatrice, Neb., where he was scheduled to play for the Homesteaders Club, priced at 75 cents and \$1.10, played the Turnpike Casino here (8) instead. An infantile paralysis epidemic in Beatrice caused the switch, the change in address for the attraction being known only a day and a half, which had a lot to do with the small gross of \$350—a loss of \$250 on the date for the Homesteaders, who perented to R. H. Pauley for his hall.

Remmet Ryder, a first-timer in this territory, stayed at the Turnpike three days (4-6), and got \$600, at 50 cents per. Part of the money which normally would have gone to him was deflected by Nebraska-Minnesota football game in Minneapolis, which sucked more than 3,000 students northward and killed the three days he was in town. Pauley made a little money on him even so.

## Eventually, Why Not Now?

PHILADELPHIA, Oct. 12.—Instead of waiting until showtorgers pick out the potential show tune hits, Clay Boland and Mickey Reichner have already earmarked four songs from their newest *Mask and Wig* score for radio plugging. Team singled out *High as a Kite*, show's title tune; *I'll Sing Your Praises, Not So Long Ago*, and *My Gal*. Other numbers in the show, University of Pennsylvania production premiering November 22 at Trenton, N. J., include *Wasn't He a Terrific Guy? Where Do You Hang Your Heart, Babe? Watching the Stars Go By, Etchings, Let's Go Back to Bach, and Gather Your Orchids*.

Usual procedure is to restrict radio use of show tunes, especially before the show has opened, but the tune-smiths decided to lift the bars on the selected four.

## Dallas One-Nighter Sponsors Get Gov't Admish-Dues Refund

DALLAS, Oct. 12.—Officials of several large local social clubs were notified this week that refunds would be made by the federal government of several thousands of dollars which had already been collected from the clubs under the government's claim that the annual dues collected from club members were actually paid for admissions to annual or periodic dances given by the club management.

Many of the local clubs affected by the new tax ruling are sponsors of most of the one-nighters of name bands that play Dallas during the year and include such clubs as the Idlewild, Terpsichorean, and Hesitation.

Dallas Internal Revenue Collector W. A. Thomas notified the clubs Tuesday (8) of the revised opinion received from the United States Commissioner of Internal Revenue, reversing the government's application of the "admission" tax rule. Some of the Dallas clubs had fully or partially paid the claims for the preceding four years, prior to which the statute of limitations was applicable. Revenue officials pointed out that the exemption did not apply to country clubs.

BILLY BAER'S ork, featuring Roy Best and Jay Collins as vocalists, opened October 8 at the Schroeder Hotel, Milwaukee, for a two-week engagement, to be followed by Phil Levant's ork, with Stephen Swedish, who has been playing the Modernistic Ballroom all summer, going into the spot November 19.

# Ferryboat Serenade for Blind Musicians Vetoed by Mayor

NEW YORK, Oct. 12.—Law to legalize blind musicians "begging" on city-owned ferryboats was vetoed last week by Mayor Fiorella H. LaGuardia after it had been passed by City Council some time earlier in the summer. While the bill was up for the Mayor's signature, Local 802, musicians' union, sent him a stinging letter on the council's "misplaced sense of charity" and "disgracing and belittling a time-honored and noble profession," and asked him to kill the bill. Statute died shortly after on LaGuardia's desk.

As an alternate proposal in behalf of the blind musicians, Jack Rosenberg, president of Local 802, said that he would petition the Mayor to formulate legislation in which sightless musicians would be able to earn a livelihood on city-owned ferryboats and attempt to get an appropriation from the city instead of having them "week alma."

In its letter to the Mayor, executive board of the union stated that the law, No. 219-274—"A local law to amend the administrative code of the City of New York in relation to orchestras on ferryboats"—handing the blind musicians tin

cups would be no solution to the problem.

Proposal in the law designated the use of an orchestra on city-owned ferries of from three to five blind musicians, but that "such blind musicians shall receive no compensation from the city but may solicit voluntary contributions from the public." Said the exec board to this proposal, it would "legalize, in respect to one class of citizens, acts which are deemed offenses in respect to others."

Claiming that music is a worth-while and valuable commodity and deserves something better than being made the object of charity, Rosenberg said he felt that if blind musicians were to serenade on ferryboats they should be paid union scale for same.

Rosenberg said that many blind musicians were members of the local, and that 802 always co-operates with organizations for the blind in getting breaks for them. In this instance if the city is making provisions to put them to work, the city shouldn't hand them tin cups to collect their pay, he said.

## ORCHESTRA NOTES

(Continued from page 11)

takes over the stand at Zinok's Log Cabin, Atlantic City. . . . JOE RITCHIE rhythms for Miller's 41 Club, Maple Shade, N. J. . . . FEN FAY fashions the dance gets at the Montgomery Cabaret stand in Upper Darby, Pa. . . . CAROL HORTON, former song seller for Johnny Green, gets the canary call with JOHN-NIE STRANOE, who unshuttered the Philadelphia Room at Hotel Philadelphia. . . . And in the same city Sansom House returns dancing with dining with MILT MEYERS; JACK GRIFFIN gets back the stand at Pat MacDonald's Old Falls Tavern; it's a return trip for VERNON GUY at Congo Cafe, and LAURO BROS' ork makes for the newcomers at Studio Ballroom. . . . RAY HOFFMAN at Red Fox Tavern, South Merchantville, N. J. . . . DUKE JOHNSON for the winter season at Jim's Log Cabin near Pleasantville, N. J. . . . T-K-9 returns to the Atlantic City nitery lanes, with JIMMY MOBLEY and his Royal Sultans for the music making.

## Of Maestro and Men

VAUGHN MONROE closes his build-up sojourn at Sellers' Ten Acres in Wayland, Mass., November 9 to embark on a one-night tour. . . . THE CATS AND THE MIDDLE go into the Black Bear Cafe, Exeter, Pa., November 11 for a three-week stretch. . . . BENNY GOODMAN is skedded for his first public appearance in some months at the Apollo Theater, in New York's Harlem, October 24, when he'll appear with Count Basie in celebration of "Benny Goodman-Count Basie Day" in that septa center. . . . BOBBY MARTIN is in his sixth month at Martin's (no relation) in New York, with another holdover just presented him. . . . THE KORN KORN-BLETS, now winding up the season at the World's Fair Ballantine Inn, set for a run at the Flagship, Unionville, N. J., beginning October 30. . . . under the billing of "Electronic Rhythm," BILLY ARNOLD brings his ork to the Lawrence Hotel, Erie, Pa., this week for the next three. . . . MANUEL OVANDO gets a holdover at the Nixon Cafe, Pittsburgh. . . . PAUL PAGE signed with MCA, and picks up his first date for the office at the Heidelberg Hotel Roof, Jackson, Miss., opening the 14th.

## Distributors Get First U. S. Record Release Since Bankrupt Plea

NEW YORK, Oct. 12.—Seven records, made by the United States Record Corporation before it declared itself in bankruptcy, have been released to distributors this week. The records were pressed by the Scranton Record Manufacturing Corporation, an affiliate now in the process of reorganization, after sufficient cash had been released for payment of the work by the Federal Court which has charge of the entire proceedings.

Bands featured on the records are Sammy Kaye (his last two sides before rejoining Victor), Sammy Eisen, Val Taro, Lang Thompson, John Ryan, and Harry James. Thompson made four sides.

Recording of U. S. bands has been at a standstill since the Federal Court took matters at hand. Reports that Griff Williams recorded for U. S. last week were denied by Music Corporation of America, his booker, in Chicago.

# Selling the Band

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

**Song Contest**  
GRAY GORDON, to make the both sides of a recording a "Collegiate Special," has collaborated with his arranger, Frank Linsale, a swing tune to be coupled with his cutting of *Astrum on the Campus*, a new collegiate ballad. The title of the swageroo is *Cuttin' the Glass*, and the combination of this barrelhouse and the sweet ballad, both in the collegiate vein, is smart disk merchandising with no little appeal to all the Joe and Jane Colleges who went back into the classrooms this fall.

Just a timely reminder that November 2 will be designated as "Sadie Hawkins Day," to coincide with the doings in the "Lil' Abner" comic strip. Special "Sadie Hawkins" dances promoted last year met with instant success and there is every indication that the stunt will click more widely this year. Plans are afoot to have collegiate America mark "Sadie Hawkins Day" with dances. Tie-ups with the hill-billy comic strip character are natural. And it is well to remember that 1940 is still a "leap year."

**Selling Records**  
SOME sage advice for the merchants selling the records comes from Lyon & Healy, Los Angeles music store: "Never forget to ask a new customer his name, address, and telephone number, in order that you may drop him a card

when a record is released that will please him.  
"Classify all your cards in the file, first, according to type of records desired, most; second, alphabetically. You will find that you will have several classifications, perhaps many, but when sending out cards it will eliminate segregating them, and as your list increases will simplify it.  
"Always remember the name of your customer when he first appears upon the scene and greet him with interest, calling him by name. This adds the "personal touch" which will help keep your customers once you have them.

"If convenient, have a bulletin board with the latest supplements on the board so that one may glance at them at eye level and see all the newest releases. This will also keep your counter neater.  
"Keep plenty of the supplements in the record booths.  
"Keep account of what records he buys and when, and the amount.  
"Keep your *Hit Parade* records on hand in easy reach of your customers in a rack. (And by the same token, *The Billboard's* weekly Music Popularity Chart.)  
"Always keep on display albums from current pictures or events.  
"Have a bulletin board of coming concerts of artists of whom you have records." (And again attention is called in this connection to the Bands on Tour and Orchestra Routes listings in *The Billboard* for the popular band movements.)

They're Small! ★ They're Sweet!  
They're Hot!

The International

# BOBBY MARTIN

AND HIS ORCHESTRA  
31st Holdover Week

MARTIN'S  
W. 57th Street, New York City



\*Routes are for current week when no dates are given.

A
Abb, Vic (Stuyvesant) Buffalo, b.
Albert, Mickey (Cocoanut Grove) Boston, bc.
Alvarado, Don (La Fiesta) San Francisco, nc.
Alvares, Dom (Congo Casino) Asbury Park, N. J., nc.
Andrews, Jimmie (Hershey Club) North Attleboro, Mass., nc.
Angelo (Bertolotti's) NYC, nc.
Apollon, Al (Biltmore) Atlanta, b.
Armstrong, Gene (Plantation) Houston, nc.
Arthur, Arthur (Rocky) Louisville, b.
Austin, Gene (Old Vienna) Cincinnati, re.
Ayres, Mitchell (Chatterbox) Mountaineer, N. J., nc.

B
Bach, Richard (20th Century Tavern) Phila., nc.
Baer, Billy (Schroeder) Milwaukee, b.
Baker, George (Wilson's) Phila., nc.
Barnet, Charlie (Brunswick) Boston, b.
Barnhart, Jackie (College Inn) Cleveland, nc.
Barrett, Hughie (Ritz Carlton) Atlantic City, b.
Basile, Joe (Auto Show) Newark, N. J.
Becker, Howard (Dellwood) Buffalo, b.
Beckman, Jack (Herald) Louisville, b.
Beelby, Malcolm (Adolphus) Dallas, b.
Belver, Joe "Flash" (Gray Bar Club) Youngstown, O., nc.
Benedict, Ben (Heidelberg) Salt Lake City, cb.
Benedict, Gardner (Netherland Plaza) Cincinnati, h.
Benson, Ray (Warwick) NYC, b.
Berger, Maximilian (Versailles) NYC, nc.
Berry, Ed (Mill Club) Ogden, Utah, nc.
Bessie, Earl (Dreamland) Kankakee, Ill., b.
Bilstone, Harry (Park Plaza) St. Louis, h.
Bono, Richard (Ritzler) Cleveland, b.
Borr, Mischea (Waldorf-Astoria) NYC, b.
Bowers, Freddy (Club Nomad) Atlantic City, nc.

Bready, Will (Empire Ballroom) Allentown, Pa., 15 (Convention Hall) Camden, N. J., 15; (Manhattan Old Fellows Hall) NYC, 15; (Olympia Theater) Allentown, Pa., 21; (State Theater) Connellsville 22; (Penn Theater) Butler 23.
Bregale, Vincent (Beachcomber) Boston, nc.
Breed, Dick (Penguin) Nahant, Mass., h.
Brigida, Ace (Marshall) Chicago, nc.
Brown, Jay (The Lido) San Francisco, nc.
Brown, Leo (Arcadia) NYC, b.
Bruce, Carol (Gloria) Columbus, O., nc.
Brune, Roger (Club Gloria) Columbus, O., nc.
Bruno, Anthony (Latin Quarter) Boston, nc.
Burkhardt, Johnny (Club Royal) Detroit, nc.
Burton, Paul (Palm Beach) Detroit, c.
Byrnie, Bobby (Strand) NYC, t.

C
Cabel, Tony (Villa Moderne) Chi., nc.
Cameron, Cecil (MacDonald) Edmonton, Alta., h.
Caldwell, Eddie (Cold Springs) Hamilton, Ind., h.
Cappo, Joe (McKenzie, Tenn., 15; Tippecanoe 17; Hotel Peabody) Memphis 15; (Mac & Mae) Paducah, Ky., 15; Terre Haute, Ind., 25.
Carrion, Bill (Blue Garden) Denver, nc.
Carroll, Charley (Beachcomber) Boston, nc.
Cassullo, Pasquale (Coppacabana) NYC, nc.
Cassay, Lon (Greenbrier) White Sulphur Springs, W. Va., h.
Chavez (Beachcomber) NYC, nc.
Charles, Gay (Melody Mill) Chi., b.
Clark, Lowry (Book-Gadlitz) Detroit, h.
Clarke, Buddy (Park Central) NYC, h.
Cobina, Carlos (Biltmore) NYC, h.
Colesman, Emil (Ober Paree) Chi., nc.
Colet, Syd (Coral Cayote) Lansing, Mich., b.
Combo, Harold (Royal Cafe) Camden, N. J., c.

Conduff, Joe (Latin Quarter) Boston, nc.
Conrad, Lew (Hueber's) Boston, re.
Cordoba, Lolita (El Chico) Pittsburgh, h.
Craig, Carrel (Trianon) Seattle, b.
Cromwell, Chauncey (Trotwell) Birmingham, Ala., b.
Crosby, Bob (St. Catherine) Catalina Island, Calif., h.
Crowley, Ted (The Tool) Boston, nc.
Cugat, Xavier (Roxey) Detroit, b.
Cummings, Gene (Hotel) Minneapolis, h.
Cutler, Ben (Edison) NYC, 17, t.

D
Davidson, Bill (Star Dust Inn) Pleasantville, N. J., nc.
Davis, Eddie (La Rue's) NYC, nc.
Davis, Jimmy (Lake Merritt) Oakland, Calif., h.
Davis, Cordezza (Southeast) Boston, nc.
Day, Bobby (Avalon) NYC, nc.
De Leo, Barney (Ovalon Casino) NYC, nc.
DeL, Marty (Van Cleve) Dayton, O., h.
Delmar, Jerry (Silver Lake Inn) Clementon, N. J., nc.
DeSalle, Emil (Alison) Chi., re.
DeWitt, Paul (Dun Lake) Battle Creek, Mich.
Dicker, Sid (Anchorage) Pittsburgh, nc.
Donahue, Al (Windsor) Brooklyn, 17-23, t.
Dorsey, Jimmy (Chicago) Chi., t.
Dowell, Baxter (Henry Grady) Atlanta, b.
Drebin, Eddy (Waldorf-Astoria) NYC, h.
Duck, Jules (Trotwell) Birmingham, h.
Dunham, Benny (Rainbow Rendezvous) Salt Lake City, b.

E
Eby, Jack (Royal Palm) Miami, nc.
Ella, Joe (Queen Mary) NYC, re.
Emm, Pete (Lakeside) Albany, N. Y., h.
Engel, Freddy (Igo's) Albany, N. Y., re.
Evers, Hal (Coco) Rocky NYC, re.
Ewings, The (Book-Cadillac) Detroit, h.
Evans, Bobby (Cotton Club) Phila., nc.

F
Faye, Lew (Fiesta Danceteria) NYC, re.
Fena, Eddie (El Hat) Chi., nc.
Fidler, Lew (Washington-Yourse) Shreveport, La., h.
Fisher, Jimmy (Pena) San Antonio, h.
Fields, Skip (Essex House) NYC, nc.
Fisher, Freddie (Blatz's Palm Gardens) Milwaukee, nc.
Fisher, Art (Club Minus) Chi., nc.
Fisher, Buddy (Troadero) Henderson, Ky., nc.
Flint, Emil (Paradise) Chi., b.
Fomen, Basil (Giro's) Hollywood, nc.
Fountain, Sonny (Walton) Phila., h.
Forker, Alice (Bosman's) Trenton, N. J., c.
Foster, Carl (Park) St. Paul, nc.
Fuller, Walter (Grand Terrace) Chi., nc.

G
Gafford, Slim (Stamps) Phila., c.
Gaines, Charlie (Leaning Casino) Phila., nc.
Garr, Glenn (Rustic Cabin) Englewood Cliffs, N. J., nc.

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; ns-amusement park; ro-read house; re-restaurant; s-showboat; t-theater.

Gasparre, Dick (Piazza) NYC, b.
Gaston (Monte Carlo) NYC, cb.
George, Milton (Fox & Hounds) Boston, nc.
Gerard, Gerry (Battle House) Mobile, Ala., h.
Gilbert, Jerry (Cawthon) Mobile, Ala., h.
Gill, Emerson (Green Mill) Saginaw, Mich., nc.
Gini Friends, Six (Club Morocco) Detroit, nc.
Glass, Billy (Pastor's) NYC, nc.
Golden, Neil (Capitol City Club) Atlanta, nc.
Gordon, Gray (Edison) NYC, h.
Gordon, Paul (Chateau) Milwaukee, cc.
Grafton, Frenchy (The Oasis) Sioux City, Ia., nc.
Grant, Tommy (Peninsula House) Seabright, N. J., h.
Green, Ny (Harmony) Harleysville, N. Y., cc.
Grenet, Eliseo (Club Cab) NYC, nc.
Griffin, Art (Villa Hens) Jackson, Mich., nc.

H
Hall, Alsey (Homestead) Kew Gardens, N. Y., h.
Harbour, Rip (Dance Casino) South Langhorne, Pa., b.
Hardy, Bob (Casa Manana) Boston, nc.
Harper, Ben (Grove) Orange, Tex., nc.
Harris, Jack (Stork Club) NYC, nc.
Hayes, Joe (Streets of Paris) Phila., nc.
Hays, Billy (Open Door Cafe) Phila., nc.
Hetherington, Ray (Biltmore) NYC, h.
Hecksher, Ernest (Giff's) San Francisco, h.
Heed, Helen (Swiss) Trenton, c.
Hendricks, George (Cobb's Mill Inn) Weston, Conn., nc.
Herbeck, Ray (Log Cabin) Armonk, N. Y., re.
Herman, Sylvan (Barclay) Phila., h.
Herth, Mill (Roxey) NYC, t.
Hill, Benny (Tops) Phila., c.
Hill, Dick (Hi-De-Ho) Phila., c.
Hoagland, Everett (Stalder) Boston, h.
Holman, Syd (Blue Room) Beach Arlington, N. J., nc.
Holman, Miller (Gym) University, Miss., b.
Holtz, Eric (Ambassador East) Chi., h.
Hope, Hal (Park Lane) NYC, h.
Hoseth, Eddie (Rising Sun) Greenwood, Miss., nc.
Hogg, Victor (Little Bohemian) Phila., nc.
Holler, Helen (Optic) Boston, c.
Hummel, Bill (Spinning Wheel) Marryborough, Ill., nc.
Hutton, Ina Ray (Lyric) Indianapolis, t.

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

I
Irwin, Marty (Churchill Tavern) Pittsburgh, re.
Issac, Vernon (Paradise) Phila., c.
James, Harry (Sherman) Chi., h.
Janta, Ray (Belva's Inn) Trenton, N. J., nc.
Jarvis, Eddie (El Pinto's) Phila., c.
Jazz Jesters (The Barn) Cincinnati, nc.
Johnson, Henry (Child's Paramount) NYC, re.
Johnson, Tom (The Place) NYC, nc.
Johnson, King (Governor Clinton) NYC, h.
Johnson, Johnny (Monterey) Asbury Park, N. J., h.
Jordan, Snooks (Pinto's) NYC, nc.
Joseph, Joe (Lido Venice) Phila., nc.
Jura, Tom (Show Boat) St. Louis, nc.
Jurgens, Dick (Araços) Chi., b.

K
Kaehler, Johnny (Roxwell) Pittsburgh, h.
Kara, Peter (Roseland) NYC, b.
Karsen, Maria, Musicals (Miami) Dayton, O., h.
Kassel, Art (Bismarck) Chi., h.
Kavdin, Al (Auto Show) Pittsburgh.
Kay, Johnny (Club Eldorado) Trenton, N. J., nc.
Kay Kris (Casino Russe) NYC, nc.
Kaye, Sammy (Keith-Boston) Boston, t.
Kelley, Billy (Essex) Boston, h.
 Kemp, Hal (Alsey's) Atlanta, b.
Kens, George (Hershey) NYC, nc.
Kent, Roger (The Embassy) Brooklyn, re.
Kent, Peter (New Yorker) NYC, h.
Koya, Van (Tantilla Gardens) Richmond, Va., nc.
King, Russell (Steve's) NYC, nc.
King, Ted (Che Ami) Buffalo, nc.
King, George (Bill Green's Casino) Pittsburgh, nc.
King, Wayne (Edgewater Beach) Chi., h.
King's Jesters (Philadelphia) Phila., h.
Kinney, Ray (Lexington) NYC, h.
Klatsch, Viola (Crescent Log Cabin) Gloucester Heights, N. J., nc.

Bands on Tour—Advance Dates

VAUGHN MONROE: Ritz Ballroom, Bridgeport, Conn., Oct. 20.
BEN CUTLER: Manhattan Beach, Brooklyn, Oct. 29-30.
DUKE ELLINGTON: Orpheum Theater, Madison, Wis., Oct. 29-30.
VINCENT LOPEZ: Benjamin Franklin Hotel, Philadelphia, Nov. 1.
AL KAVELIN: Sunset Ballroom, Carrolltown, Pa., Oct. 16; Hunt Armory, Pittsburgh, 19; Meyer's Lake Park, Canton, O., 20; General Motors Show, Pittsburgh, 21-26; Trianon Ballroom, Cleveland, 27; Totem Pole Lodge, Boston, 31-Nov. 11.
TED LEWIS: Palm Isle Club, Longview, Tex., Nov. 7.
DEL COURTNEY: Rink Ballroom, Waukegan, Ill., Nov. 10.
WILL OSBORNE: Michigan Theater, Ann Arbor, Mich., Dec. 8-9.
RAY NOBLE: Orpheum Theater, Madison, Wis., Dec. 9; Mayo Civic Auditorium, Rochester, N. Y., Dec. 16.

Nanette, Marie (Mary Hubbard Inn) Berlin, N. J., nc.
Nave, Hal (Montgomery House) Coshocton, Pa., h.
Navis, Mary (Yacht Club) Phila., nc.
Nelson, Omar (Colonial) Dayton, O., t.
Newman, Ruby (Ritz Carlton) Boston, h.
Nielsen, Paul (Greystone) Mansfield, O., nc.
O'Brien, Lightner (William Penn) Pittsburgh, h.
Noble, Ray (Palmer House) Chi., h.
Nodell, Harold (Hayes) Billerica, Mass., nc.
Norman, Duke (Pleasant View) Reading, Pa., h.
Norwick, Wladyslaw (Adria) NYC, re.

O
Oger, Bill (Hillcrest) Toledo, h.
Olmson, Phil (Troadero) Hollywood, Calif., nc.
Olman, Val (La Martinique) NYC, nc.
Oliver, Eddie (Stevens) Chi., h.
Oliver, Ted (Carroll's) Phila., nc.
Oliver, Fred (Warwick) NYC, h.
Olson, George (Rice) Houston, Tex., h.
Orlando, Ed (Cape Fear) Chi., nc.
Osborne, Will (Chase) St. Louis, h.
Orlando, Mannel (Nixon) Pittsburgh, nc.

P
Page, Paul (Heidelberg) Jackson, Miss., h.
Palge, Pauline (McGee's Club 15) Phila., nc.
Palermo, William (La Marquise) NYC, nc.
Palmquist, Ernie (Troadero) Wichita, Kan., nc.
Panchito (Versailles) NYC, nc.
Pancho (Coppacabana) NYC, nc.
Pantone, Mike (New Pine Inn) Albany, N. Y., nc.
Parks, Bobby (Child's Spanish Gardens) NYC, re.
Pastor, Tony (Lancelot) NYC, h.
Patrick, Henry (Stork Club) Phila., nc.
Pell, Herbie (Walnut Room) New Orleans, nc.
Penman, Blonny (Golden Pheasant) Clinton, N. Y., nc.
Perry, Milo (835) Chi., nc.
Perry, Ross (Belvedere) NYC, h.
Petit, Emil (Savoy-Plaza) NYC, h.
Pizell, Sam (Marion's Grill) Asbury Park, N. J., nc.
Powers, Teddy (Famous Door) NYC, nc.
Preston, Jimmie (Mooseglove) Chester, Pa., h.
Prigle, Gene (New Kenmore) Albany, N.Y., h.

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

R
Reeburn, Boyd (Club Troadero) Evansville, Ind., nc.
Rames, Samon (Drake) Chi., h.
Rans, Hal (Crescenter's) Sea Isle City, N. J., nc.
Ravel, Arthur (Belmont Plaza) NYC, h.
Rearick, George (The Cave) San Bernardino, Calif., nc.
Reichman, Joe (Ben Marden's Riviera) Fort Lee, N. J., nc.
Reh, Ben (Bowery) Detroit, c.
Reynolds, Howard (Palumbo's) Phila., cb.
Ricardo, Joe (Clarendon Inn) NYC, nc.
Ricardo, Don (Airport Inn) Valter, Mont., re.
Rizzo, Vincent (Walton) Phila., h.
Rosen, Madura's (Dancehall) Hammond, Ind., nc.
Rodman, Will (Blackstone) Whitewood, N.J., c.
Rodrigo, Russ (Stalder) Detroit, h.
Rodgers, Johnny (La Congo) NYC, nc.
Rogers, Eddie (Keating's) Clarence, N. Y., nc.
Rohde, Karl (Cassirer's Village) Boston, nc.
Rose, Frankie (Nick's Nook) Trenton, N.J., nc.
Roth, Eddie (Alabam) Chi., nc.
Russell, Rudy (Osborn) Cincinnati, h.
Russett, Mark (Ober Paree) Omaha, nc.
Russell, Jack (White City) Chi., b.

S
Sabanra (Colony Club) Chi., re.
Sabanra, Junio (Hayasa-Madrid) NYC, nc.
Sander, Harold (Gig Casino) Glen Park, Williamsville, N. Y., re.
Saunders, Red (Club Delia) Chi., re.
Saunders, Hal (St. Regis) NYC, h.
Saunders, Charles (Club Frolics) Albany, N. Y., re.
Scherban, George (The Yax) Chi., re.
Schroeder, Gene (The Pirates Den) NYC, nc.
Scott, Raymond (Blackhawk) Chi., nc.
Senators, The (Pal's Cabins) West Orange, N. J., nc.
Shand, Terry (New Kenmore) Albany, N.Y., h.
Shaw, Artie (Palace) San Francisco, h.
Shepard, Les (Forest Park Casino) Toledo, O., nc.
Shewlin, Pat (Evergreen Casino) Phila., nc.
Shewlin, Ted (Terrace Gardens) Fort Clinton, O., nc.
Silva, Romeo (Brazilian Pavilion) World's Fair, N. Y., re.
Stimpson, Hayden (New Louvre) Salt Lake City, re.
Sitz, Larry (Ambassador) NYC, h.
Sizle, Nabel (Diamond Horseshoe) NYC, nc.
Small, Wilson (Hillside Tavern) Albany, N. Y., re.
Smith, Staff (Kelly Stables) NYC, nc.
Sosa, Ed (John Philip) Paxton) Omaha, h.
Sotter, Eddie (Catalina Cocktail Lounge) Chi., c.
Spitalny, Maurice (Mission Inn) LaTope, Pa., re.
Spor, Paul (New Willard) Toledo, h.
Stanley, Roger (London Chop House) Detroit, h.
Stable, Dick (Totem Pole) Boston, nc.
Steck, Gus (The Brook) Summit, N. J., re.
Stratner, Ted (Pierre) NYC, h.
Strickland, Don (Radisson) Minneapolis, h.
Stoeber, Wally (Belvedere) Baltimore, h.
Stroy, Lew (Crawmer) Chi., h.
Strong, Bob (Oriental) Chi., t.
Strong, Benny (Trotwell) Birmingham, h.
Suns, Three (Stuyvesant) Buffalo, h.
Sylvester, Bob (Ramona Pavilion) Silver Lake, Mich., b.
Sylvie, Don (Bertolotti's) NYC, nc.

T
Tan, Jimmie (Kaufman's) Buffalo, re.
Taylor, Russ (Wagon Wheel) Pleasantville, N. J., nc.
Terry, Frank (McVan's) Buffalo, nc.
Thomas, Joe (Royal) Wilmington, Del., h.
Thompson, Lang (Village Barn) NYC, nc.
Thornhill, Claude (Mark Hopkins) San Francisco, h.
Tisdale Trio (Coc Rouge) NYC, nc.
Tisen, Paul (Commodore) NYC, h.
Torres, Raymond (Rainbow Inn) NYC, nc.
Towers, Pedro (Henry) Pittsburgh, h.
Towns, Jack (El Morocco) NYC, nc.
Trace, Al (Tranboe) Chi., re.
(See ORCHESTRA ROUTES on page 26)



# 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

## BAND OF THE H. M. COLDSTREAM GUARDS (Victor)

*There'll Always Be an England and Lords of the Air—Both Instrumental and Vocal.*

THIS is a commercial possibility, because it combines interesting, timely features. The first song is one of the most popular war numbers in Great Britain currently, and its title has been carried around in this country thru word-of-mouth, a lot of it coming down from Canada where the song is also successful. On this disk it receives just the proper introduction here, musically and promotionally. The Coldstream Guards are known to every American who has ever seen a news-reel, and their band, admirably aided and abetted by a stirring vocal by Dennis Noble and a quartet, projects the proud, dignified melody in the true spirit of the song itself. The reverse is another current British war number which receives the same sort of stirring treatment, but the song itself is inferior. *There'll Always Be an England*, tho, cannot fail to affect any listener thru the deep-rooted love of country with which the song and its interpretation here are filled.

## MAXINE SULLIVAN (Columbia)

*Molly Malone—V. Barbara Allen—V.*

MISS SULLIVAN, who owes as much to Lord Londond as it owes to her, debuts on the Columbia label with what is obviously intended, at least on the A side, as a follow-up to her previous hit culled from a traditional folk song. The septa chanteuse this time takes an old Irish ballad, and delivers it in the same intimate style with which she has always clicked. Maxine's work is pretty much a matter of personal taste; you either like her or you don't. There are no dynamics, no superficial or spectacular tricks behind which she can hide what actually is no great shakes as a voice. It's just a light, sometimes anaemic, sometimes genuinely delicate and lovely vocal stylization. But whatever the personal reactions to Miss Sullivan's song delineations, she has a large following, which assures good commercial returns on these latest folk tune adaptations. John Kirby supplies the orchestral backing with musicianly care.

## WILL BRADLEY (Columbia)

*Down the Road a Piece—FT; VC. Celery Stalks at Midnight—FT.*

BRADLEY introduces a new trio on the A side of this record. Label reads "Will Bradley Trio," and the combination includes Ray McKinley on drums, "Doc" Goldberg on bass, and Freddie Slack on piano. Bradley himself comes in only to share the vocal with McKinley. And it all adds up to another fine waxing bearing the Bradley imprimatur, a thing that is getting to be a habit with this relatively new maestro and his equally new band. This side is the same boogie-woogie groove as Bradley's recent *Beat Me Duddy, Eight to a Bar*, which is doing nicely for itself on current best selling disk lists. Here, however, instead of the elaborate full band two-sided *Beat Me Duddy* set-up, it's only the two rhythm instruments backing another beautiful Slack eight-to-a-bar performance, which is broken up by an amusing vocal. Reverse brings the whole cork back into the picture, on a humorous instrumental number that has the typical Bradley drive and sock, a funny touch near the end, an ear-arresting last chorus, and a good but reminiscent main theme. The band deserves the loudest hosannas for cutting genuinely listenable, imaginative, solid swing ditties; if its success could be measured by the quality of its recorded product (which in the deserving cases unfortunately isn't always so) Bradley would be in the topmost brackets now.

## MARY MARTIN (Decca)

*Isn't It a Shame About Me?—V. I Don't Want To Cry Any More—V.*

It's more of a shame about Miss Martin's interpretation than it is about *Me*. This ditty has unforced humor and many opportunities for unusual vocal and instrumental touches, but Miss Martin ignores them all to turn out a run-of-the-mill version that does neither herself nor the song any good. *Cry* is better in its conventional torchy way, but *Me*, which the singer does in the current Bing Crosby picture, is a big disappointment.

## SHEP FIELDS (Bluebird)

*Moon Over Burma—FT; VC. Down Argentine Way—FT; VC.*

Fields has a nice commercial item in this pairing of two good songs from forthcoming pictures. Each tune will undoubtedly make its presence known to a good extent to the public, both because of normal plugging and their movie genesis, and Fields gives any disk buyer his money's worth with his smooth, danceable, listenable interpretation of them.

## CARL RAVAZZA (Bluebird)

*The Night Has a Thousand Eyes—FT; VC. Tessie, Stop Tearin' Me—FT; VC.*

There is little excuse for this sort of ineffectual record cutting. Ravazza's band employs all the stylized stunts thru which clearly defined rhythm has a tough job penetrating. The result is soporific musical meandering that makes dancing or listening tedious, with the basic instrumental quality not good enough to compensate for the lack of clean, stimulating rhythmic lift. Ravazza's vocals aren't much help, and the corniness of *Tessie* in lyric and melody is a little too much to take.

## FRANKIE MASTERS (Okeh)

*Dream Valley—FT; VC. And Tommy Goes Too—FT; VC.*

Masters brings his usual "bell tones" to bear in his usual attractive, effective manner on this double, with the only thing spoiling the disk is the way Marlon Francis' vocal was picked up on side B. For some technical reason the singer's

chorus is rendered null and void because of the weakness with which it comes thru.

## EDDY DUCHIN (Columbia)

*Piano solos—Four-Record Album.*

With some of the best and smartest songs from the outstanding musical shows of the past number of years to work with, Duchin surprises considerably by turning out an album completely lacking his usual scintillating style. Naturally the Duchin technique is in evidence thruout, but the whole performance seems dejected, lackluster, and far from the brilliance of which this fine artist is capable. Foregoing his band for just rhythm accompaniment on these sides, Duchin unfortunately makes all the numbers sound alike, and makes none of them sound very good.

(See ON THE RECORDS on page 68)

# 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

## Duke Daly

(Biltmore Hotel, Providence, R. I., Mutual Network, Tuesday (8), 12-12:30 a.m.)

LOCATING himself in this New England stand for the past few months, Duke Daly has developed an airtime style that is far superior to the stand he made in New York earlier this year from the standpoint of everything, including music and showmanly ideas.

Duke has also departed from the swingeroo style he maintained when he was at New York's Famous Door, now favoring the more sugary and rhythmic dance music, which he projected over his half-hour remote exceedingly well. Daly sticks to the pop vein variety of songs, straying to a few old favorites and injecting the proper spacing of vocals between musical numbers.

His present band is a far cry from the cork of last year. It's excellent for both listening and dancing.

# 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.

## Whitey Varell

(Reviewed at Round-the-World Room, Hotel President, Atlantic City)

ONLY five men in this make-up but enough individuality to make it arrest the attention whether sitting out the dance sets or taking a trip around the floor. Varell, who has beat the drums for many name bands, is flying his own banner now and gives the down-beats from the snare seat. Music making further embraces piano, bass, trumpet, and sax.

Pianist Benny Muscant doubles on accordion, while sax-tooter Harry Miller takes over the Steinway seat to add instrumental color in and between dance sets. Tunes are mostly in medley fashion, dipping into every type of tempo and style, with a sprinkling of specially arranged selections fashioned by the pianist.

Song selling above par in the piping of Armen Camp, who lends dignity to the stand and plenty of body to the ballads.

## Kris Kay

(Reviewed at Casino Russe, New York)

KAY has been on the Meyer Davis staff for 15 years, and this is his first attempt as a leader of his own outfit. Fronts a six-piece group (three sax and three rhythm) designed to dish out versatile dance tunes the soft way. Boys do a satisfactory job.

Most of the lads, individually, are talented musicians. One of the sax men doubles on trumpet, another on accordion. Drummer also plays vibes in a capable manner. Vocals are handled by the bass player, Larry Murphy, who is joined by two other men for nice harmony work.

Their rumbas and tangos are as well played as any of the pop tunes, and while few if any arrangements boast any extraordinary imagination, they are thoroughly acceptable in intimate cafes and the smaller hotel rooms.

The men make good appearance.  
Hornisberg.

## Jimmy Barnett

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

BARNETT is the band normally used by the Midwest Vic Schroeder agency as an opener of the way when a new territory is to be broken in. The reason is that Barnett's is one of the greatest doubling outfits, for small personnel, in the business. His 10 men carry about 35 instruments, and they can do things with them.

Barnett, a trumpet and trombone man himself, can bring up a total of eight brasses if he wants to, all of them trumpets. He has instrumental groups of all kinds, and when he throws them at a first-time audience it's an impressive stopper. Everything is handled in showmanly fashion, the boys look good.

## Eddie Oliver

(Stevens Hotel, Chicago, Mutual Network, Thursday (10), 12:35-1 a.m.)

EDDIE OLIVER isn't trying to kid the audience with his announced "styles in dance music" because the contrast is recognizable thruout the entire half-hour session of the maestro's ether shot. For anyone listening very closely, it's interesting; for anyone relaxing, it's enjoyable.

Change of pace is the entire idea behind Oliver's attempt to sell himself to the air audience, and, while the idea isn't exactly a new one, Oliver sold it (to this listener anyway) as a distinctive one to project himself into the public music picture. He goes thru the gamut of pops, standards, and Latin in the way they should be played, with the contrasting rhythms an effective sales point.

and the music is essentially easy to dance to, listen to, and watch in the process of delivery.

Saxist Norman Lee and drummer Bill MeAtbe, romantic and hotcha singers respectively, make up the vocal department. Billy Knittle, trombonist, has a range of five octaves on his horn, which is used in features. Each section has three men in it, and Barnett himself migrates from one portion of the stand to another, according to where he and his brasses fit. He cuts in for several shines himself, ballroom being the forte for this outfit, they'll do well in all the pop-priced places.  
Oldfield.

## Leonard Keller

(Reviewed at Pla-Mor Ballroom, Kansas City, Mo.)

FIRST of the regular dance bands to hit Kaycee this fall was Leonard Keller, his fiddle, and his cork, a corny combo that still proves fairly solid at times, lack of brass generally accounting for the crew's lack of power in the pinches. Outfit measures two trumpets, one alpbhorn, three saxes, and piano, drums, bass, and guitar.

Cork cuts pops neatly, Keller taking fiddle solos, schmaltzy but still meaty with accompo all to be asked for here. Style is mixed, with no definite resemblance to any big-time combo, arrangements varying with tunes. On the swingeroo numbers band mostly fails to kick, despite a rhythm section which should jump a crew much larger.

Bob McCracken, altoist, gets off with neat solos, as do Jack Walker, first trumpet, and Young Harper, trombonist. Tenor get-offs are raised and unimaginative. Billy Baer plays a neat set of traps, but his hide-beating needs more lift if the outfit aims for higher scales.

A vocal trio made up of Rex Griffith, band's regular crooner; Tom Marino, bass player, and Maurice Jackson, guitarist, is Keller's most valuable property. This little group handles novelty and rhythm ditties in a solid, well-phrased style which wins plenty of audience response, and puts over the numbers plenty okeh.  
Locke.

## Emmett Ryder

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

PRODUCT of the same Canyon Night Club, where Glenn Miller started, Ryder's boys are very recently from college, and, altho needing a little polish on comedy numbers and some scissoring of frayed edges here and there, look promising. They love their swing, prefer to stomp it as much as their audience will stand, and they were in their element here with the college trade.

Doubling is a strong point in the band. Ryder can summon either eight saxes or eight brasses as he wishes, but the regular set-up of the band allocates four men to rhythm, five to saxes, and four, including Ryder's trombone, to brass. Trumpeter Irwin Dies and Garth Hite, of the reeds, also double on fiddle. Aside from the instruments, every single man in the band sings, Dominic Casario, Hite, Gene Schaeffer, and Bob Hanna getting most of the vocal work.

Arranging is by Bill Turnbull and Dale Sloan, and, besides the musical trickery on recognized tunes, they have several originals in the library. Band as a whole has plenty of drive, ambition to please, and makes an attractive appearance. Harp on which guitarist Ed Thompson doubles, and vibes which are at pianist Bob Hanna's elbow, fill up the platform with instruments enough for a symphony. There's a lot of salesmanship to the eye in that fact alone, not counting the ability of each of the men to do well with the tools at hand.  
Oldfield.

## 2,500 on Kirk's 3 Nights

KNOXVILLE, Tenn., Oct. 12.—Andy Kirk drew 2,500 dancers in three dances here last week-end. Five hundred danced to his music in a capacity crowd of 800 at Neal's Savoy Ballroom (closed) Thursday (8). Eight hundred and 1,200 turned out on Friday and Saturday nights respectively at Whittle Springs Pavilion (white) on eve and night of Tennessee-Duke football game.



## Ticket Brokers Hit League Tax

Meet with League, Equity, and license dept.—claim city now polices duet code

NEW YORK, Oct. 12.—Action of a show-down nature affecting the theater ticket brokers, the League of New York Theaters, and Actors' Equity is due Monday when License Commissioner Paul Moss and representatives of the brokers, managers, and actor union meet to thrash out the enforcement of the State law fixing prices on tickets, and the relation between the law and the ticket code promulgated by the League. The brokers want relief from the 3-cent tax assessed by the League, arguing that there is no need to pay for the League's policing when the license department will now perform that task. Brokers will also press for representation on the code enforcement committee if the League and Equity continue to operate their own control independent of the city's.

According to William Hyman, attorney for half a dozen of the larger brokerages, the brokers do not object to the minimum mark-up regulations of the code and the law, but do object to paying for the private policing by the League when they already pay bond and license fees to the city and State. Last week the League flatly turned down brokers' requests for removal of the tax and for representation on the code committee.

James F. Reilly, executive secretary of the League, claimed that a dozen brokers, including some of the big ones, had signed the code renewal. Rep for the brokers, however, denied that any had signed the pact. Reilly would not disclose the names of the signers he said he had obtained. He gave as his reason the pending show-down early next week.

The code is part of the basic agreement which exists between the League and Equity, and which, Equity renewed for another year. The League is expected to sign the renewal next week.

## "Pins" SRO in Wilmington

WILMINGTON, Del., Oct. 12.—Capacity business was enjoyed by *Pins and Needles* in its one-night stand here Monday at the Playhouse in the DuPont Building. Standing room was sold and it was estimated that 500 additional tickets could have been sold if seats were available.

Critics gave the Labor Stage production good notices.

## O'Connell Shubert Hub P. A.

BOSTON, Oct. 12.—Tom O'Connell has taken over P.-a. duties for the Shuberts in Boston. Shuberts had no one in the club department last season. Prior to that time publicity had been handled by Dorothy Johnson.

O'Connell was formerly with the Rubin & Cherry Exposition, Gene Austin show, and Billy Weble's *Hilroy Comedians*.

| BROADWAY RUNS   |              |
|---|--------------|
| Performances to Oct. 12, inclusive.                               |              |
| Dramatic  | Opened Perf. |
| John's Daughter (Booth) Oct. 11                                   | 3            |
| Johnny Belinda (Belasco) Sept. 19                                 | 50           |
| Journer to Jerusalem (NA) Oct. 1                                  | 9            |
| Kind Lady (revival) (Hayes) Oct. 1                                | 9            |
| Life With Father (Empire) Nov. 8                                  | 47           |
| Man Who Came to Dinner (Booth) Oct. 1                             | 390          |
| Separate Rooms (Fifth Ave) Mar. 23                                | 413          |
| See You in Moscow (Booth) Sept. 9                                 | 40           |
| There Shall Be No Night (second engage.) (Alvin) Sept. 9          | 40           |
| Time of Your Life, The (second engage.) (Grand) Sept. 23          | 24           |
| Tobacco Road (Forrest) Dec. 4                                     | 2968         |
| Musical Comedy  |              |
| Boys and Girls Together (Broadway) Oct. 1                         | 15           |
| DuBarry Was a Lady (46th St.) Dec. 6                              | 258          |
| Gilbert and Sullivan Spectacular (46th St.) Sept. 30              | 16           |
| The Goodfellow (Booth) Sept. 30                                   | 4            |
| The Mikado (Booth) Oct. 2   | 8            |
| How to Succeed in Business Without Really Trying (Booth) Sept. 11 | 28           |
| Louisiana Purchase (Imperial) May 28                              | 150          |
| New Hellasopopon (Winter Garden) Dec. 11                          | 352          |
| Parade of Panama, The (Booth) Oct. 7                              | 4            |

## Springfield Gets Spot for Legit

SPRINGFIELD, Mass., Oct. 12.—Springfield Playgoers' League, an organization working for the return of the legitimate theater to this city, has signed an agreement with the management of the Court Square Theater, movie house and former legit house, whereby the theater will be set aside for its use each Wednesday during the legit season here. This does not necessarily mean that the League will use the theater each Wednesday, but it does mean that at least a theater is available for stage performances.

It is the plan of the sponsors to form a committee composed of those who are willing to make a sizable subscription or underwrite the season. Should the season be successful the fund would revert to the donors; otherwise they are the only ones who lose.

The plan, emanating from the Cham-

ber of Commerce, resulted in the organization of the League, which will soon be incorporated. It is doubtful that any performances will be brought here before November, as the reserve fund must first be raised, it was said.

Officers of the League are: Chairman, Albert E. Steiger; vice-chairman, Alfred H. Chapin and Chester O. Fischer; treasurer, Wallace V. Camp, and executive secretary, Daniel J. Maloney.

Committee members read like the social Who's Who of this area, including only two ever identified with the theater—Frank Crumit, singer, and Dwight Gilmore, whose family owned the Court Square during the time it was a legit house.

## Houston Gets Big Sked

HOUSTON, Tex., Oct. 12.—One of the best road seasons in a decade is tentatively set for Houston this fall and winter. A week after Edna W. Saunders, Texas Impresario, announced a schedule of nine bookings of plays, concerts, and symphonies, to be staged at the Sam Houston Coliseum, booking of seven road shows was announced by the Interstate Theaters Circuit, headquarters at Dallas. Most or all of the plays will be staged at the Metropolitan.

In addition to seven definitely booked, two or three more performances are tentatively set. No definite dates have been named, but Interstate officials say that *Skylark* will start the series some time early in November. *Hellasopopon*, *The Man Who Came to Dinner*, *Little Foxes*, *Pins and Needles*, and two unannounced plays are also scheduled in order named. If John Barrymore returns to *My Dear Child* the play will be included in the Interstate line-up. The season was announced out of the main Dallas office this week.

## Road Shows for College

DETROIT, Oct. 12.—Huge new auditorium at the Michigan State College, East Lansing, Mich., will be used for a series of one-nighters, booked as part of the regular college lecture series.

# From Out Front

By EUGENE BURR

SEVERAL weeks ago, in the course of an article in which he recalled bygone days in the theater, William A. Brady said, "In our approaching problem period I venture to predict that the theater will turn back the clock to its halcyon days, and a great revival of plays, with acting such as we knew long ago, will result."

The utterances of the Great White Father of 48th Street can never be dismissed with either impunity or contempt. Often he has been accused of riding one of his prize stable of hobbles, but usually his presumed hobby-riding has turned out to be either canny criticism or occult prophecy. Take, for instance, his statement, repeated season after season for as far back as the oldest inhabitants can remember, that the stage was slowly going to pot because of the lack of new dramatists and the strangle hold held on the field by the successful few. Producers with plays under option, critics with batches of tickets for coming openings in their pockets, playbrokers with commission checks in the daily mail, all united in pool-pooling him. But the pool-pools have become less frequent and less enthusiastic of late, turning Mr. Brady from a voice in the wilderness into a member of a popular choir.

Therefore, when he suggests that we're in for a season of revivals, we should lend a respectful ear—particularly since he seems increasingly borne out by the record. The revivals coming up aren't the kind that most of us wanted—such as re-stagings of the classics and the finer Broadway plays of the last 10 or 20 years—but none the less they are revivals. Include Mr. Brady's own current offering, *Kind Lady*, now at his Playhouse; include, too, if you want to stretch a point, the current revivals of Gilbert and Sullivan at the 44th Street—the revivals of Gilbert and Sullivan are frequent enough to cause little commotion. If you're an inveterate point-stretcher, you can also include the second engagements of a brace of last season's hits, *There Shall Be No Night* and *The Time of Your Life*.

And there are various bona fide revivals studing the painfully slim books of the current season. There is, for example, next week's revival of *Blind Alley*, a psychological melodrama of five years back, and the immediately following revival of *Charley's Aunt*, which had been thought relegated to honorable obscurity several decades ago. Joe E. Brown will tour the provinces and perhaps come to New York in a revival of *Elmer the Great*. The Maurice Evans-Helen Hayes *Twelfth Night* will be a revival of the better sort. A less than world-staggering musical of 8 or 10 years ago, *The DuBarry*, is being revived and barnstormed by the Shuberts under the title of *Unfaithfully Yours*, to avoid confusion with the current *DuBarry Was a Lady*. And *Tonight or Never* is being resurrected in a new musical version.

The trend toward revivals is at the moment practically inevitable, simply because Papa Brady was right all along, and good plays by new authors are now as scarce as WPA workers in the Union League Club. Don't think, tho, that that is an invitation for new authors to deluge this desk with their latest brain-children. It is a statement of fact, not a plea for a nervous breakdown.

By new authors, of course, this column means new authors with real and definite ability. There have been a good number of such writers in the theater during the past few years, but their appearances have been brief, and, for all the good the theater now gets from them, they might just as well be non-existent. This is not entirely the authors' fault. In most cases the theater has driven them out, carefully and systematically.

The reasons for the defection of whatever writers of promise did turn up and the non-appearance of others are too numerous to mention, but a few can be roughly indicated. For one thing (and this is nothing new) there is the tendency on the part of producers to buy scripts, to satisfy their ego by tinkering endlessly with them and ordering countless rewrites, and then to drop them. This has always happened, of course, but it seems to have increased in recent seasons—partly, perhaps, because producers have smaller schedules and don't rush into production so quickly, and partly because some of the newer managers seem more interested in

(See FROM OUT FRONT on opp. page)

## Draft Changes in Contract for Film Backing of Legit

NEW YORK, Oct. 12.—Revised draft of the contract to encourage picture-backed legit, now being considered by the Dramatists' Guild, the picture producers, and the League of New York Theaters, centers about the following two points:

1. Where a picture backer strikes a find which seems headed for extended run, draft calls for a \$200,000 limit instead of the present indefinite sum of payments to be made to the author.

2. To enable the picture backer to withdraw from the deal without any dangling attachments, draft provides for advance payment of \$5,000 the first week of the run and payment of \$2,500 on the second. If the producer wishes to withdraw, he may do so within these two weeks, forfeiting the \$7,500. Rights revert to author then.

The picture backers are still pressing for leeway to name their own producer in case no regular Broadway figure is available. Provision for the loophole is not yet incorporated in the draft. League of New York Theater membership is opposed to such a provision.

Original formula for suspension of production, based on relation of gross with operating expenses, has been modified to take care of closings forced by outside forces, such as the theater owner availing himself of stop-clause to rent the house to a more prosperous production.

## Equity Promotes Commercial Plays

NEW YORK, Oct. 12.—Historical and industrial dramatic shows aimed at educating employees or furthering the good will of commercial organizations will be promoted as a means of providing jobs for members of Actors' Equity Association by the union's unemployment committee. Committee has been trying to sell little theater groups on ideas of peppering directorial and acting staffs with professionals, but so far no jobs have materialized, tho L. T. attitude is reported friendly.

Committee will try to convince industrial organizations that at company meetings and sessions for sales and pep talks, etc., dramatic shows would serve well to supplement brochures and direct mail.

## "Second Helping" to Philly

PHILADELPHIA, Oct. 12.—Last-minute booking of *Second Helping* into the Forrest Theater saves the beginning of the season from the feared drought. New comedy prems tonight (12) for a week, announcement going up on Wednesday (9). In spite of the good business pulled by four shows earlier in the season and an abundant "promised" list of plays, early season bookings have been slim. Philadelphia's *Story* closed last Saturday (5), and there was nothing in sight for the house until November 4 with *Twelfth Night*. Locust St. Theater re-lights October 21 for *Lady in Waiting*, being dark since *Pins and Needles* closed September 21.

## Hedgerow-Bucks Co. Tie

PHILADELPHIA, Oct. 12.—Bucks County Playhouse at New Hope, Pa., summer cowbarn, is set for a winter try. Board of directors will sponsor two productions to be offered by the Hedgerow Theater, repertory troupe at Moylan-Rose Valley, near here.

Selecting two of its most popular productions, Hedgerow group will bring New Hope *The Emperor Jones* on November 2 and Shakespeare's *Twelfth Night* on November 16. Matinee and evening performances are scheduled, but it will not interfere with Hedgerow's own schedules, other members of the troupe keeping their home theater lighted in Rose Valley.

## Birmingham May Get Legit

BIRMINGHAM, Ala., Oct. 12.—The long-darkened Jefferson Theater may be leased and put in shape for reopening for a legitimate season shortly after November 1. Ted Barker, former attaché of the house, has been negotiating with the Wilby interests, movie lease holders, and plans to bring in road attractions.

**Review Percentages**

(Listed below are the decisions of dramatic critics on the nine 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 nine "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.)

"Journey to Jerusalem"—22%

YES: Mantle (News), Whipple (World-Telegram).

NO: Kronenberger (PM), Lockridge (Sun), Brown (Post), Atkinson (Times), Anderson (Journal-American), Watts (Herald-Tribune), Coleman (Mirror).  
NO OPINION: None.



# New Plays on Broadway

## Reviewed by Eugene Burr

### NATIONAL

Beginning Saturday Evening, October 5, 1940

#### JOURNEY TO JERUSALEM

A play by Maxwell Anderson. Staged by Elmer Rice. Settings designed by Jo Mielziner. Built by T. B. McDonald Construction Company, and painted by Bradford Ashworth, Inc. Costumes by Milla Daventhorp. Lighting by Jo Mielziner. Press agents, William Fields and Bernard Simon. Stage manager, Alan Anderson. Assistant stage managers, John Triggs and Walter Kapp. Presented by the Playwrights' Company.

|                       |                     |
|-----------------------|---------------------|
| Marius                | Arthur L. Sachs     |
| The Greek Woman       | Fay Baker           |
| Herod                 | Frederic Tozere     |
| The Soothsayer        | Joseph V. De Santis |
| Miss                  | Allice Reinheart    |
| Joseph                | Horace Braham       |
| Jacob                 | Ronny Liss          |
| Miriam                | Arlene Francis      |
| Jeshua                | Sidney Lumet        |
| The Beggar            | Joseph Wiseman      |
| Shadrach              | Charles De Shells   |
| Cassia                | Terry Harris        |
| Reba                  | Jeannette Chisley   |
| Issa                  | Edwin Vail          |
| Zebulon               | Alan Mason          |
| The Centurion         | Karl Malden         |
| Urbelal               | Arnold Moss         |
| The Robber            | Paul Genge          |
| The Scribe            | Henry Wadon         |
| The Porter            | Walter Kapp         |
| Gemmesareth           | David Leonard       |
| Melachi               | Joseph Kramm        |
| Abbat                 | Charles Ellis       |
| Chorazin              | George Fairchild    |
| Hanan                 | Byron McGrath       |
| The Dove Woman        | Juliet Tait         |
| The 1st Money Changer | Arnon Ben-Ami       |
| The 2d Money Changer  | Joseph Wiseman      |
| The Pharisee          | Henry Wadon         |
| The Fruit Seller      | Joseph Blanton      |
| The Maltzoh Seller    | Katherine Cody      |
| Flaccus               | Paul Genge          |
| Festus                | James Gregory       |

The Action of the Play Takes Place in the Year 3 A. D.

ACT I—Scene 1: A Court of the Temple at Jerusalem. Scene 2: The Roof of the Palace of Herod Antipas in Tiberias, Galilee. Scene 3: Joseph's House at Nazareth. Scene 4: A Desert Place Below Jericho. Scene 5: Before the City Gates of Jerusalem. ACT II—Scene 1: An Inner Room of the Temple. Scene 2: A Court of the Temple. ACT III—Scene 1: The Roof of Herod's Palace. Scene 2: Joseph's House.

Maxwell Anderson's *Journey to Jerusalem*, which the Playwrights' Company presented at the National last Saturday night, is a weary trudge that ends in aimless circles around the flinty rocks of Nazareth. The fault is not entirely Mr. Anderson's—his director, Elmer Rice, and his chief actor, young Sidney Lumet, contribute notably to the confusion, but, tho the author has created passages of fine writing, he has failed to give his drama an intellectual point or to achieve the simplicity, sincerity, and nobility so necessary to any retelling of a part of the New Testament.

It was evidently Mr. Anderson's intention to present the Child Jesus, at the (See *Journey to Jerusalem* on page 51)

### 44TH STREET

Beginning Thursday Evening, October 3, 1940

#### THE MIKADO

An operetta with libretto by W. S. Gilbert and music by Arthur Sullivan. Directed by Charles Alan. Musical direction by Joseph S. Daltry. Settings designed by Samuel Leve and constructed and painted by Studio Alliance, Inc. Costumes by Brooks Costume Company. Press agent, Paul Vroom. Associate press agent, Ivan Black. Stage manager, Carlton Bentley. Assistant stage manager, Judson Pratt. Presented by Joseph S. Daltry.

|  |                  |
|--|------------------|
| The Mikado of Japan  | Walter Tibbetts  |
| Nanki-Poo (His Son, Disguised as a Wanderer)   | Robert Eckles    |
| King-Mint, in Love With Yum-Yum  | Charles Lattener |
| Ko-Ko (Lord High Executioner of Tifflip)   | Frank Kierman    |
| Pooch-Bah (Lord High Everything Else)  | Robert Eckles    |
| Pish-Tush (Noble Lord)   | Leonard Stocker  |
| Three Sisters, Wards of Ko-Ko:   |                  |
| Yum-Yum  | Miriam Bentley   |
| Pitti-Sing   | Dean Gehring     |
| Peep-Bo  | Mary Roche       |
| Katisha (an Elderly Lady, in Love With Nanki-Poo)  | Catherine Judah  |
| Chorus of School Girls, Nobles, Guards and Coolies:  |                  |
| Sibyl Barbe, Reta Baum, Lillian Bennett, Jeannette Bittner, Jane Bivens, Agnes Cassidy, Anne Dawson, Marielos Ditto, Marie Fox, Anna Handzlik, Kathleen Killcoyne, Marjorie King, Regina McMahon, Mary Margaret Merrill, Dorothea Mueller, Phyllis Reed, Mary Ten Eyck, Gabrielle Winship, Janet Webb, Gabrielle Winship, Carl Wolfe, Carlton Bentley, Ernest Brown, William Calvin, James Chartrand, Robert de Lary, Thomas Donahue, Ernest Eames, William Geery, Clifford Jackson, Michael Kozak, Frederick Lattener, Frederick Loadwick, Dana Maddocks, Glenn Martyn, Sidney Morton, James Pease, Rupert Pole, Paul Reed, Allan Stewart, Leonard Stocker, Frank Stone, Evans C. Thornton. |                  |

Read, Allan Stewart, Frank Stone, Evans C. Thornton.

ACT I—Courtyard of Ko-Ko's Official Residence. ACT II—Ko-Ko's Garden.

The Lyric Opera Company, moving on from *The Gondoliers* to the more familiar *Mikado*, moved on also into somewhat hotter water. The *Gondoliers*, with its primary accent on the music and its score not too well known to casual G. & S. patrons, is far better for the youngsters now assembled at the 44th Street Theater than is *The Mikado*, the second item in their repertory, which they opened last Thursday. *The Mikado* is more familiar; it has a well-known tradition behind it; and its emphasis is not so strongly on the music as in the Lyric crew's initial effort.

In it, the young singers display the same advantages and the same faults that they did in *The Gondoliers*—the advantages not quite so strongly and the faults more strongly than ever. The excellent chorus work, tho still fine, is less flowing and effective; the straight singers have not quite so good a chance to show their wares; and the comedy department, at which the Lyric group is at its worst, is emphasized. *The Mikado*, as it is presently being seen, is an earnest effort, but that, I'm afraid, is about all.

Miriam Bentley, the soprano of *The* (See *THE MIKADO* on page 53)

### 44TH STREET

Beginning Monday Evening, October 7, 1940

#### THE PIRATES OF PENZANCE

An operetta with libretto by W. S. Gilbert and music by Arthur Sullivan. Directed by Charles Alan. Musical direction by Joseph S. Daltry. Settings designed by Samuel Leve and constructed and painted by Studio Alliance, Inc. Costumes by Brooks Costume Company. Press agent, Paul Vroom. Associate press agent, Ivan Black. Stage manager, Carlton Bentley. Assistant stage manager, Judson Pratt. Presented by Joseph S. Daltry.

|               |                 |
|---------------|-----------------|
| Major-General | Frank Kierman   |
| Pirate King   | Walter Tibbetts |
| Sweet         | Sidney Morton   |
| Frederick     | Carlton Bentley |
| Sergeant      | Robert Eckles   |
| Mabel         | Janet Webb      |
| Edith         | Miriam Bentley  |
| Kate          | Kathryn Lewis   |
| Isabel        | Ellen Merrill   |
| Ruth          | Anne Dawson     |

GENERAL STANLEY'S DAUGHTERS, PIRATES, POLICEMEN, ETC.: Sibyl Barbe, Reta Baum, Lillian Bennett, Jeannette Bittner, Jane Bivens, Agnes Cassidy, Marielos Ditto, Marie Fox, Dean Gehring, Anna Handzlik, Catherine Judah, Kathleen Killcoyne, Marjorie King, Regina McMahon, Mary Margaret Merrill, Dorothea Mueller, Phyllis Reed, Mary Ten Eyck, Gabrielle Winship, Carl Wolfe, Ernest Brown, William Calvin, James Chartrand, Robert de Lary, Thomas Donahue, Ernest Eames, William Geery, Clifford Jackson, Michael Kozak, Charles Lattener, Frederick Loadwick, Dana Maddocks, Glenn Martyn, James Pease, Rupert Pole, Paul Reed, Allan Stewart, Leonard Stocker, Frank Stone, Evans C. Thornton.

PRECEDED BY

#### TRIAL BY JURY

|                       |                 |
|-----------------------|-----------------|
| The Learned Judge     | Frank Stone     |
| Foreman of the Jury   | Paul Reed       |
| Defendant             | Allen Stewart   |
| Counsel for Plaintiff | Leonard Stocker |
| Usher                 | Ernest Eames    |
| BRIDESMAIDS:          |                 |
| Janet Webb            | Mary Roche      |
| Kathryn Lewis         | Ellen Merrill   |
| Avonelle Shaffer      | Janet Webb      |

JURORS AND SPECTATORS: Sibyl Barbe, Reta Baum, Lillian Bennett, Miriam Bentley, Jeannette Bittner, Agnes Cassidy, Anne Dawson, Marielos Ditto, Marie Fox, Anna Handzlik, Kathleen Killcoyne, Marjorie King, Regina McMahon, Mary Margaret Merrill, Dorothea Mueller, Phyllis Reed, Mary Ten Eyck, Gabrielle Winship, Carl Wolfe, Carlton Bentley, Ernest Brown, William Calvin, James Chartrand, Robert de Lary, Thomas Donahue, Ernest Eames, William Geery, Clifford Jackson, Michael Kozak, Charles Lattener, Frederick Loadwick, Dana Maddocks, Glenn Martyn, Sidney Morton, James Pease, Rupert Pole, Evans C. Thornton.

Lyric Opera Company's revival of *Pirates of Penzance* and *Trial by Jury* this week played to an appreciative audience at the 44th Street Theater, and the production had its pleasant moments, but in general the presentation merely indicated how enjoyable the Gilbert & Sullivan operas might be if produced with a more professional touch.

Joseph S. Daltry's company had nice costumes and colorful sets, but voices were not too good—some of the soloists definitely needing a microphone. New York audiences seem partial to almost any G. & S. Company, and when some of

the tricky tunes failed to come over with proper delivery the applause was forthcoming nevertheless. It's the approbation, however, of a devotee for a cult. Best of the *Pirates*' cast was Frank Kierman, as the Major-General, and Walter Tibbetts as the Pirate King. Tibbetts when caught was in very good voice, and Kierman had an engaging delivery. Janet Webb, as Mabel, cracked badly on her important opening solo. It was apparently a case of nervousness, as she came along well toward the close. Robert Eckles as the Sergeant was called for quite a few encores, but voice did not come over with enough vitality. Best of cast was 90-50.

*Trial by Jury*, which preceded *Pirates*, was done somewhat better. Most appealing players were Allen Stewart, a handsome defendant, and Mary Roche, a pretty plaintiff. Stewart was ably villainous, of fair voice, while Miss Roche really delivered her tonal work impressively. Paul Ackerman.

### OUT-OF-TOWN OPENING

#### "Boyd's Shop"

(Copley Theater) BOSTON

A comedy by St. John Ervine. Directed by Hiram Sherman. Settings and lighting by Johannes Larsen. Cast includes Whitford Kane, Helen Trewholme, Walter Kelly, Grace Mills, William Post Jr., Estelle Reilly, Bernice Veri, Esther Mitchell, Hiram Sherman, Truman Smith, Eda Heinemann, J. P. Wilson.

First in the ambitious series planned by the Copley Productions, *Boyd's Shop* (to be seen on Broadway as *Boyd's Daughter*), has little to rank it as more than just another Irish play. Brimful of Irish wit and homely philosophy, it starts off at a draggy pace and, altho managing to pick up in later scenes, leaves no lasting impression with the

### FROM OUT FRONT

(Continued from opposite page)

satisfying their own self-esteem than anything else. If self-esteem can be cheaply satisfied by ordering an author around, why produce the play? This may seem like a small point, but I know of at least two excellent plays in the past year or so that have been rewritten into oblivion thru the demands of a managerial egomaniac. And new authors, of course, are suckers for this sort of thing.

In the second place, you have the general attitude of the critics, which seems to be to drive anything but pre-perfected new talent out of the theater. Each season sees at least half a dozen instances of plays not up to the Broadway mark but still showing definite signs of future talent in their authors. So what happens? The boys who write reviews, utterly oblivious of the signs of ability, hand on the pieces with both feet and a copy of Roget's Thesaurus. And the authors are literally driven out of a theater whose primary need is writing talent. Things like this are not isolated cases; they occur again and again. If the good qualities (if any) of young writers were pointed out, even tho their plays as a whole failed to make the grade, the kids would probably try again—and again—until they made it. As it is, they are forced into other fields.

In the third place, there is, of course, the promise of greater gain elsewhere. For years all playwrights who displayed talent—even many of those unmercifully panned by the critics—have been trussed in the golden shackles of Hollywood and shipped to the Coast. It is only natural that they should go. The theater is a hard and evil mistress, prone to discount budding ability and to forget past favors; her wages are seldom munificent. On the other hand, younger fields such as films and radio pay far in excess of actual value received, and demand in return only a uniform standard of glib mediocrity. Is it any wonder that young writers turn to them?

In the fourth place, there is what seems to be the prevailing attitude of the Dramatists' Guild, which for years now has appeared to adopt policies for the protection of established playwrights and the shackling of newer writers. All concessions that might work to the advantage of the youngsters are ruled out, and a governing clique of successful dramatists appears exclusively interested in the personal protection of its own members, to the detriment of their profession and the theater at large. But more of that, maybe, in another column.

audience. Boyd the grocer is the central figure, a blocky little man with a big heart and philosophical musings. His shop has been in his family for generations and is the only grocery in the little Irish town of Donaghreeb in Ulster. An ambitious young minister, serving during the illness of the regular sky pilot, wants to marry Boyd's daughter to further his own ambitious ends. Also in love with her is the young college graduate who starts an opposition grocery. The young minister's methods of furthering his own ends by spreading rumors that the regular minister intends to retire and later that a fire in the young man's grocery might have been incendiary, finally put him out of the running, and the young grocer and Boyd's daughter are in the conventional clinch at the curtain. Between the opening curtain and the end the audience is treated to a cross-section of small-town Irish life, replete with gossip and maiden ladies.

Whitford Kane does well with the role of Boyd. William Post Jr. is an engaging young business man, and Hiram Sherman, whose direction is generally good, is a likably dislikable young minister. Some fine bits are offered by Eda Heinemann, Grace Mills, and Esther Mitchell. Helen Trewholme is painfully inadequate as the daughter.

A between-acts curtain speech by Sherman, ostensibly to explain the reason for the delay in shifting scenes, was not as funny as it was supposed to be and detracted from the general tenor of the evening.

The next announced presentation of the Copley group, whose plan to make Boston a production center is one of the most ambitious in years, is *Return Engagement* by Lawrence Riley, whose *Personal Appearance* is still a stock play. Bert Lytel and Mady Christians already have been engaged for the leading roles. Mike Kaplan.

AT ANY rate, it looks as tho Ol' Mass' Brady were right about revivals—because A of the prevailing lack of producible new scripts, if for no other reason. That doesn't mean that Broadway will become a seething mass of mothball drama, but it does seem as tho the percentage of revivals will go up.

And that, in itself, is no bad thing. This corner has been wisely waiting for an increase in revivals for many years, even tho the five-year-old mellers weren't quite what it had in mind. Revivals of any sort, however, if indulged in on a widespread scale, do tend to raise the level of required acting; they clamor for comparisons of the playing of familiar roles; they create an audience, like the audience of the theater's best days, that is vitally interested in such comparisons. And, in addition, they bring real life—a life of years as compared to a life of months or weeks—to worthy plays. Surely a good play of 5 years ago or 40 years ago or 300 years ago is far worthier of production than the usual Broadway ephemera.

One shouldn't look a gift horse in the mouth, but this corner does wish, so long as recent plays are being revived, that producers would do some that seem to have lasting value. What about a revival of *Berkeley Square* or *The Animal Kingdom* or *To Quit or to Suck* or *Dangerous Corner* or *Valley Forge*? What about a revival of *Here Come the Clowns*?

It's something to hope for. But meanwhile revivals look as tho they were increasing—and as a result the theater looks as tho it might at last be getting out of the phase marked by real estate domination, the run system, and type casting.

That would be its greatest advance in 50 years.

**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



## Offensive Night Club Scenes In Pictures Are Getting Fewer

(Continued from page 4)

an excuse to show the hero getting himself plastered.

All this is good news for night club owners, who for years have complained that potential patrons were being scared away because the films sold the idea that night clubs were hangouts for racketeers, depraved people, and shady women. Night club owners have always been able to cite many instances of new patrons leaving their jewelry home, or having their chauffeur waiting outside, or dancing with their furs and purses, or fearing of leaving them at the table, or asking the night club owner to point out the racketeers.

### Treatment Better

Altho night clubs are not handled with any reverence even now, at least they are not being given such rough treatment as in the past, night club owners say. For example, in *Andy Hardy Meets Debutante* (MGM), Mickey Rooney has dinner at Club Sorocco and is sent home after he cannot pay \$37.50 for an à la carte dinner. In *Rhythm on the River* (Paramount) Mary Martin is a band vocalist singing in the Club Monaco. Very dignified stuff.

In *It All Came True* (Warner) a gang opens a night club on the Gay Nineties style, but the villain gets sentimental in the last reel and submits to arrest, leaving the hero and heroine in serene bliss.

But in most recent pictures night club sequences are usually only excuses for brightening up the plot with a bit of singing and dancing. In *Argentine Nights* (Universal) the Ritz Brothers and the Andrews Sisters sing and dance in a hotel night club set. In *Lucky Partners* (RKO) Ginger Rogers and Ronald Colman dance and romance in a night club garden scene. Sweet stuff, and just what the night club owners like. In *He Stayed for Dinner* there is a French night club scene, and in *Hired Wife* there is a night club scene for a dance team, and in *Ladies Must Live* for a singer.

But in *They Drive by Night* (Warner) there is another one of those quarrelsome-in-a-night-club scenes between the hero and the heroine. (Cafe owners don't like this, Mr. Hays.)

Night club scenes are expected in many films now in production, among them *A Night at Earl Carroll's* (Paramount), with Ken Murray, Brenda and Cobina, Lillian Cornell; *You're the One* (Paramount), with Orrin Tucker's band and Bonnie Baker; *Las Vegas Night* (Paramount), with Tommy Dorsey; *L'il Abner* (produced by MCA for 20th Century-Fox), with Jean Gary; *Melody and Moonlight* (Republic), with Jane Praeger, Vera Vague, and Johnny Downs; *Too Many Girls* (RKO), with Desi Arnaz, Ann Miller, Lucille Ball; *You'll Find Out* (RKO), with Kay Kyser and band;

*Down Argentine Way* (20th Century-Fox), with Carmen Miranda, Betty Grable, and Don Ameche; and the new films slated for Bob Crosby's band and for Horace Heidt's outfit.

*Strike Up the Band* (MGM), with June Preisler, Paul Whiteman, Judy Garland, and Mickey Rooney, uses a lot of musical talent, incidentally, but without resorting to a night club set.

## More Acts Set For Rio, Brazil

NEW YORK, Oct. 12.—The Three Swifts and Lyda Sue sailed October 5 on the S. S. Brazil for Rio de Janeiro to fill dates set by Hal Sands. The Swifts will open a six-week run, with options, at the Copacabana October 19, and Miss Sue will start an eight-week stay at the Casino Atlantico the same night.

Francisco de Sousa, connected with the Brazilian Pavilion at the World's Fair all summer, will leave for Rio de Janeiro in November. He is still looking for talent for the Urca in Rio and is buying acts thru Herman Flakoff here.

Ben Dova, sailing January 9, and Jean Francis and Jerry Gray, sailing late December, were set for the Urca by Flakoff.

## Detroit Ballroom Reopens as Niterly

DETROIT, Oct. 12.—Grand Terrace, operated for several seasons as a ballroom until it burned last spring, reopened Wednesday (9) as a night club. The spot was once a leading local night spot under the name of the Oriole Terrace.

Features of the new spot are what is claimed as the largest dance floor in any local niterly, and a merry-go-round type bar. Mike Riley and his band, featuring Eddie Farley and Marlon Miller, have been booked in for a stand. Club opens six nights a week, the first big spot in town to close completely Monday nights.

## Recording Sessions Stunt

MILWAUKEE, Oct. 12.—E. J. Weisfeldt's Riverside Theater here is staging recording sessions in connection with its regular Monday night amateur show. The audience sees the recordings made and listens to them as well. Cash prizes totaling \$25 are awarded.

## Maisie and Hazy Need New Photos — But Maisie Can't Figure It Out

New York.

Dear Paul Denis:

HAL and I need new pictures and we really don't know what to do. Hal says we ought to take very dignified pictures, and I say we ought to use showmanship and forget dignity. What do you think, Paul?

Hal thinks we ought to have some poses of himself in talls and a top hat, looking away in the distance—classy like. He'd be holding a lighted cigarette in his hand, too. A cigarette always means class, he says.

But I asked, "How will people know we're dancers if the photos show just you looking dignified?" And he says everybody knows that smart-looking men who seem to have nothing special to do are always ballroom dancers. And I asked, "And where do I come in?"

"Well," he told me, "we'll sneak you into some of the poses by having you sit at my feet, curled up and looking up at me like I was Robert Taylor. That would be a very classy pose."

Paul, I really don't know what to do. My idea of a good photo is a pose of myself coming down a long flight of stairs, with my elegant white rhinestone gown showing in full and Hal looking up at me adoringly. I really don't want to hog the photo, and I'm willing to compromise and have Hal looking over my shoulder from behind one of those beautiful pillars all fancy photography studios have.

Maybe we ought to have one of those poses where we're looking into the camera with sad eyes, sort of torchy, you know. Glamour stuff. Maybe some film scout might see the photos and realize I'm another Hedy Lamarr. Or perhaps we should try one of those romantic poses where Hal is looking into my eyes and I'm looking downward, sort of demure. What do you think, Paul?

How about one of those shadow poses? You know the kind—our shadow against the wall, our faces lighted dramatically, and our left arms posed over our heads to show how graceful we could be. Do you like that?

Hal says we ought to have at least one action shot—with Hal whirling me in the air. But I'm afraid of that. The photo might show me with my mouth open or only my back showing. It's really awful how complicated this photo business is.

MAISIE.

P. S.—Perhaps the best would be a photo of Hal and me looking fondly at our agent, Joe Pursant. It would prove there's at least one dance act that loves its agent.

## "Different"

CHICAGO, Oct. 12.—With practically every theater in the Loop featuring war on their screens, the RKO Palace decided to be different.

Its ads for this week's bill carry a line stating: "Positively no bombing or war pictures this week."

## Spreads Chain Of Plantation Clubs in Texas

DALLAS, Oct. 12.—An improved outlook greeted local night club operators with the opening of the fall season and increased patronage for practically all local niteries.

Henry King's ork, which opened the redecorated Baker Hotel Mural Room last week, played to capacity business throughout the week.

Also doing increased business was the Plantation Club, which changed to four-night-a-week policy last Thursday with the opening of Gus Arnheim's orchestra. Two sell-out performances greeted Malcomb Beelby's Royal Hawaiian Orchestra and native floorshow which reopened the Century Room for the Adolphus Hotel Friday.

Joe Sudy's ork, which opens at the Baker Hotel Mural Room October 18, will bring Russell Swann, magician, and Gower and Jeanne, dance team. Sudy's band is set for three weeks.

Joe Landwehr and Dick Wheeler, owners of the Plantation clubs here and in Houston, contracted Wednesday to produce a 10-day show for the South Texas State Fair at Beaumont, opening November 1. Show includes Seat Davis's orchestra, with Mary Carlisle, screen actress, and a revue. The Dallas club owners will continue operation of the Beaumont club after the fair closes. They are also negotiating for a fourth Plantation Club. Plans also include a one-hour network broadcast, picking up a 15-minute program from each of the four clubs.

## Old Philly Club Razed

PHILADELPHIA, Oct. 12.—Club Cadix, town's leading niterly in an earlier decade and last open as the Kit Kat Club, will now become part of the Central City Chevrolet Company, which occupies the adjoining building.

## Lemisch Leaves Club Bali

PHILADELPHIA, Oct. 12.—Ben Lemisch has resigned as manager of the Club Bali. He managed the spot when it was operated by Benny Fogselman. Herman Tolle, Bali maitre de, moves up.

## There Should Be A Glorious Answer (But There Isn't)

WHAT does a night club editor do when the phone isn't ringing, when there's nothing exciting to watch in the building across the street, and when there's a column or two to fill?

He thinks out loud; that's what he does. And, if there's a typewriter in front of him, here's what may come out:

The trouble with so many quick-click night clubs is that the management relaxes, and before you can say, "Why don't you run constructive criticism?" the club starts to slide into 77b. The headwaiters brush off the non-tippers, the waiters sabotage management rules, employee cliques form quietly and, before you know it, the marshal is at the door.

In some instances the management—feeling the spot is so well publicized that it will draw crowds indefinitely—starts to clip the patrons. A renowned New York spot, for example, advertises a \$1 minimum and then informs patrons that the better tables have a higher minimum. The poor patron who had visions of glory when he read the ad winds up in a corner and discovers his \$1 "full-course dinner" is a slug of codfish, a cup of coffee, and stale pie.

In the smaller night clubs—the so-called hot spots—the patron is usually given the works and it's really remarkable that so many come back for more punishment. If the male patrons are alone, alleged entertainers join them at the table or bar and, without waiting for the usual, "Won't you have a drink?" these gals order a quick succession of drinks. Then they tell the patron their troubles and wheedle a couple of dollars out of him for their dying grandmother. And then, to add injury to insult, these same girls leave the table to join the floorshow.

These small-spot floorshows are usually composed of a liquored-up blonde who shakes everything shakable in the human body; an emcee who praises the band, the boss, and the waiters, and then insults the patrons; a young tap dancer in leg-display satin costume who always tries to sing a chorus, and a swing singer who swings her eyes, her arms, her hips, and makes each song sound like a shouted tap dance.

And the leer. Let's not forget the leer; it's an important part of hot entertainment. Sometimes the bartender leers at you; sometimes there are dirty cartoons on the mirror or the walls, and they leer at you, or sometimes it's only the emcee who leers.

And behind the leers, the vexing cigarette girls, the raucous floorshows, and the cacophonous music—behind all that are the real performers who only want to make a living. They know what they've got to do if they expect to be held over—and they want to be held over. Their mixing is the gay front for what is too often a terrifying despair. They live in a world of \$2 and \$3 commissions, of broken agents' promises, of steady customers with foul breath and foul mind, of long, tedious hours from opening until closing, of alcohol that is at first a burning throat and later becomes a welcome defensive fog, of a hundred and one petty aggravations that fester in a small dim-lit space where the same people spend long, boring stretches of eight or more continuous hours.

"A lousy job is better than none," is what these performers will tell you, "and if you close the joints, we'll starve." There should be a glorious answer to that—something full of indignation and strength—but, really, the more you think of the situation the more you realize that there is no answer. Just that. No answer. Paul Denis.

## Racine, Wis., Club Opens

RACINE, Wis., Oct. 12.—Harold Perkins and Bill Proefrock opened their Colony Club near here Saturday (5). Formerly the Club Durand, the spot featured Marge Bailey, "Cookie" Layton, and Helen Davis.

## Herman Club Reopens

NEW ORLEANS, Oct. 12.—Pete Herman's Club reopened this week with Lloyd Dantin and ork and three acts. Three shows nightly. No minimum or cover. Club broadcasts half hour nightly over WDSU.

## Material

### Protection Bureau



THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The *Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.



# Club Talent

## New York:

**YVETTE** singer, has returned to the La Martinique, where she started several weeks last season. . . . **THRU AN ERROR**, the name of Eakine Hawkins was used last week in a review of the Hotel St. George, Brooklyn. It should have been Eakine Butterfield, who is entertaining in the hotel's Cafe-Bar. . . . **THE WESTERN BROTHERS**, mimics, have signed a personal management contract with Abbie Greshler.

**MARTHA RAYE** has turned down an offer to appear at the Versailles, claiming that she works too hard in the Al Johnson musical, *Hold On to Your Hats*. She is there almost nightly as a customer, however. The Versailles, incidentally, is dickering for the services of Ruby Keeler. . . . **THE WHITSON BROTHERS** close a seven-week run at the Rainbow Room Wednesday (16), and the following Friday open a three-week run at the Strand Theater, New York, with Woody Herman's band.

**LINDA MOODY** is staying over at the Top Hat, Union City, N. J. **COVERT AND REED** have been added to the show at the Warwick Hotel, beginning October 15.

## Chicago:

**HILDEGARDE** takes the spot at the Drake Hotel's new Camilla House October 19. . . . **SET BY** the local William Morris Office into the Book-Cadillac, Detroit, are Conso and Melba, Johnny Woods, and Winnie May, sister of Bobby May, juggler at the Chez Paree, Chicago.

**PAUL DRAPER**, Carmen Miranda, and Lee Sims and Homay Bailey will be in the new show opening at the Chez Paree Friday (18).

## Philadelphia:

**JACK BANDALL** takes over the lead at Lexington Casino. . . . **NOLAN BROTHERS AND TROY** at Open Door Cafe. . . . **ED MCGOLDRICK**, boy basso of the old Dumont's Minstrels, is featured with Bella Belmont at Minstrel Tavern. . . . **SYLVIA DE SALVIO DANCERS** making their local bow at Evergreen Casino. . . . **FRANKIE SCHLUTZ** opens this week at 69th Street Rathskeller. . . . **JOHNNY MCCOY** celebrates the fifth anniversary of his Club 15 this week. . . . **FOUR MURPHY SISTERS** show at Hopkins' Rathskeller. . . . **LLOYD MANN** takes over the Yacht Club emcee contract. . . . **BEN PERRY** puts in a return at Lido-Venture.

## Atlantic City:

**JOHNNY NORTON** now emcee at Benson's. . . . **JACKIE WHALEN**, after five months at Club Nomad, goes to the Little Rathskeller, Philadelphia. . . . **JOE RUDDEN** heads the new fall show at Dock's Cafe. . . . **BEATRICE FULLER** an added starter at Gables Inn. . . . **HARRISON COOK** unshutters the Surf 'n' Sand Room at Seaside Hotel with the **OGANAIRES**. . . . **ENTERTAINERS' CLUB** stays open with Louise Mack, Sherry Louise, and Franzell, all summer holdovers.

## Here and There:

**THE GOLDEN PAIR** (True and Trudy Wilkins) sailed from Rio de Janeiro on the Delvalle and will open in New Orleans October 20. While in Rio they made a motion picture for *The Brazilian Cinema Journal*, which played a long-run engagement at the Plaza Theater in that city. . . . **YVETTE DARE** opened a four-week engagement at the Rathskeller, Philadelphia, October 7, and will follow with a two-week run at the Latin Quarter, Boston. Booked by Sol Tapper, New York. . . . **JERRI VANCE** and Madeline White have opened an indefinite stay at the 808 Club, Chicago. . . . **SUNNIE O'DEA**, dancer, did not land a Metro contract, as previously reported, but is being screen-tested by that company in New York next week. She goes into the Erie, Philadelphia, with Ray Bolger Friday (25). . . . **THE COLSTONS** will vacation in Arizona next month. . . . **ARTE DUNN**, formerly of Beis and Duan, has organized a three-piece musical group known as the Three Sons. The other partner, Les Reis, is now personal manager of Bobby Byrne's orchestra. . . . **BOBBIE CORRY**, after a week at Kelly's, Cincinnati, moved to the Idle Hour, Dayton, O., booked by Jack Middleton. She opens at the Primrose Country Club, Newport, Ky., October 21. . . . **ROCK AND DEAN** have moved from the Paddock Club, Wheeling, W. Va., to

the Wonder Bar, Zanesville, O., for this week. . . . **MARTHA WEISS** has left Donn Arden's Artists' Models at the Lookout House, Covington, Ky., to prepare for her coming nuptials to Jerry Jarrett, of the Lookout House staff. . . . **JACKIE LANE** and Helen Bridges are new additions to the Lookout House line.

**BEVERLY ROBERTS** started a week's date at the Chez Maurice, Montreal, Monday (14). . . . **THE CAPTIVATORS** (Tony Lombardo, Zig Beltuss, and Harry Martin), after a five-month stretch at the Abraham Lincoln Hotel, Springfield, Ill., opened Monday (14) in the Cocktail Terrace of the Netherland Plaza, Cincinnati, for eight weeks with options. They were there for seven weeks last spring.

**NITA SHARON** has opened at the Buvette Club, Rock Island, Ill., for a four-week stand with options. . . . **AL MACK**, emcee, is being held over indefinitely at Golden's Grill, suburban Cincinnati spot. . . . **NADINE AND CHARLES**, after Jimmy Brink's Lookout House, Covington, Ky., are playing Pennsylvania theaters with Walter Powell's band. . . . **FAYE AND WELLINGTON** concluded a three-week stay at the Royal York Hotel, Toronto, October 9. They originally went in for two weeks. . . . **LEE DIXON**, dancer, leads the new revue which opened Friday (11) at Beverly Hills Country Club, Newport, Ky. Others on the bill are Nellie Arnaut, Jane Manners, and Gary Leon and Tut Mace. Deke Moffitt's ork, local combo, is on the stand until October 25, when Russ Morgan comes in. . . . **ALLAN GARNEY**, Claire and Hudson, and Clyde Traak's orchestra are new entries at Jimmy Brink's Lookout House, Covington, Ky.

**SALLY RAND**, current at the Ball, Philadelphia, will do a repeat at the Bowery, Detroit, beginning December 9, for four weeks. Miles Ingalls and Peter Iodice set the deal. . . . **PAUL DRAPER** opens at the Chez Paree, Chicago, October 18. . . . **JUDY CANOVA**, current at the New England Food Show, Boston, is in the spot held by Jane Withers last year. Set by Abner Greshler, of New York. . . . **HARRIS AND BURNS** are holdovers at the Ft. Meigs Hotel, Toledo, O. . . . **THREE LOOSE NUTS**, a septet, including the brother of Rochester, are current at Jack and Bob's, Trenton, N. J. Show is emceed by Chic Kennedy.

**SIX SENSATIONAL BRUCETTIES**, who enjoyed a chain of club, convention, and fair dates during the summer, are playing the Milwaukee Food Show this week. Recent engagements included the House of David, Benton Harbor, Mich.; the Chevrolet show, Detroit, and the Waterloo (Ia.) Dairy Cattle Congress. The girls do a modernized version of the old Arabian tumbling act.

**Mary Carlisle to Coast**  
**CHICAGO, Oct. 12.**—Music Corporation of America received word Wednesday that Mary Carlisle, screen actress who was booked to play the West Texas Fair, Abilene, had suffered a nervous breakdown and would be unable to appear. To replace her, the Paris Sisters and Daredevil Dault were added. Miss Carlisle returned to Hollywood and is resting at a sanitarium.

**3 Good Spots, 1 Roadhouse, and Lots of Club Dates in Erie, Pa.**  
**ERIE, Pa., Oct. 12.**—Night life here continues its usual conservative pace with the closing of the Hofbrau, summer spot, Waldameer Park, and the opening of La Coga. Booked thru Frank Sennes, Cleveland, and managed by Charles Schwartz, La Coga is getting nice patronage with floorshows that employ song and dance acts and occasional magic or animal acts.

Cogan's and Pope's grills are only other night spots worth the name and are managed by the Cogan brothers and William Pope respectively. Pope does his own booking and keeps three girls in the show continuously. Joe Cogan, booked thru Milt Gary, Cleveland, changes shows bi-monthly and keeps them well mixed—impersonators, snake charmers, hoofers. . . . Outside city limits on Cleveland Road is Polakos-on-the-Lake, managed by Steve Polakos and using medium-priced novelty dance acts, balancing and

# Geo. White Reopening Cotton Club; Treasure Island Will Open Oct. 23

**NEW YORK, Oct. 12.**—The now closed 800-seat Cotton Club will be reopened the latter part of November or early December as George White's Gay White Way, with White as operator. Monte Proser, operator of the Beachcomber, will also be associated with the venture.

The lease was signed yesterday (11) and is for 10 years at a total rental of nearly \$500,000. The spot will undergo alterations and get a change of atmosphere. White will produce girl shows of the Scandal type for consumption at that spot. This big Broadway club, with its reopening, will depart from the sepa shows seen there for many years. Irving Maidman, who arranged the deal for Proser for the former Villa Valles, also made the deal here.

Dickering had been going on with Mario Tossati, manager of the Hurricane Restaurant, to assume operation of the club. It was Mario's intentions to open the place as a ballroom with the same policy as the Meadowbrook County Club. However, the deal was mixed by the Guggenheim interests, owners of the building, who preferred that the spot operate as a night club.

Treasure Island, a 1,000-seater on the site of the old Ivan Frank club, is set to open Wednesday (23). The Coltons, comedy ballroom team, and Thelma Flowers have been signed for the show, which is to be produced by Wally Wanger. A 12-girl line will be used. Lynn Duddy is writing the book. Walter Walt, connected with the Swiss Pavilion at the World's Fair, is president of the corporation operating the spot. Others signed for the opening show include Karen Knight, Ruth Clayton, and Bud Sweeney. A pop-price policy, with no cover or minimum, will be in effect.

The opening of the Club Walkiki, formerly scheduled to be called the Club Samoa, has been postponed for about two weeks due to difficulties in obtaining the liquor license. The spot will be fronted by George Christy, who formerly operated the Seven Seas Club. Andy Iona's six-piece band and a seven-piece native floorshow have been set. Ray Kinney, ork leader at the Hotel Lexington, will book the spot. According to Kinney, this spot is the first of a contemplated

chain of about seven intimate Hawaiian clubs in different cities, which will operate as a circuit.

The Fairway Yacht Club, operated by Joe Moss, will open Thursday (17). Society singer Marie Spaulding has been signed, along with Albert Arkuss and Victor Talley, Dolores Del Carmen, Del Campo's ork, and Leonardo's rumba band.

The Panamanian Club, which bows tonight (12), has in its floorshow Ilseana, Annie Lubin, Chiquita Venezia, and Eddie Ashman ork.

In the meantime, the Sunday night guest star idea is spreading. Latest to use this idea is Abe Lyman at the New Yorker. Other spots where this policy is now in effect include Leon and Eddie's, Hotel White, and La Martinique.

The Club Tropicana, on the site of the Hollywood Restaurant, will also reopen October 18, with Ella Fitzgerald's band fronted by Babe Wallace. The show will contain Swan and Lee, May Johnson, Avon Long, Salt and Pepper, the Beachcombers (four), and a line produced by Johnny Davis.

# Des Moines Clubs Using Small Orks And Singles Mostly

**DES MOINES, Ia., Oct. 14.**—Niteries have been slow to take to floorshows, but there is a trend toward single acts and indications that competition will force more elaborate shows.

Leader in floorshows has been Dave Fidler, who at times was the only operator booking acts in entire area. Fidler opened his Club 100 last winter and operated thru summer with weekly change of bills. Don Roth band is playing its eighth week, with a four-act bill also current.

Mainliner Club, which opened this summer, has started booking acts for twice-nightly shows.

The Pastime Club, remodeled at cost of \$10,000, is planning to add acts shortly.

Downtown niteries are using solo numbers and three or four-piece bands liberally, but most spots are too small for large floorshows.

Acts have difficult time lining up steady work in this area, with few able to make jumps successful. Convention business is only fair so far, and theaters have failed to make any stab at stage-shows. Attempts to line up theaters for shows turned out unsuccessful.

# Embassy, Rochester, Closed

**ROCHESTER, N. Y., Oct. 12.**—Embassy Theater has been closed by authorities as the result of insistent protests by church people here.

House was blacked out last year but reopened when present management believed the way was clear. Midwest Circuit shows were featured.

# Concerts for John Boles

**NEW YORK, Oct. 12.**—John Boles will begin a series of one-night concert dates at San Jose, Calif., January 23.

Martin Wagner, of the William Morris Agency, is lining up other highbrow dates for Boles.

# Cafe Owner Turns "Poet"

**ATLANTIC CITY, Oct. 12.**—To the end Saul (Longfellow) Bogatin, operating Peach Orchard Inn, remained the resort's night life poet. Throwing himself a farewell party last Monday (7) to mark the closing of his club, until next summer, Bogatin figured he couldn't have a party all by himself and sent out the following announcement:

The air is loaded w/d fall,  
Da bods and leaves have hold da call,  
And so has Saul.  
Yes, I'm about to say adieu  
To Peach Orchard and to you,  
And I want you all to know  
That the kindness you did show  
Shall never be forgotten  
By this guy Saul Bogatin.

"My words are poor and few,  
But my friends can understand  
This message I send to you  
Is just to shake your hand."

# Name Bands Set For Roxy, Atlanta

**ATLANTA, Oct. 12.**—Roxy Theater here will go on a spot booking policy. Due to the shortage of available name bands, the house will use a maximum of three weeks of stage shows monthly and run straight films in the intervening time.

Bands already booked include Ins Ray Hutton, opening the house October 20; Tommy Tucker, November 10; Ted Flo Rito, December 1.

Music Corporation of America is servicing the house, and James McCoy is the operator.

This season's film situation is much better than that of last season, and McCoy believes profitable grosses will be turned in during the straight film weeks. Stronger pics will be used when no stage show is scheduled.

erial acts, and Ruth Autenreith's five-piece combo.

Sam Anderson, secretary of musicians' Local 17, reports that local \$ to 10-piece orks have snared many private dances and sponsored affairs for the fall and winter. Since no booking office is located here, much of the booking is done thru Cleveland and Buffalo. Local orks are Johnny Hinebaugh, Herbie Johnson, George Weber, Jean Morrison, Wes Scott, Gayle Brown, Roger Chambers, all with full calendars in Jamestown, Oil City, Warren, and suburban spots.

Elks, Shriners, Orloles, and other clubs have roomy headquarters and use talent on parties and dances.

Erie's swank group attends private dances held each winter at the Lawrence Hotel. The Commodore Perry Cocktail Lounge occasionally uses a small combo or strolling act.



## Casa Manana, Culver City, California

**Talent policy:** Dance and show band; floorshows at 10:30, 12:30. Management: Joe Zucca and Harold Levin. Publicity: McDuff and Vannerson. Prices: \$1.10 with dinner. Without dinner, men 55 cents, women 45 cents; drinks from 25 cents. No cover, no minimum.

This spot, after several floundering seasons under various managements, has come into its own and is now one of the top draw spots in this area. A complete interior overhauling has turned it into a modernistic spot, with clientele ranging from flicker names to college prep bounds. Food and drinks are in a reasonable bracket. Using name-band policy, the management has managed to lure most of the old crowd that used to frequent the old Palomar.

Henry Busse and his 16-piece crew supply the music and most of the show. However, show at this spot is incidental, most of the patrons being more interested in hooding than watching a revue. Opener featured the ork in a heavy arrangement of *Song of India*. Band proves its versatility by its ability to turn from sock dance tempos to legit stuff.

The Ambassadorettes, four pajama-clad femmes, add a nice touch to the entertainment. They open with a series of stock aero turns that get a nice hand from the crowd. Act builds up to some tough Arabian cartwheels and a novelty climax. Gals take turns swinging a weighted elastic rope, while the other two do a series of back flips and cartwheels, always managing to miss the rope. Stuff was well done.

Spotlight switched back to the band, with Billy Sherman warbling *Nearness of You* with a little assistance from the glee club. Sherman's voice blends nicely with the ork. He also did Busse's new tune, *It Serves Me Right*.

Busse came back with his own arrangement of *Day Is Done*. With Sherman on the vocal, Busse took a turn on the trumpet. The crowd yelled for this one. As usual "Ducky" Young stole everything in sight with a series of zany antics that wound up the show.

Busse and crew are in for six weeks. Big on the upgrade, with crew dragging in 2,836 customers Saturday night after opening, which breaks record for spot held by Skinny Funn on New Year's Eve.

Smart publicity angles have turned the Casa Manana from a has-been into a first-rate club. *Dean Owen.*

## Versailles, New York

**Talent policy:** Dance and show band, and Latin outfit; shows at 10, 12, and 2. Management: Nick Prossini and Arnold Rossfeld, owners; Leonard MacBain, press agent. Prices: Dinner, a la carte; cover, \$1.50 weekdays and Sundays, \$2 Saturdays.

One of the leading East Side niteries drawing the spending trade. This season, due to added competition, two cafe stars are used on each bill instead of a single act, as has been the general practice formerly. And business, judging by the nightly crowds opening week, is the best in seasons. The management reports that more socialites are stepping out and, more important, are spending considerably more.

Opening double feature has Sheila Barrett and Paul Draper. Miss Barrett has been here twice before, while Draper, usually a feature at the Waldorf-Astoria or the Plaza, is making his initial Versailles appearance. They are in for three weeks, giving way October 25 to Deal Arna and the Hartmans. Coming attractions include Jane Froman and Tony Martin, but not on the same bill.

When this show was caught (October 8).

Miss Barrett was off due to a previously arranged club date booking. She is doing much of her old material (including the speakeasy skit and her impression of a debutante singer) due to the sudden death of her piano accompanist. Management reports she is rehearsing some new stuff with her new accompanist.

Paul Draper closes the show and stays on anywhere from 15 to 45 minutes. He could not have picked a better spot to work in. Intimate in atmosphere and high in reputation, this room shows off his routines to the best advantage and before a most appreciative audience. Still dances to Bach as well as to pop tunes, including *Three Blind Mice*, which gets an invited vocal interpretation by the audience. A fine dancing artist. David Lee Winter accompanies him at the piano.

Same bandstand attractions on hand—Maximilian Bergere for the pop dance sessions and show music, and Panchito for rumbas, tangos, and congas. Both do good work.

Press agent MacBain is a behind-the-scenes attraction here, on the job nightly to pull publicity stunts for the society columns in an artful manner. One of his tasks, incidentally, is to keep out of the papers pictures of those socialites who do not care for publicity. Only on such a promise will they continue to be frequent patrons of the spot, he says.

*Sam Houtberg.*

## Benjamin Franklin Hotel, Philadelphia

**Talent policy:** Dance and show band; floorshows at 8 and 12. Management: George H. O'Neil, managing director; Vincent Bruni, matre de; Emil Sorenson, captain; G. H. Babbitt, press agent. Prices: Dinners from \$1.50; luncheons from 85 cents; drinks from 60 cents; \$1 minimum Monday thru Thursday, \$1.50 Friday, \$2 Saturday and holidays; no cover.

George H. O'Neil, who took over management of the hotel earlier in the summer, has paved the way for the other hotels in recapturing the color, glamour, and gaiety of the after-dark hours for local hotel dining rooms.

The Franklin, like the others, always brought in a dance band and then considered the task done. With O'Neil at the helm now it's a new deal for the Garden Terrace, and a most desirable one for the patronage.

For the first time, room sports a floorshow. Not an elaborate affair, but the quality is in keeping with the appointments. Biggest excitement is the dancing of Maurice and Cordoba. They interpret every tempo, waltz, Spanish dance, bolero, tango, rumba, and fox trot. They could easily have offered another half dozen rounds, the enthusiasm being so complete.

Room's floor policy will call for a single act, preferably a magician, and a ballroom team. For the opening it's Kajar, youthful magi. His youthful enthusiasm and delightful delivery cover up for the triteness of many of his tricks.

Last but far from least is maestro Bill McCune, who not only heightens the inspiration to dance with a smooth and sweet combo of 10, but also does yeoman duty in a light vein as emcee. He is abundant in personality and has a continuous line of extemporaneous patter, never allowing the show to lag. Band starts the show with a glee club novelty, using luminous 10-gallon hats and bandanas for a cowboy ditty. Katherine Hoyt, vocalist with the band, adds swell

singing and good looks to the floor for *I'm Nobody's Baby and You Made Me Love You*. Gordon Robb and Hal Atkinson are the featured male voices.

*M. H. Oradenker.*

## Cafe Society East, New York

**Talent policy:** Dance and show band; floorshows at 8:30, 12 and 2. Management: Barney Josephson, owner-manager; Jean Black, press agent. Prices: Minimum \$1.50 weekdays and \$2.00 Saturday night (opening night minimum \$3.00).

This new spot, Cafe Society East, sister to Barney Josephson's just plain Cafe Society down in Greenwich Village, represents a two-year climb from a night club which started out to lampoon the East Side cafe society life and having attracted as its best customers those whom they ribbed, moved right into the silk-stocking district Monday (7).

Success of the downtown spot, which is still intact, was due to the dynamic colored talent presented after political satire had taken a noevide. While the basic idea is still the same at the new spot, it's a far cry from the premiere two years ago when customers wore tweeds while the waiters wore white ties and tails.

While the prices here are considerably higher than the downtown place, something of the intimate atmosphere is lost. Down in the village, there is a small room that's always jammed. The better dressed uptown version, muralled and decorated by the same Anton Regreger, is more barny, full of balconies and lobbies. It isn't the same, but the show's still terrific.

Small wonder that the show is as good—it happens to have the same performers who made good downtown: Hazel Scott, singer; The Gold Gate Quartet, spirituals; Albert Ammons and Pete Johnson, the boogie-woogie piano players; Teddy Wilson's ork, and John Hammond, who constantly gazes affectionately at his discoverers. Only addition is Leonard Elliott, satirist for the legit.

Elliott's satires are intimate, and don't reach the entire house, but are otherwise funny. Hazel Scott is more dynamic than ever (and more sexy) with her singing and swinging the classics on the piano. Golden Gate Quartet was out opening night. Teddy Wilson's band is hotter than blazes, but drummer Yank Porter, decidedly and definitely, steals the band show with amazingly funny antics.

Opening night was leased to NBC for its broadcast of Chamber Music Society of Lower East Street, so to top everything, show was extended for hours with introductions and performances of radio celebrities. *Sol Zoff.*

## Hotel New Yorker, Terrace Room, New York

**Talent policy:** Dance and show band; production ice floorshow staged by Boots McKenna at 8, and 12. Management: Frank L. Andrews, hotel director; E. D. Mookler, publicity director. Prices: Dinner from \$2; cover charge 75 cents weekdays and \$1.50 week-ends and holidays.

Abe Lyman's band followed a successful run by Woody Herman's outfit Thursday (10), with the Broadway crowd and a crowd of celebrities on hand to wish him well. Lyman's solid, balanced band showed up well, as usual. It provides thoroly danceable tunes for dancers, and sight and vocal stuff for the table sitters, including bits by the band and the soloists.

Lyman makes a good front, greeting his many friends and providing dance sets that bring the maximum enjoyment to dancers and listeners. Ross Biano does the chirping and it's good. Ed Bly and Frank Paris, guitarists, contribute vocals, too.

The ice show, changed for the Lyman opening, shapes as the best yet here. Boots McKenna, staging the show here for the first time, has put the emphasis on dancing, formations, costumes, and production effects rather than on stunt skating as before. The result is a lively colorful 10-people ice show featuring Belita, and with Mark Plant emceeing. Plant, incidentally, mumbled some of the introductions and slurred lyrics. It's a shame, because his baritone voice is really good.

The ice show starts off with a topical note, football, and then switches to Latin motifs, ending on a patriotic note. The specialties are short and punchy,

there is movement thruout and the show successfully gets away from what had become a standardized ice show pattern here.

Belita, a tall, shapely blonde, is introduced as "the greatest skater of our time." She may not be that, but she certainly is a showmanly performer who does great spins, back flops and other stunts with smoothness. A show-stopper.

Cliff and Rona Thael do a ballroom routine that is surprisingly close to standard ballroom stuff, even the on ice. Good. Marion Flaig and Gordon Leary, in flashy rhinestone costumes, do fast numbers including throws and spins. Punchy. Leary later solos with fast acrobatics. Bob Doyle, in loud college boy getup, does some comedy, but it doesn't register.

The girl line does some swell routines, the best being the musketeer fencing routine. McKenna deserves credit for imaginative handling of the group routines. *Paul Denis.*

## Ciro's Cafe, Kew Gardens, Long Island, N. Y.

**Talent policy:** Dance band. Management: George L. Dugan, owner; Charles Zernack, publicity. Dinners at \$1; drinks from 35 cents.

This tony nabe spot, which attracts a healthy percentage of family trade as well as the young element, has a solid draw in Sleepy Hall's band. Hall has cut his 16-piece ork, seen recently at the Bowman Room of the Biltmore, to a quartet.

The new outfit, consisting of Hall's electric banjo, sax, piano, and bass, gives the effect of a six-man combo, due chiefly to Hall's ability to give the music unusual depth while working his box. Hall takes frequent solos in which his plectrum pickings can simulate a variety of string instruments and some of the deep tones of the organ.

The band wisely holds down its volume in order to keep on the good side of the spot's older patronage. The ork's efforts are conducive to comfortable conversation and keep the floor well occupied.

The room gets a healthy percentage of transients, being operated as an adjunct of the Homestead Hotel, altho this spot is independently operated by George L. Dugan. It is tastefully decorated and has a circular bar holding about 35. Total capacity is a little more than 100. *Joe Cohen.*

## Plaza Hotel, New York

**Talent policy:** Dance and show band; alternate band; production floorshow at 8 and 12 staged by Russell Marker. Management: Henry A. Ross, director; Neukirk Crockett, publicity. Prices: Dinner from \$1.50; cover charge, supper \$1.50 week-days and \$2.50 Saturday and holidays.

After seasons of using what amounted to a stock company (Edy Duchin's band, Jane Pickens, Paul Draper) the Plaza's

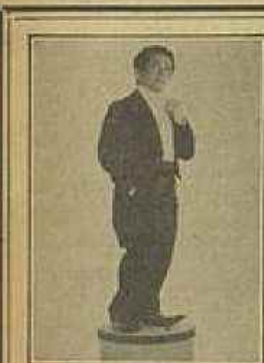
## The PASTINES & FANCHON



In a Presentation of **DANCES**  
Single-Double and Trio

★  
Now Appearing 6th Week  
Cocoanut Grove  
**PARK CENTRAL HOTEL, N. Y.**

Thanks to  
Columbia Entertainment Bureau



## JERRY BERGEN

with GENEVIEVE VERNON

Just Concluded Engagements At

BOWERY, DETROIT  
OHIO VILLA, CLEVELAND  
LOOKOUT HOUSE, COVINGTON, KY.  
HI-HAT, CHICAGO  
THEATRES with BERNIE CUMMINS ORCH.

Permanent Address: The Billboard, 54 W. Randolph, Chicago



Persian Room, this time opens its fall season with a fancy production floor-show staged by Russel Markers, of the Radio City Music Hall staff.

This may enable this hotel to lure some upper crust trade from the St. Regis, which this year dropped its girl ensemble in favor of a modest five-piece ice revue.

In any event, the new show here is the only fancy show in any East Side luxury hotel. Markers has woven a charming comedian, John Buckmaster; a cute tapper, Dixie Dunbar, and four boys; exotic dancer, Grace Poggi, and two fine singers, Hope Manning, and Alfred Drake, along with eight beautiful girls, into a thoroughly pleasing, glittering, handsomely costumed affair. It has touches of delicious comedy done in that restrained ultra fashion so dear to the lognette trade.

Buckmaster is a tall, blond handsome fellow whose imitations and satires are just what luxury hotel patrons swoon over. Miss Dunbar is cute and a swell tap dancer and her four dancing boys, The Rhythmatics, form good background. Drake is a baritone of quality. Miss Manning is a photogenic blonde with a lovely soprano voice who definitely belongs in films. Miss Poggi makes a fair impression with a sultry personality and competent but unexciting dancing. Eight model-type beauties parade in gorgeous costumes to round out the show.

Deck Gasparre's orchestra plays the show and for the dancing, including Saturday cocktail hour. A fine smooth, society style band, Gerry Morton handles the cocktail hour daily and Sunday. *Paul Denis.*

**Roosevelt Hotel, New York**

Talent policy: Dance band, floor entertainment at 8:15 and 11:15. Management: Berman G. Meins, hotel manager; Victor, room manager and headwaiter. Prices: Dinner from \$2.50; 25-cent cover charge for non-dinner guests; supper cover \$1.

A beautifully mirrored dining room with a sunken dance floor is the hotel's grill, which has been the setting of Guy Lombardo and his band for some 10 seasons. The entertainment policy, however, is more rounded this time than it has been in former years, the band being augmented by the singing of Sara Ann McCabe twice nightly and the full hour dance exhibition (9:30 to 10:30) by an Arthur Murray team (Cornelia Sloate and Thomas Gallagher).

Lombardo, a bandstand name for years, displays no signs of diminishing popularity. His sweet style is still very much in prominence and very pleasing to the eardrums and stimulating on the dance floor. An added feature during the dance sets, incidentally, is a sprinkling of Latin music, mostly rumbas and congas, played in a reserved, soothing manner.

Carmen Lombardo is featured with his wavy voice, and is still part of the vocal trio which includes two additional sax men—Mert Curtis and Fred Higman. Many of the numbers featured vocally and musically are standards, repeated several times within the course of an evening.

Miss McCabe, tall and stately looking soprano, was featured during Lombardo's engagement here last season. Her vocal qualities and polished delivery are well suited for the better grade hotel room or cafe. Makes an eye-appealing appearance. Her set includes *Our Love Affair*, waltz of Sigmund Romberg tunes, and *I Am an American*. *Sam Honigberg.*

**The Plantation, Houston**

Talent policy: Dance and show band; continuous 9 p.m. to 1 a.m. Management: Dick Wheeler and Joe Landswehr, co-owners; Arthur Long, manager; Bill Bell, publicity. Prices: Admission, 55 cents; Sunday thru Friday; 54 cents Saturday; drinks sold in package goods from liquor store on premises; dinners, a la carte.

With the rebuilding of The Plantation, crowds have been thronging this spot nightly. The only change in policy from the original Plantation has been in the installation of a tea dance Sunday afternoon. This has made a hit from the opening Sunday. Informality has been the theme, even shirt sleeves being permitted.

Herbie Kay and his ork have been packing them in since he moved in Thursday (3) for two weeks. The conga has been featured and Saturday night (5) more than 400 persons were on the floor in one long conga line.

The feature of the novelty numbers by Ellen Connor, torch singer; Ken Nealy, baritone; Billy Hanson, drummer, and Kay himself, was the fast number, *She Really Meant To Keep It Till She Married*. Miss Connor was a hit with Kay when she torched *Will You Marry Me, Mr. Laramie?* and *Willie, Willie, Will You?* Nealy was a favorite with *For You and Bluebird Hill*. He is a ballad singer as well as just another baritone, and the crowd encored him repeatedly.

The Plantation is a high caliber spot and, with the new dance floor enclosed and forming a palatial drawing room of a typical Southern plantation, it is expected to be the most popular dance spot in Texas for the winter. Seating capacity is 2,500. Kay will vacate the bandstand Wednesday (17), opening at The Plantation in Dallas Thursday. He has proved one of the most popular band directors to ever visit Houston. *Kathleen E. Houston.*

**Hotel Pennsylvania, Cafe Rouge, New York**

Talent policy: Dance band, and relief band with Latin American revue. Management: James G. McCabe, managing director. Prices: Dinner from \$1.50 up.

The long-awaited return of Glenn Miller and orchestra to this hotel's luxurious Cafe Rouge—long-awaited in particular by the hotel management, which experienced some of the best business in the history of its operation of dinner and supper rooms with Miller last year—took place Monday (7), and drew the usual full complement of leading lights of the music trade.

If Miller's drawing power is as potent currently as it was during his sojourn in this room late last winter and early in the spring—and the chances are that it's even better now—the Pennsylvania can sit back contentedly and watch the dollars roll in, especially during supper hours. Miller is still disseminating the same fine brand of swing and sweet that pushed it to the top. And the new friends the band has made thru its radio commercial and its records since last year, to say nothing of the outfit's old admirers, are undoubtedly going to drop in here for winning, dining, and dancing in large numbers.

Spot is offering more than last year, with Ciro Rima and his Pan-American Revue lending contrast to the Miller rhythmation with speed, color, and floorshow spectacularity in their own right. The Rima crew is one of the best dispensers of torrid Latin American rhythms extant, and Ciro himself, aided and abetted by Charlie Boy, Estrellita, a Latin dance team, and a bunch of good south-of-the-border musicians, keeps a 20-minute floor divertimento going that offers plenty of eye-appeal in its authentic conga and rumba twirls and whirls.

Food, drinks, and service remain on the same high plane as always here. *Daniel Richman.*

**Leon & Eddie's, New York**

Talent policy: Production floorshow at 8, 10, 12, and 3, staged by Bobby Sanford; dance and show band; Latin relief band; costumes by Follies Costume Company. Management: Leon Finken and Eddie Davis, owners; Dorothy Gullman, press agent. Prices: Dinner from \$1.50; minimum \$2.50 week nights, \$3 Saturdays and Sundays.

The busiest and most widely publicized spot on 52d Street. Shows are lavish—compared to entertainment fare in competitive 52d Street cafes—and dance music continuous. Current show, however, is weak, principally because

**Stem Engagement, With Column Mentions, Needed for Stardom**

(Continued from page 3)

The New York Times (NANA syndicate), for 55 (a weekly feature); L. L. Stevenson (Bell Syndicate), for 182 small-town dailies and 800 weeklies; Lucius Beebe, society-styled columnist of *The Herald Tribune Syndicate*, for 7; Burns Mantle (News-Tribune), for 20 (weekly show business round-up); Richard Watts Jr., of *Herald Tribune*, for 4 (Sunday column); George Tusker (Associated Press), for 400 small papers; Hal Eaton, for *The Newark Ledger* and *Westchester and Long Island papers*, and Dale Harrison, for the *Adams Syndicate*, which has some 50 accounts.

**P. A.—Columnists**

There are also a number of other columnists doing weekly and monthly departments for magazines, as well as small papers getting exclusive service. In addition, some press agents write their own columns, offering them to papers free of charge. Among these are Al Simon, of Station WHN, New York; Hy Gardner, of the *Astor Hotel*; Earle Ferris, Tom Fisdale, and Irving Hoffman, latter writing for *The Hollywood Reporter*.

Most of the leading columnists, of course, are in no position to gather all the news items they print. They get unsolicited news tips, ideas, and direct help from their friends. Many performers have developed regular contact with important scribes thru such tips, and the contact has paid off via many favorable plugs.

Of utmost importance to the act desirous of a national reputation is his contact with the night clubbing society crowd in New York. Once he develops friends in the social set, its influence is far-reaching. A very good example at hand is Carol Bruce, singer, who de-

veloped a following among the East Side crowds here soon after her appearance in Louisiana Purchase on Broadway. As soon as East Side cafe operators are aware of such a following, they are anxious to feature the performer in floorshows. Miss Bruce had several weeks at the Cafe Pierre and is currently doubling at the Waldorf-Astoria. The Versailles wanted her but lost out. An appearance in an East Side spot is desirable not only because of the direct profit involved, but because of the build-up in the society columns and pages. It is as effective in creating a demand for the performer among the wealthy classes as publicity in syndicated columns is effective with the masses.

**National Mags**

With the editorial offices of most of the national magazines located in New York, performers working in the city are the first to profit when such publications are in need of pictorial or verbal material on show business. An editor of *Life* magazine the other day wandered into the Rainbow Room and was so impressed with the Risley work of the Whitson Brothers, who have been appearing there, that he arranged for a double-page spread of pictures of the set to appear in the October 18 issue. A few weeks ago gave a two-page break to the Colston, comedy dance team, who at that time were appearing at the Belmont-Plaza Hotel.

An act can work year in and year out and still never reach New York, but such an act hits a certain level and cannot top it in salary or reputation. To do that it must brave the Broadway battlefield, fit itself into the proper frame, and thru consistent publicity efforts build the desired halo to dazzle the nationwide public.

the acts are not up to Leon and Eddie standard.

The high spot Sunday evening (6) when the new show was caught was the weekly *Celebrity Night Party*, in which visiting luminaries participate. It's a good business stunt and the club is usually packed until the early hours Monday morning. Party in question honored Mrs. Sandra Berle and her son, Milton. And Milton, who emceed the festivities, stayed on the floor for more than two hours. He is fast on page, tho most of them have been heard before, and he knows when and how to use them. Mrs. Berle was on briefly and skipped as soon as her son started to rib her.

Among the "party" celebrities who were either introduced or performed were Jack Dempsey, Penny Baker, Toni Lane, Al Siegel, Terry Lawlor, Alan Dinehart, Bobby Crawford, Ella Logan, Mowella Britton, Henny Youngman, Joan Abbott, Eddie Davis (author of *Hold On to Your Hats*), and Fred Finkelhoffe.

The Eddie Davis who is co-owner of the spot as well as the featured floorshow entertainer was out of the regular show to wind up the "party" inning with his usual array of songs, which are known to all of his regular trade. The preceding floorshow without the services of Davis consequently was at a decided disadvantage.

The girls (10) do their best routine in the opening, a fast and furious jittersbug number, topped by the mad antics of three Lindy Hop teams who were winners in the recent Harvest Moon contest.

Ashley and Ware, knockabout song team, haven't much to offer. Their angle is to warble a romantic tune while knocking each other about. Act of this type must either boast of strong voices or strong knockabout tricks. This team is only fair in both departments.

Cesar and Roetta, with Pancho, perform a weird Cuban dance that is flashy but not strong. Would look better in a production setting. Line next ways thru a South Seas number, featuring Charlotte Vogue, shapely stripper. During the 10 and 2 o'clock shows Miss Vogue works with a Russian wolfhound (Count Boris) who helps her undress. Okah stuff for the male element.

Oinger Dulo, hep singer, needs material. While her impression of Martha Raye is still good, it is no longer new or strong enough to carry her act. Her salesmanship has appeal and it is a shame that she wastes it on mediocre fare.

Della Carroll, well-built blonde, is another stripper. Works in the familiar parade manner. Lee Sullivan, good-looking emcee, held the next spot with a couple of songs (*All in Favor Say Aye* and *The Neerness of You*) which he delivered in good tenor. For this show he also took over Eddie Davis's job of conducting the *Booms-a-Daisy* finale, in which the girls and the customers participate. This feature looks too worn now.

Lou Martin and band play the regular dance sets and show music in good style. Dolores Del Carmen, striking brunette, fronts a four-piece Latin intermission outfit with showmanship. *Sam Honigberg.*

**Denison's Plays**  
60 Years of Hits  
Songs, Minstrels, Musical Comedies, Operettas, Vaudeville Acts, Blackface Skits  
We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion.  
Catalog Free.  
T. S. DENISON & CO.  
203 N. Wabash Ave., Dept. 16, Chicago, Ill.

**USED COSTUMES 50c UP**  
Sets and Individuals. Bargain Prices. Come In and See Them.  
**LENORE, Costume Gowns**  
203 N. Wabash, Rm. 312, Chicago

*Sensation of TWO WORLD'S FAIRS*  
**ZORIMA**  
Queen of the Suse Bathers  
SAN FRANCISCO NEW YORK  
THERE IS ONLY ONE—THIS IS THE ONE AND ONLY ZORIMA  
Still showing in her own novel thrill attraction. The only girl sensational enough to be featured in two World's Fairs. Write for show dates.  
Management—WILLIAM McCLOSKEY  
Zorima's Gardens, New York World's Fair  
Flushing, Long Island, N. Y.





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

(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.

**A**  
Abbott Dancers (Palmer House) Chi, h.  
Adrich & Davis (Michigan) Benton Harbor, Mich., h.  
Alva, Alexis (Harney House) NYC, no.  
Ambassadors, Four (Casa Manana) Hollywood, no.  
Anderson, Erna (New Yorker) NYC, h.  
Anderson, Maury (Club Ball) Phila, no.  
Andrew Sisters (Earle) Washington, D. C., t.  
Antalcks (Latin Quarter) Boston, no.  
Artists' Artists, Models, Dons (Lookout House) New York, Ky.  
Arnaut, Nellie, & Broca (Beverly Hills) Newport, Ky, cc.  
Audrea (Gables Inn) Atlantic City, re.  
Auld, Aggie (St. Francis) San Francisco, no.

**B**  
Baclanova, Olga (Casino House) NYC, no.  
Bailey, Bill (Sherman) Chi, h.  
Baird, Bill (Columbia) Cal, no.  
Ball Ball (Pal) Cleveland, Ohio, h.  
Baldwin & Bristol (Roosevelt) Jacksonville, Fla., h.  
Bane, Margie, & Bob Wilde (New Kenmore) Albany, N. Y., h.  
Barkley, Irene (Harney Gables) NYC, no.  
Barnes, Johnny (Paramount) NYC.  
Barnhart, Jackie (College Inn) Cleveland, no.  
Barnett, Sheila (Versailles) NYC, re.  
Barr, Constance (La Martinique) NYC, no.  
Bates, Peg Lee (Urcia) Rio de Janeiro, no.  
Battlemasters, North American (Southland) Boston, c.  
Beatty, George (Beverly Hills) Newport, Ky, cc.  
Belmont Bros. (Casino) Pittsburgh, t.  
Belmonts, Gloria, & Ramon Serrano (La Corona) NYC, h.  
Behou, Pappy (Village Bar) NYC, no.  
Benley, June (Stanton) NYC, c.  
Beri, Ben (Chicago) Chi, t.  
Berkman, Ben (Gay '90s) NYC, no.  
Bert, Margie (New York), G.; Clyde 16; Broadway 17; North Baltimore 18.  
Bird, Nicholas & Yvonne (Harry's New Yorker) Chi, no.  
Blackstone, Ann (Cocanut Grove) Boston, no.  
Blackstone, Temple (Hastings) N. Y., h.  
Black, Arthur (Club Arlington) Milwaukee, no.  
Blaks, Billy (Capitol) Washington, D. C., t.  
Blanchards, The (State-Lake) Chi, t.  
Blayze, Beverly (Leighton's Halfway House) Darien, Conn., ro.  
Boles, Juan (Atlantic) Rio de Janeiro, no.  
Bones, Walter, Ann (Buffalo) Buffalo.  
Bowley, Jack (Old Heidelberg) Milwaukee, re.  
Brett & Young (Old Harbor House) Boston, no.  
Brens, Harriet (666) Chi, no.  
Brewster, Charles & Jean (Harry's New Yorker) Chi, re.  
Brill, Billie (Beverly Club) Washington, D. C., no.  
Buckmaster, John (Piazza) NYC, h.  
Burt, Martha (Cocanut Grove) Boston, no.  
Burnett, Martha (Holmden) Cleveland, h.  
Butler, Al & Kaye (New Kenmore) Albany, N. Y., h.  
Butterfield, Erskine (St. George) Brooklyn, h.

**C**  
Calle, Giselle (Harry's New Yorker) Chi, re.  
Calvin, Al & Margie (Michigan) Muskegon, Mich., 17-18, t.  
Cameron, Buddy & Beverly (Dublin) Columbus, no.  
Campbell, Lorine; Norwood, N. Y., 18; Odessa 16; Beaver Falls 17; Covington 18; Texas 19; Watertown 21; Lowellville 22; Mexico 23; Marcellus 24; Auburn 25; King Ferry 26.  
Captivators, The (Netherlands Plaza) Cincinnati, h.  
Calle, Kitty (Club Paree) Chi, no.  
Carmen, Lillian (Hi Hat) Chi, no.  
Carmesitha (Yacht) Phila, no.  
Carney, Allan (Lookout House) Covington, Ky, no.  
Carroll, Janet (Latin Quarter) Boston, no.  
Carroll, Anthony (Broadway 18-Bar-18) Chi, h.  
Caston, Bobbie (Southland) Boston, c.  
Cetina (El Chico) NYC, no.  
Ceri, Alice (Carroll's) Phila, no.  
Chaney & Fox (Park Plaza) St. Louis, h.  
Chick & Lee (Palmer House) Chi, h.  
Chicago, Chicago Unit (Indoor Circus) Providence, R. I.  
Claire & Hudson (Lookout House) Covington, Ky, no.  
Clifford, George (Embassy Club) Phila, no.  
Coffey, Margie (Sawdust Trail) NYC, no.  
Cohen, Six Dancing (Blackhawk) Chi, re.  
Collen (Munroe) Chi, no.  
Collegians, Four (Club Paree) Chi, no.  
Collette & Harry (Club Royale) Detroit, no.  
Collins & Anita (Cheer Ann) Buffalo, no.  
Colmans, The (New Kenmore) Albany, N. Y., h.  
Cook, Joe Jr. (Tio Toe) Boston, ch.  
Cook, Ralph "Cookie" (Miami Club) Milwaukee, no.  
Copp, James (Cafe Continental) NYC, no.  
Cooper, Betty Jane (State) NYC, t.  
Corrallos Hollywood Casino (Club Maurice) Montreal, Que., no.  
Crackerjacks, Five (Southland) Boston, c.  
Craig, Mildred (Harry's New Yorker) Chi, no.  
Crawford Trio, Don (MacGarvey's) Vermillion, O., no.  
Cerrito & Coral (Cascho) NYC, no.

**D**  
Dale, Dorothy (Palmer House) Chi, h.  
Dalton, Jack (Bussard's Silver Bar) Chi, no.  
Daniels, Billy (Stork Club) Phila, no.  
Daniels, Eddie (Winona) Winona, Minn., h.  
Dare, Kay (Monte Cristo) Chi, re.  
Davensport, Janice (Colosimo's) Chi, no.  
Dea, Eddie Leon & Edwina NYC, no.  
Dawn & Darrow (Blustrab's Village) Boston, no.  
Dave, Ruth (Latin Quarter) Boston, no.  
DeAngelo & Porter (Atlantic) Rio de Janeiro, no.  
DeLoe, Frying (Silver Dollar) Baltimore, no.  
DeMaio, Isabel (Aladdin) Chi, re.  
DeMilo & Murr (Roxy) Cleveland, t.  
Del Rio, Jose (Frontenac) Detroit, no.  
Delandts Sisters (Red Raven) Cleveland, no.  
Delaney, Geri (Pinto's) NYC, no.  
DeLaMar, The (Roosevelt) Jacksonville, Fla., h.  
DeMarco, Isabel (Aladdin) Chi, re.  
DeMilo & Murr (Roxy) Cleveland, t.  
Del Rio, Jose (Frontenac) Detroit, no.  
Delandts Sisters (Red Raven) Cleveland, no.  
Delaney, Geri (Pinto's) NYC, no.  
DeLaMar, The (New Bedford) New Bedford, Mass., h.  
DeShon, Maxine (606) Chi, no.  
Deslys, Valerie (White Way Casino) World's Fair, NYC.  
DeThart, Bobby (Harry's New Yorker) Chi, no.

**E**  
DiGalano (Club Ball) Phila, no.  
Dickson & Gloria (Tio Toe) Boston, ch.  
Dickson, Lee (Beverly Hills) Newport, Ky, cc.  
Dog House Quartet (Oriental) Chi, t.  
Don & Cassandra (Cat & Fiddle) Cincinnati, no.  
Dorben, Dorothy, Girls (Edgewater Beach) Chi, h.  
Downey & Reed (Casey) Scranton, Pa., h.  
Doyle, Helena (Webber's Silver Lake Inn) Phila, re.  
Draper, Paul (Club Paree) Chi, no.  
Duans, The (Hi Hat) Chi, no.  
Dunlow, Herb (Walton) Phila, h.  
Egma, The (Holmden) Cleveland, h.  
Dido, Ginger (Leon & Eddie's) NYC, no.  
Duma Twins (Book-Cadillac) Detroit, h.  
Dumont, Marie (Crista) NYC, no.  
Duna, Stiff (State) NYC, t.  
Duncan, Jackie (Top Hat) Dennison, O., no.  
Duncan, Ned (Chicago) Chi, h.  
Dustman, Edith (New Yorker) NYC, h.  
Dvorsk, Ann (State-Lake) Chi, t.

**F**  
Eads, Magician: Gold Hills, Ore., 18; Medford 19; Roseburg 17.  
Early, John (Club Maurice) Montreal, Que., no.  
Eberle, Bob (Chicago) Chi, t.  
Egma, Five (Blustrab's Village) Boston, no.  
Ehliges, Julian (Diamond Horseshoe) NYC, no.  
Emrick, Bob (Moonmouth) Moonmouth, Ill., h.  
Estela & Papp (Havana Madrid) NYC, no.  
Ettelle & LeMay (Urcia) Rio de Janeiro, no.  
Etes, Del (Munroe) Chi, re.  
Evans, Fred, Girls (Club Paree) Chi, no.  
Evans, Bob (Paramount) NYC, t.

**F**  
Fabian, Don & Marie (Glen Barn Casino) Williamsville, N. Y., no.  
Faconi, Norbert (Brevort) NYC, h.  
Fanton, Al & Connie (Coronado) Worcester, Mass., h.  
Farrar, Evelyn (Lyric) Indianapolis, t.  
Farrar, Frankie (Colosimo's) Chi, no.  
Faulen, Marc & Paul (New Kenmore) Albany, N. Y., h.  
Faye & Wellington (Royal York) Toronto, Ont., h.  
Ferdin, Johnny (Fountain Square) Cincinnati, h.

**G**  
Fennard, Len (Old Harbor House) Boston, no.  
Fitzgerald, Lillian (Lexington Casino) Phila, no.  
Florentino, Constanza (Queen Mary) NYC, no.  
Folds, Lew (Ray-Oh) Niagara Falls, no.  
Foster, Gae, Girls, Sixteen (Katie) Washington, D. C., no.  
Francis, Jeanette & Jerry Grey (Earl Carroll's) Hollywood, no.  
Frank & Betty (Cat & Fiddle) Cincinnati, no.  
Frara, Three (Chicagoan) Chi, h.  
Frasan, Jane (Paramount) NYC, t.  
Fross, Sylvia (Club Royale) Detroit, no.

**G**  
Gale, Alan (Stork Club) Phila, no.  
Galents & Leonard (Ball) Phila, no.  
Galvan & His San Souci Dancers (La Conga) NYC, no.  
Gary, Gene (State) NYC, t.  
Georges & Jo Ann (Northwood Inn) Detroit, no.  
Georges & Jaina (Cocanut Grove) Los Angeles, no.  
Gerrits, Paul (Capitol) Washington, D. C., t.  
Gibson, Virginia (Oriental) Chi, no.  
Gilbert & Carroll (Tower) Kansas City, Mo., t.  
Grot, George (Curly's) Minneapolis, c.

## CYNDA GLENN

International Comedienne

Currently

### COPACABANA CASINO

Rio de Janeiro, Brazil

Clerissa, Mallean (Wagon Wheel) Atlantic City, no.  
Clover & LaMae (St. Moritz) NYC, h.  
Golden Gate Quartet (Cafe Society) NYC, no.  
Gomez & Minor (Copacabana) Rio de Janeiro, h.  
Gonzalo & Christine (Nicolls) Minneapolis, h.  
Gooden, Ed (Lyric) Indianapolis, no.  
Gower & Jeanne (Baker) Calia, h.  
Grant, Mary (Colosimo's) Chi, no.  
Gray, Oldies (Diamond Horseshoe) NYC, no.  
Green, Magician: North Battleford, Sask., Can.  
Grey, Jon (Club Maurice) Montreal, Que., no.

**H**  
Hall, Charley "Red" (Glen Park Casino) Williamsville, N. Y., no.  
Halliday, Hildegarde (Spivvy's) NYC, no.  
Harden, Selma (Cat & Fiddle) Cincinnati, no.  
Hansen, Angelita (Congress) Chi, h.  
Harris, Claire & Shannon (La Conga) NYC, no.

**H**  
Harris, Marcia (Embassy Rest) Brooklyn, no.  
Haviland, Dick (Grey Wolf) Sharon, Pa., no.  
Hawkins, Erskine (St. George) Brooklyn, h.  
Hayes, Peter (Lido) Roxy NYC, t.  
Hays, Virginia (Rainbow Room) NYC, no.  
Haywood, Billie, & Cliff Allen (Spivvy's) NYC, no.  
Healy, Dan (Club Encore) NYC, no.  
Heathen, Boyd (Blustrab's Village) Boston, no.  
Heckler, Jack (Phillips) Kansas City, Mo., h.  
Herbert, Hayes & Ginger (Geo. Washington) Jacksonville, Fla., h.  
Hibbard, Byrd, & LaRue (Lyric) Indianapolis, t.  
Hildegarde (Drake) Chi, h.  
Hinton, Jack (606) Chi, no.  
Hillard, Harriet (Colonial) Dayton, O., t.  
Holds, Virginia (Cat & Fiddle) Cincinnati, no.  
Hollenbeck, Loren (Music Hall) NYC, t.  
Holls & Lambert (Royale) Detroit, no.  
Holly, Harry (666 St. Bathskeller) Detroit, re.  
Hollywood On-De (Earle) Washington, D. C., t.  
Honey Family (Latin Quarter) Boston, no.  
Hoveler, Winnie, Dancing Darlings (Harry's New Yorker) Chi, no.  
Howard, Marguerite (Evergreen) Phila, no.  
Howard, Howard (Hotel Royal) Boston, h.  
Howard, Myrtles: San Antonio, Tex.  
Hudson, Rochelle (State) NYC, t.  
Hyers, Frankie (Club 18) NYC, no.

**I**  
Intimates, The (Lamb Tavern) Springfield, Pa., no.  
Irma & Alan (White) NYC, h.

**J**  
Jackson & Lyman (New Yorker) NYC, h.  
Jackson & Nedra (606) Chi, no.

## POLLY JENKINS

And Her MUSICAL PLOWBOYS

Oct. 18-19, Opera House, Sherman Mills, Me.  
For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

Jaxon, Ventriquist: Quincy, Ill., 18-17; Circle Bar, St. Louis 19-28.

**J**  
Jarvis, Sammy (Book-Cadillac) Detroit, h.  
Jessel, George, Revue (State) NYC, t.  
Jewel, Isabel (State) NYC, t.  
Jewels, Five (Jugling) Lyric Indianapolis, t.  
Johnson, Amida (Club Cuba) NYC, no.  
Johnson, Peter (Cafe Society) NYC, c.  
Jones Brothers' Trio (Sherman) Chi, h.  
Jones, Owen (Leone's) NYC, re.  
Jose & Paquita (El Chico) NYC, no.  
Jovita & Maravilla (El Chico) NYC, no.  
Jugling Jewels, Five (Lyric) Indianapolis, t.  
Julian, Don & Marjori (Rainbow Grill) NYC, re.

**K**  
Kane, Helen (Club Encore) NYC, no.  
Karavieef, Simeon (Russian Kretchma) NYC, no.  
Karnal, Magicians: Coldwater, Mich., 18-19.  
Keller, Greta (Algonquin) NYC, h.  
Kellerman, Mimi (Trolka) Washington, re.  
Kelt, Bobby (Pinto's) NYC, no.  
Kenmore, Stubby (The Lyric) Juarez, Mex., no.  
King, Kenn (Dor St.) Toledo, no.  
King, Evelyn (Silver Dollar) Baltimore, no.  
Konrad & Simmons (Harry's New Yorker) Chi, no.  
Kuznetsov Adia (Russian Kretchma) NYC, re.

**L**  
La Fond, Baron (Ken) Boston, no.  
La Flanella (Cascho) NYC, no.  
La Londe Lawrence: Holtbrook, Ariz., 18-19; Snow Flake 19; Springfield 20; St. Johns 21.  
La Mar, Adeline (Colosimo's) Chi, no.  
Landa, Corde (State-Lake) Chi, t.  
Lane Bros. (Diamond Horseshoe) NYC, no.  
Lane, Anita (606) Chi, no.  
Lane, Loretta (Bertolotti's) NYC, no.  
Lauri & Hardy (at Riverside) Milwaukee, t.  
Laurence, Paula (Ruban Blue) NYC, no.  
Layola, Don, & Carlotta: Sidney, Neb., 18-17; Alliance 18-19; Denver, Colo., 20.  
Lawrence, Lucille (Paddock) Atlantic City, no.  
LaZells, Aerial (Varsity) Columbia, Mo., 17-19.  
Lee, Gene & Betty (Royale) Detroit, re.  
Lee & Reale (West) Sioux City, Ia., h.  
Lee, Lester (Club Nomad) Atlantic City, no.  
Le Pleur & Manners (Blustrab's Village) Boston, no.  
Leon, Garry, & Tut Maco (Beverly Hills) Newport, Ky, no.  
Leonard, Eddie (Diamond Horseshoe) NYC, no.  
LeRoy, Great (Ritz-Carlton) Atlantic City, h.  
Lewis, Joe E. (Rivera) Fort Lee, N. J., no.  
Libuse, Frank (Aqueduct) World's Fair, NYC, t.  
Lil, Bernice (Silver Dollar) Baltimore, re.  
Lillian, The Tower (Kansas City, Mo.), t.  
Lloyd & Willis (Sanzovar) Montreal, Que., no.  
Lloyd, Louise (Ken) Boston, no.  
Long, Walter (Roosevelt) New Orleans, h.  
Long, Leon: Pensacola, Fla.

**L**  
Loe Chavallitos Sevillanos (Waldorf-Astoria) NYC, h.  
Low, Edmund (State-Lake) Chi, t.  
Lucky Sister (Kiss Kiss) NYC, no.  
Luis, Lydia (Club Cascho) NYC, no.  
Lu Par, Donna (Old Heidelberg) Milwaukee, no.  
Lynne, Don & Bette (Tio Toe) Milwaukee, no.  
Lyon, Charles (Oriental) Chi, t.  
Lys, Lya (State) NYC, no.

**M**  
McCaughey, Jeri (606) Chi, no.  
McNeill, Magi (Armando) NYC, no.  
Mack, Ernie (Village Nat. Club) NYC, no.  
Mack, Mae (Lookout House) Covington, Ky, no.  
Magda & Three Le Verne (Tio Toe) Boston, ch.  
Madrado, Yaitio (Russian Kretchma) NYC, no.  
Manichino's, The (Little Bathskeller) Phila, no.  
Manners, Gale (Brand) NYC, t.  
Manners, Jayne (Beverly Hills) Newport, Ky, no.  
Marie, Rose (Bowery) Detroit, no.  
Marino & De Voll (Roosevelt) Jacksonville, Fla., h.  
Marquita (Cafe Continental) NYC, c.  
Marquis, Magician (Civic) Wichita, Kan., 17-18; Woodward, Woodward, Okla., 21-22; (Hitt) Lawton 23-24.  
Maroni & Corole (Colosimo's) Chi, no.  
Marshall, Jean (Gibson) Cincinnati, h.  
Martin, Nona (606) Chi, re.  
Mathews, Emmet (Southland) Boston, c.  
Maurice & Goroeba (Hurricane) NYC, no.  
Maze, Carl (Sherman) Chi, h.  
Michael & Chico (Ball) Phila, no.  
Milton, Vera (Sawdust Trail) NYC, no.  
Miranda, Germain (Club Paree) Chi, no.  
Moulanger, Rita (Beachcomber) NYC, no.  
Moore, Monica (Book-Cadillac) Detroit, h.  
Morley & Gearhart (Brevort) NYC, no.  
Morrison, Kattie (New Kenmore) Albany, N. Y., h.  
Murphy Sisters (60th St. Bathskeller) Phila, re.

**N**  
Nelsons, Young (Hofbrun) Lawrence, Mass., no.  
Nightingales, Three (Park Central) NYC, h.  
Nixon, Nina (Pinto's) NYC, re.  
North, Magician (Book-Cadillac) Detroit, h.  
Novelties, Four (Venice) Phila, re.  
Nunn, Claire (St. Francis) San Francisco, h.

**O**  
O'Connell, Helen (Chicago) Chi, t.  
Oehmman Twins (Gibson) Cincinnati, h.  
Oliver, Theresa (Gables Inn) Atlantic City, re.  
Ortiz, Sergio (Havana-Madrid) NYC, no.  
Ost, Shirley (Roosevelt) Jacksonville, Fla., h.  
Ostrman, Walter (Blackfoot, Idaho, 15-19; Preston 20-21; Richmond, Utah, 22; Smithfield 23; Logan 24).

**P**  
Page, Virginia (Tio Toe) Boston, ch.  
Palma, Billy (Cocanut Grove) Boston, no.  
Palms Room Boys (Penn-Atlantic) Atlantic City, h.  
Papa, Frank (Music Hall) NYC, t.  
Parker, Jean (State) NYC, t.  
Pastor & Fanchon (Park Central) NYC, h.  
Paulson, Viola (Pinto's) NYC, no.  
Peerce, Jan (Music Hall) NYC, t.  
Peterson, Carlo (Music Hall) NYC, t.  
Petersen, Bobby (Oriental) Chi, t.  
Pitchmen, Three (Brand) NYC, t.  
(See ROUTES on page 58)

### ICE SHOWS ON TOUR

Ice-Capades of 1941: (Produced by Arena Makers' Association) Nov. 4-11, Duquesne Gardens, Pittsburgh.  
Lamb-Youm Ice Revue: Sept. 6-Oct. 17, Netherland Plaza Hotel, Cincinnati.  
Ice Polities: (Arena) Chicago 16-20; Tulsa, Okla., 20-Nov. 4.

### DRAMATIC AND MUSICAL

Bankhead, Tallulah, in the Little Foxes: (Cox) Cincinnati 14-16; (Cash) Indianapolis 17-19; (American) St. Louis 21-24.  
Ellis, John, Rip Van Winkle Co.: Playing Chicago schools.  
George, Gladys: (Wilbur) Boston.  
Hayes, Helen, in Twelfth Night: (Shubert) New York, Conn., 17-19.  
Heprung, Katharine: (Royal Alexandra) Toronto, Can.  
Ladies in Retirement: (Nixon) Pittsburgh.  
Lawrence, Gertrude: (American) St. Louis.  
Male Animal: (Selswyn) Chi.  
Man Who Came to Dinner: (Cass) Detroit.  
Man Who Came to Dinner: (War Memorial) And.; Trenton, N. J., 18-19.  
Meet the People: (Orand O. H.) Chi.  
Pamama Hallier: (Shubert) Boston.  
Pins & Needles: (Plymouth) Boston.  
Golf, Please: (Britmore) Los Angeles.  
Soul, L. Verne, Theater Workshop: Boies, Idaho, 18; La Grande, Ore., 16; Weiss, Idaho, 17; Emmett 18; Boise 19; Shoshone 21; Jerome 22; Paul 23; Malda 24; Acquia 25; Aberdeen 26.  
Susan and the Elders: (National) Washington, D. C.  
Tobacco Road: Neenah, Wis., 18; Iron Mountain, Mich., 16; Marquette 17; Hancock 18; Calumet 19.

### BURLESQUE

(Hiest Circuit Shows)

Hads & Pancies: (Gayety) Baltimore 18-19.  
Puss & Puss: (Colonial) Utica, N. Y., 18-20.  
Hads, Don: (Empire) New York, N. Y., 17-19.  
Heart Breakers: (Gayety) Norfolk, Va., 18-19.  
Hindu Belles: (Old Howard) Boston 14-18.  
Hit Waves of 1941: (Gayety) Washington 13-19.  
Rhythmatics: (Garrick) St. Louis 13-18.  
Hats, High: (Mayfair) Dayton, O., 11-17.  
Screamers: (Trocadero) Phila 18-19.  
Speed & Sparkie: Reading, Pa., 18; Allentown 19-18.  
Starlets of 1940: (Hudson) Union City, N. J., 18-19.  
Hats, Strip, Ahoy: (Lyric) Bridgeport, Conn., 14-15.  
Sunset Vanities: (Casino) Pittsburgh 18-19.  
Tunes & Steps: (National) Detroit 11-17.

### REPertoire-TENT SHOWS

Marlowe, Donald, Players: Midland, Ind., 15-21.



# Vaudeville Reviews

## State, New York

(Reviewed Thursday Evening, Oct. 10)

The George Jessel unit of film featured players, along with the first local run of Universal's Argentine Nights (Bite Brothers and Andrews Sisters), got off to a strong start opening day, doing five a day. It looks like a good week and h-o. Power of the film names undoubtedly is doing the trick.

Jessel is emceeing a unit composed of Lya Lys, Steffi Duna, Rochelle Hudson, Isabel Jewel, Jean Parker, Betty Jane Cooper, and Jean Gary. They're not first rank names, but all have had enough featured roles to give them a following. The last two are not film names, of course, but are added to provide more solid entertainment. The film players themselves all struggle to do an act, but not one of them really socks across.

Jessel provides most of the genuine entertainment, and the all-femme glamour unit draws the curious crowds that race down the aisle all night to get nearer to the stage. First on was Miss Lys, a curly blonde, who answers Jessel's questions nicely enough, Jessel posing as an interviewer all thru the show. He asks each of the gals who's their favorite star, and they all answer "Gable in Come With the Wind." This is the build up for his entrance as Gable in the finale.

Isabel Jewel does a short monolog at the mike, playing a lunch-counter girl suffering from unrequited love. Well done and took two bows. Then Miss Duna, a zippy brunette with a nifty figure, sings La Chuecasche in pleasant contrast. Miss Hudson also sings, this time one of the songs introduced in a film, Too Marvellous for Words. Not bad at all. Jean Gary, who had come on earlier for a stooge bit, returns to do a lively tap and sing Anything for You, getting her personality across nicely. She's introduced as a feature of a forthcoming 20th Century film, *L'il Abner*.

Miss Parker does a husband and wife zapping-at-dinner scene with Jessel, aided by a waiter. She handles her lines adequately. Jessel comes on at this point to sing in his nasal, scratchy baritone and reminisce engagingly, and then brings on Miss Cooper in slick costume for her usual punchy, varied tap dancing. Next week is Boomtown and Benny Davis unit.

Paul Denis.

## Oriental, Chicago

(Reviewed Friday Afternoon, Oct. 11)

Uncle Walter's Dog House has at last brought a radio show in practically its original format to the vaudeville stage. For a first appearance it doesn't do bad at all. Tom Wallace, advertising agency executive who plays the part of Uncle Walter, tho a bit nervous, manages the emceeing very well. The Dog House Quartet sings Down by the Ohio. The audience could stand more of this male foursome. Featured performer is Virginia Verrill, who needs no radio show to sell her. Her rich, husky voice and swingaroo delivery are sock. Dog House comedy, consisting of skit sequences portraying the domestic difficulties of hen-pecked husbands, contains a number of good gags and goes over okeh. Uncle Walter's Dog House Court utilizes a ludicrous gadget called a lie-detector. Stooges summoned from the audience to lay their marital problems before the judge are answered with a Bronx cheer from the lie-detector when they fib and a bell when they tell the truth. Production could be tightened up, movement being slowed up by Uncle Walter's explanations, as the show explains itself. Payoff at each show is the giveaway of a puppy to the patron who catches one of six ping-pong balls tossed into the audience — one that's marked Uncle Walter.

Additional vaude acts on bill are Bobby Pincus and the Wen Hal Troupe. Pincus entertains with a miscellany of antics, puns, eccentric dancing, not too comic singing, and a madman bit pilfered from the burlesque stage.

The Wen Hal Troupe draws a big hand with some amazingly skillful routines on an Oriental cross bar. Manipulation of

a long metal tube baton-fashion is another highlight. Woman's barrel juggling act is sock stuff.

New house band led by Stan Meyers, tho a little too loud on accompaniments, gets in some good kicks when featured at opening. Meyers plays a hot sax. Two warblers go with band, Jesse Garwood and Kurt Whitney, both of whom are okeh on tubes but with the edge going to the boy for personality.

Pic. *I Love You Again*, is good.  
Norman Modell.

## State-Lake, Chicago

(Reviewed Friday Afternoon, Oct. 11)

A fairly entertaining bill, with Edmund Lowe, Ann Dvorak, and Carole Landis, of the movies, depended upon to bring 'em in. Pic. *Gold Rush Movie*, nothing to get excited over. Business poor opening day.

Tip, Tap, and Toe, colored boys who appeared across the street at the Chicago a month ago, open with their fast tapping step a prop drum. Their ensemble and challenge stepping brings a barrage of applause.

Andy Andrews, vocalist from the airlines, has an engaging personality and knows how to sell it. Pic. *Got My Correspondence School Diploma*, Say Yes, and a couple of other comedy novelty numbers brought a demand for an encore, and he came back to do *I Cried for You*, straight and comedy, for a big hand.

The Blanchards, comedy dance team, registered solidly with their neatly done routines, concluding with a straight number, a daisy whirl with the woman held aloft, to nice applause.

Carole Landis, blonde screen beauty, has an excellent singing voice and pleased with *Nobody's Baby* and another sentimental ballad, encoored with a cute "thank you" speech and sang *Six Lessons From Madame La Zonga* to generous palm-pounding.

Ray (Things Are Bad All Over) Wencil was the only poor act on the bill. His material is very bad as well as old and the audience knew the answers before he sprung them. Worked hard but got little results for his efforts.

Edmund Lowe came on to a reception and, after the usual Hollywood palaver, he brought on Ann Dvorak, and the two did a comedy session on how to handle a lady and ditto a man. Trite stuff, but the audience liked it and gave the pair a big hand.

Nat Green.

## Music Hall, New York

(Reviewed Thursday Evening, Oct. 10)

Coupled with Sidney Howard's *They Knew What They Wanted* on the screen, the current stage presentation, *Accent on Charm*, is sufficiently light to serve as a balance for the emotional screen drama. The film is adult fare and strong enough to remain at least two weeks.

The symphony orchestra overtures with Ponchielli's *Dance of the Hours*, directed with customary efficiency by Erno Rapce. Anne Roselle starts the stage lining with an aria, delivered in a strong operatic soprano voice.

The Corps de Ballet, under direction of Florence Rogge, dances in front of an impressive mauve decade set, exhibiting a routine that is somewhat long but generally entertaining. Louise Farnaca and Marie Grimaldi are the features of this colorful number with some exquisite turns.

Frank Paris, only vaude turn on the bill, appears briefly with a group of his puppets, including a Latin dancer, cyclist, jitterbug, and ice skater. Paris manipulates them with ease, and their appearance is amazingly lifelike. Good novelty act for any house.

In the *Shoemaker's Holiday* scene, dancing shoes of various types and sizes are featured much in the manner of a Disney cartoon. A clever effect is achieved thru the use of luminous paint. The idea is further carried out with the shoes of the Rockettes, who execute a deft rhythm number to *Rhumsboogie*. Loren Hollenbeck, as a shoemaker, and Carlos Peterson, tenor, have featured bits.

The finale spots Jan Peeroo and the Glee Club in a melodious version of *With a Song in My Heart*, assisted in the background by Miss Roselle and part of the company, who dress up a lavish, fairy-tale setting. Nat Karson is to be commended for this decorative work.

Business was big last show opening night.  
Sam Hontigberg.

## Lyric, Indianapolis

(Reviewed Thursday Evening, Oct. 10)

There's a new and different model of Ina Ray Hutton leading an all-male orchestra on the Lyric stage. Gone is the dancing, prancing, and cowering maestro, along with her throaty warbling and all-girl orchestra.

In the place of the Ina Ray Hutton of a year or more ago there has risen a new addition. Miss Hutton, no longer flamboyant, is almost demure, save for a few moments when that "ole debbil rhythm" seizes her and sends her off in antics reminiscent of the past. For the most part, however, she is quiet, almost to the point of shyness. She sells her songs with a minimum of body contortion and with more attention to musical quality. The new Ina Ray Hutton is much preferable to the old.

Miss Hutton's show is shorter than the usual band show. Her band, composed of former members of Paul Whitman and Tommy Dosey orchestras is staffed with sound musicians. An alto-sax solo of *So What* is swell music. Outside of that selection, however, the band is too new to permit the passing of definite judgment as to its merits. Its individual members are competent musicians and with more practice Miss Hutton should come up with a first-rate organization.

Additional acts on the Lyric stage, in addition to Stuart Foster, the band's vocalist, who displays a pleasant voice as he sings *The Nearness of You* and *I'll Never Smile Again*, include Fib Gordon, comedy violinist, and his fasetto-voiced stooge, who go over very well; the Five Juggling Jewels, whose excellent stunts are somewhat marred by too much corn, and Evelyn Farney, a peppery tap dancer.

Lyric pix is *The Gay Cabellero*. Big light at second show. H. Kenney Jr.

## State, Hartford

(Reviewed Friday Evening, October 11)

Woody Herman and His Band That Plays the Blues is strong on novelty and was received here as a sock attraction.

Muted work and a rendition of *Moonlight and Roses* by the "brass choir" are the principal innovations and hold attention in competition with the band's talented soloists and Roy Davis and his phunny-graph, in which he does imitations of Jerry Callons, Cyril Smith, and Bonnie Baker via the playback technique. Audience received the act as being something abnormally clever and yelled for more.

Sue Ryan, band vocalist, was another big hit. Dillagene, Woody's new discovery from Oklahoma, plays to the orchestra pit instead of the balcony. She seems to have had more experience on the bandstand, with the audience milling around her feet, than in the theater.

Feature picture, *Drums of the Desert*. Business fair. Julian S. Tutthill.

## Indianapolis "Opportunity" Night for Pros Opens Well

INDIANAPOLIS, Oct. 12.—"Potential vaude stars showed at the Lyric Monday (30) in the first of a weekly series of "Opportunity Nights."

Talent, four acts from Chicago and one local group, was uncommonly good. All performers were paid and the out-of-towners received transportation.

Regin demonstrated plain and fancy juggling. His best stunts were juggling a large beach ball and a ping-pong ball, and skipping rope while bouncing a ball on his forehead. Received a nice hand. Some of the best duo tap dancing seen here in months was provided by the Webster Sisters, who had plenty of personality. Paul Burke's charcoal drawing won fine applause; he drew three cartoons simultaneously, using both hands and one foot. The Three Killers, colored dancers, scored with their eccentric dancing. Boys are peppy and agile, having, in addition, a routine that appears spontaneous. Weakest was Pat Gay, singer.

Don Cummings, featured in the Ozile Nelson show, emceed the "Opportunity Night," which drew an almost full house. Monday nights at the Lyric are ordinarily pretty sad affairs.

## Review of Unit

### The Great Raymond

(Reviewed at Goodyear Theater, Akron, O., Thursday Evening, October 3)

Maurice P. Raymond, a former Akronite, who as the Great Raymond, is a renowned magician, has put together a new unit of music and magic which was premiered here.

Production, while entertaining for this type of a stage offering, needs altering, which it should get before it concludes its four-day engagement at the local theater.

It was a home-coming for Raymond, who has been fooling the legerdemain fans of Europe until they began going in for more explosive diversionment. His company includes local aids. Too, it was the first evening of magic at the Goodyear since Thurston.

His program ranges from a group of amusingly clever sleight-of-hand feats to the elaborately presented sack and cabinet switch that is offered under the imposing programing, *Metempsychosis*.

The latter is an illusion performed with a stage full of witnesses who ascertain that Litzka (Mrs. Raymond) is handcuffed and sealed in a cloth sack and locked in a trunk, subsequently roped and bound. Raymond makes a quick trip thru the cabinet, taking the trunk along, switching places with Litzka. It is a good curtain number, staged with a decoration of magician's humor.

His other offerings include the traditional spook cabinet, multiple handkerchief palming, and a dandy hatfull of eggs.

Litzka provides the intermission entertainment with selections upon the harp — disclosing both artistry and a good appreciation of novelty entertainment. She also introduces Irish and Inca editions of the instrument and plays them effectively.

A line of girls who appear frequently in excellent routines and assist him with his varied tricks, lend grace and color to the presentation.

Rez McConuell.

## Girl Line for Blackhawk

CHICAGO, Oct. 12.—For the first time the Blackhawk Restaurant is introducing a line of girls. Heretofore this Loop spot, where Kay Kyser and other bands got their start to fame, has relied on the band and one or two acts.

A Dorothy Dorben line of six has been booked by Ray Lyte, of the David P. O'Malley office, and opens Wednesday (16) when Raymond Scott and his orchestra take over.

# ROSITA & DENO

"America's Biggest Little Dancers"

Currently:

365 CLUB  
SAN FRANCISCO

Doubling Golden Gate Theatre, and Held Over.

Personal Management: Sam Rosey

# THE BLANCHARDS

Currently

STATE-LAKE THEATRE, CHICAGO

Direction: Jack Kalcheim, William Morris Agency

Princess and Baby  
**YVONNE**  
"PSYCHIC WONDERS"  
A NEW YORK OFFICE SENSATION  
438 ROOSEVELT ST., PHO. 26



## Two Harlem Houses Vie for Trade; Use Mostly Colored Acts, Bands; Apollo Spending More for Shows

NEW YORK, Oct. 14.—For the first time in nearly three years Harlem's Apollo Theater in New York has black and tan stage show competition. On Friday (4) Harry Brock and Joseph Levitt reopened the West End Theater, only a block or so away from the Apollo on 125th Street, at a remodeling cost of \$15,000. They instituted a policy of bands and stage revues, as well as pictures, changed weekly. While the first couple of bills will have colored talent only, Levitt says that he will book thru A. L. Burt both white and colored attractions. Flesh budget runs between \$1,750 and \$2,000.

The Apollo, managed by Frank Schiffman has an identical policy, the attractions, however, being comparatively stronger. And while neither house has "A" pictures, the Apollo has the stronger screen product. Apollo prices are higher and, due to competition, it is spending more money for shows to maintain its reputation as the leading combo house in Harlem.

Until three weeks ago Harlem had three stage show theaters. Schiffman opened the long-dark Harlem Opera House during the summer when he closed the Apollo for remodeling. It remained in operation for 12 weeks.

Following are detailed accounts of the current Harlem flesh theaters.

### West End Theater

To attract some of the regular trade patronizing the Apollo, the operators introduced a price policy ranging from 15-cent matinees to 40-cent top evenings. Second balcony evening top is 30 cents. House seats 1,870 and offers four shows daily. Screen product consists of a feature—usually an odd opening picture was *Ezra*, starring Anna Sten—and several shorts.

Stage production, under direction of Charlie Davis, features a stock company of 16 chorus girls, eight show girls, Ophelia Diaz's congo line (6); 10 principals, some of whom will be changed from week to week, and a band. Several of the principals have been familiar faces at the Apollo for months.

Opening show, *Across the Border*, had a Mexican atmosphere both in costuming and production. The general idea holding the book together was weak. And from all indications little money was spent on scenery and costumes, altho, taking the prices into consideration, they were good enough. Strong end of the bill came in the last 20 minutes of the 90-minute affair when Benny Carter's band, seated in the pit, moved on the stage for its inning.

Carter has a merry swing organization which dishes out hot rhythms in acceptable Harlem style. His singers include

## Village Barn's 11th Anniversary

NEW YORK, Oct. 12.—Meyer Horowitz celebrated—and with good cause—the 11th anniversary of his Village Barn here Wednesday (9). Unlike many of his competitors, he has carried on thru rain and shine, from a business point of view, and today has one of the most successful spots in Greenwich Village. And 11 years, veteran cafe men will tell you, is a mighty long time in this business.

Partaking in the festivities were many of his friends, as well as performers who have been given their initial opportunity here. Show itself remained the same, altho the evening's entertainment program was augmented by the familiar face contortion specialty of Willie Solar, a vaude old-timer, and Peggy Kelly, deep-voiced radio warbler.

The regular bill features Lang Thompson and his band, entertaining outfits playing good dance music and presenting commercial specialties at show time. Peggy Nolan, dimple-cheeked Irish lass, is the pert warbler. Acts in the show include Virginia Austin and her family of clown puppets, the Radio Rubes (both reviewed before), and the Rositanos, Polish dance team. The dancers make a good appearance and specialize in Polish polkas and mazurkas, trimmed to make them appealing to American audiences. Do strong tricks neatly and capably. The woman is an attractive, appealingly gowned redhead.

Anna Robinson, weak on voice, who works in the screwy manner, and Roy Felton, strong baritone.

Line-up of the stock company includes Sandy Burns, Crackshot Hackett, and Apus Brooks, comics; Jimmy Baskette, straight; Chink Collins, juvenile; Percy Varwayne, character man; Edna Mae Harris, soubrette, and Estrelita, dancer. Comedy skits were had. Dance routines by the chorus and show girls were somewhat better.

New show which opened Friday (11) features Edgar Hayes and band, Nina Mae McKinney, recently of the films, and a production revue labeled *Queen of Harlem*.

### Apollo Theater

House has 1,500 seats with a sliding admission scale of 25 cents to 55 cents. Saturday midnight shows have a \$1 top and draw many white patrons. Shows are well produced and include some of the top colored talent, including name bands. As a rule one white act is included on each bill.

Top billing is given the band. Many strong attractions have been lined up to withstand all competition from the West End. John Kirby and band and Maxine Sullivan followed Erskine Hawkins' outfit Friday (11), and on October 18 Count Basie will open a return date.

Stock line of girls and boys (18) and a choir are featured weekly, as well as well-known colored comedy and dance acts. Last week Kitty Murray, Rochester's dancing partner, and Salt and Pepper appeared. Ralph Cooper and Pigmeat are the comedians in the current line-up.

Sam Hontberg.

## Prospect, Bronx, Adds Bands, Acts

NEW YORK, Oct. 12.—Prospect Theater, a 600-seater in the Bronx, has added stage shows Saturdays and Sundays. Bunny Berigan's orchestra and the Step Brothers open today (12). Bands that have already made appearances there are George Hall's band with Dolly Dawn, and the Claude Hopkins combo.

Mal Hallett will be on the bill next week-end, with another act to fill. Cy London is manager of the house.

The theater runs double-features the other five days.

## Three Bridgeport Houses Using Vaude, Burlesque

BRIDGEPORT, Conn., Oct. 12.—The two largest Loew houses in town, the Loew-Poll-Palace and the Loew-Majestic, both first-run, are using occasional stage attractions for the first time in several years.

House Manager Morris Rosenthal of the Majestic held a fashion show last week, with 12 professional models, several dance teams, singers, and Gus Meyer's Orchestra.

This week House Manager Matt Saunders of the Palace will stage a South American revue featuring Russ Andre orchestra and including rumba and conga contests.

The Lyric Theater (2,170 seats) has started Sunday shows, with a colored show topped by Lucky Millinder and Sister Tharpe on the first bill. House is booked by Al and Belle Dow, of New York. The rest of the week the house runs first burly units.

## Betty Grable's Date

CHICAGO, Oct. 13.—Betty Grable, scheduled to play the Chicago Theater beginning October 25, may have to leave that date at the conclusion of the first week because of a film commitment. The bill on which Miss Grable will appear is scheduled for two weeks.

However, pressure is being exerted on the studio to have her complete the two weeks. The outcome is still indefinite.

## Shows for Bladensburg Club

BALTIMORE, Oct. 12.—Del Rio Club at Bladensburg Md., near this city, instituted a show policy Thursday (10). Initial floorshow includes Don Rice, Berton and Kaye, and Jimmy Lackore. Phil Offen is booking from New York.

## For Sake of Accuracy

PHILADELPHIA, Oct. 12.—At Bill McCune's opening at the Benjamin Franklin Hotel last Wednesday, Powers Gourard, radio's "Night Owl," was called upon to take a bow. And in typical "night howling" fashion, Gourard started to reminisce about the good old days when the Bingham House was on the site now occupied by the hotel. George Jessel, who followed him on the floor, said he too remembered when the Bingham House stood there.

Buy with all due respect to Gourard and Jessel, the Bingham House never occupied that site—it was the Continental. The Bingham was several blocks up the street, where the Earle Theater now stands.

## New Spot Opens In Asbury Park

ASBURY PARK, N. J., Oct. 12.—Ralph Maurice, who for many seasons has operated Rose Penton Farm, one of the outstanding class spots hereabouts, and Rex Reynolds, veteran emcee, have launched their spot in Hotel Kingsley Arms, dubbing it the Terrace Room.

Spot seats about 200 and will feature pop-priced dinners, one or two single or double acts, and a six-piece combo batoned by Bently Nason, local favorite. Room, formerly the hotel's dining room, has been refurbished and new dance floor, bandstand, and lighting installed.

Operators figure on attracting some portion of their New York trade, especially week-ends.

## More Buffalo Spots Lose Liquor Permits

BUFFALO, Oct. 12.—Two niteries in this area were refused liquor license renewals October 1, but final decisions on their status have not been reached, according to ABC Board executives here.

The Jamestown Hotel, Jamestown, N. Y., and Clark's, in Buffalo, are the spots. A short time ago the Three Star Inn in this vicinity lost its license due to alleged off-color floorshows.

Buffalo ABC Board covers activities in 22 counties of Western New York State and announced 3,900 renewals, 1,500 of which belong to spots in Erie County.

## Dare Girls Deny Laurel-Hardy Tiff

MINNEAPOLIS, Oct. 12.—Danny Dare Girls, now touring with Laurel and Hardy unit, deny printed reports they had wage difficulties with either Laurel or Hardy before starting their road tour in Hollywood.

They claimed the difficulties were with Music Corporation of America, which books the unit. The girls are Mildred Unger, Helen Curtis, Elaine Gafford, Pat Thomas, Vanita Wade, Carolyn Spahn, Nova Dale, Mary Kenyon, and Mary Manners. Jacques Pierre is the show's manager.

NEW YORK, Oct. 12.—An MCA spokesman maintains that no difficulty was encountered with the girls directly. He said the salary was set by the Hollywood local of the American Guild of Variety Artists, and the Dare girls had to bide their time waiting for the AGVA decision.

MCA claims the girls are receiving the highest salary ever given a traveling vaude unit line, being paid for extra shows besides their basic scale of \$50 weekly.

## Beacon, N. Y., Adds Vaude

NEW YORK, Oct. 12.—Beacon Theater, a 500-seater at Beacon, N. Y., will resume Sunday vaude October 20.

A. and B. Dow will book. The opening bill is not yet set.

## Tallulah Club Absorbs Toll

TALLULAH, La., Oct. 12.—Shamrock Club, two and one-half miles west of here, refuses to let a toll bridge hurt its business. Management is refunding bridge tolls to patrons when bridge books are presented.

## Marcus Unit Opens Strong in Havana

HAVANA, Oct. 12.—A. B. Marcus show, 80-people unit, which arrived here from Vera Cruz, Mexico, opened Tuesday (1) at the Alcazar Theater, one of the Ernest Smith string of houses.

The show is a good one and seemed to please the large audience.

The Cuban orchestra Riverside, of some 20 members, conducted by Charles Buddy, played the accompaniment.

The scenery, consisting of elaborately draped curtains in gorgeous settings, and the fine costumes helped a lot to make the show go over well.

Show ran from 9:30 p.m. to 12:30 a.m. with a 15-minute interval. Prices ranged from a \$2 top to 50 cents in the gallery. Twenty-four scenes were given in two sections. Twelve girls did some fancy stepping.

Principals are Sofia Jonay, dancer; Dorothy Coady, Roberta Alvarez, Ha Cha San, Ruth Darrel; Janada, contortionist from South America; Edith Talane, Myia Moir, Norma Taynton, Jane Trenton, Vera West, Bryl Jones, Tanya, Sparko Kaye, Charles Carman, Rudy Masson, Yve Schrist, George Schreier, and D. Galvan.

L. M. Beza.

## Curfews Still Irk Niteries

ATLANTIC CITY, Oct. 12.—Niteries operators at suburban Pleasantville got themselves in hot water in sponsoring a referendum to decide whether to permit spots to stay open every night until 2 a.m. and to open at 2 p.m. Sundays.

According to law, all clubs must close at 1 a.m. and at midnight Saturdays. However, because of inappreciable wording of the referendum, all clubs in town will have to close entirely if the measure is defeated in the November election, according to a ruling of City Solicitor Champion.

MARSHFIELD, Wis., Oct. 12.—Marshfield's 34-year-old curfew law has been amended to liberalize the deadline for those under 16 years from 8 p.m. between October 1 and March 31 and from 9 p.m. between April 1 and September 30 to 10 p.m. the year around.

## Talent Agencies

EMPIRE ENTERTAINMENT SERVICE, headed by Frank J. Dubick, Buffalo, is now booking full weeks at Liebler's, Gerace's, and Hanny's niteries in Buffalo, using four, five, and six people respectively. Dubick also added the Central Hotel, Alden, N. Y., for week-end talent.

DAVE JONAS has left Bill Miller's office to work in the act department of Music Corporation of America under Phil Bloom.

E. B. SLIGH AND ASSOCIATES will have a housewarming next Saturday to celebrate their removal to larger quarters. Sligh's associates include Sammy Clark, Kermit Dart, Marty White, Irene Vermillion, Anthony Phillips, and Sam Rosey.

PETER DEL MORRIS, head of the Hawaiian League, New York, is this week celebrating his third anniversary as manager of Hawaiian and Latin talent.

SAM SHAYON, of Pancho & Marco, New York, flew down to Raleigh, N. C. to set fair units. . . . AL SHEEHAN, of WCCO Artist Bureau, Minneapolis, has set shows for the Minneapolis Athletic Club and the convention of the Minnesota Bottlers' Association. . . . HY GREEN has joined Arond A. Lecher's office, New York, as booking manager. . . . MAX VOLAN, Syracuse, N. Y., has set the talent for the Lions' Club and Elk's Lodge meets there. . . . BUCK CATHY, of Affiliated Attractions, Houston, Tex., is handling the Top of the World Shows for that area.

EDDIE SHERMAN, vaude booker, jumped to Hollywood to be near his act, Abbott and Costello, who are set for three picture assignments. . . . WALLY WANDER now putting on the show productions at Carroll's niteries, Philadelphia. . . . HARRY BIBEN will book the show for the first Philadelphia P'nal British show November 6.

L. A. FREDERICK, of Frederick Bros. Music Corporation, has been confined to his home for a week recovering from a tonsillitis.

LOU BOLTON, Chicago agent, is in New York for a month to handle the Gull Sisters.



# Vaudefilm Grosses

## Good Stem Grosses Look as Tho Prosperity Were Back

NEW YORK.—Business on Broadway continues nicely, grosses giving the impression that prosperity has returned. Biggest tally of the week was at the Roxy, where the best h-o. return of the year was noted.

The Paramount (seating capacity, 3,664; house average, \$30,000), altho under anticipated revenues, pulled a fairish \$32,000 for the first week of Jane Froman. Three Stooges and Frankie Masters csk. ended Tuesday (8). Pic, *I Want a Divorce*, got a so-so reception. Second week looks like \$23,000.

The Strand (seating capacity, 2,758; house average, \$33,500) continued nicely, with Bobby Byrne's band, the Coltons, and Three Pitchmen pulling \$32,000 for its second week, ended Thursday (10). First week pulled a strong \$42,500. Bill will stay a third week, which should pull approximately \$28,000. Ork Conductor Byrne is out of the show due to appendicitis and guest band leaders are carrying on. Pic is *City for Conquest*.

The Music Hall (seating capacity, 6,200; house average, \$24,000) pulled a good \$70,000 for the second week of *The Howards of Virginia* on the screen and the usual show, with Dick, Don, and Dinah on stage. First week did \$85,000. New bill Thursday (10) has *They Knew What They Wanted* plus usual MIF layout. Gross is expected to reach \$93,000.

The State (seating capacity, 3,327; house average, \$22,500) resumed ordinary business now that Rooney is gone and registered an okeh \$22,000 with bill including Marlo and Floria, Leo Reisman band and Bena Venua, together with pic *Rhythm on the River*. New bill in Thursday (11) has George Jessel's unit plus *Argentine Nights*, with the Ritz

Brothers and Andrews Sisters on the screen. Expected to do around \$29,000.

The Roxy (seating capacity, 3,664; house average, \$36,000), with *Spring Parade* on screen and Milt Herrh Trio, Peter Lind Hayes, and Betty Jane Smith on stage, had its biggest week of the year, pulling a terrific \$60,000 for week ended Wednesday (9). Second week, with Yom Kipur falling on Saturday, is expected to do around \$30,000. Bill may hold a third week.

## Gray-Andrews Socko In Philly With 28G; Fay's & Carman Big

PHILADELPHIA.—Combination of Glen Gray and the Casa Loma Band, with the Andrews Sisters and the Berry Brothers to round out the bill for the week ended Thursday (10), proved plenty potent for the Earle Theater (seating capacity, 4,000; house average, \$14,000), getting little support from Public Deb No. 1 on the screen. Bill piled up a strong \$28,200. Jewish holidays, good weather, and playing five shows a day with six on Saturday helped to pile up the score, exceeding house expectations. Opening day topped Glenn Miller's house record for a first day.

New bill opened Friday (11) with George White's Scandals, Ben Blue heading the unit, and Scatterbrain on the screen, isn't figured on repeating the preceding week's top gross. Opening days hitting into the Jewish holy days, week is expected to bring \$23,000.

Fay's Theater (seating capacity, 2,100; house average, \$9,900) also reaped a harvest for the week ended Wednesday (9), \$7,900 making for the best bit of the season apart from the opening week. Bury Iurn split the billing between Sunya (Smiles) Slate and June Taylor, with the vaude field parading Charles (Slim) Tamblin, Lewis Sisters, Arnauld Brother, Lalage, Miller and Wright, house line of 18, and Harry Kohn's musicians. Charlie Chan at the Wax Museum on the screen.

Current bill, opened Thursday (10), runs into the same competing factors hitting the Earle, and points for a \$7,000 week, which is still satisfactory. Patricia Joyce and Nora Ford share the girls lead, with vaude casting Benny Boss and Maxine Stone, Al Ruskia and Ruth Norman, Andy Mayo's Pansy the Horse, Goodrich and Nelson, Abbott and Adams, and *Cross-Country Romance* on the silver sheet.

Carman Theater, opened Friday (11) with Major Bowes' Radio Graduates unit, points for a big week, with \$7,500 in store (seating capacity, 2,500; house average, \$5,500). *Cross-Country Romance* fills the screen here.

## Spitalny 4G Over Ind'p'lis Average

INDIANAPOLIS.—Lyric (1,802 seats) garnered a whopping \$12,000 for week ended October 10, with Phil Spitalny and His Charmers, \$4,500 above house average.

Part of Spitalny's good draw could be attributed, management says, to good newspaper breaks when the maestro was presented with a plaque by the Federation of Women's Clubs.

Pix was Queen of the Yukon.

## Milwaukee Gives Penner Big \$17,800

MILWAUKEE.—Joe Penner grossed a neat \$17,800 at 30, 40, 50-cent admission at the Riverside Theater for the week ended October 10.

Show included the Four Hollywood Blondes, the Christiani Troupe, Tip-Top, G. G. and Bernie Mason, and Sylvia and Clemence. Except for a rainy Sunday generally fair weather prevailed throughout the week.

Pic, *I'm Nobody's Sweetheart Now* (Univ).

## Warm Weather Hurts Chi; Breese Hangs Up Neat \$16,500; Rockne, J. Dorsey Look Big

CHICAGO.—Continuance of summer weather did not help the theaters the past week, and with screen and stage offerings only average, grosses were not heavy. Chicago Theater had a fair week. No names on the bill, and the picture, *No Time for Comedy*, was only mildly appealing. Not an expensive bill and the gross, \$16,500, was satisfactory. State-Lake fared very well with Lou Breese's ork and the picture *They Drive by Night*, hitting around \$16,500. Oriental did not do as well as expected with Ina Ray Hutton's band, lacked the necessary sock and got only a fair \$15,500.

Jimmy Dorsey's ork and the much-

touted picture, Knute Rockne, All-American, are expected to up the take at the Chicago Theater. Indications are the house will do close to 40G. The Oriental has a radio feature, *Uncle Walter's Dog House*, and a fair love-interest pic. Should hit around 16G. State-Lake counts on several movie names, topped by Edmund Lowe, for a satisfactory gross of 17G.

## Rockne, Andrews OK In DC; Gerrits Fair

WASHINGTON.—Knute Rockne on screen at Earle for week ending October 17 is materially aided by the Andrews Sisters on stage. Gross is expected to reach \$19,500, with Gene Sheldon, the Hollywood Co-Eds, and the Roxettes helping the pull. *No Time for Comedy* last week surprised with a low \$15,500. Glenn Miller's ork, week of October 4-10, fell off to \$20,700, but still better than average.

Capitol, showing Brigham Young for week ending October 16, expects only \$14,500, despite Paul Gerrits on stage. A local YWCA tumbling team plus Frieda Sullivan, Ben Yost's Variety Light, Billy Blake, and the Rhythm Rockets complete the bill. *Strike Up the Band* last week did a huge \$25,000, and for week of October 2 *Haunted Honeymoon* scared the gross into a low \$14,000.

## Dayton Fares Well Despite the Series

DAYTON, O.—Vaude bill headed by Ken Maynard and including Carol Landis, Tito Guizar, and Oswald not only gave general satisfaction at the Colonial Theater last week but succeeded in lifting the gross to \$8,900.

That figure would have been bettered had not the closing games of the World Series practically depleted the matinee attendance early in the week.

## Vaudeville Notes

BENNY AND BETTY FOX, "sky dancers" at the Flushing Fair, who have been booked for four weeks at the Roxy, New York, thru Sam Shayon, of Fanchon & Marco, will play the first two immediately after the close of the Fair and the last two after the road tour of Almon R. Shaffer's *World's Fair Highlights*, in which they are co-featured with Frank Buck, at a salary of \$1,500. Shaffer's show starts at the Cleveland Public Hall November 10 to 30. Also with the show will be a troupe of midgets, which Wally Jackson and Anthony Scotti, dance studio operators, will supervise, with Billy Jackson in charge.

FRANK O. ACKLEY, manager of the Carman Theater, Philadelphia, is on the road to recovery. . . . MAJOR BOWES' units, which have always topped the grosses at Ackley's house, booked in again, *Graduates of 1940*, opening October 8, the second Bowes unit in two months. JUDY CANOVA, formerly of Annie Zeke, and Judy and currently in films, is appearing in several food shows in the East. Annie is on tour with her as piano accompanist. Zeke is now assistant director at Republic.

JANE FRAZER, of the Frazee Sisters, has a featured role in Republic's musical *Melody and Moonlight*. Others in the picture are Vera Vague, Jerry Colonna, and the Kidoodlers.

JOE BERGIN, manager of the Stanley, Chester, Pa., bringing back Saturday stagershow, with name bands getting the first call. . . . SWITCH IN house policy in York, Pa., finds Ed R. Moore bringing in the Saturday stagershow at the Strand Theater, with Paul Harvey's Capitol Theater, formerly playing vaude, going into a straight picture policy. . . . MARIO BERNI, Radio City Music Hall tenor, leaves New York to join the Philadelphia Opera Company.

PAUL HAAKON goes to the Capitol, Washington, November 18. . . . LIME TRIO is scheduled for the Earle, Washington, November 8. . . . RED SKELETON makes another trip to the Paramount, New York, starting October 30. . . . ANDREWS SISTERS booked for the Orpheum, Minneapolis, December 25 week. This is their home town. . . . BOB EVANG, now at the Paramount, is set for a tour including the Earle, Washington; Loew's State, New York; Hippodrome, Baltimore, Md.; Flatbush and Windsor, New York; State, Hartford, Conn.; and Buffalo, Buffalo. . . . IANI MCINTYRE band booked for the Earle, Washington, November 8.

DOUGLAS GILBERT'S book, *American Vaudeville* (Whitney House) was published last week. It is a long history of American vaudeville, covering standard acts, the White Rats, the circuits, etc.

## Buffalo Sans Vaude; Flickers Open Okeh

BUFFALO.—The Buffalo (seating capacity, 3,500; house average, \$13,500) opened the week of October 11 exceedingly well with the much-publicized Knute Rockne, All-American. Vaude is absent this week. Glen Gray's Casa Loma Band, plus the Ink Spots, come in for October 18 week. For week ended October 10 the Buffalo did well with Major Bowes' Talent Parade and picture, *I Want a Divorce*. Gross of \$15,500 was \$3,000 above average. Line-up included Cyril Smith, emcee; Steven Phillips, Robert Mellin, Dickey Ludwig, Ginny Wayne, Four Harmonica Esquires, Harry Robinson, Bertay Sisters, Hank Woods, Ripetto Trio, and Sonia and Alex.

The Century (seating capacity, 3,200; house average, \$8,000) has a strong screen fare, *Pastor Hall*, on tap sans vaude for week opening October 11. For week ended October 10 the Century went a bit below anticipations with Benny Meroff's *Punzafire*, which last year set a house record of \$20,000. This time the nut show only came thru to the tune of \$12,500, a disappointment. Talent included Ken and Roy Paige, Wynn Twins, Four Buster Browns, Eight Daughters of Satan, Louise Shannon, Billy Morosco, Al Spiro, Joe Bennell, Al Divito, Terry Howard, and Jack Talley. Pic was *Three Faces West*.

## Sunday Vaude in New Haven Clicks

NEW HAVEN, Conn.—Sabbath vaudeville at the Arena has turned out okeh again this year. In the opening show September 15, with Jack Teagarden and Mitchell Ayres bands and Henry Armetta heading, attendance total for matinee and evening shows was 7,300 people.

September 22 show, headlining Mia Fitzgerald organization, brought in day's total of 6,300. Harry James and the Radio Rogues in the top billing September 29 brought 6,200 people. George White's Scandals unit tipped the matinee and evening total to 6,800.

Nathan Podoloff is general manager of the Arena. James Evans, of New York, books the talent, while Joseph Hurley is on publicity. Talent play only two shows Sundays.

## Nelson Ork 20G In Detroit Stand

DETROIT.—Single week of stagershow at the Michigan Theater drew average business, around \$20,000 (4,000 seats) last week, with Ozzie Nelson and band heading the show. Also on the bill were Eddie Garr and Vilma and Buddy Josen. Picture, *Lucky Partners*, with Ginger Rogers, got credit for a good share of the patronage.

Matinee business over the week-end was seriously hurt by the World's Series, but enough pickup was felt at night to keep the week up to average.

**JUST OUT!**

**McNALLY'S BULLETIN No. 21**

**PRICE ONE DOLLAR**

**NEW, BRIGHT, ORIGINAL COMEDY**  
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Radio, Radio and Dance Band, Entertainment, Contests!

- 15 Screaming Monologues
- 2 Roaring Acts for Two Male
- 7 Original Acts for Male and Female
- 20 Burlesque Farces
- Great Vaudeville Act
- 4 Foot-Lifting Female Act
- 1 Trio, Quartet and Dance Specialty
- Musical Comedy, Tab and Burlesque
- 18 Curious Minstrel First-Parts
- McNALLY Minstrel Overtures
- 2 Grand Minstrel Finals
- 42 Monobills
- Blackouts, Review Songs, Demo Band
- Songs, Hundreds of Jokes and Gags

Remember, McNALLY'S BULLETIN No. 21 is only one dollar or will send you Bulletin Nos. 10, 11, 12, 13, 14, 17 and 21 for \$4.00, with money-back guarantee.

**WM. McNALLY**  
81 East 125th Street, New York

**WANT ACTS**  
**NOVELTY AND DANCE ACTS**  
Four Weeks in Cincinnati

**Cavanaugh Booking Agency**

A. G. V. A. Agent      Phone Colonial 5248  
805 Oak St.      Ludlow, Ky.

**SCENERY**

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,  
Operating Equipment.

**SCHELL SCENIC STUDIO, Columbus, O.**

FREE—Attractive Minstrel Posters and necessary Make-Up with your Show. HOOKER-HOWE Free Service Department will cooperate with Producers of some experience in Staging Revues, Minstrel's or any type of Benefit or Charity Show for Civic, Fraternal and Beneficial Groups. Minstrel Shows require the minimum in rehearsal and expense and afford the maximum in results. They are much needed right now and a good dollar earned for you. Write today for complete territory, giving experience and references.

Box 391  
Northfield, Mass.





### Strippers James, Duvulda Pinched

BOSTON, Oct. 12.—Two strippers are to appear in court again Thursday (17) on complaints by police following a performance at the Casino Theater. Complaint came only two weeks after house had opened with burly for the first time in more than a decade.

Police had strippers Patricia James, of Tulsa, Okla., and Betty Duvulda, of New York, give a private performance before Judge Jennie Lottman Barron in an effort to prove their contention that the performance was "suggestive." One continuance was made when Judge Barron conferred with City Censor John Spencer. The case was continued a second time when Judge Barron decided to let a male jurist handle the case.

Complaints also were issued against Fay Arlington and house manager Ed Ryan.

### Davenport Opens Well

DAVENPORT, Ia., Oct. 12.—Liberty, stock burlesque house, opened to the best business in five years. George B. Fluhrer is producer and straight, and Oscar Raphael, owner and manager. Show introduces a feature attraction every week.

Company, besides Fluhrer, includes Buddy Wilson, features comic and singer; Chuck Wilson, second comic; Al Nestor, juvenile and chorus director; Billie Jurgens, stripper; Evelyn Briggs, novelty stripper and bits; Buddie Scott, numbers and scenes; Lois Hamilton, stripper, and 10 dancing ponies in the line-up. Program changes twice weekly. This week's feature is Naida and fans. Publicity is handled by Mrs. Jack Tex Hamilton.

### Candullo, Bruno Alternate

BOSTON, Oct. 12.—In the review of the Latin Quarter show in the October 5 issue of *The Billboard* was erroneously stated that Joe Candullo's band plays relief.

Candullo alternates with Tony Bruno, sharing the dance music assignment.

EDDIE AND AMY DOYLE, after a week at the Roxy, Cleveland, as vaude extra-attraction, opened Friday (11) at the Grand, Canton, O.

### Latin Quotes for Burly

INDIANAPOLIS, Oct. 12.—The local Mutual Theater is calling upon the Latin classics for the exploitation of burlesque shows here.

House has an illuminated lobby scroll reading "Omnia perversas possunt corrumpere mentes."

Burly fans knowing their Latin will know that the translation is "Everything can corrupt a mind already tainted."

### Rosenberg Bookings

NEW YORK, Oct. 12.—Phil Rosenberg's latest bookings include, as added attractions, Aloha, National, Detroit, October 10 and 11; Noel Carter, Dayton, O., 10-12; Patricia Perry, Baltimore, Md., 10-13; Hilda Wassau, with Yero and Doro and Charlie Johnson, Boston, Howard, 14; Marlene Miller, Washington, 13; Marlene, with Burns Brothers and Val Eddy, Bridgeport, Conn., 14; Rose LaRose, with Ford Mason, Newark, N. J., 13; Amy Fong, with Belmont Brothers, Pittsburgh, 13; Dian Rowland and Derby Wilburgh, Hudson, Union City, N. J., 13; Scarlet Kelly, with Four Royals, St. Louis, 12; Lois DeFee, also Otto Esson, Trocadero, Philadelphia, 13; Zorita, Buffalo, 11, and Ulica, N. Y., 15, 19, and 20; Ann Corio, Detroit, 18; Vickie Welles, one-nighters, 16, 18, and 19; Margie Hart, Washington, 6, and Detroit, 25; Jerry Dean and Lou DeVine, Ettinge here, 11; Shea Taylor and Ermaine Parker, Republic here, 11, and Peaches Strange, 18; Georgia Sothorn, Gaiety here, 18.

### Boston Houses Warned on Dirt

BOSTON, Oct. 12.—City Censor John Spencer notified managers of the four local burlesque houses Thursday (10) that shows and lobby displays must be cleaned up immediately.

Spencer said no further notice would be given, but that more violations would result in immediate prosecutions. The censor also issued a new regulation stipulating that portrayal of clergymen in anything that might be construed as a ridicule of religion would not be tolerated. Spencer said suggestive lobby displays were hit almost two weeks ago by a city councilor.

The four managers notified were Max Michaels, of the Globe, using Midwest shows; Rudy Conn, of the Old Howard, using Hirst, and Art Moeller and Ed Ryan, of the Gaiety and Casino, both presenting stock.

### Corio Strong in Bridgeport

BRIDGEPORT, Conn., Oct. 12.—Manager Ed Madden of the Loew-Poll-Lyric Theater, which opened last week with Ann Corio's *Girls in Blue*, reports crowded houses all week.

Phil Rosenberg, New York booker, is now president of Girls Stage Shows, Inc., which is operating the Lyric. Wilton Zucker, also of New York, and Edward Mehler, of Bridgeport, are associated with him.

Doris Carr, of the Corio show, suffered a sprained ankle on closing night while doing a specialty number.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

LAMEE LANE, advanced from show girl ranks, left the Republic October 10 for a principal's berth at the Roxy, Cleveland.

JEAN FOX, ex-burly prima donna, now one of the chorus captains and guardians traveling with Hirst shows. She is with the Marlene Miller-I. B. Hamp-Dusty Fletcher troupe.

ELTINGE chorines are mourning the loss of June Gordon, co-front liner, who went home complaining of severe pains October 1 and died the following day.

ROSE LA ROSE booked for the Republic October 18. Peaches Strange came in the week before.

IRNIE HARMON, comic of the eccentric brand, is making his initial Hirst tour opposite I. B. Hamp. Last season was on the Midwest wheel, his first try at burlesque. Formerly of vaude and pictures.

SAUL FIELDS and Boots Burns leave the 606 Club, Chicago, shortly for a tour of Tivoli houses in Australia. DIANE KING changed from a redhead to a blonde for her return to the Ettinge, after a summer's layoff.

TIRZA, scored in an auto driver's test for a license to operate her first car, recently purchased, that will transport her and her wine bath dance apparatus to and from houses after her Flushing Fair engagement.

I. B. HAMP and Gertrude Beck, on the Hirst Circuit, entertained their niece, Jane Lange, on her first visit East while on a vacation of three weeks from the Lange dairy farm in St. Louis.

EDDIE INNIS, comic, recently of the Republic, opened at the Gaiety, Boston, October 11.

ERMAINE PARKER and Slatie Taylor moved from the Hirst Circuit into the Republic October 11.

LEON VAN GELDER and his ork again are officiating in the pit of the Hudson, Union City, N. J., after an all-summer engagement (See BURLESQUE NOTES on opp. page) ment on the Mayflower, Bridgeport, Conn., showboat. Both Leon and brother Rudy, drummer, are experts on the slide with movie cameras.

SENORITA MARGO, 6 feet 2 inches tall and from South Carolina, a former model, became an Allen Gilbert show girl at the Republic October 4.

BETTE NEWMON, dancer, moved from burly to the White Way Casino, Flushing Fair, to remain until the close.

PHIL BRENNAN, backstage chief at the Republic, is mourning the loss of a cousin, Jules Altman, a jeweler known to the profession, who died October 7.

CHARMAINE left the Gaiety October 10 for a week in Boston at the Globe, and thence for four weeks of added attraction on the Hirst Circuit, beginning

in Newark, N. Y. Also leaving the Gaiety were Gladys Fox and Ronnie Johnson. New Principals October 11 were Marnee from the Star, Brooklyn; Carole Lord, and Renee Andre, all Dave Cohn-booked. Georgia Sothorn comes in October 18.

MURRAY LEONARD and Boo Lavon write from Detroit of a terrible scare they received when Gretchen, their boxer pet, was abducted and held for a \$400 ransom. "But thanks to the clever detective work of Abe and Pete, of the 10-11 Bar, Gretchen was returned unharmed."

RIO AND LEE, mixed dance team, and Leticia, another dancer, were at the Republic last week. Latter's next stop will be at the Nomad Club, Atlantic City. Helen Jean joined the Republic's cast October 11.

JOE MARKS, former Columbia wheel comic, back from the Coast to join the No. 3 company of *The Men Who Come to Dinner*. Joe is to have the same part he had with the Coast company. While in Hollywood he was with Joe Penner and Al Pierce in their radio programs and finished a picture, *Flores*, with Frederic March and Marguerite O'Sullivan.

BUBBLES YVONNE, a Canadian alien, registered last week.

BETTY SMITH replaced Ann Smith in the Marlene Miller show on the Hirst Circuit, and Ann was shifted to the company that opened the Norfolk, Va., spot October 5.

MAGDA LOY, dancer here from Europe only eight weeks ago, is a new addition to Why Do at Flushing Fair. She and Grace Carlos, Mexican dancer, are headed for burlesque after the close of the fair.

CHICAGO: Midwest Managers' Association met at the Barlum Hotel, Detroit, Sunday (13), at which time the applications of several new Eastern theaters to join the circuit were taken into consideration.

GARRETT PRICE closed on the Midwest Circuit because of illness. His wife, FRANCES WHITE, is continuing.

HELVA WILLIAMS closes at St. Louis. MARNA AND JACK opened at the Rialto, Chicago, Friday (11).

BILLY REED and JEAN LOUISE, better known as Mlle. Jeanne, were married at Juarez, Mexico, recently. Both are playing at the Follies, Los Angeles.

OLIVE SHARON closed at the Follies and opened in Portland, Ore.

MARCIA and MARGARET GIBSON opened the Midwest Circuit at St. Louis October 11.

CHARMAINE is the added attraction at the Globe, Boston, this week, and Zorita at the Palace, Buffalo.

DOLORIS JOHNSON is assisting H. K. Minsky in the production of shows at the Grand Opera House, St. Louis.

# Magic

By BILL SACHS

(Communications to Cincinnati Office)

FLORETTA and Boyette, after two weeks at the Hotel Gibson Bath-Keller, Cincinnati, played several club dates for Corine Muer in Detroit last week and opened Monday (14) at the Mayflower Hotel, Akron, O., for fortnight's stand, with the Hollenden, Cleveland, to follow, set by MCA.

DOC TARBELL played his first engagement in Baltimore October 3 for the Women's Club of Roland Park. He was well received, his "Eyesless Vision" being the standout.

RUSSELL SWANN was in Washington recently to perform at the opening of the Mayflower Hotel Lounge. Russ is a Washingtonian, but it was the first time he had appeared professionally in his home village.

SORELLI THE MYSTIC is in the Vogue Room of the Hotel Hollenden, Cleveland, for a run with his mental gymnastics. DELMA RICHARDS has returned to Chicago for banquet and club dates after a week at the Monroe Club, Peoria, Ill. She returns soon to the latter stand for a 10-day filing.

GORDON ALEXANDER has jumped into Detroit after a 17-week run at the Talk of the Town Club, Peoria, Ill. JACK AND JACQUETA, magic-mental turn, passed thru Cincinnati last week en route to Ashland, Ky., for a brief sojourn before heading south for the cold months.

RAY-MOND is working schools in the Virginia territory. EDDIE DICOMA, ventriloquist, postal that Southern and Central Illinois schools have been panning out swell for him, Peoria and Rockford being especially good.

MAGICIANS' ALLIANCE of Eastern States, held recently at Hershey, Pa., attracted some 175 magi and friends. Officers chosen for 1941 were Elmer Eckam, president; Dr. Kenneth Sheeler, vice-president; Dr. William M. Endlich, secretary-treasurer, and Rev. Sherman Epier, chaplain. Next year's convention goes to New Jersey, the city still to be chosen.

SOUTHEASTERN ASSOCIATION of Magicians held its 10th annual convention recently in Chattahoochee. Jack Smith, of Atlanta, was toastmaster at the banquet and emceed the show that followed. Performers included Goodlets Dodson, David Price, Henry Whitestone, R. H. Walcott, Robert Bolin, J. W. Brooks, Jack Smith, C. L. Blackham, F. B. Crowson, Jimmy Sanders, and Jewell Watson.

T. J. Crawford, of Nashville, and Homer Hulse, Atlanta, made arrangements for the conclave.

DELL O'DELL, on the opening bill of the season at the Top Hat Hotel, Union City, N. J., winds up there October 16.

J. ELDER BLACKLEDGE, after another season at his summer home in Michigan, begins his fall and winter magic-lecture series this week at the Rivers Club in his native Indianapolis.

BOB DOWD, of Kenton, O., was a visitor at the magic desk last Wednesday (9). He motored into Cincy with his mother to take in the last two games of the World's Series. Bob and his brother Tom are the lads who purchased the famous W. W. Durbin magic theater in Kenton and moved it intact to their 350-acre farm near that town. The boys are planning to launch a school show soon, with one doing the magic and the other working ahead.

JAY OWENS, who combines dancing with magic, has opened an indefinite engagement at Wilson's, Philadelphia night club.

LORING AND KATHRYN CAMPBELL opened a 10-week tour of New York State at Tupper Lake, N. Y., September 30, after (See MAGIC on opposite page)

Burlesk's Newest Revelation Show-Stopper

# LAMEE LANE

PERSONALITY VERSATILITY



Stripper ★ Dancer  
Singer ★ Talker

NOW AT THE  
ROXY, Cleveland, Ohio  
INDEFINITELY



# BETTE NEWMON

Dance Repertoire  
FAN—HULA  
TEASE—BUBBLE

Now At  
WHITE WAY CASINO, NEW YORK  
WORLD'S FAIR

Available for Offers After Oct. 27,  
Address 128-56 147th St., South Oceans Park,  
LONG ISLAND, N. Y.  
Phone: JA-4414 9-3078

The New York City Home  
For All Show-Folk

# HOTEL CLARIDGE

BROADWAY AND 44TH STREET  
In the Heart of Times Square  
Phone: BR-yant 7-0146

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.



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

Stuckey Awarded \$20,700 Damages

PASADENA, Tex., Oct. 12.—Monte C. Stuckey, former rep comedian and producer whose last engagement was with Fred G. Brunk's Comedians, was awarded damages of \$20,700 Wednesday (9) in Judge Ben P. Wilson's court in Houston, Tex., the outgrowth of an accident October 20, 1939, which left him permanently disabled. The verdict was against a grocers supply company, whose truck allegedly struck Stuckey.

After closing with Brunk's Comedians December 31, 1938, Stuckey came here to open his own wholesale candy company. While making a delivery in Houston October 20 last, his parked truck was struck by another truck, permanently injuring his back, spine, and various muscles. He was in a hospital for four months as the result of the accident.

In addition to trouping with the four Brunk shows, Stuckey also had appeared with the North Bros., the Dubinsky Bros., Darr-Gray, Crawford's Comedians, and various one-night attractions. He also appeared for a time with various musical tabs in the Middle West and South, and for three years served as field representative for the Gordon-Howard Company, Kansas City, Mo.

Gittells To Give New Idea a Whirl

CINCINNATI, Aug. 12.—Gittell's Vaude-Picture Show, which has been under tent in Central and Southwestern Oklahoma all summer, will inaugurate a new-type show when it goes into halls and schools soon.

Show, under management of M. J. Gittell, veteran tent show agent, will offer a show and week's indoor fair combined, the idea to be sponsored locally. Gittell says he gave the idea a trial last season and it clicked.

Show will be given by the Three Gittells and will include Mrs. Gittell's pick-out and other birds, and comedy magic and Punch by 16-year-old Oscar Gittell. They will operate on week stands, with a show afterwards and evenings, and will go into Southwestern Texas after a few Oklahoma dates.

Versatility a Virtue

By E. F. HANNAN

THERE was a time and not so long ago when rep actors confined their efforts to legit acting, so called. Good character men or women were in demand and it was definitely understood that specialties and brass were out.

Things have changed, and the handful of rep shows that are out today are for the most part combined legit, vaude, and music shows, with a dash of films thrown in. A good many promote the show and dance idea, which forces as many of the players as possible to play some instrument. Rep performers without specialties or music are decidedly at a disadvantage, and even the bills played today are more like lengthened vaude sketches than like old-time rep bills.

Audiences have demanded these changes and the only small shows that have weathered the slump are those that have stepped into line and took on specialties and music. And now we have the combined vaude-film show, and one promoter is working an indoor fair idea along with his small show and pictures. Show biz changes like a man puts on and takes off his overcoat—and almost that fast.

EMCEES, ATTENTION!

Can use clever Masters of Ceremony for a virgin spot right outside Chicago Loop, opening Nov. 1. Seating capacity over 1,500. Would like to hear from Phil Murphy, Bob Lee, Lou Jarvis. Contestants, watch next Billboard.

COL. F. WEINMAN

1315 W. 63d St., Chicago, Ill.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated October 26, under the title of "When Specific Act Is Illegal and Criminal."

Craigs Fold Tent; Set for Md. Shore

ELICOTTVILLE, N. Y., Oct. 12.—Craig Bros.' Tent Show brought to a close its tent season October 10, with business showing a higher average than last season. Cold weather early in the season put a crimp in box office receipts, but July and August proved exceptionally good. According to Merton Craig, manager, candy sales were double those of last season.

The Craig organization will play the Eastern Shore of Maryland this winter with talkies and vaudeville, carrying six people. Jolly Bert Stevens, now on the Woods Show, will produce the vaude fare. Merton Craig will pilot the trick and operate the machine. Jess Craig will play piano and handle character parts in the tab bills.

Taxter & Green in Halls

NASHVILLE, Tenn., Oct. 12.—Uncle Zeke's Hillbilles, managed by Taxter and Green, are playing halls and schools in the Nashville area to satisfactory business. Unit is promoting the dance-after-the-show idea in most of the spots played. Besides Taxter and Green, troupe has Doris Minke, singer, and a five-piece orchestra. Show is worked into a 45-minute sketch with specialties.

Rep Ripples

MR. AND MRS. BUD HAWKINS, former tent show operators, are back in Cincinnati after working an Ohio fair date with the Raymond Attractions with their Dandy Dixie Dog and Monkey Circus. They were featured last week at the Food Show in Covington, Ky. The Hawkins will soon begin their fall season with a fling at Cincy public and paro-

chial schools. . . . CHIC PELLETTE is safely encoined at Lake Helen, Fla., where he again plans to spend the winter. . . . CLINTON TEMPER has a small trick, piec and vaude, playing under auspices in Alleghany County, New York. They stage a dance after the show each night. . . . JACK AND RENE KEATINGE are in North Carolina with Jack C. Gray's Tent Show, where they report business is just fair. Jack says he is still pulling the trailer, his wife, two dogs, and a cat. . . . CAL AND BONNIE WEST, now featured on WLW's Boone County Jamboree, Cincinnati, visited their alma mater, Billroy's Comedians, in Missouri recently.

CHARLES W. BODINE, veteran advance agent, postal from Pittsfield, Ill., that he celebrates his birthday there October 15. He promises to do it up right by toasting a shindig with all the trimmings. . . . RUTH WHITE, well known in rep circles, is directing sponsored amateur shows in Central Oregon.

MR. AND MRS. FRANK SPIRES are playing schools in Knox County, Tennessee, with a combo picture and dramatic show. They are putting the stress on educational films. The unit moves into West Virginia in a few weeks.

J. W. GILLIS has a three-people school show playing Southern New Hampshire towns. . . . DON PHILLIPS, rep and tab pianist, has quit the road and gone back to his old job as fireman on the railroad. . . . AT THIS WRITING we still haven't received a verification or denial on the rumor regarding Harry Rollins' death in auto crash in Pittsburgh, carried here a month ago.

TUCKER'S Mystery and Vaude Show has added a picture outfit and is playing the Western film. So this is Arizona, in Northern Wisconsin to reported satisfactory business. . . . LOLA R. PAINTER, former stock and rep performer, is now located at her summer cottage at Lake City, Fla., after a summer at her home in Brodhead, Ky. Miss Painter is planning on launching a canvas surmountery and eating emporium to cater to the vast number of government employees now working on defense projects in the Lake City area. . . . L. J. (LOUIE) CRAGO, who passed away in Denver September 26, as reported in Final Curtain in last issue, was well known in the tent repertoire field. He was 71, and for 25 years owned and managed the Crago Players. Ill health forced him to retire two years ago. Surviving him are his widow, Mary A. Crago; a son, Tom, of Greeley, Colo.; a daughter, Helen Williams, of Denver, and a sister, Mrs. Tom Small, of Merrillan.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

One Year Ago

SID COHEN'S All-American Championship Walkathon was well under way in Chicago. Forty teams answered the starting whistle. . . . CHARLIE WALPESTS Hollywood contest was in its fifth week, with business on the upswing. . . . BILLIE PARKER was vacationing in Jamaica, L. I., with Pat Pasley. . . . JOE AND MARY ROCK won Harry Gray's Texarkana, Ark., contest, which ran 1,298 hours. Pee Wee Collins and Pauline Boyd were second, with Billy Ryan and Jo Jo Kelly sharing show money. . . . MARION, Ill., contest, sponsored by Marion Trades Council, was enjoying a heavy play.

RUBBER LEGS MARTIN cards that he is resting up in Baton Rouge, La., after the contest there. Martin would like to read news on Porky Jacobs, and adds that Pee Wee Ellis, Arthur Getz, and Pat Shannon are also in Baton Rouge.

GEORGE MILLER pencils that he had a successful summer and is now looking over the field for a good contest. George says he recently met up with Mr. and Mrs. Red Keeling in Blytheville, Ark., and that Billie Walker is in Kankakee, Ill.

FRANKIE AND ALICE DONATO are still on the road with their ice act and doing okeh. They are playing Greenville, N. C., this week with the Endy Bros.' Shows.

JACKIE WILLIAMS types that he has been contracted thru the Bitter office

for eight weeks of stock burly in Philadelphia. Also in the company are Mildred Boyer, former walkie dancer, who is featured singer, and Johnny Gulltoyle, who has been signed to carry the comedy.

SKIPPY SKIDMORE — Have you already gone into hibernation for the winter? Several of your friends wonder what's happened to you. How about putting them in the know with a note on your whereabouts.

TIM HAMMACK types from Washington: "I did the ice act here for the Police and Firemen's Field Day at Griffith Stadium recently. Stayed in the ice 55 minutes and garnered a nice write-up and pictures in the Washington papers. Had two good nurses this year—my wife, Irene, and Mrs. Carl Knappen. Irene did not pass out on me this year, like she did last year. There are quite a few of the kids working here in Washington: Jimmy Smith, Bob Gordon, Tee Tyler, Christine Willis, Audrey Klino, Peaches McLaughlin, and Joe Curtis. Mr. and Mrs. Jack Kearns, who were married in the Hal J. Ross show, were here about two months ago. See that George W. Pugh is opening a show in Dallas. I was in his last contest there, and am sure that he will have a winner, as he is one swell promoter. Ray C. Alvis promoted Washington's first six-day bicycle race at the Riverside Stadium."

A MILWAUKEE FAN who thinks Chad Alviso and Lou Meredith are the best team in the field would like to read notes here on them.

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. C. HARTMANN, Editor. Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor. Indoor Dept., 1504 Broadway, New York, N. Y.

Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5304. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Public Theater Bldg., 1264 Broadway. PHOENIX, ARIZONA—2-918. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. PHOENIX, ARIZONA—300 Arcade Bldg., 8th and Olive Streets. CHICAGO—6443. PHILADELPHIA—B. H. FAIRBANKS, 1222 Locust Road, Upper Merion, Pa. PHOENIX, ARIZONA—Madison Bldg., Edward Green, care of "The World's Fair," Crossings House, Edward Place, Lowell, W. C. Keenan, RYDNEY, AUSTRALIA—Nevin Brennan, City Taverners' Bldg., 198 Pitt Street. BALTIMORE—M. Chambers, 6422 American Express Co., 11 Pine Street. 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. Subscriptions when requesting change of address should give former as well as present address. DISPLAY ADVERTISING—Fifty Cents per A-Line, Whole Page, \$200; Half Page, \$175; Quarter Page, \$125. Single copy advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No insertions or advertisements accepted unless remittance is in cash or by check or money order to reach publication office before noon Monday. The Billboard reserves the right to omit all advertising copy.

Vol. 52 OCTOBER 19, 1940 No. 42

MAGIC

(Continued from opposite page)

which they will head south again. They are booked until June, 1941, when they will jump back to their home in Burbank, Calif., for a rest. . . . PRINCE MENDES has opened an indefinite run at La Martinique, New York nitery. . . . CALVERT THE MAGICIAN, after winding up on a string of fair dates, has begun a swing of Southern theaters under the direction of Ches Davis. . . . BEN M. GOLDENBERGER, Madison, Wis., magician-ventriloquist, known professionally as Ben Berger, has changed his legal name to Berger to conform more nearly to his stage name. . . . DR. Y, mentalist-magician, who has been playing indie theater dates in Michigan the last two months, entertained at the Bohemian Dinner of the Allied Theaters of Michigan at Jackson, Mich., last Tuesday (8). . . . GREAT MARTINELLI opened Monday (14) at Verne's in uptown Detroit. . . . OKIYO, who recently joined Pa Manchu in South America, writes friends that all is going well with the troupe. Okito's brother, Ed Richard, is working Southern theaters with his shadowgraph turn. . . . MILBOURNE CHRISTOPHER is back home in Baltimore from his second South American tour in a year.

WANTED AT ONCE

For Colored Tent Show, 10 Light Brownskin Chorus Girls, 12-Piece Band for Shows and Parades, 1 Box Caravan; 2 A-1 Comedians, Write D. E. LEWIS 1004 2nd Ave., So., Nashville, Tenn.

WANTED

Young Leading Team, Single Man as cost. Preference to men doubling instruments in orchestra, specialties. Make salaries low. You get it every night. Show over closes. GOFF'S COMEDIANS, Bridgport, Texas

WANTED IMMEDIATELY

Account of disappointment, Being Drummer able to cut Stage Show. Must have full set of Drums and play them. Salary low but sure. Writer's work to right people. Wire SEABEE HAYWORTH, care Carolina Theatre Building, Goldsboro, North Carolina.

WANTED MUSICIANS

For stage unit, Piano, Tenor Sax doubling Clarinet, good Guitar Men, hot Drummer, Wire quick. Advance, Thursday; Doctor, Friday; Penoville, Saturday; all Missouri. A. LEE HINKLEY



# Sells Film For 10Gs

## Roadshowman's own production bought by New York firm

PHILADELPHIA, Oct. 12.—Pat Stanton, a leader in the local radio industry as vice-president and general manager of WDAS, is disclosed as being a roadshowman of long standing. A prominent figure in Irish-American fraternal and social circles as well, Stanton has for many years presented 16mm. Irish films before Erin societies and groups within commuting distance from this city.

Many of the films were produced personally by Stanton during his annual summer jaunts to Ireland. This week his *Here Is Ireland*, a full-length 16mm. sound and color feature which Stanton personally wrote, filmed, and produced last year in Ireland, was sold to the Irish-American Film Company, New York, reported at getting a figure of more than \$10,000 for the production rights of the picture. Stanton completed a revised sound track of comment in which he tied in various scenes with defense preparations due to the increasing importance of Ireland and its strategic importance in the defense of England.

Under the auspices of the Irish-American Film Company, his picture was premiered October 3 in New York, opening at the Belmont Theater for a three-week engagement. It had a similar premiere in Brooklyn October 6, opening for an indefinite engagement at the Academy of Music there.

This winter Stanton will again carry around his projector for the showing of Irish films before Irish-American audiences in the immediate vicinity, already having booked an ambitious schedule.

## Cutting It Short

By THE ROADSHOWMAN

The Crawford, after touring Western Canada with flesh shows for many years, had added a 16mm. outfit and find it a big business stimulator. Now they are seeking the name of a film requested by a native of one of the Western wheat towns on their latest tour of the circuit.

Ernest Crawford reports the fan approached him after the show was over and asked, "Why don't you bring some of them Bill Hart pictures along here. They were the best of any I've ever seen. The one where he shot the two fellows over his horses' backs with his pistols over his head and dropped 'em with one fling, is the kind we like in these parts."

Crawford is wondering just which Bill Hart pic this can be.

Lawrence Springer, of Enterprise Films, Hagerstown, Md., dropped into the Cincinnati office of *The Billboard* while in town for the World Series. He reports business good in his territory and expects conditions to improve steadily throughout the coming fall and winter.

Louis Reade, proprietor of Reade's Variety Store, Dobbs Ferry, N. Y., and well-known roadshowman, has purchased a sound outfit and is putting on shows for various Republican clubs in his territory.

Two Boy Scout troops of Pelham, N. Y., were joint sponsors of a show at St. Catherine's School September 27. Purpose of the program was to boost attendance at scout meetings and obtain

new members. Dick Cummins, well-known figure in roadshow circles, put on the program which consisted of 10 reels and ran an hour and 40 minutes. Pics included *Just a Clown*, *Pirate Ship*, *Football 1939*, *Monarchs of the Ring*, *Yesterday Lives Again*, *Coronation of Pius XII*, *Modern Rome*, *Ride 'Em Cowboy*.

Arthur Daly, roadshowman who operates chiefly in New Jersey, reports lining up of several bookings with schools in the northeastern section of the State. Daly is planning to take a fling at the Southern States this winter, with Miami or Tampa as headquarters.

Attention Roadshowmen: Whenever you pass thru New York City, take time out to drop in for a chat with the Roadshowman at *The Billboard* in the Palace Theater Building, 1564 Broadway. The latchstring is always out.

# New and Recent Releases

(Running times are approximate)

**THE SCARLET PIMPERNEL**, released by Arrow Film Service. Thrilling tale of the evacuation of royalists to England at the time of the French Revolution, in which the Scarlet Pimpernel, frowned upon by English society because of a seeming unwillingness to help, secretly performs heroic deeds of rescue. Stars Leslie Howard, Merle Oberon. Running time, 110 minutes.

**CATHERINE THE GREAT**, released by Arrow Film Service. The story of the mad Czar Peter and Catherine the Great. Starring Douglas Fairbanks Jr. and Elizabeth Bergner. Running time, 100 minutes.

**REMBRANDT**, released by Arrow Film Service. Gripping drama of the famous Flemish painter and his interesting life. Starring Charles Laughton, Elsa Lanchester, Edward Chapman. Running time, 100 minutes.

**THINGS TO COME**, released by Arrow Film Service. Dramatization of H. G. Wells' book forecasting the world of the future with such scenes as the world in ruin and its amazing renovation. Stars Raymond Massey, Ralph Richardson, Sir Cedric Hardwicke. Running time, 100 minutes.

**THE PRIVATE LIFE OF HENRY VIII**, released by Arrow Film Service. The life and loves of England's most famous monarch. Stars Charles Laughton, Merle Oberon, Robert Donat, and Binnie Barnes. Running time, 100 minutes.

**THE GHOST GOES WEST**, released by Arrow Film Service. A hilarious romantic comedy of a ghost on the

loose in a strange land. Stars Robert Donat and Jean Parker. Running time, 100 minutes.

**SANDERS OF THE RIVER**, released by Arrow Film Service. Edgar Wallace's thriller of revolt in a primitive jungle empire. Stars Paul Robeson, Leslie Banks, and Nina Mae McKinney. Running time, 100 minutes.

**ELEPHANT BOY**, released by Arrow Film Service. Gripping story based on Rudyard Kipling's well-known *Toomai of the Elephants*, depicting the adventures of a boy who was the only mortal ever to see a herd of elephants dance. Running time, 110 minutes.

**THE CHALLENGE**, released by Pictorial Films, Inc. Story of the competition in climbing the Matterhorn in Switzerland in 1865. Spectacular shots of the mountains, exciting story and thrilling musical score. Running time, 90 minutes.

**OUR MONROE DOCTRINE**, released by Academic Film Company, Inc. Portrays the dramatic incidents leading up to the promulgation of the Monroe Doctrine by President James Monroe in 1823. Film is all talking, portraying such characters as John Quincy Adams, Henry Clay, John Calhoun, and James Monroe. Running time, 20 minutes.

**THE TERROR OF TINYTOWN**, released by Nu-Art Films, Inc. Novelty feature starring Jed Buell's midgets. An all-midget Western, with music and humor particularly suitable for children. Running time, 65 minutes.

## PROGRAM REVIEWS

(Continued from page 7)

gineer, his listener is a student engineer hesitating to marry the girl in the case. Crutcher's script is touching, clever, and cynical, and Olivier handles it easily. The femme interest is played by Rosemary DeCamp with much pathos.

Henry Charles commercials, slanted at both male and female audiences, are dignified. Ackerman.

### "Blondie"

Reviewed Monday, 7:30-8 p.m. Style—Dramatic. Sponsor—R. J. Reynolds Tobacco Company. Agency—William Esty & Company. Station—WABC (CBS Network), New York.

Chic Young's comic strip as an air piece is a nicely gaited comedy, well planned, directed, and acted.

For its first installment in its return series, production was based on that good old hoke of mistaken identity. And when the mistake involves a kleptomaniac, belly laughs are guaranteed.

Penny Singleton as Blondie, Arthur Lake as Dagwood, and Larry Sims as Baby Dumpling get off some easy, effortless acting and, along with the script writers, kept the program closer to the plausible, even if it were not probable, domestic scene. Specifically, the comedy hung on to the *Bumpsteeds'* mistaking wealthy Uncle Charlie for Uncle George, the klepto, when the former came a-visting. Fuzzy-brained Dagwood, mental giant of the family, wound up, of course, in charge of a white uniformed crew whose approach is so pacifying.

The Camel commercial was a convincing-enough sales talk. Weiss.

### "Sherlock Holmes"

Reviewed Sunday, 8:30-9 p.m. Style—Dramatic. Sponsor—Grove Laboratories, Inc. Agency—Stack-Coble. Station—WJZ (NBC-Blue network), New York.

The return of Sherlock Holmes to the air is only natural. Spook, hoke, trips, nostalgia—its component attractions, even as poured thru the air, are the evergreens of this detective fiction.

Basil Rathbone and Nigel Bruce, as Holmes and Watson respectively, keep the characters traditional. The series resumed with Sir Arthur Conan Doyle's adventure of *The Empty House*, in which the detective returns to life after the reading public had protested against his death. Appropriate enough.

Doyle's old clientele will again be turning their dials to hear Sherlock. Those who haven't yet made the series a habit no doubt feel something lacking their radio diet, but probably can't figure out what is missing. It's Sherlock Holmes. Weiss.

### "Wheatena Playhouse"

Reviewed Thursday, 12-12:15 p.m. Style—Dramatic. Sponsor—Wheatena Corporation. Agency—Compton Advertising, Inc. Station—WEAF (NBC-Red network), New York.

This show represents an innovation in daytime serials. The plan, advanced by the Ed Wolf agency producing the show, calls for the presentation of adaptations from literary best-sellers and motion picture hits. Each play will run about four weeks. To introduce the series the producer offered *Dark Victory*, which

was so good a vehicle for Bette Davis and George Brent. The radio leads are held by Gertrude Warner and David Gotthard.

Whether or not the series will be the answer to complaints about the type of tripe which is palmed off on housewife listeners cannot be ascertained by the two successive installments caught by this reviewer. Certainly, tho, *Dark Victory* is good radio pulp and different from the standard romantic drizzle on the air. Judging by Chapter 9 of the air presentation, the adaptors (Herbert Little and David Victor) have not prostituted the script for the sake of romantic heartbeats. Rather, both the script and the acting point to the more becoming technique of understatement. Cast included Miss Warner, Gotthard, Katherine Givney, and Ray Collins.

Definitive even at this early stage in the series is the excellent job being done on the commercial. Wheatena is heading for a household byword classification. The plug is designed along the lines of the school of thought which advocates associating the product with things near, dear, and pleasant to the customer. It's a very cheerful way of hammering home the wholesomeness of the serial—and the cereal. Weiss.

## ORCHESTRA ROUTES

(Continued from page 14)

Trask, Clyde: (Lookout House) Covington, Ky., Mo.  
Travis, Woody: (Covered Wagon Inn) Stratford, Pa., Mo.  
Trin, Anthony: (Greenwich Village Inn) NYC, Mo.  
Tucker, Tommy: (Flatbush) Brooklyn, 17-22, L.

Uimer, Ernest: (Plantation) Corpus Christi, Tex., Mo.  
Ussell, Dave: (Alabama) Chi., Mo.

Varell, Whitey: (President) Atlantic City, h.  
Varral, Tommy: (Club Ball) Brooklyn, Mo.  
Vera, Joe: (Congress) Chi., h.  
Verzee, Danny: (College Inn) Phila., Mo.  
Verson, Eddie: (St. Morris) NYC, h.  
Viera, Pete: (Casa Loma) Phila., Mich., Mo.  
Vierra, Al: (Ivanhoe) Chi., Mo.

Wagner, Tony: (Tony's Black Horse Inn) Mt. Ephraim, N. J., Mo.  
Wall, Jimmie: (Bell's Corner) Phila., Mo.  
Wash, Danny: (Rainbow Room) Denver, Mo.  
Waters, Leo: (Blue Lantern) Detroit, Mo.  
Watkins, Sammy: (Billmore) Dayton, O., h.  
Watson, Leo: (Onyx) NYC, Mo.

Weber, Jack: (Libby's Club Era) Chi., Mo.  
Weeks, Ranny: (Mayfair) Boston, Mo.  
Wells, Lawrence: (Triumph) Chi., h.  
Wendell, Connie: (Ace of Clubs) Odessa, Tex., Mo.

Williams, Chick: (Gay '90s Cafe) Phila., Mo.  
Williams, Clem: (Spread-Eagle Inn) Stratford, Pa., Mo.

Williams, Griff: (Strawson) Chi., h.  
Williams, Bill: (Manatawny Log Cabin) Erieville, Pa., Mo.  
Williams, Sander: (Astor) NYC, Mo.  
Willis, Forrest: (Emerald Inn) Albany, N. Y., Mo.

Wilson, Teddy: (Cafe Society) NYC, Mo.  
Woods, Howard: (Tanilla Gardens) Richmond, Va., h.  
Wright, Charlie: (Stock Club) NYC, Mo.

Young, Roland: (Lombard's) Bridgeport, Mo.  
Young, Eddie: (Southern Mansions) Kansas City, Mo., Mo.

Zahler, Al: (Log Cabin) Trenton, N. J., Mo.  
Zarn, Michael: (Clavon on the Green) NYC, Mo.  
Zipp, Eddie: (Old Heidelberg) Milwaukee, Mo.

## 16MM SOUND PROJECTORS

BARGAIN CHEAPER THAN RENTAL

BRAND NEW WELL KNOWN MAKE

Complete Cash Price \$159.00 Liberal Terms

AUDITORIUM SIZE—GUARANTEED

Write BOX D-24, The Billboard, Cincinnati, O.

## FOR ROADSHOWMEN!!

16 MM SOUND FILMS

A NEW CATALOGUE

Just Off the Press

LOW RENTAL RATES

ARROW FILM SERVICE

1600 Broadway, New York, N. Y.

WE RENT FILMS & PROJECTORS

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN SHENNAN, 188 City Telephone Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

## NEW 16mm. ROADSHOW RELEASE



## THE LONG SHOT

GORDON JONES—MARSHA HUNT

This exciting new Eastin Film release is out one of dozens listed in our new 240 page 1941 catalog. Complete program rentals begin at \$14.00 per week. Write for your copy today.

Eastin Film  
Colorado Springs, Colo.      Denver, Colo.

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.

INSTITUTIONAL CINEMA SERVICE, Inc.  
1560 BROADWAY, NEW YORK CITY

## RELIGIOUS FEATURES

16MM. SOUND 35MM.

These is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ), OTTO MARBAOH, 630 Ninth Ave., N. Y. City



# The Final Curtain

## DICK COLLINS

Richard (Dick) Collins, 70, circus, carnival, and theatrical press agent, died of coronary thrombosis September 16 at University Hospital, Charlottesville, Va. It was learned last week. He had been in the hospital for three days, having entered it after leaving the Art Lewis Shows, of which he had been press agent this season. He had suffered from stomach ulcers for several years and of late years his eyesight became bad.

Collins was the oldest active show press man at the time of his death. He spent about 40 years in show business, doing mostly promotion and publicity work. In his earlier years he was a newspaper reporter and handled press for the Buffalo Bill and Pawnee Bill Wild West, Gentry Bros' Circus, and George Arliss, the actor. Collins was press agent for the amusement zone at the Jamestown (Va.) Exposition in 1907, the first man on the pay roll and the last one off; the Seattle Exposition in 1909; the Monroe Centennial Exposition in Los Angeles in 1923; the Sesqui-centennial Exposition at Philadelphia in 1927, and the San Diego Exposition. His longest carnival connection was probably with the shows operated by the late Clarence A. Wortham. Other carnivals with which he was associated were Dodson's World's Fair Shows, Max Gruber's World's Exposition Shows, Dick Harris Model Shows, and Art Lewis Shows. He also press-agented the Madison Square Garden Band (1938) and handled promotions for the Great Barrington (Mass.) Fair (1937). He was assistant to Tom Johnson, general counsel of the defunct Showmen's Legislative Committee of Chicago. For several years he was with The Gipper and Variety.

Collins was born in London July 1, 1870, educated at Eton and received a Bachelor of Arts degree from Cambridge. He came to America in 1893. He had only one child, a daughter, Eleanor Collins, who lives in London. He is also survived by a brother, H. B. T. Collins, of London. Interment was in Monticello Memorial Park Cemetery, Charlottesville, September 23, with Rev. Lewis A. Bowen officiating at the funeral.

ira at the L-Bar Grill, Bridgeport, Conn., suddenly in that city October 2.

**VAN SANT**—Mrs. Gertrude, 73, former music teacher, October 6 at her home in Atlantic City after a lingering illness. She taught at various times in Trenton, Paulsboro, and Paimyra, all in New Jersey. Her husband and two sons survive.

**WEINER**—Mrs. G., 51, widely known to outdoor showfolk in the United States and Canada, recently at her home in Winnipeg, Man., after an illness of two years. She was a sister of B. L. (Bernie) Beckwith, veteran ride operator, now in charge of major rides and former lot superintendent of Endy Bros' Shows. Survived by her husband, S. Weiner, in motion picture house business in Winnipeg, with whom she spent the last 10 winters at their Florida home in Miami.

**WHITEHEAD**—George, 52, widely known Columbus, O., publicity man, October 6 at Delaware, O., of a heart attack. A native of Hardin County, Kentucky, he attended Ohio Wesleyan College at Delaware. After leaving school he worked on newspapers, entering the publicity field in 1914, he went to Columbus as a member of the Redpath Lyceum and Chautauque Bureau under direction of the late Vernon Harrison. He was circuit manager in Ohio, Pennsylvania, Kentucky, and West Virginia. In 1928 he met Clarence Darrow and took the management of his speaking engagements and debates on religion. He then turned to promotion of Chicago's A Century of Progress and San Diego, Calif.; Dallas, and Cleveland expositions, and from 1933 to 1937 he headed advance sales for these events. He did publicity work for many celebrities, including Strickland W. Gilliam, Bing Crosby, Clark Gable, and Alice Nielson. Two years ago he became director of Republican publicity in Ohio and editor of the party's state publication. Survived by his widow, Grace, a son, and daughter. Funeral services were held in Bexley Methodist Church, and burial was in Columbus.

**WILEY**—George, 49, concessionaire, this season with Evers Bros' Shows (No. 1 unit), in St. Vincent's Infirmary. (See FINAL CURTAIN on page 59)

**ALLEN**—Walter, 55, father of Wade Allen, owner of the Pine Arts and Arcade theaters in Detroit, September 30 in that city of influenza. Deceased was associated with his son for several years in the management of the Arcade. Survived by his widow and four children.

**ARNDT**—Julius, 55, treasurer of the Detroit Shrine for 33 years, October 4. Three brothers survive. Interment in Elmwood Cemetery, Detroit.

**CRUMPLEHULME**—Arthur A., 54, theater manager, recently at his home in Blackpool, England. He was connected with the Blackpool Tower and Winter Gardens theaters. Survived by his widow, two sons, and a daughter.

**CUMMINGS**—Roy, 47, stage comic, October 1 in San Bernardino, Calif., of injuries sustained in a fall from a moving train. Besides vaudeville Cummings appeared in a Ziegfeld Follies and in Winter Garden, N. Y., revues. He leaves a daughter.

**DAVIS**—Alfred (Al), 77, show mechanic and former operator of penny arcades, October 5 at James Patterson's former carnival and circus winter quarters at Paola, Kan. Davis spent most of his life in show business, but had traveled chiefly with the Great Patterson Shows and Isler Greater Shows.

**GENSS**—Herman, 84, internationally noted composer, October 6 at his home in San Francisco. Survived by his widow Freda, and two sons, Harold and Herman.

**GORDON**—June, 22, dancer, October 2 in St. Vincent's Hospital, New York, of complications. She leaves her mother, grandmother, two sisters, and two brothers.

**GORMAND**—Mildred Ford, featured performer in the Gormand-Ford Company, which opened in Magog, Que., Can., 50 years ago, and played Eastern States up to 1905, September 30 in Worcester, Mass. Deceased was buried between her husbands, Bert Ford and Harry Gormand, in Stark, N. Y., October 2. Ford died at Stark in 1905, and Gormand at Fort Covington, N. Y., in 1930. Survived by a son, Harry Ford, manager of Ford Hotel, South Colton, N. Y.; a brother, of Worcester, and several sisters.

**HANSON**—Paul, 46, actor, October 4 in Bellevue Hospital, New York, after a short illness. He leaves his wife, two sons, and two sisters.

**HILL**—Lydia Cecily, 27, former cabaret dancer, killed by a bomb in Canterbury, England, October 11.

**HORTON**—Mrs. Idabelle, 36, wife of James Horton, former Regina, Sask., newspaper man, now news editor and announcer at Station CJRM, Regina, recently in that city after a long illness. Burial in Regina October 4.

**HOWARD**—Earl B., 35, advertising man and radio performer, formerly of Helen's Home radio serial on Station WBAF, Fort Worth, Tex., for several years, at his home in Fort Worth Oc-

tober 1, of a brain hemorrhage. Survived by his widow, two children, his mother, and one sister. Services and burial in Fort Worth October 3.

**IBBOTT**—Emmeline Miles, 69, former concert pianist, of England, recently in Welland, Ont. She had broadcast over various Canadian radio stations. Survived by her husband, one son, and four stepchildren.

**LEWIS**—Doc R. E., 56, well known to pitchmen, recently in an Ada, Okla., hospital after a major operation. Survivors include his widow and daughter. Burial in Gainesville, Tex.

**LITTLE**—Mrs. Tes, business manager and wife of Jack Little, orchestra leader, October 4 in Brooklyn of meningitis of the brain. Besides her husband, she leaves two children, and her father who operates theaters in the Albany-Troy, N. Y., area.

**MATSUMOTO**—Charles, member of the Matsumoto-Japanese Family act, of heart disease in Mexico City recently. The act had been with Robbins Bros., Bud Anderson's, Seal Bros., Sells-Sterling, and Haag Bros' circuses. Survived by a sister, Emilia; brother, Miguel, and his parents.

**MENCHEN**—Joseph L., 60, former motion picture entrepreneur, October 5 in Los Angeles of a heart attack. He started in the theater as an electrician on Ben Hur and later owned part rights on *The Miracle*. Menchen invented the first miniature used in films. Survived by his widow.

## TOM MIX

Tom Mix, 60, cowboy-actor of note and Western screen star of the silent film era, was killed 13 miles south of Florence, Ark., October 12, when his car overturned on a highway detour, pinning him beneath it. Traveling alone, Mix was en route from Tucson to Florence, Ariz., and when found was carrying \$8,000 in cash, \$1,500 in travelers' checks, and several valuable jewels. Born in El Paso County, Texas, January 4, 1880, Mix spent his youth in the cattle country of Texas, Oklahoma, Arizona, Wyoming, and Montana, where he served an apprenticeship as ranch hand and worked up thru the ranks to ranch foreman.

He entered the amusement business in 1905 as livestock foreman of Miller Bros' 101 Ranch, and during his 35 years in the field served as arena director and chief of cowboys with such shows as Walter L. Main, Col. Frederick T. Cummins, Young Buffalo, Will Dickie's Circle D Ranch, Tom Wiedemann's Kit Carson Buffalo Ranch, Buffalo Bill, and Sells-Floto. After winning a national all-around cowboy championship and riding and roping contests at Prescott, Ariz., and Canon City, Colo., in 1909 and 1910, he was drafted by the movies.

Mix was a veteran of the Boxer uprising, the Spanish-American and Philippine wars; former Texas Ranger, sheriff, and U. S. marshal. Author, philosopher, and soldier of fortune, Mix ran the gauntlet of adventure and carved in the annals of modern times a career that rivals the most adventurous of any recorded in history. He organized the Tom Mix Circus in 1934 and, as sole owner of the enterprise, toured the country for several years, appearing in many of the principal cities of America. His 1937 itinerary included Canada, the circus appearing at the Canadian National Exhibition, Toronto, for 16 days.

In 1938 and 1939 he toured Europe in vaudeville, and the past summer appeared at Hamid's Million-Dollar Pier, Atlantic City, in a Wild West show.

Mix was a life member of the Masons, a Knight Templar, Long Beach, Calif.; Consistory; a Noble of Al Malarkah Temple, an Elk, and a member of the IOOF, Knights of Pythias, Showmen's League, and numerous clubs in Los Angeles, where he made his home. Mix's widow, Mabel Hubbard Mix, and two daughters, Mrs. Ruth Mix Girard and Thomasina Mix, survive.

The body was shipped by airplane to Los Angeles for burial.

**METZ**—Adam, proprietor of Hillside Rollerdomes, Richmond Hill, L. I., June 25. He was a member of the Roller Skating Rink Operators' Association of the United States. Survived by a son, Jack.

**NICOLL**—Walter D., 80, former theatrical manager, recently at home in Coventry, England. He was road manager for Sir Herbert Tree, business manager for Ellen Terry and other performers.

**OCKENLANDER**—Lawrence, 58, retired orchestra leader, October 1 at Atlantic City Hospital after a short illness. For several years he had conducted an orchestra at the Hotel Brighton, Atlantic City. Survived by his widow, Anna; a son, and a daughter.

**OROPEZA**—Don Alfredo, 73, composer and orchestra director, September 25 in Mexico City.

**PANNELL**—Paul Clyde, 61, musician and composer, burned to death in an apartment house fire in Fort Worth, Tex., October 3. Pannell at one time was accompanist for Mary Garden, and later trouped in vaudeville for many years. Survivors include his widow, who also was seriously injured in the same fire, and two brothers of Mississippi. Services in Fort Worth October 5, with burial in Mount Olivet Cemetery there.

**PELTON**—Mrs. Gwen, 34, well-known rider at horse shows and rodeos and one of the few women horse show judges in the Southwest, in Fort Worth, Tex., October 4 as a result of gunshot wounds inflicted by a friend. Survivors include her husband, parents, and two brothers, of Fort Worth. Funeral services and burial in Fort Worth October 5.

Lakes, N. J., after a short illness. Sparks had played Shakespearean roles with stock companies. He leaves his wife and a son.

**SPOTTSWOOD**—James, 56, stage, screen, and radio character actor, in New York October 11. Among the plays he was seen in are *Parlor, Bedroom, and Bath*, and more recently in the Theater Guild production of *Our Town*.

**STODDARD**—Bert (Albert Dussing), retired vaudevillian, known as the Absent-Minded Professor, October 6 at his home in Syracuse, N. Y. He made a four-year tour of Europe as a violinist and was part of the not known as Stoddard and Haynes. He also conducted an orchestra. Survived by his widow, a son, and his father.

**STONE**—Ardelle, 29, wife of Jimmy Stone, girl revue operator and talker, October 8 after a lingering illness.

**SWANSTROM**—Arthur, 52, producer and songwriter, October 4 at White Plains Hospital, White Plains, N. Y., of apoplexy. At one time Swanstrom was a dancer, and in London appeared in *Look Who's Here* and *Push and Go*, and in Paris had the part of an eccentric dancer in *The Folies Bergere*. Later he wrote skits for B. F. Keith, composed several editions of *The Greenwich Village Follies*, and appeared in *Hammerstein's Tumble Inn*. In 1920 he and Bobby Connolly started producing, and put on *Sons o' Guns*. Swanstrom wrote the book for *Amies of 1913* and was the author of the book and lyrics for *See Legs*.

**TOMASKOVIC**—William (Tomasko), 29, musician with Harry Gatti's orches-

## Berton Churchill

Berton Churchill, 63, stage and screen actor, died in the Medical Arts Hospital, New York, October 10, suddenly of uremic poisoning. Churchill was supposed to open in *George Washington Slept Here* October 14, which would have been his first Broadway appearance since 1930.

Churchill, connected with the theater for the past 40 years, began his career in amateur dramatics at the William J. Florence Dramatic Society, Jersey City, N. J., and later toured several years, appearing in the *Octoron* and *The Sidewalks of New York*. His first real success in the legitimate theater was his portrayal of the Deacon in *Alias the Deacon*. Among the shows in which he appeared were *The Squaw Man*, *The World and His Wife*, *A Fool There Was*, *Trail of the Lonesome Pine*, *Adam and Eve*, *Six-Cylinder Love*, *In Love With Love*, *Countee Goes Home*, *Merry Wives of Gotham*, *Carnival*, *The Ninth Guest*, *Revelry*, and *Carry On*. Some of the motion pictures in which he performed include *Half a Sinner* (film version of *Alias the Deacon*), *On Your Toes*, *Twenty-Mule Team*, *The Way of All Flesh*, *I Am a Fugitive From a Chain Gang*, and *If I Had a Million*.

Churchill at one time was vice-president of Actors' Equity Association and a member of the Executive Council. He also was a member of the Masquers, the Episcopal Actors' Guild, the Players, and the Lamba Club.

Survived by his widow, a daughter, two brothers, and a sister. Funeral services will be in Hollywood, where he resided.



# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

## Trade Paces Record Draw On Week-End

NEW YORK, Oct. 12.—During the week ending with Thursday's gate, the expo falled by a mere 40,000 to reach a 1,000,000 draw in seven days. Week-end of October 5 and 6, with an overwhelming 629,170, spurred by Sunday's 348,510, was the largest on record this year. It was the second best Sunday of the Forty Fair. Only the fact that the middle days bogged down, as has become usual since Labor Day, prevented Flushing Meadows from registering one of the most terrific totals of all time. Daily average is now past the 101,000 mark.

Practically all hands did business in accordance with the draw. Aquacade took in 78,244 people on the week-end, with Saturday accounting for 40,681. The 8:30 Saturday night performance broke a two-year record for sundown receipts with \$9,148, and the 3 o'clock show on Sunday smashed a two-year mark for matinee take with \$6,162. Total attendance as of the past Monday was 2,730,734.

Billy Rose announced that he had placed \$10,500 in escrow to cover rehearsal pay for the cast. Producer owes the company four week's salary for the pre-fair period, with money having been held back under terms of his contract with the American Guild of Variety Artists. Right after the show closes the money will be promptly paid to all who have rehearsal money coming to them. Rose announced on the show's bulletin board, "I am very proud of this year's cast," the Bantam Barnum stated, "I have produced many shows but can't remember a nicer group of people. Let's finish the season with flags flying."

Men holding registration certificates obtained from conscription on October 16 will be permitted to enter the gates (See Record for Week-end on page 59)

## League Cuts East In on Thurs. Show

NEW YORK, Oct. 12.—General committee acting in behalf of the benefit for the Showmen's League of America, to be held in the Hall of Music on October 17, decided to cut in its Eastern contemporary, the National Showmen's Association, on the jackpot. Amount of the slice is a current secret, being described as "a certain portion." The committee lettered the NSA, saying that it passed a motion "to continue the activity of the campaign in the same manner as the present planned procedure, and that this committee will recommend in due time to the board of governors of the League that the NSA receives a certain portion of the proceeds. It was further recommended that a meeting be held in the near future, prior to October 17, to discuss and recommend the participation which they feel should go to the NSA."

A meeting of the committee was held Thursday evening, but it was not figured as the "prior" huddle referred to because it took no action on specific setup of NSA participation even though the Nationalists offered their support and facilities. It was merely decided that a certain number of tickets between 100 and 500, according to the discretion of the ticket chairman, be sent to the New Yorkers for distribution by them at large and to certain key members in a position to buy blocks of pasteboards. "There was no discussion of actual official participation by the NSA. Latter's letter said the club was 'somewhat disappointed, inasmuch as we fully expected the benefit show would be run jointly under our organizations.'" Nevertheless, it was stated that "our committee and the board wish your benefit committee the greatest success and we do hereby

### Paid Attendance (22d Week less one day)

|                           |         |
|---------------------------|---------|
| Saturday, October 5.....  | 280,660 |
| Sunday, October 6.....    | 348,510 |
| Monday, October 7.....    | 55,838  |
| Tuesday, October 8.....   | 24,904  |
| Wednesday, October 9..... | 77,068  |
| Thursday.....             | 68,953  |

|                          |            |
|--------------------------|------------|
| Total.....               | 853,932    |
| Previously reported..... | 14,726,297 |

|  |              |
|--|--------------|
| Grand total, 153 days.....                       | 15,580,226*  |
| First 22 weeks, 1939.....                        | 20,557,228** |
| 1940 decrease.....                               | 4,977,002    |
| *Daily average.....                              | 101,170      |
| **The period May 11-October 11 of 1939 drew..... | 21,276,008   |

pledge our 100 per cent co-operation to help make it the biggest showmen's event ever held in the East."

NSA went further by bringing the matter before its regular Wednesday meeting, the body voting for co-operation. It offered the clubrooms as New York headquarters and stated that "if you have any ideas or suggestions as to how we can be most helpful we shall be glad to work along any lines you suggest."

Nationalists also sent a letter, over President Max Linderman's signature, to entire NSA membership, urging support of the charity show. It stated: "The benefit is run by showmen and for showmen. I therefore urge each and every showman to get behind this event, regardless of what organization he belongs to. If you know of a showman who does not belong to one of our organizations, try to enroll him. All showmen's benefit funds have but one aim—to help brother showmen in time of need. With this thought in mind, I particularly invoke the tireless efforts of the members of the NSA and the Ladies' Auxiliary to make the World's Fair benefit the success it should be. Put your shoulder to the wheel. Show the entire amusement business that showmen are 100 per cent for showmen."

## Gibson To Attend Powwow in Chicago

NEW YORK, Oct. 12.—Harvey D. Gibson, chairman of the board of the World's Fair and active boss of operations, this week announced that he would attend the conventions of outdoor amusement bodies in Chicago early in December. Said he would be present at the Showmen's League banquet and indicated he would make appearances at the deliberations of the International Association of Fairs and Expositions and the park men's association, Sherman and LaSalle hotels, respectively.

Gibson spoke at the park men's annual in New York last year, but this will mark the first time he has gone out of town for a showmen's powwow.

## On the Flushing Front

By LEONARD TRAUBE

"War" news on a peaceful front is that emanating from the Parachute Tower, where the 18 attendants have formed a rifle club known as the Parashoot Rifle and Revolver Association. They have taken out membership in the National Rifle Association and the U. S. Revolver Association. Members meet twice weekly for practice at Manhattan School of Firearms. Officers are Sidney Sylvester, president; Edward Frank, vice-president; Robert Hostetter, secretary-treasurer; Richard Burbank, executive officer, and George Hartstein, range officer. All have been operators at the jump for the two seasons. Jordan L. (Larry) Mott, vice-

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

## Tidy Grosses Rolled Up on Final Stretch

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 12.—A fairly accurate statement of gross receipts of some of the most prominent concessions for the last three days of the expo, September 27-29, obtained after considerable effort, is presented as follows:

Billy Rose Aquacade, \$74,000; Folies Bergere, \$19,907; Americas-Casualade, \$16,226; Baby Incubators, \$7,052; Estonian Village, \$6,175; Chinatown, \$5,810; Sallie's Puppets, \$5,593; Ice Folies, \$4,293; Art Palace, \$4,097; Elysium, \$3,342; ham and bacon wheel No. 1, \$3,041; Believe-It-or-Not, \$2,774; Rand Nude Ranch, \$2,599; Candid Cameras, \$2,130; Lost World, \$2,073; Glassblowers of the World, \$2,000; Auto Skooters, \$1,938; Jungleland, \$1,504; Pantheon de la Guerre, \$1,894; Giant Crane, \$1,859; Cyclone Coaster, \$1,757; Wild Horses, \$1,701; Miss America, \$1,700; Lagoon Boats, \$1,580; Derby game, \$1,503; Lite-a-Line, \$1,484; blanket wheel, \$1,469; horoscopes, \$1,458; ham and bacon No. 2, \$1,451; Flying Skooter, \$1,412; Artists' Models, \$1,408; cigarette wheel, \$1,393; Carouselle, \$1,374; Paris Peggy, \$1,163; Hum-a-Tune, \$1,159; Life, \$1,146; Fountain of Youth, \$1,141; Sand Sculptors, \$1,113; shooting galleries, \$1,100; Cave of Mystery, \$996; Monkey Speedway, \$943; mouse game, \$711;

president of the company which operated the tower, is an active member of the North Stamford (Conn.) Rifle Club, organized in June for local home defense.

As Larry Mott and his associate, Commander Strong, were not around, this note may interest them. No amount of persuasion could get this scrawling scarecrow to take a ride for two years—until the other night. Perhaps it was the vodka, or maybe it was the calmness of the ocean—at any rate, on this night we ascended, received that split second thrill when the chute hit the top and appeared to lower in unsupported flight, and came bouncing down with the enthusiasm of a two-year-old. Having failed to take proper advantage of the wondrous sight from way up aloft, we started up again, and if there is a more thrilling night panorama available anywhere, we haven't seen it. This little testimony to the Strong-Mott colossus would not be complete without a bow to Bill de L'horbe, of the near-by Flying Skooters, who was the Great Persuader. We would say that his title of sales manager is a classic of understatement. It should read super-super A-No.-1-plus sales factotum at the very least. And we hope Biesch Rocco Amusements, his boss, will see that his business cards are changed accordingly.

Here's another note with some link to the international situation. Many industries, particularly the airlines, are interviewing girls for jobs here held exclusively by males. And the World's Fair is a priceless paradise for employers seeking good-looking gals with intelligence and experience in meeting the public. It fits in with the expo's recently announced set-up of obtaining as many jobs as possible for its employees who will be at liberty after October 27. Marie Tooley, a cashier, for one, is set for an airline job.

George Smith, co-manager of amusements, cleaned out his desk drawers the other day and saw a tonful of expo tickets of every variety used over the last two years. Instead of giving the ducats the old heave-ho, he sent them over to the American Museum of Public Recreation for perpetuation as an exhibit. There were about 800 different types in the lot. . . . October 15, which (See FLUSHING FRONT on page 59)

Rolloplane, \$651; Seaplanes, \$650; Miniature Railway, \$593; Monsters, \$571; Holy Land, \$421; Midget Autos, \$417; balloon game, \$404; dart game, \$356; Diving Bell, \$353.

### Demolition Is Speedy

Major Art McChrystal has been inducted into federal service and will be sent to London as military attache. Eddie Saunders, his associate in the Ice Folies, will manage the ice rink which McChrystal and associates will open soon in San Jose, Calif.

The way they are tearing down this outfit is a caution. It is surprising the natives and also me. I watched them build it and never saw anyone get up a sweat. Circus methods were used to get the Terrell Jacobs Animal Show loaded, and it was on its way pronto.

Some day Treasure Island may become a front-page story again. Claude Bell, the sand sculptor, buried his life-sized cement models on the spot where he displayed them. They will be covered with six feet of sand, but who knows but what some adventurous spirit will uncover them and think he has run across a lost world. Doc Curtis is having trouble disposing of his Neanderthal men and some of the World-a-Million-Years-Ago subjects are getting a little shaky. Why not bury them altogether and make a good find for the discoverers?

### Vacations and Visits

Mr. and Mrs. Joe Troskey, who left on a two-week vacation, will motor to Yosemite and Death valleys. Eddie Brown will stay in town while his plans for the future are developing. Most of the holdovers will feel the ax on October 15. H. C. Bottorff, assistant general manager, in charge of demolition, is a great "headman." When it comes to saving money to pay the bills, H. Cecil can do it. Mr. and Mrs. Tom Wolfe made a hurry-up getaway for New York by air, stopping in Denver, where Ethel visited relatives. The Mack Bybees left for Los Angeles to spend a few days before motoring to Illinois for the winter. Bert Rosenberg, who so capably managed the Donut shop since its inception, will take a short vacation and then probably go to Los Angeles to take charge of the shop there. Maury Goldstein, Hum-a-Tune supersalesman, will spend a couple of weeks in Oregon with his wife before motoring to L. A., where he hopes to work during the holidays. Sammy Sheridan, Eddie Brown's "left hand," may stay with the expo company for some time, assisting Alice Tapley. Fred Sandusky, chief of division of exhibits and concessions, who ended his duties today, will visit his mother in Hollywood and then he and Mrs. Sandusky will motor to New Orleans, storing the car and starting on a 35-day cruise on a banana boat.

Cigarette machines grossed about \$50,000. Candy machines took in \$30,000, and total of all vending machines was more than \$200,000, according to Walter Oswald, who had the vending machine concession. He said the Derby game grossed \$40,000.

One of the surest ways to find former employees of exhibitors and concessionaires is to visit offices of the California unemployment insurance on Sanson Street. All such employees are eligible for unemployment insurance. Employees of the exposition are not eligible, as the fair was not run for profit and there was no deduction for insurance from pay checks. The greatest money earners of the coin-operated machines were the electric machine guns. Phil Prather, co-ordinator between the Aquacade and expo, is working with Assistant General Manager Bottorff on demolition.

Lincoln G. Dickey, general manager of the Rose interests, and Business Manager Colligan planned to fly to New York to be in at the finish of the World's Fair. Bill Hamilton, who had the miniature auto plate concession and did well, left for L. A. for a short stay before going to Chicago to attend the meetings of showmen. Major Keatinge, who did such an excellent job on foreign participation and special events, will become con- (See TIDY GROSSES on page 33)



# CLUBS LAY BANQUET PLANS

## PCSA Promises New Features

LOS ANGELES, Oct. 12.—Pacific Coast Showmen's Association's 19th annual Banquet and Ball will be held in the Gold Room of the Biltmore Hotel here on December 17. It was announced this week by Bill Hobday, who recently was named chairman of this year's event. Chairman Hobday said it is his aim to have the banquet exceed anything ever attempted by the club in previous years. He plans to offer many new features in presentation of the ball, he said.

He and his assistants, Harry Chipman and Al E. Weber, this week met in the club's board of directors chambers to lay plans, chief of which will be the introduction of a number of new entertainment ideas and revision of many former procedures, as well as improving the handling of the big party. Heading the talent array scheduled for the floorshow will be three bands. Appointment of special committees will be made soon and auditions of acts to appear on the show also are being planned.

## Richmond Good for WM; NSA Benefit Is Successful

RICHMOND, Va., Oct. 12.—With clear weather for five days, World of Mirrh Shows corralled good business at Virginia State Fair here September 23-28. Jim McHugh reported this week. Shows started off in grand style the first two days but met an unsurmountable handicap on Wednesday, Richmond Day, which began with much rain and finished up with a 39-degree drop in temperature in about two and one-half hours. Remainder of week, altho cold, remained clear and business continued good, with Saturday's grosses topping those of any other single day.

Earl Purdie's Motordrome led the Ferris Wheels for top ride honors. At Allentown, Pa., Eddie Kari's fat show topped the midway. A National Showmen's Association benefit performance held here netted several hundred dollars. Performance was not for show people, but for jobbers and wholesalers here in shows' winter quarters.

Milton Danziger, of the Eastern States Exposition, Springfield, Mass., was a guest of General Manager Max Linderman. Florence Mecker, member of Detero's Aerial Sensations, grandstand act, visited a number of friends on the midway, including Bloude and Alberta Mack. The Richmond News-Leader and Times Dispatch were generous with space.

## CNE Frolexland To Conklin for His Fifth Year

CINCINNATI, Oct. 12.—For the fifth consecutive year J. W. (Patty) Conklin will be director general of Frolexland, formerly called the Midway, at the Canadian National Exhibition, Toronto, in 1941. This news was officially announced to The Billboard by Conklin himself over long-distance telephone from Ottawa, Ont., Thursday afternoon. The contract was handed to him in Toronto by Edward A. Hughes, general manager of the exhibition, the previous afternoon.

It goes without saying that the contract was again awarded to Conklin because of the big success Frolexland has met with since coming under his direction. This year a new record for receipts was hung up, and Conklin said he will spare no expense in planning for a still better Frolexland next year, which is going to be no easy task after the wonderful amusement zone he had at this year's exhibition.

## BG Tupelo Wind-Up Is Okeh; Columbus Start Satisfactory

COLUMBUS, Ga., Oct. 12.—Business for Beckmann & Gerety Shows at Mississippi-Alabama Fair and Dairy Show, Tupelo, October 1-5, was only fair until the last day, when huge crowds turned out. Shows and rides did well as long as patrons' money lasted, but the community apparently was not in goodshape financially because of late crops. Tupelo Daily News was liberal with space. Shows left Tupelo about noon Sunday and arrived here early Monday morning after encountering some railroad trouble en route.

Memorial services were held here Thursday morning at the grave of the late Con T. Kennedy. About 200 showfolk attended and Hawaiian Nights Orchestra provided music. Business at Chattahoochee Valley Exposition in early part of the week was good. Tuesday, White Children's Day, proved highly successful, as did Wednesday, Army Day, Thursday, Colored Children's Day, gave good results.

Co-owner B. S. Gerety left Tuesday for Jackson, Miss., and returned Thursday. Bill Holt's Hawaiian group were guests and entertainers at a Kwanis Club luncheon and were introduced by Fair President F. H. Schomburg, Manager Felix Jenkins and Secretary Myrtle Layfield co-operated.

## Moore Has Big Success With Modernized Arcade

MACON, Ga., Oct. 12.—Dinty Moore, prominent ride owner and digger concession operator, is reportedly making a tremendous success with his new arcade with the Bill Hames Shows.

Recently Paul M. Conaway, Macon attorney, made a 1,000-mile jump to Tyler, Tex., to visit Moore, a friend of long standing. "Dinty has the most beautiful arcade I have ever seen," said Conaway. "He has put in a lot of money, about \$10,000, to liven up one of the oldest forms of show business, and it is a top money-getter. The attraction is completely equipped with neon. The front design is bound to create interest and promote attendance.

"But all the neon is not on the front. Most of it is inside the attractive new top. Practically every machine has neon lights. There are stringers holding artistic neon designs every few feet.

"It is also air conditioned and is equipped with the most modern in mechanical devices."

Moore has spent this season with the Hames Shows, playing only in Texas. Also he has one of his Shooters with the show. He has enjoyed the season very much but has missed his friends in the East and Middle West where he tramped for many years.

The Hames Shows' entrance is unusually attractive. This neon front was constructed under Dinty's supervision.

## News of Press Man's Death In U. S. Comes Via London

CINCINNATI, Oct. 12.—In The Billboard of September 14 appeared a small ad reading: "At Liberty: Dick Collins, press-promotions; first ad in 20 years." The address was given as "care of The Billboard, Cincinnati, O." But Richard (Dick) Collins, the veteran press agent (he never liked public relations director or any other title for a press agent) never lived to see what responses the ad would bring. He died two days after the date of the issue at University Hospital, Charlottesville, Va., to which he had gone shortly after leaving the Art Lewis Shows.

Collins had been in the hospital for three days and apparently passed away without any of his showfolk friends knowing about it. This statement is made because it has become a habit with readers that when a prominent outdoor showman dies The Billboard is one of the first to be notified. It was by way of far-off London that the news of Dick's passing reached here. A letter from his daughter, Eleanor Collins, stated that she had received a cable from a hospital (not mentioning the name) about his death and asked for details. A wire to the Queen Charlotte Hotel, Charlottesville, which was Dick's last address on file, brought word that he died September 16 in University Hospital. Further details of his death were obtained from the hospital and appear in the Final Curtain page.

## York Banner Stand For Strates Shows

YORK, Pa., Oct. 12.—With excellent weather almost all week, James E. Strates Shows registered a 30 per cent increase in grosses over last year at York Interstate Fair here on October 1-5. With good co-operation from the fair board, stand went down as one of the banner weeks of the season for the organization, Marc Bryan, press representative, said.

Emanuel Zacchini's cannon act attracted grandstand crowds to the midway, where they remained late each night. About 22 shows and 24 rides were on the midway. Manager Dick O'Brien left during the week for Gaston County Fair, Gastonia, N. C., to locate attractions.

Prominent showmen entertained during the week by General Manager James E. Strates were Frank Buck; Frank Wirth, who staged the grandstand show; Lew Dufour, of Dufour & Rogers Attractions, New York World's Fair; Howard Y. Bary, Almon R. Shaffer, Earl H. Brown; J. C. McCaffery, president Amusement Corporation of America; Art Lewis, of shows bearing his name; Jake Shapiro, Triangle Poster Print, and H. H. McCleary, of Ottawa.

## Franks Greater Does Par Biz on Tour of Georgia

MACON, Ga., Oct. 12.—Franks Greater Shows, which played here last week, prior to jumping into Butler, Ga., for the fair there, had winning weeks at Cedartown and Rockmart, Ga., fairs. Owner W. E. Franks reported.

Hampered by cold weather and much rain, shows' stand at the recent fall celebration in Austell, Ga., proved a blank, Franks said. Shows have remained in Georgia thruout the season and the date here was the organization's third this year.

## Beckmann Leaves Hospital

SAN ANTONIO, Oct. 12.—Fred Beckmann, co-owner of the Beckmann & Gerety Shows, was released from Medical and Surgical Hospital here yesterday after undergoing a general check-up for two days. Accompanied by Mrs. Beckmann, he came here early this week from Tupelo, Miss., and planned to return to the shows in Shreveport, La.

## League's Prelim Work Under Way

CHICAGO, Oct. 12.—Preliminary plans for the annual banquet and ball of the Showmen's League of America on December 4 are in the making and with the close of the fair season in a couple of weeks will get under way in earnest. League President Frank P. Duffield made a brief stop here this week before going on to New York to complete arrangements for the league party at the New York World's Fair. He will be back in Chicago soon after the close of the fair. Sam J. Levy, banquet and ball chairman, has started work on the event and is expected to announce the various committees soon.

M. J. Doolan, chairman of the Showmen's League exhibition committee, reports that reservations are coming in nicely.

## Burlington Fair for Dodson; Weather Hurts Norfolk Stand

SPARTANBURG, S. C., Oct. 12.—Dodson's World's Fair Shows opened their stand at Spartanburg County Fair here on Monday to fair business, despite cloudy and rainy weather. Shows came in from Burlington (N. C.) Community Fair, where business was fair, altho off from last year. J. C. Weer, with a new Rocket ride, joined here.

Cold and rainy weather thruout the week in Norfolk, Va., knifed business considerably. Johnnie J. Reeves, press representative, reported. A 56-mile-an-hour gale caused the personnel an uneasy night Wednesday. Damage to shows was light, but the night was lost. With the aid of 15 trucks shows were again moved over the Norfolk-Portsmouth Ferry and onto the train for its jump to Burlington (N. C.) Community Fair. Only mishap of the move occurred when a Scooter ride plate wagon shifted its load to the rear and went thru a flat. Trainmaster Johnny Brooks and crew worked two hours to get the wagon back into position.

Visitors here included Art Lewis, owner of shows bearing his name, and W. H. (Bill) McCloud, Spartanburg, S. C., hotel owner. General Manager M. G. Dodson has been on the sick list with a heavy cold, but was forced to remain off the lot only one day. C. B. (Chocolate) Daniels joined here as special agent. New wagons and fronts are being built for Southern fair dates.

## League Ball Pilot



CHAIRMAN of the Showmen's League of America's 28th annual Banquet and Ball is the highly capable Sam J. Levy, who already has begun work on the event, which will be held in the Hotel Sherman, Chicago, on December 4. He is expected to announce appointments to various sub-committees soon.

## PCSA Party Head



WILLIAM (BILL) HOBDAY is generalissimo in charge of affairs of the Pacific Coast Showmen's Association's 19th annual Banquet and Ball, to be held in the Biltmore Hotel, Los Angeles, on December 17. He and assistants, Al E. Weber and Harry Chipman, are mapping plans to have this year's party exceed anything before attempted by the club.



**"TENTS—BANNERS"**  
NEW TENTS  
USED TENTS  
NEW BANNERS  
USED BANNERS  
MAY WE SERVE  
"YOU"

Write—Wire—Phone

**BAKER-LOCKWOOD**

603 Hardisty, KANSAS CITY, MO.  
America's Big Tent House  
Eastern Representative, A. E. GAMPFIELD,  
152 W. 42d St., New York City, N. Y.

**Wanted For  
Chester County  
Colored Fair**

CHESTER, S. C.

Oct. 21st Through 26th, Inclusive.  
Small Cook House, Corn Game, Concessions  
of all kinds except Wheels. All com-  
munications to:

RALPH ENDY, Greenville, N. C.

**GREAT BRIGHT WAY SHOWS  
WANT**

The Williamsburg County Colored Fair, Kingstree,  
S. C., week of October 21st. Shows and Concessions  
of all kinds. Write or wire JOHN GEORGE,  
Manager, Bethune, S. C., this week.

**FOR SALE**

**FREAK ANIMALS**—Hairless Calf, Five-Legged Cow, Midget Cow,  
Three-Legged Cow, Two-Legged Calf, Two  
Midget Mules, Six-Legged Cow, Short-Legged Bull, Two-Legged  
Hog, 2 Four-Legged Chickens, Three-Legged Dog, Two-Legged  
Dog, St. Bernard Dog Double Sex, Long-Tailed Rooster, Six-Toed  
Cat, Hitler Cat, Three-Legged Chicken, Four-Legged Duck, Half-  
Cat-Half-Rat, Hairless Rabbits, other Freak Rabbits, Dogs, Cats,  
Geese, etc. Thirty-five Blow-Ups all in color, Neon Signs, etc.  
Will only sell intact. This Show at New York World's Fair  
grossed to date \$125,000.00.

**SOUND EQUIPMENT**—Eight 30-Watt P.A. Systems with two P.M.,  
two Horns, one Mike with each set.

**SPILL THE MILK**—Nineteen Steel Tables with Bases and Posts,  
150 Bottles, two Scenic-Painted Background  
Canvases, 15 Sails and Ropes for division of tables, two Awnings.

**TENTS**—One 50x75, one 20x40; all ten-foot Walls; fair condition.  
One 40x60 Blue and Orange Tent with Blue and Orange 12-  
foot Side Wall; beautiful outfit; good as new. Seven Sections  
of 10-foot Orange and Blue Side Wall like new.

**MISCELLANEOUS**—Illusions, Plush, Velour, Banners, Floods and Spots.  
Track; all lengths, with 1/6 H. P. Motors. Two hundred feet of  
Brass Railings, 2 1/2 inches in diameter.

All Equipment can be seen at the New York World's Fair.

New York World's Fair  
NEW YORK, N. Y.  
Address **DUFOR & ROGERS** HAVemeyer 6-0570

**KEYSTONE MODERN SHOWS WANT**

For the Coffee County Fair, Douglas, Georgia, week of Oct. 21 to 26, with Moultrie and Thomasville  
Fairs to follow. Want organized Side Show to join on who; have complete outfit ready to go. Can place  
one or two good Grind Shows and furnish outfit. Legitimate Concessions all open, including Fresh  
Guarard, Palmistry, Fish Pond, Pitch Till Will, Scales, Cigarette Gallery, Ball Games, Rat Game, and  
Merchandise Wheels. All address this week!

PEACH COUNTY FAIR, FORT VALLEY, GEORGIA

**FIDLER'S UNITED SHOWS**

WANT FOR MARIANNA, ARK., LIVE STOCK FAIR, OCT 18 TO 19, INCLUSIVE, and  
OTHER DATES TO FOLLOW.

BINGO AND GRAB, LEGITIMATE CONCESSIONS THAT WORK FOR STOCK,  
\$2,000,000 just released here for lease work.

Address Marianna, Ark., this week; Cotton Plant, Ark., next (first carnival within city limits in  
10 years. Factory and gas working to capacity). Elmore, Ark., to follow (in the very heart of the  
Delta). Address all communications as per above route.

**MILLER BROS.' SHOW**

WANTS

For Four South Carolina Fairs, Concessions of all kinds, such as Photo Gallery, Fish Pond,  
Cigarette Gallery, Ball Games, Lead Gallery, Palmistry, Wheels and Grind Shows. Want  
Freak for Side Show, also Talker for Midget Show. Or use more Grind Shows.  
Address: Kingstree, S. C., Fair this week.

**W. C. KAUS SHOWS, Inc.**

WANTS FOR DILLON, S. C., FAIR AND COLUMBIA STATE (COLORED) FAIR TO FOLLOW.  
All legitimate Concessions and Stock Wheels open with reasonable prices to all. Eating and Drink  
Stands, Palmistry, and Long Range Shooting Gallery. Will take very low percentage for Shows with  
own outfit. Write or wire

W. C. KAUS, MANAGER, ANGIER, N. C., FAIR

**Ballyhoo Bros.' Circulating Expo.**

A Century of Profit Show

By STARR DE BELLE

Circular, Miss.,  
Week ended Oct. 12, 1940.

Dear Editor:

At last we have shown in a town where everyone with it felt at home. The city was named after the dog star and members of the canine family reigned here supreme. The boast of each citizen is, "We have made homes for every stray dog in the State." Just how General Agent Lem Trucklow manhandled the fair manager to steal the date from Drawhead Sisters' Cultured Carnival is hard to say. We take it for granted that he played politics thru the fair sec's dog. "Put a dog and win a heart." The week before the show's arrival here was spent by the entire personnel in bathing, clipping, and grooming the 500-odd dogs carried with the show.

Upon the train's arrival Sunday afternoon thousands of curious citizens, accompanied by their children and dogs, greeted us with cheers, barks, and growls. After the Antars had passed the depot our canine pets returned the grand salute from every berth and stateroom car window. When the diner passed the dogs underneath the tables left their bones to jump upon the tables to do their bit toward letting them know we

had arrived. One old-timer remarked, "The diner reminds me of an old-time callspoo." Even the hotels co-operated to make the date a homey one by making their rates \$3 a day double for dogs and their masters free.

The event, the Circular and Canis County Canine Fair and Dog Day and (See BALLYHOO BROS. on page 51)

**Philadelphia**

PHILADELPHIA, Oct. 12.—The season is over for units working this section. Weather the past six weeks has been excellent. Shaw and Yeager report their best season in several years and Mike Ziegler also reports a good season. Sam Tassell operated his several units to good results. Max Gruber closed his season and is wintering here. Curly Ingram, concessionaire, came in for the winter.

George E. Roberts will have the annual Holiday Circus show at Snellenberg's Department Store, as well as at several other spots. He reports his summer season was good. Eighth Street Museum is operating on a different plan this season. Instead of a hall for acts and freaks the front is now a Penny Arcade with the rear presenting a girl revue annex. No admission is charged to the front but an admission price prevails for the revue. Al Paulet is manager. Business since opening has been good.

**Enterprise Stand Fair  
For Patrick's Greater**

ENTERPRISE, Ore., Oct. 12. — Altho seriously handicapped by the loss of three show fronts and the main gate in a recent fire, Patrick's Greater Shows managed to wind up their stand as midway attraction at Wallawa County Fair here on September 28 to fair business despite rainy weather. A 10-cent pay gate prevailed. Opening night's business, Wednesday, was much better than in a number of years. Owner W. R. Patrick reported.

Nappy Olson repainted the Athletic Show front, and the Dancers of the World did well. A makeshift front gate was formed by placing two of the large vans 10 feet apart and using several bright lights over the entrance. A ticket box was taken from the Ten-in-One Show, which took the place of the front-gate ticket box. Thursday's business was light, but Friday the grandstand and bleachers were full, and despite rain the rides, shows, and concessions got money. Rain on Saturday forced cancellation of the rodeo, but shows did some business.

No. 2 unit's stand at Culldenac, Idaho, under supervision of Shel Barrett, did well despite much rain. Martin Lovelle is reported greatly improved in the General Hospital, Walla Walla, Wash., where he is suffering from severe burns received in a truck accident.

**Pioneer Finishes in Black;  
To Barn in Waverly, N. Y.**

WAVERLY, N. Y., Oct. 12.—After 18 weeks of conventions and Old Home Week celebrations, Mickey Percell's Pioneer Shows called it a season and went into quarters here this week. Management reported that shows wound up the tour on the right side. Because of additional equipment accumulated this year, organization has acquired larger quarters. A number of concessionaires are utilizing some of the space.

Joe Bocco signed his Athletic Show for 1941, while Mr. and Mrs. Thomas Fallon will be back with their shows. Manager Percell is booking his Oklahoma Pioneer's Band under auspices in New York and Pennsylvania. F. P. Sweeney is handling the advance.

**SLA Show at Dallas Fair**

DALLAS, Oct. 12.—Benefit performance for the Showmen's League of America at the State Fair of Dallas here has been set for midnight, October 19. Denny Pugh, Dallas concessionaire, and B. L. (Bob) Lohmar, manager of the Rubin & Cherry Exposition, will be in charge.

**Be Safe Than Sorry  
In Legal Affairs...**

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated October 26, under the title of "When Specific Act is Illegal and Criminal."

**American Carnivals  
Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Oct. 12.—We are in receipt of a letter from Frank H. Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, advising that that organization will hold its annual meeting in the Hotel Sherman, Chicago, on December 2-4.

Accordingly and in conformity with the bylaws of the ACA, our annual meeting will also be held in Chicago and probably will have its first business session Monday night, December 2, and continuing nightly thereafter until the business of the association is disposed of. Details of program and arrangements will be released shortly by means of this publication and by official notice to membership.

There has been much interesting information received at the ACA offices in connection with matters pertinent to the carnival industry. Included is a new schedule of power rates in Wisconsin, material with reference to federal-aid highway programs, and a copy of an address on freight rate discrimination. Our attention has been called to certain material appearing in The Congressional Record of September 11, 1940, relating to the unions in the amusement field. Any member interested in any of this information may obtain it by communicating with this office.

**Mighty Monarch Is Winner  
At Fair in Mayodan, N. C.**

MAYODAN, N. C., Oct. 12.—Mighty Monarch Shows' stand at the local fair last week again proved a winner for all with it, the rides and shows chalking up one of their best weeks of the season. All concessions obtained good play. Harry Winters joined with his rides, as did Johnnie Ren with three shows. Committee here gave good co-operation. Terry Martin had J. M. Geeslin as his guest over the week-end.

Memorial services are to be held at the grave of J. Frances Flynn, former ride operator on the shows, during the Bayboro, N. C., stand. Benefit show for the Showmen's League of America will be held in Ocala, Fla. Norris Roland made a flying trip to Tampa, Fla., to purchase some new trucks, which are to be delivered at Bayboro.

**Weil's Biz Continues**

PHILADELPHIA, Oct. 12.—Fire, which caused considerable damage to the main building of Weil's Curiosity Shop here, did not reach the warehouse directly in the rear but separated by an alley, it was revealed this week. Greater part of the stock is carried in the warehouse and business for the present is being continued in that building. Rebuilding of the main store is under way.

**JOHN R. WARD SHOWS  
WANT**

Shows and Concessions. Out all winter. Want Performers and Musicians for Minstrel Show, Talker and Girls for Girl Show. Shows with own outfit. Can place Stock Concessions, reliable Ride Help.  
Lafayette, La., this week

**HUTCHENS MODERN  
MUSEUM WANTS**

To join this week, all winter's work in Texas. Freaks and Working Acts, Fat Foller, Midgets, Giants or any good attractions for winter's entertainment.  
Address: Post Arthur, Tex., this week.



Poor Crops Fail To Deter Buckeye State at Meadville

MEADVILLE, Miss., Oct. 12.—Altho the cotton crop in this section is about 40 per cent under last year's production, the Buckeye State Shows closed a successful four-day stand at Franklin County Free Fair on October 8. Show then made a 228-mile jaunt to Cleveland, with schedule calling for Marks and Oxford before going into winter quarters in Mississippi. Free attractions included Lorraine Wallace's African Lions and Capt. John Willander's dog and pony act. Fireworks substituted for free acts Friday night. Friday was the best day on the midway, Joe Galler, owner of the shows, said. A parade was held Friday morning, but crowds began to gather two hours before scheduled time and at 3 a.m. an estimated 7,500 lined the three blocks of the business section of the town.

TIDY GROSSES

(Continued from page 36) neted with The Chronicle. Sid Wolfe will open a big novelty store in Los Angeles for the holidays. Adolph (Red) Vollman, producer of the Gasolade, will take a vacation in the Hawaiian Islands. Joe Brandon, assistant manager, will stay here a while and then trek back to Chicago.

Victory Luncheon Brilliant General Manager W. W. (Bill) Monahan had to postpone his proposed trip to the New York World's Fair owing to business reasons. He left the fair organization today and will take short vacation at Arrowhead Springs, after which he will resume his duties as executive vice-president of San Francisco Chamber of Commerce. Smith & Zapf will open a Sportland at Palm Springs, Calif. In Eddie Brown's Gayway office, listening to a World Series broadcast, were Eddie, Sammy Sheridan, Nate Miller, Sam Miller, Whitey Barrett, Benny Levine, Joe Brandon, Elmer Smith, Bill Cook, Joe Davis, and the writer. Probably the last time this gang will ever get together. Jack James is writing a story of the exposition in book form.

The expo is now officially over, last rites being held in the Palace Hotel on October 10 with the great victory luncheon given to President Marshall Dill and General Manager Monahan by the Chamber of Commerce. Tables were set for 1,000, but so many more came to pay homage to these two great guys that the hotel management had to open the Rose Room for the overflow. Statesmen, representatives of foreign governments, Mayor Ross, judges, diplomats, and a cross section of top business men of the Gate City, and, of course, most of the heads of expo departments were there. Principal speaker was Joseph S. Thompson, of the Chamber, who did a fine job in painting a picture of the expo from start to finish, expressing admiration for the way Dill and Bill handled their jobs. A. C. Joy, as emcee, did not belie his name. Civic groups presented Mr. Monahan with a parchment signifying their appreciation of the fine job he did. Leland Cutler, ex-president of the expo, was mentioned a number of times by speakers, always with great credit. A fine gesture of the Musicians' Union was permitting Murray's Exposition Band to furnish music for the luncheon without charge. According to the Chamber of Commerce, the 1940 fair brought \$51,150,000 to San Francisco. A monstrous bank check with this amount written upon it was framed up back of the speakers' table. Well, I think the lot is fairly well cleaned. All of us showfolk have had a pretty fine time here. We were received just like other good people. We were taken into the family and treated just like a beloved relation, which is rather unusual. We were given every opportunity to vend our wares. We received every assistance from the management to make our stay pleasant and successful. All of us Nomads will have a soft spot in our hearts for San Francisco and all of the fine fellows connected with the GGIE.

RINGLING EXECUTORS

(Continued from page 3) post a sufficient bond to do so, according to State Attorney Clyde H. Wilson. The federal government recently stepped into the case by filing a Circuit Court suit seeking removal of the executors and the appointment of a receiver. The government has filed \$3,900,000 in tax liens against the estate and charged the executors with mismanagement. A hearing on the federal suit is scheduled here for October 14.

During the County Court hearing on the petition to require bond, attorneys for the executors contended the requirement would amount to removal "inasmuch as no bonding company would grant such a bond."

GARDEN RODEO OPENS

(Continued from page 3) nag unbalanced Autry and he fell to the ground, getting up awkwardly, seemingly stunned by this break in his routine. Other fenderol not usually essential to a rodeo were jumps thru humps, and later Autry took one of the charges out on the 60th Street side and it did a simple jump thru a rectangular bar obstacle bordered by flames. Second turn of the stellar attraction had him sharing work with the "Ranch Girls" chosen from six Western areas. In this stanza Autry gave out with a few cowboy numbers from the arena center, finishing with South of the Border. He's no great shakes either as singer or personality, but singing is his forte and that's where he shows up comparatively well.

Best of the new features are the six Ranch Girls, billed as amateur riding daughters of wealthy ranch owners. They were shown in an interestingly developed Curtin-Ous Contest with a herd of 14 longhorns, six of which carry the colors of the fens. Routine had each rider segregating her steer from the herd in quick time. They then performed with dispatch and neat horsemanship, a vast improvement over last year's weakie, the so-called "Sponsor Girls." In the contingent are Anabelle Edwards (Miss Texas), Rae Skinner (Miss Oregon), Phyllis Jean Gadwood (Miss Northern California), Cherrie Lee Osborne (Miss Arizona), Virginia Gordon Hughes (Miss Southern California), and Daisy Chambers (Miss New Mexico). They're all young and attractive and won't have any trouble scoring.

Nine Competitive Events

There are nine competitive events as follows: Cowboy bareback bronk riding, cowgirl bronk riding, mounted basket ball, calf roping, cowboy saddle bronk riding, steer wrestling, wild cow milking, steer riding, and wild horse race.

Contract and exhibition stanzas are the grand entry, horseback quadrille, trick and fancy roping, Gene Autry and the horses, Autry and the ranch girls, clown relief, and cowboy and cowgirl trick and fancy riding.

Quadrille is especially good this year, the mixed teams being dressed in the colors of the Lightning C Ranch, of Dublin, Tex. The couples are Everett Bowman and Alice Greenough, Dick Griffith and Pauline Nesbitt, Bill McMackin and Tad Lucas, Junior Ekew and Marge Greenough, Shorty Creed and Iva Dell Drakster, and Bill Parks and Mildred Mix Horner.

Chester Byers, Junior Ekew, and Vern Goodrich participate in the roping, each with specialties, augmented by juvenile roping by youngsters Donald and Gene McLaughlin, seen here on ponies for the first time. They click. Jimmie Nesbitt and Jasbo Pulzerson

worked thru parts of the show, particularly in the aftermath of steer riding, and presented their educated mules during the last half. Somehow the local classic wouldn't be the same without these buffoons.

Madison Square Garden is presenting the show, with Frank Moore serving his 10th year as manager and Everett Colburn back in swing as managing director. Judges are Leo Murray, Earl Thode, and Hub Whiteman, with Fred Alvord as arena secretary and Al Frazin announcing. Working the come-in and accompanying Autry are Curly Clements and His Rodeo Rangers, Everett Johnson and His Cowboy Band are back for the seventh year under the blond batonist's ownership, altho he started in 1932 and was hired as leader for two seasons, gaining the deserved contract for himself beginning with the '34 show.

In the publicity corps are Ted Deplin, director; Fog Horn Clancy, radio, and Will C. Murphy, newspapers. Timers are Ted Lucas, Charles M. Estz, Cappy Lars, and C. L. Crovat. L. Porter Moore, former press boss of the Garden, is editor of official program, and Fred Kanen is in charge of concessions-advertising.

Annual mounted parade to city hall for reception by Stanley Howe, exco ace to Mayor LaGuardia, took place Wednesday at noon, with perfect weather bringing out big street traffic.

Pick-Ups

Opening night celeb line brought out Sonja Henie and hubby Dan Topping, heavy champ Joe Louis and wife, Don Ameche, Bruce Cabot, Ned Sparks, and Bing Crosby. Last named drew the best hand. Even the overflow working press section, with its narrow rows, was so congested that the Brown Bomber had to be moved into it for his pew. He suffered plenty trying to stretch his pins, but managed to make it and was one of the most enthusiastic applauders. A cameraman wanted to shoot sourpuss Sparks with cigar in the mouth, but the Hollywood wrinkle-face didn't have a stogie with him—so the poor shutter guy had to buy one pronto. The routine used by the Autry horses are a Johnny Agee-broken turn. Why didn't they introduce Paul Whiteman, who sat close by the press section? John Jordan, who "called" the mounted quadrille, was in exceptionally good voice. Because the show dragged, running approximately three hours at its debut, they cheated on the mounted basket-ball periods, cutting them from five minutes apiece to about three. Capt. Dan Fox of the State troopers came down from Sydney, N. Y., as usual, with his bodyguard, plus Jack Leffer, Western rodeo announcer. The captain still insists Tad Lucas is the greatest cowgirl in the world. Local show wouldn't be the same without her, at any rate. Contestant No. 173—Al Neapolitan, Bronx, New York!

LEW HENRY & CLYDE UNITED SHOWS WANT

For Suffolk, Va., Colored Fair, October 21-25, Concessions of all kinds except Bingo; any money-getting Shows with or without own outfits. Address LEW HENRY or GEORGE C. SMITH, Ahsokio, N. C., this week.

UPSON COUNTY FAIR

THOMASTON, GA., OCT. 21 TO 26. This should be one of the best of the season. Want for this and other fairs, Shows with own outfits, also one or two more major Rides, especially Detour, Roll-a-Round or Double Loop. Want Grand Stock Concessions of all kind, also Photo, Ball Games and Outland. Address:

BARFIELD'S SHOWS

DUBLIN, GA., THIS WEEK; THOMASTON, GA., NEXT WEEK.

DAVIS & PARROTT SHOWS

WANT TO JOIN HERE and Henderson, N. C., Fair, Oct. 21st to 26th, Chair-o-Plane, book or buy if cheap; also Ferris Wheel, Roll-o-Plane or any Flat Ride not conflicting. Shows, Grand or Bally; Performers for Minstrel, also Trombones for Colored Band. All Concessions, come on; no exclusive except Cookhouse and Bingo sold. Want Diggers, Fairs and Celebrations until Thanksgiving, then south all winter, including Florida dates. Truck permits protected. Address: W. R. HARRIS, EAST BEND, N. C., ALL THIS WEEK.

WANTED ACTS

That do three or more turns. Name lowest price and description of act. One or more weeks' work. Reliable Merry-Go-Round Foreman. Other Ride Help Wanted. This week, Fair, Warren, Ark.; next week, Monticello, Ark.

FRISK GREATER SHOWS

MONTGOMERY, ALA., STATE FAIR

WANTS

Legitimate Concessions, Shows, Demonstrations and Free Acts for Week October 21st—Seven Days Address P. H. Lipman, Fair Headquarters, 28 Commerce Street, Montgomery, Ala.

WANTED

For Union County Fair, Union, South Carolina, with Gaitory, Chester, Anderson to follow. All Concessions open except Bingo, Outland and Cook House. Want Girls for Girl Show. Salary out of office. Also experienced Ride Help. All the above address as per mate.

Lawrence Greaser Shows

Riken, South Carolina, this week

GREAT EASTERN SHOWS

Want Flat Ride, KAMIE and Peer Ride, Can place Side Show, Girls for Miss America. Want legitimate Concessions of all kind. Can Place Legal Advertiser; Bill Kinzell, wire. Address: New Market, Va., this week; South Hill and Suffolk Fairs follow.

FUNLAND SHOWS

WANT

Sets, Drinks, Novelties, Diggers for Littleton, N. Car., Fair next week. Due to accident will book Two-Around Little Bearry. All answers: Edson, N. Car., this week

AGENTS WANTED

For Besting Alper and Grind Shows, Girls for Bottle Game and A. Men for Corn Game for the best fairs in the South. Have six Eiko Shows in Florida. S. B. WEINTROUB, Balesburg, S. C.

BARKER SHOWS

Manila, Ark., Cotton Festival

Place for long seasons south. Concessions all open except Bingo, Cook House and Pop Corn. Place any Show Grand Show with own equipment. Good proposition to Mechanical, Snake or Monkey Shows. Manila, Ark., this week; Leadville, Ark., next week.

CARNIVAL WANTED LAMAR COUNTY FAIR

Barrenville, Ga., Week October 25. Address: M. J. WALKER, Secy., Box 122, Barrenville, Ga. CAN CHANGE DATE IF NECESSARY.

CHARLES KYLE

Best Promotional Diverter, Assistant Manager, Miscellaneous Tie-Up Men, Police Men, real Endors Contracting Agent to fill in dates on territories. Must be known in line or furnish references. Minstrel Concessions with up-to-date material. Can place Bingo, Novelties, Trip Packages for "Age Amusement", Top of the World Extravaganza. Concessions and all address: CHARLES KYLE, General Delivery, Hartford, Conn.

FRANKS GREATER SHOWS WANTED

For Turner County Fair, Ashburn, Ga., Oct. 21-26, Ride Help, top salary, Shows with or without outfits. Concessions—Wheels, Grand Shows, any Stock Show, All come on, will place you. Favorites bringing best price in years. Out until Xmas. All wire BILL FRANKS, Marion County Fair, Buena Vista, Ga., this week; then Ashburn, best spot in South Georgia.

WANTED

For Davie County Fair and Live Stock Exposition, Hixsonville, Ga., Oct. 21-26, legitimate Concessions and clean Shows, with several more rides to follow. This week Columbia, Ga. Fair; Hixsonville, Ga., Fair, Oct. 21-26.

TOM'S AMUSEMENT CO.

WANT

Rides, Shows, Concessions that don't conflict. (Must be clean.) Week Oct. 21st, Hixsonville, Va., Tobacco Festival; week Nov. 4th, Fernandina, Florida. Address this week, Fair Grounds, Lynchburg, Va.

BARNEY TASSELL UNIT SHOWS

INFORMATION WANTED

As to whereabouts of

MILDRED LAIRD

Account illness of mother, MRS. MACZEWEKI, 4537 Miami, St. Louis, Mo.



# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

DOWN the stretch! Still in stride?

CRAFTS 20 BIG SHOWS are reported to have picked off a late fall plum when they played Santa Barbara, Calif.

EARL CHAPMAN has replaced Harry Harris as lot superintendent on Scott Bros.' Shows, reports B. M. Scott.

BILL SPENCE is foreman of Ernest Mobry's Silver Streak ride on John H. Marks Shows.

FAMOUS last words: "This is a sneak spot." He did.

JOINING John H. Marks Shows in Fayetteville, N. C., with his Glass House was Raymond Korhn.

RAY W. SHARPE is mail man and The Billboard sales agent on World of Fun Shows.

HAVING closed with World of Fun Shows in Selma, N. C., Mrs. J. C. Munn left for her home in Tennessee.

AL QUENTIN, concessionaire, joined World of Fun Shows with his concessions during the stand in Selma, N. C.

FEW general agents are heroes to their second men.—Whitely Cooks.

MR. AND MRS. R. S. VAN NOY, with two ball-game concessions, joined Dodson's World's Fair Shows in Burlington, N. C., for remainder of the season.

NICK SARNO, formerly with Doc Garfield's show and later a concessionaire, is in the bar and grill business in Brooklyn. He reports he's doing okay but misses the road.

THE last couple of seasons have put me in the dollar-a-year-man class.—Smackover Slim.

HAVING CLOSED a successful season as cashier on Mike Roman's cookhouse on the John H. Marks Shows, Buenos Dixon returned to her home in Surrency, Georgia.

JOE-ANN LA FRANCE, Queen of Mystery, recently concluded her eighth week as annex attraction with Madam Colata's Circus Side Shows on Crystal Exposition Shows in Mount Holly, N. C.

GREAT Experiment Shows are looking for a backer for a Florida vacation.—Cat Rack Annie.

BILL REAGAN, The Billboard sales agent and mail man on Bremer's Tri-State Shows, returned to Chicago after

## Series Sweep

COLUMBUS, Ga., Oct. 12.—Veteran Showman Ed Neville, of the Beckmann & Gerety Shows, took most of the boys for a financial ride on the world series. He took all the investors who liked Detroit over Cincinnati and made them like it. Said he always knew the Tigers couldn't run in the mud. Don't know whether Mr. Gerety knows who did win the series, but Ed will tell him early when he returns from Jackson, Miss. We tried to get a bet with Ed on the White Sox, but no chalk. Dutch Wilson tried to bet Detroit win-and-place but had no takers, so he had a bad week.—BILL NAYLOR.

successful season with Forsythe Amusement Company, playing Colorado territory.

FIRST VICE-PRESIDENT of the Michigan Showmen's Association, Mac McMullen has returned to his old job as stage manager of the Colonial Theater, Detroit, after a successful fair season as stage manager and electrician for Henry Lueders, of United Booking Office.

QUERY: When is a walkway not a walk and how many ticket sellers have lost their voices calling 'em back on a big day?

CAPT. KENNETH BLAKE, high diver, who closed recently with the water show on the Johnny J. Jones Exposition after he had cracked a vertebra while going a dive, is resting in Chicago. He expects to remain in the Windy City until after the conventions.

MARK WILLIAMS' Ten-in-One Show, which has been playing fairs for the F. E. Gooding Amusement Company, concluded its Ohio tour at the annual Circleville Pumpkin Show. Williams said he plans to join the Southern States Shows for a tour of Southern fairs.

"I'M BUSY overhauling automatic photographs at the home of Claudine Claude here and getting ready for a big winter," advises Frankie Sloan from Cambridge, O. "Claudine, who is still handling the front gate on Keystone Modern Shows, recently purchased 12 new counter models."

CAMPAIGN buttons at least add some variety to the diet of the "Human Ostriches."—Milo McGee.

"NADJA and I are enjoying a well-earned vacation here after a strenuous but successful season with Sims Greater Shows of Canada," inks Bobby Kork from New York. "We've been spending much of the time at the World's Fair, visiting Tizza, Zorina, Pat Parrie, and Ann and Goldie Pitts."

HAVING closed as general agent of Pan-American Shows, E. B. Kaw is in Macon, Ga., where he will remain for awhile before heading for Florida, where he and Mrs. Kaw will do some fishing. Kaw says the shows wound up their tour on the right side despite the fact that the season in general was spotty.

THE hunting season is on for some anglers who try to persuade the law to go fishing.—Oscar, the Ham.

HUGE reception room in Crafts 20 Big Shows' office wagon was the mecca of many visiting showmen, fair officials, and friends of the shows during Los Angeles County Fair, Pomona, Calif. Room includes a special cocktail bar and was presided over by Roy E. Ludington and O. N. and Mabelle Crafts.

AMONG visitors to Crafts 20 Big Shows in Santa Barbara, Calif., were Mr. and Mrs. Ted Metz, who were en route south

**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00  
 Size 48x48" with 1 Jack Pot, \$40.00  
 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, Blanks, Balls, Lamps, Aluminum Ware, Games, etc.

**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

Gulls Bottle, Answers All Questions. Each .50  
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . 5.00  
 Analysis, 3-p., with Blue Cover. Each ..... .52  
 Analysis, 5-p., with White Cover. Each ..... .15  
 Forecast and Analysis, 9-p., Fancy Cover, EA. .25  
 Samples of the 4 Readings, Four for 25c.  
 No. 1, 24-Page, Gold and Silver Covers. Each .30  
 Wall Charts, Heavy Paper, Size 28x40. Each 1.00  
 Gazing Crystals, Oil/M Boards, Planchettes, etc.

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Pol. by, 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, Sample, 25c.

**PACK OF 75 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.

**ZODIAC F. T. CARDS.** Pack ..... 35c  
 Graphology Charts, 6x17, Sam. 5c, for 1000 \$6.40  
**MENTAL TELEPATHY.** Booklet, 21 p., .25c  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 p., 5c. 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., 25c Deposit. Our name of ads do not appear in any publication.

**SIMMONS & CO.**  
 19 West Jackson Blvd., CHICAGO  
 Instant Delivery, Send for Wholesale Prices.

## HUBERT'S MUSEUM Inc.

226 W. 42d Street, NEW YORK CITY.  
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES  
 State salary and all details in first letter.  
 Open All Year Round.  
**SCHORK & SCHAFER**

## FOR SALE OCTOPUS

ALSO TRUCK TO HAUL SAME.  
 Ride and Truck in good condition. Can be seen in operation on the Fair & Little Shows, Crockett, Tex., week Oct. 14; Hattiesville, Tex., week Oct. 21; Liberty, Tex., week Oct. 28.

Address:  
**J. O. (Buster) Shannon**  
 Care of FAIRLY & LITTLE SHOWS  
 At Fair Route Above

## Want Salt Water Taffy Concessionaire

With Automatic Kios Cutter and Wrapper for All 1940 and 1941 Indoor Shows at  
**CONVENTION HALL, Detroit**  
 WILLIAMS REFRESHMENT SERVICE  
 3004 Wincor Ave., Detroit, Mich.

## FUNLAND SHOWS WANT For TRI-COUNTY FAIR

Littleton, N. C., Oct. 21-28

And all more in South Carolina and Florida. Octopus, Silvertrunk and Holopans, Monkey Show, Drones, Ride and Golf Shows, Minnetta Tosses, Water Basketball, Girls for Honor, etc. on Arcade, Scales, Hoop-La, Discus, Bat Game, Rock Hitter, etc. All replies:  
 Edenton, N. C., This Week, Lions' Club

8 BIG DAYS 8 BIG NIGHTS  
**Big Armistice and Preparedness Celebration**  
 AUSPICES LEGIONS, INC.  
 SAN BENITO, TEXAS  
 A Valley Wide Celebration  
**—WANT—**

Carable Shows, Daily Dinners and Hyster Letter, etc. Will sell X on Corn Game. All other Concessions open, no exclusive. Wheels spot. Will book Tulsa-Whirl, May Jackson, etc. or come on. For space contact BRYAN FE EXPO. SHOWS, Hempstead, Texas, Oct. 14-19.



HERE'S one of the new chrome panel fronts used to enlarge Bantley's All-American Shows this season, as seen on the Broadway After Dark attraction while the shows were on the midway at Central West Virginia State Fair, Clarkburg. Front was designed by Dick Keller, of motordrome note. On the platform of the show, which is office owned and operated, are, left to right, Virginia Hagen, Mary Brown, Helen Dymock, Billy Dooley, Whitey Johnson, talker; Virginia Bruce, Helen Sztainaki, Veronica Sztainaki, and Wallace Copenhagen, in charge of tickets.

WELL-KNOWN tent and awning man from Honolulu, Lew Berg visited several carnivals during his trip to the mainland recently.

DUNCAN WALTON, with pony track, joined Crafts 20 Big Shows in Santa Barbara, Calif., for remainder of the season.

REJOINING Max Glynn's cookhouse staff on John H. Marks Shows in Fayetteville, N. C., were Danny Dugan, headwaiter, and John Caldwell, chef.

BUT hot biscuits and grits can't equalize a blank down yonder.—Dixie Delphine.

DOUGLAS GATES and not Douglas Wright, as was previously reported, is working in the pan game concession on Golden State Shows.

WHILE L. J. Hoth Shows were in Conyers, Ga., Jimmie Davidson took over the legal adjuster's chores, Alfred Kunz reports.

LOUIS AUGUSTINO has added The Mystery of Life Show to his attractions on the Davis & Parrott Shows. Susanne Rogers is manager of the unit.

PRIVATE cars don't count for much any more—except in the cost of railroad moves.—Uncle Boob.

AFTER a brief vacation on the Gold Medal Shows, Dorothy and Jean Osborne left in Troy, Ala., for their home, H. B. Shive reports.

leaving at winter quarters in Rochester, Minnesota.

WHILE Texas Kidd Shows were playing McGregor, Tex., Fred Lee spent a few days on the midway renewing acquaintances with old friends.

IVAN MANN cards from Peoria, Ill., that he recently closed a successful season as special agent for Palace United Shows and plans to take an indoor show on the road in November.

AS SOON as the season ends Roy E. Ludington and O. N. Crafts and party, of Crafts 20 Big Shows, will embark upon their annual deer hunt in Southern Utah.

AFTER three years with the F. H. Bee Shows, Jay and Ruth Williams closed in Hatfield, Ky. Jay entered a hospital there to undergo treatment for his eyes, while Ruth, with three concessions, is playing fairs in North Carolina.

WHEN looking over the b. r., remember the old saying, "A good time ye can always have, but me ye cannot."

VISITORS to Katus Exposition Shows in Ashboro, N. C., from Lawrence Greater Shows included Mrs. Ray McWethy, Ray McWethy Jr., William Meier, Mr. and Mrs. Harold Smith, Bud Halley, and Clarence Overman.

BILLIE GEYER AND BROTHERS, serialists, have returned to their home in San Antonio after closing their third

## Du-Plex BIG ELI Wheels

Greater "Flash,"  
 larger handling capacity,  
 less wear and tear.  
 Add another BIG ELI Wheel. Be sure to enter our Silver Anniversary Contest.  
**\$25.00 IN SILVER** Prizes.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products.  
 800 Case Avenue, JACKSONVILLE, ILL.



after closing their season in the Northwest with Patrick's Greater Shows, where they had their Ten-in-One Show. They reported they plan to finish the season with the Archie Clark Shows.

"RAIN kept us from doing much work on the show for the fair. But wait'll you see this op'ry next spring!"—Albit like.

**HARRY AND DAISY REEVES**, who closed their 1940 tour at Lancaster (O.) Fair, report they will visit their home in Pittsburgh for a few weeks before going to Florida for the winter. They recently purchased a number of new concession tents, which they will add to their equipment next season.

"RETURNED here last June to attend the funeral of my son, Robert, and decided to remain," cards Troy Struggs from Tampa, Fla. "I'm with a trucking company and doing okeh. We formerly were with the Royal American Shows. Haven't decided whether I will return to the road next season."

"IT couldn't have happened on OUR midway. It must have been over on the independent midway."

**CHARLES HANSEN**, first assistant to Capt. George Thompson, trainer of the John Robinson IV Military Elephants on the John H. Marks Shows, is a patient in Bethesda Hospital, Cincinnati, where he is undergoing treatment for injuries sustained recently when he fell from the back of one of the bulls, incurring a sciatic infection.

"BAE-TERRILL left the Reynolds & Wells Shows in Corsicana, Tex., and came in here to open a winter museum," pencils Ted Buck from Houston. "TERRILL had to cancel all dates, however, as he's been seriously ill and can hardly walk. Plan to send him home as soon as he's able to travel. Bae would like to read letters from friends."

THERE may be some fair-less carnivals but carnival-less fairs generally don't last long enough to get into the date lists.—Cousin Peleg.

**L. C. McHENRY**, of Crescent Amusement Company, reports that his organization has been contracted to furnish the midway at Walton County Fair and Celebration in DeFuniak Springs, Fla. Organization also has been signed for Barbour County Fair, Eufaula, Ala., on the new fairgrounds inside the city limits.

**VET SHOWMAN** of note, Clark Coley 36 at the home of his daughter, Betty Coley, Route 1, Graham, N. C., where he is seriously ill and almost blind. Coley at one time had his own shows and during his more than 35 years in

outdoor show business was with Alamo, Bill Hames, Cetlin & Wilson, and Royal American Shows. He'd like to receive letters from friends.

LOOKS like those imminent indoor World's Fair Toplights Shows are going to beat the midways to the maxima of the stay-at-homes in the hinterlands.

"SAW JACK MONTAGUE and his Chinatown Show on the midway at the recent fair here," letters Jean L. Copping from Hagerstown, Md. "Montague is a convincing talker and he's successfully selling this type of show. In his cast are Mrs. Montague, Ira Hoberg, Tom Harper, Francis O'Day, Leo Staunton, James Webb, Frank Shelby, Diann Bowers, and The Hatfield Twins."

**MEMBERS** of Mighty Monarch Show attended memorial services in Bayboro, N. C., on October 8 at the grave of J. Francis Flynn, former ride operator with the organization, who died a year ago to the day. Rev. M. B. Strickland conducted the services, after which a floral offering tribute was placed on the grave by Co-Owners George Goffas and Norris Roland and the personnel. Hank Blank's band provided the music for a number of hymns.

GUNS can't be used on midways where the members are too peaceable and respectful of their business to tote 'em.—Colonel Patch.

**FRANK WARD** tells from Raton, N. M.: "After closing as general agent with the

eastern World's Fair, Atlanta," cards Landa Lopez from Vidalia, Ga. "Renewed acquaintances with Grace Donahue, of Lewiston's Side Show; Captain Blake, of the Water Show, and Dr. Barnhart."

AFTER closing with Mrs. Jack Kelley's Palmistry stand on Sol's Liberty Shows in Caruthersville, Mo., Doc W. J. Knapp entered Southeastern State Teacher's College, Cape Girardeau, Mo., to brush up on a few subjects preparatory to obtaining a degree. He says the season was only fair, but all with it wound up on the right side.

**MR. AND MRS. JAMES BUCCINI** celebrated their 12th wedding anniversary while playing Petersburg, Va., with the Art Lewis Shows, where Buccini handles the candy concession, while Mrs. Buccini operates a palmistry stand. They were presented with a large anniversary cake, and a large party of friends gathered after the show at the Savoy Hotel, where the Buccinis received numerous gifts.

"FAIRS in this section are okeh," advises Barney O'Dare (The Duchess) from Batabridge, Ga. "Peanut and cotton crops are the best in years and prices are good. I'm still with Tom's Amusement Company and will remain with it for 10 Georgia fairs. After that I plan to play 12 fairs in Florida before starting my third season in Port Pierce, Fla."

**NOTES** from Al Baysinger Shows by Frank J. Lee: Business for the shows during the recent stand in Oklawaha, Kan., was fair, altho rainy and cold weather prevailed. Johnnie Vaughn and truck drivers brought equipment thru in good shape on the haul from Abilene, Kan. Fair President Vincent and Secretary Lon Hartong gave good co-operation. Maude Keel is doing a swell job as special agent. Manager Baysinger and Irv Pullack exchanged visits here. Local papers were liberal with space. At Lamar, Mo., under auspices of the Merchants Fair, shows chalked up good results.

**NOTES** from Phoenix, Ariz., by Walton de Pelletan: O. H. Hilderbrand and the writer were dinner guests of Irene Brooks at her citrus grove near here and of Howard Boucher at his country club resort near the Biltmore Hotel. Among visitors who were entertained in the new office at the fairgrounds were Mr. and Mrs. Ted Corey, White City Shows; Mr. and Mrs. Arky Blaser and Harry Gordon, general agent, Blaser Greater Shows; Ed Smithson, general agent, White City Shows; Ruby and George Morgan, Hilderbrand's United Shows; Jerry Doyle, Doyle Enterprises; William H. Thompson, president, Arizona State Fair; Irene Brooks, Mrs. John H. Nye, Eddie Hill, J. Riley, and Harry Nace, Arizona State Fair Commission. After a week's stand at Prescott, Hilderbrand's United Shows moved to Superior, Ariz., for a week. O. H. Hilderbrand, accompanied by Irene Brooks and Mrs. John Nye and son, left over the week-end to visit relatives in Los Angeles. Arky Blaser reports he has sold a half interest in his show and will dispose of his interests after the close of the season and retire to his ranch for a rest. Mrs. Blaser has recovered from a recent illness. White City Shows, after a successful stand at Tucson, Ariz., left for a week's play in Douglas.



J. W. (PATTY) CONKLIN, head of the Conklin Shows, who will be director general of Prolezland at the 1941 Canadian National Exhibition, Toronto, for the fifth consecutive year. The contract was signed with General Manager Elwood A. Hughes, of the CNE, on October 9. A veteran in outdoor show business, Director Conklin entered it as an independent concessionaire in 1913.

**C. F. Zeiger Shows**, Mrs. Ward and I joined the World's Fair Shows and Coe Bros' Circus here for remainder of the season. Leona and Claude Barrie, with their Hit Parade, also came here from the Zeiger organization, as did Joe and Ione Divino, with three concessions. Mrs. Betty Coe's bank nights are proving successful. Receipts are forwarded to the Ladies' Auxiliary of the Pacific Coast Showmen's Association."

**WINDING UP** the season with the Eric B. Hyde Shows in Jennerstown, Pa., on September 14, William Juddkins Hewitt visited the O. C. Buck Shows in Front Royal, Va., and then visited Herman Bantley, of Bantley's All-American Shows, and M. G. Dodson, of Dodson's World's Fair Shows in Portsmouth, Va. Arriving at his home near Norfolk, Va., on September 22, he celebrated his 65th birthday anniversary on September 23, reporting his health never better and his outlook for the future never more hopeful.

**PRESS** agents who have spread plenty of poison for those who followed them in the newspapers are due to get the backwash next season.—Six Syllable Webster.

"WHILE playing Jackson, Ga., I visited the Johnny J. Jones Exposition at South-

Levin stopped off in Salem after visits in Los Angeles and San Francisco and were en route to New York City and Montreal. It is a combined business and pleasure trip for them.



**Evans' BINGO**

Crowing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

**FREE CATALOG**

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 48 years the standard of quality.

**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago

**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.

**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. Makes Candy Floss FASTER and FINEER. Other models. Free literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., S.E., Nashville, Tenn.

**SHOW TENTS AND CONCESSION**

**Fulton Bag & Cotton Mills**

More Displays Now 3000

ATLANTA ST. LOUIS DALLAS NEW YORK MINNEAPOLIS NEW ORLEANS KANSAS CITY SAN

**CONSISTENT MONEY MAKERS**

**LOOP-O-PLANE - OCTOPUS ROLLO-PLANE**

Leading All Sales for 1940

Write for Descriptive Literature.

**EYERLY AIRCRAFT CO.**

SALEM, ORE.

ABNER K. KLINE, Sales Mgr.  
Eastern Factory Branch: RICHARD F. LUSSE, Chatham, Bucks County, Pa.  
European Supplies: LUSSE BROS., Ltd., Blackpool, Eng.



**CONCESSION TENTS CARNIVAL**

Our Specialty for Over 46 Years

**UNITED STATES TENT & AWNING CO.**

701 North Sangamon Street, Chicago, Ill.

**NOW—1941**

**MODEL TRUCKS & PASSENGER CARS**

Available for Immediate Delivery.

Originators of the Showman's Finance Plan.

Write With **CHAS. T. GOSS**

**STANDARD CHEVROLET CO.**

East St. Louis, Ill.

**TENTS-BANNERS**

9x15 Two-Room Umbrella Tents, Brand New, \$20.00 Each.

**CHARLES DRIVER—BERNIE MENDELSON**

**O. HENRY TENT & AWNING CO.**

4811 North Clark Street, CHICAGO, ILL.

**WANTED TWENTY PHONE MEN**

No dish or dish artists. Producers only. Write, don't wire.

**FRANCO**

7417 Weechester Pike, Upper Darby, Penna.



# Direct from the Lots

## BINGO & CONCESSION OPERATORS



### LOUD SPEAKER SYSTEMS FOR \$39.75

For the phenomenally low price of only \$39.75 you can now purchase the above illustrated loud speaker system complete with tubes and shield, latest type crystal microphone, floor stand, and either one of the illustrated dynamic speakers in beautiful baffles. Extra speakers at \$10 each. Each amplifier will handle six speakers and carries a full guarantee against defects in material or workmanship. We are selling direct from the factory to you, thereby affording you a great saving. These amplifiers sold retail at a much higher price. 10 day free trial period. All merchandise F. O. B., C. O. D. Chicago.

**CHICAGO SOUND SYSTEMS CO.**  
251-351 East Grand Ave., Chicago, Ill.

## Cetlin & Wilson

Hickory, N. C. Week ended October 5. Location, fairgrounds. Auspices, Catawba County Fair Association. Business, good. Weather, unsettled.

Shows move here from Shelby, N. C., was made in good time and opened Monday night to a fairly good crowd. Shows Tuesday afternoon hindered Children's Day attendance. Fair drew good night crowds the remainder of the week, and shows and rides obtained their share of business. John W. Robinson II, fair secretary, co-operated, as did E. L. Moore, president, and H. G. Mitchell, treasurer. Mrs. John W. Robinson II was a great aid to publicity department. L. C. Gifford, publisher of The Hickory Record, and Mrs. Gifford were midway guests, as was Frank Vander Linden, reporter. Harold Smith, circulation manager, and 110 newsmen were guests Wednesday night. Wake Bridges, sports editor, took many pictures. James McClelland, program director of Station WHKY, had several showfolk make a number of broadcasts. Glen Adams staged a 15-minute broadcast from shows and rides Thursday afternoon. Interviewed were Whitey Feholey, talker of Speedy Merrill's Motordrome; Westey Charles, singer in Paradise Revue; Dr. R. Garfield; Walter Delenz, magician from Stranger Than They Seem Show; Georgia Brown, of Miss America's Tableaux; Tex Yater, and Woodrow Olson, of Lauther's Side Show, and Princess Mabel, of Paradise Show. Mr. and Mrs. John W. Wilson and Mr. and Mrs. I. Cetlin entertained many visitors, including Art and Charles Lewis, and Dr. J. K. Bozeman, of Art Lewis Shows.

RAYMOND D. MURRAY.

Mr. Miller, W. C. Kaus Shows, visited. Taking deliveries on new house trailers here included Business Manager George Whitehead and James Connors. Otis Tower is a new agent on Mack's bingo. Mrs. James Kane was on the sick list this week, while John Kekel was confined in a local hotel with the flu. Jake Shapiro, of Triangle Poster Company, visited. George Johns is the new Whip foreman. Winifred Ashley and Lucille Williams were added to the cast of the Children of Darkness Show. New concessionaires included George and William Roberts, popcorn; Louis Weinstein, grocery and ham and bacon stores; Mr. and Mrs. George Wentz, cigarette gallery; and Herb Gruberg, scales.

LESTER KERN.

## John H. Marks

Fayetteville, N. C. Week ended October 5. Auspices, Cumberland Fair. Business, great. Weather, good.

Shows were said to have established a new attendance record and grossed more money than ever before in the history of this fair. With ideal weather for the first time in several years, main entrance gates showed big receipts and the midway was jammed from noon until midnight daily. This was show's eighth consecutive year here, and Monday, opening day, was away above last year. With 20,000 soldiers camped here and a huge payday on Monday, another payday for 8,500 civilian workers on Thursday, midway grosses broke all records. Tuesday was Kids' Day and 20,000 tickets for free gate admissions brought the youngsters out in droves. Friday, Colored Day, Doc Anderson's Club Chocolate minstrels staged continuous shows from 9 a.m. until 1:30 a.m. Jimmy Simpson's Minstrels were passing thru and stopped over for the day, with his accompanying Doc's. Saturday proved a winner. Junior Chamber of Commerce gave good co-operation, as did officials Alton G. Murchison, president; G. A. Brinkley, in charge of exhibits, and J. Alexander MacKethan, secretary. Police Chief A. B. Crews complimented management on shows' appearance and made Owner Marks and members of his executive staff honorary members of the Fayetteville Police Association. The Evening Observer, Charles Wilson, publisher, and Bob Grey, city editor, were liberal with space. Jack Casper, feature writer, was on hand often during the week with special stories and art. Ben Dixon McNeill, staff writer and photographer of The Raleigh (N. C.) News and Observer, devoted an entire page of the paper to the fair and shows' midway. Visitors here were Judge H. Glenn Cobb, former fair secretary; Joseph P. Michner, Buster Gordon and family; Herman Bantly and Paul Lane, Bantly's All-American Show; Mary Ellen Kestow, Charles A. Abbott, H. L. (Count) Harrington, and C. A. Lenz. Max A. Glynn, cookhouse operator, sustained two broken ribs Saturday night when he fell from a platform. He was treated at a local hospital.

WALTER D. NEALAND.

a custom established five years ago, the writer had charge of the entertainment program at the Rotary Club luncheon Wednesday noon, and introduced Owner C. A. Vernon, Mrs. Eva Huntley, elephants trainer, and Julia Gehritz, contortionist, all of whom contributed to the program. Visitors included Wyatt Jones, secretary Nixabee County Fair, Mason, Ga.; J. M. Dean, secretary State Association of County Fairs; E. G. Nieboer, State Department of Agriculture; Secretary Peterson, Winona Fair; Mr. and Mrs. William Allen and Shorty Brown, of Rogers & Powell Shows, and Heine Frits and wife. WALTER B. FOX.

## Blue Ribbon

Murphreesboro, Tenn. Week ended October 5. Auspices, American Legion Post. Business, poor. Weather, cold.

Move in here from Lawrenceburg, Tenn., was made in good time and all shows and rides were ready for operation Monday morning. The Sky High Alcides, free act, continue popular. Because of extremely cold weather attendance was light and little business was recorded. Shows tore down Thursday to insure opening Saturday at first of the Georgia fairs.

Lawrenceburg, Tenn. Week ended September 28. Business, fair. Weather, cold.

Shows made a short move in here from Florence, Ala., with all rides open for business Sunday afternoon. Because of cold weather business was light until Children's Day, Friday, which brought the gross up considerably, and Saturday saw a crowded midway, although cold weather prevailed at night. Mrs. L. I. Everett joined with two concessions, and a Mechanical City was added to the show line-up. Tracey's Oddities topped shows, with Karl Walker's Exposé and Harry Seidler's Showboat next. Ferris Wheels topped rides, with Ride-O and Tilt-a-Whirl following. Visitors included officials of the Florence (Ala.) Fair Association and A. W. McCartney and Mr. McGrew, of Lebanon, Tenn.

LEE PADEN.

## Frisk Greater

Helena, Ark., October 2-5. Location, fairgrounds. Auspices, Phillips County Fair. Business, good. Weather, fair.

After playing Malden, Mo., to successful results, shows moved in on Monday for their stand here and business was good. Spending was light on Wednesday, but Thursday was good and Friday, Children's Day, drew a big crowd and spending was good. Shows and rides did well and concessions obtained their share. Additions here included Frank Shimnowski, corn game; William Sharkey, cork gallery; slum spindles, clothing and name plate; Frank Coleman, over and under; pan game; Frances Eilman, Rolloplate; M. T. Gordon, scales and jingle board; Henry Tacon, penny pitch; Jay Tyree, custard.

KEN SOMERS.

## World of Fun

Plymouth, N. C. Week ended September 28. Location, ball park. Auspices, American Legion Post. Business, fair. Weather, fair. Pay gate, 10 cents.

Stand here marked shows' second in four years and local authorities co-operated. Because of cool weather the last three days business fell off. A number of the personnel of the Crescent Amusement Company visited shows here. Manager J. E. Steblar reported that he planned to have shows winter in Augusta, Ga., again this year.

Kerns, N. C. Week ended September 21. Location, ball park. Auspices, American Legion Post Fall Festival. Business, excellent. Weather, good. Pay gate, 10 cents.

Lot Superintendent Joe Steblar did a good job of laying out the shows despite lack of space. Local papers were liberal with space. Shows were the first to exhibit here in a number of years, and stand proved highly successful. Midway opened early daily and Newby's Side Show led shows with Ferris Wheel taking top ride money. Sheriff of Harnett County gave good co-operation.

Selma, N. C. Week ended September 14. Location, Main Street. Auspices, Boy Scouts' Fall Festival Committee. Business, fair. Weather, excellent. Pay gate, 10 cents.

After the long move from Northern Virginia everything was ready to operate

## Dee Lang's

Denton, Tex. Week ended October 5. Auspices, Denton County Fair. Business, excellent. Weather, perfect.

After a short run from McKinney, Tex., everything was in operation Monday afternoon. Tuesday brought big crowds and the remainder of the week the afternoons were light, but good at night. A capacity crowd turned out Saturday night, permitting shows to register a 50 per cent increase over last year's business here. Doc Carver's diving horse, ridden by Sonora Carver, joined here and clicked, as did the Sky High Girl. Carl E. and Mrs. Martin joined with Dope and Life shows. Sheriff Hurtzinger, Police Chief Pass and Constable Floyd gave shows good co-operation.

DAN J. MEGGS.

## World of Mirth

Winston-Salem, N. C. Week ended October 5. Auspices, Forsyth County Fair. Business, good. Weather, good.

Five days of good weather helped attract record crowds to this event and give shows one of the highest grosses they have ever scored here. Short crops helped boost tobacco prices and money seemed fairly plentiful. Rides had a grand week, and Ed Tutbill's Club Esquire led other shows. Ferris Wheels topped rides, with Silver Streak second. A special entrance to the grounds for showfolk simplified the pass problem. Advance plans for a big National Showmen's Association benefit show to be held next week are well under way. Ticket sales are going well. General Agent L. Harvey Cann added another concession. Visitors included Charles A. Somma, general manager Virginia State Fair, and George Cramer, president Spillman Engineering Company.

JIM McLUUGH.

## Kaus Expo

Asheboro, N. C. Week ended September 28. Auspices, Randolph County Fair. Business, good. Weather, two days cold.

Children's Day, Tuesday, produced a good matinee crowd, but rain started about 6 p.m. and night was lost. Wednesday was cold and a windstorm in the afternoon did some damage. Friday saw an improvement in the weather, giving shows excellent attendance and satisfactory business the last two days. Mr. and Mrs. Clint Barnes and Harold Barnes, high wire act, stopped en route from Toronto, Ont., to Miami, Fla., to visit Mr. and Mrs. Al Kadell, Mr. Dixie, of Dixie Tent & Awning Company, and

## 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, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00; 350 cards, \$6.25; 400 cards, \$6.50; 450 cards, \$6.75; 500 cards, \$7.00; 550 cards, \$7.25; 600 cards, \$7.50; 650 cards, \$7.75; 700 cards, \$8.00; 750 cards, \$8.25; 800 cards, \$8.50; 850 cards, \$8.75; 900 cards, \$9.00; 950 cards, \$9.25; 1,000 cards, \$9.50.

## 3000 KENO

Made in 20 sets or 100 cards each. Played in 5 rows across the card, not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$8.50.

All Bingo and Keno sets are complete with wood markers, tally and calling cards. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
Black on white, normal card thickness. Can be returned or discarded. 3,000, \$18.97; per 100, \$1.89. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Automatic Bingo Shaker. Real Class ..... \$12.50  
3,000 Jack Pot Signs (stripes of 7 numbers), per 1,000 ..... 1.25  
Lightweight Keno, 5x7. Per 100 ..... .50  
3,000 Small Thin "Beavertail" Bingo Sheets, 7 colors, pads of 25, size 4x6, per 1,000 ..... 1.25  
3,000 Flashweight Bingo sheets, 5 1/2 x 8 1/2, 25 per M. \$1.25 per M. Stamped in pads of 25, per M ..... 1.50  
Postage extra on these above.  
Bingo Card Markers. In strips, 25,000 for ..... 1.25  
Three boards and pads, washable checks, coupon books, subscription books, rules, forms, Cal. and sample cards free. You pay our C. O. D. fee. No personal checks accepted. Instant delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

## Well-Established PROFITABLE BUSINESS FOR SALE

A complete Children's Amusement Park, including Miniature Street, Train, Merry-Go-Round, Ferris Wheel, Auto-Go-Round, etc., located at the intersection of two of Chicago's busiest traffic arteries is being offered for sale by owner. This truly well established and profitable business having a \$300.00 weekly take can be purchased at very advantageous price and terms. For full particulars write or phone to G. STEPHENS, 876 Malcom Street, Chicago, Melrose 2240.

**WANTED TO BUY MERRY-GO-ROUND AND FERRIS WHEEL** or any other Small Rides. Must be cheap for cash. Write immediately to **WILLIAM McCLOSKEY** Zornia's Gardens, New York World's Fair, Flushing, Long Island, N. Y.

**CHARLIE MCCARTHY MARIONETTE SHOW** Partner wanted. Small investment. SURE MONEY-MAKER to play moving picture houses in small towns in the South.  
**W. CARSEY**  
3600 BROADWAY, NEW YORK

**WANTED DANCING GIRLS** State Salary and Experience. Winter Work. **Eighth St. Museum**  
252 N. 6TH ST., PHILADELPHIA, PA.



early Monday night. General Manager J. E. Steblar was complimented on shows' clean midway. Local papers were liberal with publicity and committee, headed by Messrs. Hayden and Howard, gave good co-operation. Roy Henderson added two concessions. Ted Dedrick, of Funland Shows, and Mr. and Mrs. Lew Henry, of the Lew Henry Shows, were guests of General Agent Billie Maroo. Roy Dickerson, retired showman, of Rocky Mount, N. C., also visited. Daredevil Scrip arrived from New Jersey with his Gondola Swing and two free acts. J. Shaler added two more dancers to his Hollywood Revue.

RAY W. SHARPE

**Crafts**

Sanita Barbara, Calif. Week ended October 5. Auspices, American Legion Post. Location, Guatierrez and Lapuna Streets. Weather, good. Business, good. After a highly successful 17-day run at Los Angeles County Fair, Pomona, shows came in here to chalk up another red one. Said to be the first major carnival to exhibit here in three years. Lot was laid out in a giant horseshoe, with the Merry-Go-Round and Ferris Wheels at the entrance, followed by Skooter, Tilt-a-Whirl, Heyday, Octopus, and Rocket. All the aerial rides were placed on the left side of the entrance in line with the powerful searchlights. Top show honors went to Karl Lohmuller's Follies of 1940, closely followed by Jeff Griffith's Far East and Dutch East Indies Show. Capt. Charles Prosser's Thrill-o-Drome also came in for a good share of business while Eddie Kanthe's Congress of Wrestlers and Boxers drew heavy patronage. John (Spot) Bagland returned here after making New Mexico State Fair. O. N. Crafts piloted his plane to various cities holding fairs and celebrations. Evelyn Korte Harms is operating a Panda Bear wheel and getting a good play. Roy Mathewson's Tilt-a-Whirl enjoyed good business at the Los Angeles County Fair. Elmer Hansoom plans a trip to the East at the end of the season. Hank Arnold, III-Striker, plans to remain on the Coast after the season closes. Joe Duran, Merry-Go-Round foreman, and Hershel Taylor, of the Skooter, will remain in Los Angeles. ROY SCOTT.

**Gold Medal**

Troy, Ala. Week ended October 5. Location, fairgrounds. Auspices, American Legion Post Pike County Fair. Business, excellent. Weather, hot. Long move in from Columbus, Miss., and several minor breakdowns caused shows to arrive late and no attempt was made to set up on Monday, as the fair was only scheduled for five days. Shows opened Tuesday night to fair business, despite opposition from Mills Tolbert's one-nighter a few blocks distant. Many visits were exchanged by members of the two shows. Wednesday night's business dropped somewhat, but after that there was never a dull moment and the best of business prevailed the remainder of the week. The County School Board declared a holiday for white children on Thursday and colored children on Friday and shows received excellent play on each day. The Troy Messenger, local paper, was liberal with space. John Oscar Bloom III, one year old, is now walking all over the midway about four paces ahead of his nurse. Ruth King, a member of the Dottie Moss Thrill Show, left for her home in Chattanooga. Al Williamson, Turk Abrahams, and Clarence Clayton took time out to visit the Alabama State Fair, Birmingham. Clayton and Caroline Holt entertained a few friends Monday night at the Red Top Tavern. H. B. SHIVE.

**Lawrence Greater**

Reidsville, N. C. Week ended October 5. Auspices, Reidsville Fair. Business, good when weather permitted. Weather, changeable.

Cool weather greeted shows at opening Monday night and variable weather prevailed through. Shows were up in time for a Sunday night opening, and Assistant Manager Breese continues to do a good job of laying out the lot. Shows and rides did good business considering the weather, with Parisian Models, Casino Illusion, Jumping Jive Revue, World's Circus Side Show, Exposure, Monkey Circus, and Aquacade finishing up on the right side. Twin Ferris Wheels led rides, while Ride-o-Whip, Merry-Go-Round, Chairplane, and Helioplane did well. The Kiddie Rides also enjoyed a fair week. Friday and

Saturday nights were the best. Free acts were presented on shows' midway. Manager Lawrence continues to keep his paint crew busy going over all the show fronts and rides. Lawrence was guest of the Merchants' Association at their luncheon. Among visitors were George Cramer, Spillman Engineering Company; George Lucas, Mr. Brundage, and Mrs. Hager, of the Dodson World's Fair Shows, and Rex Ingram, former showman and now working in the county sheriff's office. Fair Secretary Weinstein and President Oliver co-operated, as did local newspapers. Assistant Manager Breese enjoyed a surprise visit from Mrs. Breese and son here. FRANK BRAUN.

**Scott Bros.**

Jackson, Ga. Week ended October 5. Auspices, Butts County Agricultural and 4-H Club Fair. Business, fair. Weather, fair. Pay gate, 10 cents. Shows opened Monday night to a small crowd and Friday, Children's Day, attendance was fair. Pauline Dell rejoined with her concessions and Mr. and Mrs. Victor Drum, free act, and Mr. and Mrs. Harry Harris, with big snakes, joined J. F. Sparks Shows. Mr. and Mrs. A. P. McCampbell are in Kosciusko, Miss., for the winter. Jack Conner and John Waller completed work on the transformer truck which was demolished in an accident in Red Boiling Springs, Tenn., several weeks ago. Painter Huey Waters returned from J. F. Sparks Shows, where he did some painting and decorating. John Weaver is working on the Merry-go-Round organ which was partially torn up when the truck on which it was loaded overturned en route to Scottsboro, Ala. All have been replaced and repaired. Mr. and Mrs. Scott have visited several times with Mr. and Mrs. Al P. Williams, ex-troupers, in Atlanta. All visited Johnny J. Jones Exposition at Southeastern World's Fair, Atlanta. James Phillion, of Rome, Ga., is visiting his brother, Charlie, who has the cookhouse. Among visitors were Bob Stewart, general agent Barfield's Cosmopolitan Shows; Jerry Kohn, Fulton Bag & Cotton Mills; Mr. and Mrs. Bernie Shapiro, Helnie Fritz, and Whisker Starkey. Stands at Collins, Waverly, and Woodbury (Tenn.) fairs were successful, as was the one in Scottsboro, Ala. Breman, Ga. with cool weather was only fair. Mrs. Herbert Williams and son, C. M., of Atlanta, were overnight guests of Mrs. C. D. Scott. Mr. and Mrs. Buell Hayes purchased a new car and house trailer. Mr. and Mrs. Maxie Lawrence were guests of Lawrence's sister, Mrs. Pearl Wright, of Blakely, Ga. Dick Gardner continues to click with Mrs. Scott's fishpond. Mr. Freeman, ex-circus clown, has the Kiddie Autos. Manager Scott purchased a monkey in Scottsboro. B. M. SCOTT.

**Funland**

Ericks, N. C. Week ended October 5. Location, Cates lot. Business, ok. Weather, cool.

This stand, with a pay gate, gave shows good results. Billy Maroo, of World of Fun Shows, visited and members exchanged visits with Dick Harris and Davis & Parrott shows. Mrs. Charles Miller was taken to a hospital in Smithfield to undergo another operation. Curly and Pette Cain closed here to return to their home in Kentucky. Dixie Cunningham and Mrs. Bentley, formerly of these shows, are now partners in business in Georgia. Sam Weintraub joined here with five well-flashed stores. Cassanova Mack is still grinding them in in the Funhouse. J. J. Marlon's Revue and Fosing shows are doing well, as is Woolley's Darktown Follies. A new calliope was added here. Mr. and Mrs. J. D. Moore are sporting a new trailer. Ray Groves' two new photo booths are doing business and Popcorn Mike is holding his own. TED C. TAYLOR.

**Patrick's Greater**

Pendleton, Ore. Week ended October 5. Location, Pea Cannery lot. Auspices, American Legion Post. Business, poor. Weather, rain. Pay gate, 10 cents.

Trucks rolled in here at 8 p.m. Sunday from Enterprise, Ore., and employees were given a vacation until Tuesday morning. Monday morning personnel went to Walla Walla, Wash., to attend the funeral of Charles Foote, who succumbed to injuries sustained in the truck accident. Jack Adams, Nick Fabulac, James Kelly, and the writer were pallbearers. On Tuesday 24 feet of new paneling was built and erected for

the new front gate. Shows opened that night with a parade thru the downtown streets, led by the American Legion Post's Drum and Bugle Corps. Nappy Olson repainted the front for Bobbie Miller's Girl Show. Many showfolk went to Walla Walla to visit Martin Lavelle, who is fast recovering in General Hospital from burns received in the recent truck fire. A collection was taken on the lot and the proceeds were used to buy a radio for him. Rain, cold weather, and the late date made this one of the poorest spots of the season. John (Mex) Snobar rejoined here after playing Puyallup and Yakima, Wash., with his pony ride. Tony Lombardo left to visit his family in Ohio. Mr. and Mrs. Fielding joined with their cork gallery and wheel. The Chairplane was purchased by Mrs. L. A. Miller, of Guldeesee, Idaho. She plans to finish the season on the Patrick Shows. DANNY CONDON.

**L. J. Heth**

Congers, Ga. Week ended October 5. Auspices, Rockdale County Fair. Business, fair. Weather, ideal. Shows' No. 1 Unit provided the midway for this fair and business started slow the first part of the week but increased daily and on Saturday night the midway was packed. L. C. Summers, fair secretary, gave good co-operation, and the Stewart-Roberts free act was well received. Shows lost their stock wagon in a fire Wednesday morning. Mrs. R. L. McMillan is visiting her son and daughter-in-law, Mr. and Mrs. Howard Reeves. Among visitors were Jerry Kohn, Fulton Bag & Cotton Mills; Colleen Moore, of silent picture note, and T. J. Lovejoy. Madison, Ga. Week ended October 5. Auspices, American Legion Post Fair.

Business, good. Weather, ideal.

No. 2 Unit's stand at Morgan County Fair was under the management of Joe Fontana. Children's Day helped put the event over and rides operated to good results from 9 a.m. until closing time. George Kelley, lot superintendent, sustained slight burns about the face while setting off the fireworks display. Charlie Wren's Motordrome topped shows, with the Merry-Go-Round taking top ride honors. ALFRED KUNZ.

**WANTED!**  
Men To Cash In On These  
New Popcorn Machines



These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacity: 28.00 to \$20.00 per hour. Low down payments, easy terms.  
Write for Catalog!  
**ADVANCE MFG. CO.**  
4322 St. Louis Ave.  
ST. LOUIS, MO.

**WRITE SIOUX TIRE & BATTERY CO.**  
SIOUX FALLS, S. D.  
Buy on Our Easy Terms.



**A TRAILER YOU'D BE PROUD TO OWN**

There's nothing quite so satisfying as the pride of knowing you have the best, whether it's your act or the trailer in which you live. Schult owners are justly proud of their trailers. They know that Schult is the standard by which other trailers are compared.

Because Schult sells far more trailers than any other maker, quality is high and prices are low. Many exclusive Schult features increase comfort and livability. Beds are the finest the industry has ever produced. Plenty of wardrobe, drawer and storage space for two to four persons. Write for new FREE CATALOG and name of your nearest Schult dealer.

**SCHULT TRAILERS, INC.**  
Dept. 210, Elkhart, Indiana  
Write For Free Catalog



**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.



**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

Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.

**Gold Medal Products Company**  
131 E. PEARL ST., CINCINNATI, OHIO

**FOR SALE No. 5 BIG ELI WHEEL**

Completely repainted, including redecorating of seats, upholstering good. Crates fully repaired and repainted, equipped with Spillman Power Unit, same overhauled. Entire Wheel looks like new.

**CASH PRICE \$2200**  
Also Have for Sale—8-Car Spillman KIDDIE AUTO RIDE.  
Repainted, thoroughly overhauled, including new tent top. Entire Ride looks like new.  
**CASH PRICE \$445**  
Address Inquiries:  
**THE F. E. GOODING AMUSEMENT CO.**  
1300 NORTON ROAD, COLUMBUS, OHIO



# Showmen's League of America



Sherman Hotel  
Chicago, Ill.

## Ladies' Auxiliary

Members held a social on Thursday night in their clubrooms in the Sherman Hotel, with Fannie Plaistr as hostess. Beautiful prizes prevailed. Regular bi-weekly meeting will be held on October 17 in the Sherman Hotel. Dues are coming in nicely and to date have been received from the following: Mrs. A. J. Weiss, Mrs. Virginia Kline, Mrs. Clara Zieger, Mrs. Ida Chase, Mrs. Henry Heiden, Mrs. Ann Doolan, Mrs. L. M. Brumleve, Mrs. Edith Bullock, Mrs. Mae Taylor, Mrs. Ruby Francis, Mrs. Elizabeth Yearout, Mrs. Gusste Travis, Mrs. Louis Henry, Mrs. Edith Simonds, Mrs. McDougall, Marie Kortez, and Betty Hartwick.

Dot Colleen Miles, Susie Waldron, Mrs. Nan Rankine, Mrs. Fanny Plaistr, Mrs. Frances Keller, Mrs. Phoebe Carsky, Mrs. Beate Simon, Mrs. Mabel Wright, Mrs. Edith Strelbich, Peg Willin Humphrey, Dolly Snapp, Meta Ezryley, Grace Gross, Mrs. Jeanette Wall, Mrs. Anna Young, Mrs. Lucille Hirsch, Mrs. Bert Clinton, Ruth Martone, Rose Page, Myrtle Hutt,

Clare Bullock, Louise Rolio, Marie Brown, Frances Barth, Mattie Crosby, Pearl McGlynn, Clara Harker, Ann Sleyster, Margie Preis, Elsie Miller, Hazel Harris, Blanche Latto, Cleora Helmer, Mrs. Hattie Wagner, and Nora Ann Sboat. New members include Helen Marie James, Patricia Wise, Mrs. Sam Gluskin, and Mrs. Elma Koss. Dues are past due now. Please send yours to Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Chicago, Ill.



# National Showmen's Assn

Palace Theater Building  
New York, N. Y.

NEW YORK, Oct. 12.—Second meeting of season on Wednesday was presided over by Third Vice-President Jack Rosenthal. After hearing Treasurer Jack Greenspoon's report, Chairman Rosen-

thal reminded the body that each member should get after not only those in town but brothers who are on the road to send in their dues before the October 15 deadline. Have you sent yours? Dr. Jacob Cohen was glad to report that he had no sick cases and that those who had been ill were well on the way to recovery.

Brother Joe Hughes, for the Membership Committee, announced these new members: Thomas Fallon, proposed by Charles Lawrence; Edward Samuel Caldwell, Sam Nunis, and Harvey Lester Reynolds, of the World of Mirth Shows, by Max Linderman; Virgil Derr, Samuel Leroy Howitt, Frank Seigear, and Joseph L. Cahill by Charles Lewis, of Art Lewis Shows; Clyde Van Voast by Joe Hughes; Ralph S. Corey by Ross Manning, Jack Bodley by George A. Hamid, Louis Zankowitz by Ike Weinberg; Clifford E. Natalie by George BeGar, John McCormick by Harry LeBreque, Leo Brenner and Robert Gruver by George Traver.

Executive Secretary John M. Liddy, reporting for the Banquet Committee, said that tickets for Third Annual Banquet at the Hotel Astor on November 27 were available and urged members to get their reservations in early. Bert Nevins, of the Banquet Publicity Committee, promised to give unprecedented publicity to the event. The following table reservations were made at the meeting: Ike Weinberg, one table; George Traver, one; Joe Hughes, one; Charles (Doc) Morris, one; Joe McKee, one; Arthur Campfield, one; Jack and Irving Rosenthal, two; Dr. Jacob Cohen, one; Counselor Max Hoffman, one; Phil Isser, one. Treasurer Jack Greenspoon praised Ike and Mrs. Weinberg and Daddy Simmons for the splendid manner in which they are running the lunch counter concession.

The Ladies' Auxiliary was invited in and President Midge Cohen reported a banquet table reservation for Elster Edna Laures and a promise of five more table reservations to date. She said the Ladies' Auxiliary was working on booster advertising pages for program.

Brother Dave Epstein, who has always been a hard worker for the organization, is chairman of the banquet. With the Danbury Fair as a real starter, Epstein is getting back into the business in a real way after a long layoff due to illness. The Ladies' Auxiliary Halloween Party for October 30 was boosted and the ladies sold 8 1/2 worth of tickets to this, their first social of the season. Tickets are 25 cents and, as everyone knows, when the Ladies' Auxiliary puts on any affair they do it right. Therefore, come with your friends and be assured of a very good time.

Members coming in off the road are glad to see that club's pocket billiards table is recovered and in shape. Brother George Rector has the thanks of the organization for fixing up all the cues for a busy season. Dr. Morris Lewinski visited and said he was glad to announce the opening of his branch office in the Hotel Remington.

Birthday congratulations to: Samuel Shayon, James Hannan, October 17; A. Joseph Gest, 18; Jerry Peshkin, Frank W. Darling, Nate T. Eagle, 19; Albert J. King, 20; Joseph A. McKee, James Davis, John Greenwood, Dick Bennett, 21; Joseph H. Hughes, James (See NSA on page 56)

# Missouri Show Women's Club

Maryland Hotel  
St. Louis, Mo.

ST. LOUIS, Oct. 12.—Club's first fall meeting will be held in the rooms at Maryland Hotel here the night of October 31. Sister French Deane and family spent a three-week vacation in Chicago.

Sister Florence Parker is vacationing at Redondo Beach, Calif., and Sister Ethel Hesse returned from the J. J. Jones Exposition to put her son, Bobby, in school. Sister Millicent Navarro is still not completely recovered from her illness. Sister Jeannette Waters was called home to Advance, Ind., from Snapp's Greater Shows because of the death of her husband's mother.



# Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Oct. 12.—Attendance at Monday night's meeting totaled 178. Joseph Glacy, first vice-president, presided in the absence of President Dr. Ralph E. Smith. Others on the rostrum included Past President Harry Pink and Secretary Al E. Weber. After the roll call communications were read and bills were voted paid, Brother John Miller reported that finances were in swell shape, and Membership Committee Chairman Bill Hobbday's report received a big hand. Hobbday stated that about 170 had been added to club's roster. Reports on the special Showmen's Day activity on the different organizations were read.

Brother Bill Hobbday was called upon to report on club's forthcoming 19th annual banquet and ball, of which he is chairman. Secretary Al E. Weber and First Vice-President Glacy presented 45 applications for new membership and reinstatements. Newly installed members included Sunny Bernet, Al Porman, Edward I. Cohen, Edward C. Martin, Kenneth Price, Lee G. Walters, W. R. (Red) Patrick, Shel Barrett, Albert Schoor, Louis B. Warden, Montie D. Morgan, Jack Joyce, Matthew R. Herdan, Thomas Lee Tunney, Alfred H. Rodin, Albert F. Montie, George Bryant, Max Hillman, Earl Payton, Bob Schoonover, William H. Mahan, Charles R. Williams, Robert L. Cunningham, R. S. Apac, J. C. Ashcraft, William Walton, Darwin Glenn, W. P. Oberhansli, Frank Johnson, Frank Kitchner, Louis H. Chicchini, Michael Her-

(See PCSA on page 56)



# Heart of America Showmen's Club

Reid Hotel  
Kansas City, Mo.

KANSAS CITY, Mo., Oct. 12.—A number of members who have been here for the past few weeks left last week for the Southern fairs. Brother Sam Zimmerman went to Dallas, as did Jack Moon. Brother Harold Elliott delivered four cars to a purchaser in Dallas. Brother Dave Stevens is confined in Research Hospital.

Brother Frank McDow returned from a trip to Michigan and Wisconsin last week. Brother Jimmy Moorlsey planed from New York to Washington, D. C., on business. Brother Frank Ryan has abandoned the unit project and will confine himself to the attention of his country estate in Clay County.

Secretary McGinnis reports a decline in the payment of dues. Why not send yours in now or are you waiting to pay them in person? Sale of tickets for the annual banquet and ball, which as usual will be held on New Year's Eve in the Fiesta Room of the Hotel Phillips, continues good.

## Ladies' Auxiliary

Clubrooms are beginning to look like new since floors have been sanded and waxed. Loretta Ryan, secretary, supervised the work in the absence of Lettie White, house committee chairman, who arrived this week. Work is being continued and everything is expected to be ready for opening on October 18. Margaret Ansocher is in town apartment hunting.

Ruth Spallo is visiting her mother and friends here, and Hazel Angel, Ruth Martone's sister, is expected in this week for a visit. Bird Brainerd left for New York for a visit to the World's Fair. Aedan Clark writes she is in Dennison, Tex., and that her husband is on the sick list. Trixie Clark returned after a successful season on the road. Hazel Shannon and Margaret Stone visited briefly en route to Little Rock, Ark., with their husbands.

## CHICAGO SKATES

Barnes, Candy Flow Machine, entire Wax Museum, Merry-Go-Round, Horses, Glass Weight Scales, Ill. Clock, Myrmidon, MUST SELL CHEAP! account fire. Write or wire

## WEIL'S CURIOSITY SHOP

20 S. Second St., Philadelphia, Pa.

## READING'S SHOWS

Want Grand Shows and Concessions for Salsib, Tenn., Community Fair this week. Grand Junction, Tenn., State Live Show next week.

W. J. WILLIAMS, Mgr.

# WANTED---MARKS SHOWS, INC.---WANTED

for GREENWOOD COUNTY FAIR, GREENWOOD, S. C., Week of October 21.  
PEE DEE FAIR, FLORENCE, S. C., Week of October 28, and  
MAMMOTH ARMISTICE CELEBRATION  
at FAYETTEVILLE, NORTH CAROLINA

"The most prosperous city in the South"

DOWNTOWN LOCATION—HEART OF FAYETTEVILLE  
25,000 Soldiers and Civilian Workers. Pay-Day on November 1st.

OPENING SATURDAY, NOVEMBER 2, AND CONTINUES AFTERNOON AND NIGHTS TILL ARMISTICE DAY—NOVEMBER 11—MIDNIGHT

CAN PLACE FOR REMAINDER OF SEASON

Legitimate Concessions of all kinds. WILL BOOK TWO PLATFORM SHOWS.

HAVE FOR IMMEDIATE SALE

One Caterpillar Ride, excellent condition. Now on our midway.

ONE 12-Car Ride-O, first-class shape. ONE 2-Abrast Merry-Co-Round.  
ONE MOTORDROME, COMPLETE, READY FOR OPERATION, with Machines and Equipment.

NOW BOOKING SHOWS, RIDES AND CONCESSIONS FOR SEASON 1941.

WRITE OR WIRE AS PER ROUTE.

JOHN H. MARKS, MARKS SHOWS, INC., SOUTH BOSTON, VIRGINIA, THIS WEEK.

WINTER QUARTERS—RICHMOND, VA.

# WANTS... JACK HALLIGAN... WANTS

FREAKS AND WORKING ACTS

For Museum Winter Season, featuring the best Window Attraction in Show Business, Iell All Kullm and (You Ain't Nothing) Zambeezie.

If you have Attraction of Merit can offer year-round engagement. Can use Sword Act (prefer lady), Fire, Pincushion (Wally White, wire). Also Annex Attraction (Agnes Higginbotham, wire). Al and Jeanne Tomaini and Johnny Gilmore, all reply to

JACK HALLIGAN, c/o ST. REGIS HOTEL, CHICAGO, ILLINOIS

# LOROW BROS. WANT

For all winter's work in museums, Freaks and Working Acts of all kinds, Mental Act, a few Working Acts that Pitch. Joe Potter, wire me. Only sober and reliable people reply. Drinkers, don't answer. Wire or write LOROW BROS., Hennes Bros.' Shows, Meridian, Miss., Oct. 14th-19th; then Birmingham, Ala., Hillman Hotel, following week. Allow time for forwarding.

# KAUS EXPOSITION SHOWS, INC.

WANTS FOR

KINSTON FAIR, KINSTON, NO. CAR., WEEK OCT. 21ST TO 26TH, INCLUSIVE  
Legitimate Concessions open except Bingo. Want Eat and Drink Stands, Guess Your Age and Weight Scales, etc. Want Free Act for week Oct. 25th-Nov. 2nd, New Bern, N. C. Give price and all details in first letter. All address:  
A. J. KAUS, MGR., GOLDSBORO, N. C., THIS WEEK; NEXT WEEK, KINSTON, N. C.

# GREAT LAKES EXPOSITION SHOWS, INC.

Can place for the following bona fide Fairs: Andalusia, October 21-26; Greenville, October 28th to Nov. 2nd; Jackson, Ala., November 4th to November 9th; then the biggest Armistice Celebration and Turkey Festival in South Ala., Uniontown, week Nov. 8-12, on the streets. Concessions all kinds. Long season, Penny Arcade—Must be in keeping with this show. Shows with own outfits, Especially Monkey Show and Glass House. Place any Grand Shows. Good opening for Lead Gallery and Ball Games. Everybody address: AL WAGNER, Manager, Opans, Ala., this week; then as per route. Show starts out until Thanksgiving. Route to interested parties.



# Hartmann's Broadcast

By J. N. WISNER  
(Guest Columnist)

Dear Mr. Hartmann:

As you are aware, I am spending the evening of my life in various towns in the Panhandle of Texas, near Amarillo, where I will be buried beside my wife and, primarily, I desire to thank you and *The Billboard* for publishing any items I send you that you believe will interest your readers.

Harley Sadler's message of August 17, as published in *The Billboard* of August 24, was a model of modesty, as he does not believe in any form of exaggeration. It is probable that he did not anticipate the enormous response he received from a comparatively moderate-sized advertisement for talent in *The Billboard*, as he was organizing an almost entirely new show near the close of the tenting season.

The fact is that his present show, externally and internally, is distinctly decidedly attractive, and he has assembled a roster of youthful musicians, singers, dancers, and actors the majority of whom, in my opinion, are destined for prominence in amusement circles, as they are very good.

Space forbids my naming all of them, but to me the most outstanding are Bobby and Evelyn Graham, the Sliers, Dick Darling, Fio Delgado, the Oxfords, Harry and Sue Dixon, the Parren Twins, Eddie Laverne, Buck Roberts, Hall Tervooren, and others, and in the years to come I believe my prediction will read like a prophecy.

Mr. and Mrs. Harley Sadler are a wonderful combination. Harley's histrionic ability and his unusual personality are great assets, and Mrs. Sadler's handling of the finances and many other details savors of genius.

From the standpoint of operating costs and general admission charges, Harley Sadler's Own Company today is one of the very best in America. While this is a strong assertion, it is true, nevertheless.

Harley this fall has arranged the most pleasing unique musical, vaudeville and See *Hartmann's Broadcast* on page 36)



Leonard Traube

## SLA Versus NSA

FOR the benefit of the customers who just came in, last week we tried to present a true picture of how the Showmen's League of America managed to obtain control and jurisdiction of a benefit performance to be staged for the League's charity fund at the World's Fair on October 17, this strategic stroke being tantamount to shutting out the National Showmen's Association, a New York organization, from any official or financial connection with the event, which will probably gross in the neighborhood of \$5,000.

Informed of the fact of a benefit show after all details in connection therewith had been organized and not, strangely enough, in advance of any announcement, which the local position of the NSA would seem to suggest as the more reasonable to assume, the New York group sought and obtained a meeting with the benefit show's general committee, headed by Frank D. Ehsan, co-director of the expo's amusements department and long an active Leaguer.

The benefit committee received the official emissaries of the NSA on Friday, October 4. At this conference the New Yorkers stated their position briefly. There was no detailed discussion because directly following the meeting this reporter sought out the ranking members of each group to ascertain what had happened, and it was stated officially that the general League committee had received the "opposition" committee, members of which spoke in behalf of their organization, and the Leaguers

# Sponsored Events

Veteran, Lodge and Other Organisation Festivities

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

## Calif. Celebration Chalks Big Profits

SAN FRANCISCO, Oct. 12.—Fall Festival and Columbus Day Celebration here on October 5-13 in the Mission District under auspices of the Italian American Social Club proved a great success, every phase of the affair making money, reported W. T. Jeseup, of West Coast Amusement Company.

Promotion was handled by Arthur P. Craver, of the West Coast organization. Under his direction proceeds from a queen contest ran well into four figures in the face of opposition during closing days of the San Francisco expo. An attractive program was issued at a profit and coronation ball drew a large crowd. A queen parade and treasure night drew crowds to the midway and business was excellent. It was the second date of the season here for the West Coast unit, which had 10 rides, 6 shows and 25 concessions. Cunningham's Midway Circus and Three Meteors, serialists, were free attractions and proved popular. Cunningham's show replaced Jack Joyce's Circus, which recently sailed for Hawaii.

Many visiting showmen were entertained by Manager Mike Krokos, Secretary Louis Loos, and Harry Meyers, manager of concessions. They included J. Ed Brown, Gayway "mayor" of Golden Gate Exposition, and Dr. W. O. Smith, president of Pacific Coast Showmen's Association.

## Coast Show Is Guaranteed

BEVERLY HILLS, Calif., Oct. 12.—Leaders of the British War Relief Association of Southern California, meeting at Victor Hugo Restaurant here on October 5, were assured of sufficient underwriting funds for production of a spectacular Christmas show which is expected to add \$75,000 to \$100,000 to its fund. At the meeting, attended by many prominent, \$48,250 of the estimated \$55,000 necessary for production was pledged. Show will be staged in specially erected buildings on 10 acres of the Miracle Mile area here. Christmas settings will be used and there will be a midget circus, animal acts, rides, and shows. Waldo T. Tupper, who has directed a number of civic celebrations on the Coast, was named managing director.

## Rose Festival Pulls 150,000

TYLER, Tex., Oct. 12.—Altho rain hurb the closing crowd, gate at the eighth annual Texas Rose Festival here on October 3-6 of 150,000 came close breaking all-time attendance records. Quaranters from all sections of the Southwest drew 3,000 to a community singsong and other thousands came to take part in model airplane events, pageants, vesper services, and rose displays.

announced that decision on the matter would have to be postponed until the arrival back on the scenes of Frank P. Duffield, League president, who is also director of fireworks of the World's Fair. The NSA'ers were told that Mr. Duffield was expected back on Monday, and that on that evening another meeting would be held and the decision of the League be given to the NSA in writing.

Mr. Duffield was held up in the South, it was stated, and was not expected back until Thursday, but meantime the Monday huddle was held and next day the Leaguers announced their decision in a letter as follows: "The committee passed a motion to continue the activity of the present campaign in the same manner as the present planned procedure, and that this committee will recommend in due time to the board of governors of the Showmen's League of America that the National Showmen's Association receive a certain portion of the proceeds of the charity fund benefit profits. It was further recommended by this committee that a meeting be held in the near future, prior to October 17. (See *OUT IN THE OPEN* on page 36)

## W. Va. Oil and Gas Expo Big; Bee Kyle Featured Free Act

CHARLESTON, W. Va., Oct. 12.—West Virginia Oil and Gas Association Exposition here on September 30-October 4 was highly successful, reported J. James Lloyd. Featuring Bee Kyle, high fire diver, it drew 15,000 to 20,000 daily and was directed by Harry A. Wallace Jr., association president. There were daily demonstrations of oil and gas well drilling and prize awards by dealers in the industry who had exhibits of implements in booths under the grandstand at Laddy Field. Other attractions were boxing matches, football games, and high school band drills.

On Thursday night Virginia, Madeline, and Roseline Latip entertained Miss Kyle at their home with a spaghetti dinner. The Latip sisters are to leave soon for Detroit where they will open 20 weeks of night club work. Miss Kyle and her husband, Boots Wecker, were guests of Mr. and Mrs. Lloyd, who were connected with the exposition, until October 7.

## Texas Show Draws 18,701; To Be Repeated Next Year

CORPUS CHRISTI, Tex., Oct. 12.—The first national home show here on September 30-October 5 under auspices of the Real Estate Board had competition from football games and an engagement of the Ringling-Barnum circus, it drew 18,701 and will be repeated next year, reported Secretary Carroll Wakefield.

Board President Mark A. Welsh announced on closing night that Edwin N. Williams, who directed the show, will be retained for the 1941 event. A warehouse housed the show and there were 67 booths and five landscaped gardens.

Augmenting the program were six vaude acts, Barth and Maier, teeterboard; Wilsons, perch; Elaine Lynn, contortionists; Zimmerman Brothers, weight lifting; Rolling Ramblers, skaters, and McCord Troupe, comedy.

## Brown Shows in Midwest

ST. JOSEPH, Mo., Oct. 12.—Brown's Hollywood Revue consisting of magic, all-girl, hillbilly, musical and variety units, has been playing dates in the Midwest recently, officials report from headquarters here, including the Kings-ton (Mo.) Foxhunt; Atchison County Fair, Effingham, Kan.; Fairfax (Mo.) Fall Festival, Osborn (Mo.) Fair, Robinson (Kan.) Nalkleg Derby, and a show in King City, Mo. Acts appearing at the shows were the Clay Boys, tap dancers; Dunbar's marimba band; Mary Lighthall, accordionist; Forrest Hobbs Jr., acrobatic baton-spinner; Doc Brown, magic and emcee; Billy Hendricks, tap dancer; Miss Doris, vocalist; Lois Gordon, dancer; Senor Cross, Mexican songs; Rambling Red Busby and his saddle pal; Blackface Jake, banjo; Dorothy Holding, roller skate tap dancer; Rosemary Pedrick, piano; Ann Brahinsky, dancer; Dorothy and her batonology, and Curly Eggleston, marimba tap and emcee.

## Shorts

FREE ACTS at Crawfordsville (Ind.) Harvest Fair on October 8-12 under auspices of merchants were Four Sensational Clovers; Honeyboy and Sassafras, radio blackface comic; Zaratia Troupe, unsupported ladders; John and Jorie, comedy; Zoppe Trio, trapeze head balancing; Armstrongs, acrobats; Six Crescendians, teeterboard; Edick and Company, balancing; Dandy Trio, Philmore, and Bauers and Company, upside down walking.

JAKE J. DISCH (Hingo Sunshine), clown cop, reports he recently entertained 500 children at the annual outing of the Milwaukee Variety Club. His daughter, Ellen Angeline, teacher in the Cudahy (Wis.) public school system, has been awarded the degree of Bachelor of Science in Education by St. Clare's College, Milwaukee.

# Notes From the Crossroads

By NAT GREEN

SINCE the announcement in last week's issue that the International Association of Fairs and Expositions will celebrate its golden anniversary this year, this pillar has received many inquiries as to what form the celebration will take. It is a little early to give any detailed information on the celebration, but Frank H. Kligman, secretary of the IAFE, is now at work with other officers and directors on the program for the annual convention to be held in Chicago December 2-4 and no doubt will soon announce plans for the event.

The IAFE has been a great force not only in the progress of fairs but of the entire outdoor show world as well. Its leaders have been instrumental in constantly raising the standard of entertainment, until today the leading fairs present shows comparing favorably with anything that can be seen in the theaters or elsewhere. Nationally known bands and acts that a decade ago would not have thought of playing a fair now eagerly seek fair dates. In other directions, too, the IAFE has been a potent force. Its members have from the start encouraged and supported the 4-H boys and girls' club work that has done so much for rural progress. The approximately 1,500,000 4-H Club members throughout the country look to the fairs as their benefactors. The fairs, too, have been responsible for opening up new markets for many nationally known firms that cater to the rural population.

All of this and much more will be shown in story and pictures in the IAFE Golden Jubilee supplement which *The Billboard* will publish in connection with its outdoor convention number as a tribute to the achievements of the International. The IAFE convention program will contain many special features in connection with the golden jubilee, and the convention doubtless will be the greatest gathering yet held. You should, by all means, make it a point to attend. It would be well also to get your room reservations in early at the Hotel Sherman, which will be headquarters for the IAFE, Showmen's League of America, International Motor Contest Association, and American Carnivals Association.

Frank Mayer, program publisher, is resting up at Hot Springs. . . . Dave Williams, mechanical man and ice skater, is in Washington Park Hospital nursing a cracked back. . . . Sidney Belmont in from St. Louis to engage rooms for the big outdoor convention. . . . Omer J. Kenyon postcards from the house of the Dionne Quints: "Here today with the Quints' father, Olive Dionne. They are all well and prosperous—and a great show." . . . Ray Anderson, of the Theatrical Duffield Fireworks Company, has finished his season's work and left for Chippewa Falls, Wis., to do some intensive fishing with Archie Putnam. . . . D. W. Winebrenner, general sales manager of Baker-Lockwood, stopped over in Chi on his way home to K. O. after an extended Eastern trip. He was anxious to get back to Missouri to close a deal for a farm which he's buying as old-age insurance, tho it will be many years before he'll need it, judging by his present youthful appearance. Jimmy Morrissey, of the same firm, also was a recent visitor. Both of 'em will be heading back this way for the convention in (See *CROSSROADS* on page 36)

**RIPLEY, OHIO**  
October 24, 25 and 26  
**KIWANIS CLUB**  
**FALL FESTIVAL**  
Concessions, Wheels, Bingo, etc., for Sale.  
Frank A. Germann, Chairman.

**George Hanneford**  
**Family**  
Permanent Address:  
CLINT FALLS, N. Y.



## Good Night Houses for Cole in L. A.; Side Show Also Does Okeh

LOS ANGELES, Oct. 12.—The Cole Bros' Circus title seems to be one to confound with in Southern California, judging from the very nice business that has been done. Manager Zack Terrall stated he was satisfied with the patronage that has come to the show. Show was at Washington and Hill streets, Los Angeles, seven days, with good week-end business. Other matinees have not been big, but good night houses have prevailed. The Side Show also did very good business, according to Boston Towne, side-show manager.

It is a definite fact that this show has cashed in on the great amount of good will promoted with the newspapers and big names of the movie colony in the visits in 1936 and '37. Every paper has given the show fine notices. Ora Parks, Ray B. Dean, and Jack Grimes have been given a lot of picture spreads and reading notices. The feature writers of every paper and cameramen have given the show a great play. Prudence Penny was guest of Grimes and Mitt Carle, steward, at a 'cookhouse dinner, and she in turn gave Carle and staff nearly a column on the cookhouse. Ted Le Brethon, feature writer of *The Los Angeles Daily News*, gave Grimes a big feature story.

The principals and cast of the Earl Carroll Revue—Sterling Saters, Lolita and Ardo, Francis and Grey, Bob Bromley, Bob Williams, Jean Tighe, Bill Brady, and Steve Healy, director of public relations—occupied seats in center section night of October 3. Six of the girls, Diana Mumby, Morine Howell, Joy Barlow, Judith Woodbury, Virginia Maples, and Lorraine Clark, headed the opening spec that night as drum majorettes. Mrs. James Richardson, wife of managing editor of *The Examiner*, rode one of the howdah elephants same night.

### On Virgin Spot in Hollywood

The show opened October 5 on a virgin spot far out in Hollywood near Beverly Hills, a rather inaccessible location, but drew good crowds. At the night show the entire cast of the circus picture titled *Chad Hanna*, just completed by 20th Century Fox, occupied an entire section. Included Henry King, director; Henry Fonda, Dorothy Lamour, Linda Darnell, Guy Kibbee, Jane Darwell, and Roscoe Ates. Ed Mundy captained the party. Cameramen Bob Wallace and

Hyman Fink took intimate shots of the stars with Otto Griebing, Jack Klippel, Art Borella, and others. The show closed night of October 7 at Hollywood, having done a very satisfactory three days' business.

If anyone doubts just how much there is in a show carrying baggage stock, one should see the old-time early morning crowds and at the runs at night. Several of the major dailies referred to this in a special way. The long-string drivers and six and eight ups were centers of attraction.

The prominent movie folk, with whom this show is a great favorite, have been much in evidence. Among those noted were Charley Murray, Ben Piazza, Bing Crosby, Peter Lorre, Ginger Rogers, J. (See *Cole Night His Good* on page 47)

## 4 Saints, Sinners Clubs in Virginia Form State Assn.

RICHMOND, Va., Oct. 12.—The four tents of the Circus Saints and Sinners of America in Virginia, meeting in joint session at the Hotel John Marshall with a representation of 50 members on September 27, organized a Virginia State Association, elected officers for a term of one year and adopted a constitution and bylaws.

Officers elected for the State body were Charles A. Somma of Richmond, president; Bessie L. Arnold of Petersburg, vice-president; C. Barney Barnard of Norfolk, secretary, and Charles B. Ralston of Staunton, treasurer.

A body of governors also was chosen, consisting of the four officers and F. Eddie Rose of Richmond, Harry Herring of Norfolk, John C. Goode of Richmond, Dr. Guy R. Fisher of Staunton, and A. D. (Ham) Watson of Richmond.

Officers were installed immediately after the election. Former Governor Harold G. Hoffman of New Jersey, national president, who came to Richmond on September 26 to conduct the installations, a day ahead of time thru a misapprehension, was unable to officiate, being compelled to leave on an early train for Trenton, N. J. Governor Hoffman delegated his power, however, to John C. Goode, who conducted the ceremonies.

Under the bylaws the State association will meet annually, the time and place to be fixed by the board of governors.

The constitution and bylaws were written by a committee consisting of Thomas S. Bowles, W. Gary Bragg, Roland B. Liggan, and J. E. Bummell. That committee's report as well as the report on nominations, which was submitted by T. Gray Haddon, chairman, was adopted by unanimous vote.

Following the convention, several hundred Saints and Sinners and their ladies attended a banquet, dance, and floor-show in the roof garden of the hotel at 7 p.m. September 27.

F. M. FARRELL, of Ithaca, N. Y., has been playing fairs with his ventriloquist act.

## Was Courtney Ryley Cooper Murdered?

Courtney Ryley Cooper, famous writer and at one time a circus press agent, did not commit suicide! He was murdered in cold blood by men of dubious reputation whose path he had crossed in his exhaustive investigations of crime and subversive activities. Such is the belief of close friends who knew Cooper intimately and are certain that he was not a man who would take his own life.

Various circumstances that have come to light since Cooper's demise have been pieced together to form a strong supposition of murder. So strong, in fact, that certain influential persons have started a carefully guarded investigation which they hope will lead to the solution of what they believe was a heinous crime.

Not a single circumstance that might have led Cooper to self-destruction has been uncovered. He was happily married, had legions of loyal friends, and was devoid of financial worries. A prodigious worker, he was happy in his work and was in excellent health. Why, then, should he take his life? His friends say he didn't!

There were plenty of reasons for underworld characters to want Cooper permanently out of the picture. During the years that the writer had studied crime and criminals he uncovered many startling facts linking prominent and supposedly respectable men and women with the underworld. Some of these facts he had used in published crime articles. More recently he had conducted exhaustive investigations into fifth-column activities in Mexico and found plenty of evidence that these activities had ramifications in the United States reaching into vital places. His investigations into these two fields, his friends assert, furnished ample motives for underworld forces to get rid of him. Whether fifth-columnists or ordinary criminals were responsible for his death, Cooper's friends are determined to track them down, and it is probable that some powerful influence will be brought into play to solve the mystery.



CLIFF McDOUGALL, who has been with the Al G. Barnes, Sells-Photo, Hagenbeck-Wallace, and other circuses, recently joined the press staff of Cole Bros' Circus.

## RB Does Well In Shreveport

SHREVEPORT, La., Oct. 12.—The Ringling-Barnum circus showed here September 30 to big afternoon and night houses. When the circus began unloading hundreds of citizens were on hand. The unloading was within a block or two of the circus grounds, which were inside the Louisiana State Fairgrounds.

The Marco Polo spectacle perhaps gave the most pleasure here this year. Included in the acts receiving great applause were those: Massimiliano Truzzi, Alfred Court and his animals, Mlle. Elly Ardely, Rola Rola, the Great Fernandos, the Ritters, the Great Arturo, the Gauchos, Yacops and Orleans. The horse show commanded keen interest from the horse lovers of this section. Gargantua was the center of attraction.

John Ringling North and his brother, Henry, purchased some fine show horses from a near-by horse farm.

While at West Monroe, the day before, the circus showed under sponsorship of the American Legion. A full house was reported at both performances.

### Goldstein With Fernandez

CINCINNATI, Oct. 12.—Abe Goldstein, who was at the New York World's Fair, left for Honolulu to join the E. K. Fernandez Circus. He expects to remain there until the first week in December, following which engagement he will return to San Francisco to play club dates. Goldstein visited with his friend Ed J. Brown at the San Francisco fair, also with Mrs. Brown, Walter K. Sibbey, Mr. and Mrs. Terrell Jacobs and Fred Becker.

### Primrose Again With Lewis

OAK PARK, Ill., Oct. 12.—G. S. Primrose, general agent of Lewis Bros' Circus the past six seasons, has been re-engaged for the 1941 season.

## Another Big Winner For Sunbrock; Gets 43G in St. Louis

ST. LOUIS, Oct. 12.—Three forms of outdoor amusement combined into one large production spelled a successful week for Larry Sunbrock at Sportsman's Baseball Park here. The production, which was advertised as Larry Sunbrock's Combined Rodeo, Circus and Thrill Show, consisted of circus, rodeo, and car-crash acts, and was presented as a purely commercial venture, not being sponsored by any fraternal organization.

Advertising consisted of lithograph coverage in St. Louis and surrounding territory, radio and newspapers, as the result of which the show drew 108,922 people, with the gross gate receipts amounting to \$43,361.33, this in spite of a heavy rainfall on Sunday, the supposedly big and final day. On Sunday afternoon about 30,000 people were in the stands, but the continued rain held down the attendance at night when only about 4,000 were on hand. There probably would have been a complete sellout Sunday night if the weather had been favorable.

Sunbrock produced the entire show and emceed every performance. The show was held nightly from October 1 to 3, with two performances on Sunday (8). The performance was presented in a snappy manner with no waits between numbers. Among the features were Barney Oldfield, famous auto race driver; Merritt Rodeo group, King Kovac and Daredevil Vogel, auto and motorcycle crash daredevil; Jorgen M. Christiansen, highly trained horses and dogs; Four American Sullys, trampolines and horizontal bars, and the following sensational high acts: Great Jansley, Four Apollos, the Marions, Jack Knoll, Great Hamilton, and Captain Hugo. Oldfield made three laps around the track each night, showing how dirt track driving was done in the old days. Clown alley consisted of about 15 jects headed by Chester Sherman, Joe Natti, Billy Finkle, Sonny Jim, Hal Griffin, and Victor McDonald.

The St. Louis engagement was right in line with other big dates which Sunbrock filled with his Combined Rodeo, Circus and Thrill Show, all without sponsors. In 1939 he played the Coliseum, Los Angeles, March 19, one show, pulling in round numbers, \$4,800; Kezar Stadium, San Francisco, May 17, one show, \$7,400; Stadium, Cleveland, October 1, one show, \$4,800. This year he again played the Coliseum, Los Angeles, the date being March 17, to a crowd of 54,000; Soldier Field, Chicago, September 1-2, four shows, 214,000, and last, Sportsman's Park, St. Louis, 108,900.

## Harry Chipman Returns To L. A.; Was With Wallace

LOS ANGELES, Oct. 12.—Harry Chipman, who closed the season with Wallace Bros' Circus, has returned here and is back in harness to help in every way in Pacific Coast Showmen's Association Club activities. He also is again on the annual banquet and ball committee in charge of publicity, which will be held in the Biltmore Hotel December 17.

En route home Chipman visited some of the boys on the Ringling advertising car. He met Allen Lester, Dick O'Brien, Gene Hodgeman, and others. Chipman had a pleasant season with Ray W. Rogers and with George A. Hamid and Bob Morton on 10 weeks of their dates with Clyde Beatty. He was general press agent, advertising car manager, and contracted press. In the crew were Thomas C. Gunnells, boss billposter; Virgil Pruitt, boss bannerman; Charles Seward, boss lithographer; Pete Sadowski, Ralph Locke, Jim Meaney, John Hall, Herschel Frazier, billers.

On October 6 Chipman attended Cole Bros' Circus with his father, Bert J. Chipman, also with his aunt and uncle, Mr. and Mrs. George W. Chipman.

### Mancini for Hamid-Morton

BUFFALO, Oct. 12.—Lorenzo Mancini, high-wire unicycle act, at present filling local engagements, has been set by the local agency to play with the Hamid-Morton Shrine Circus, sponsored by the Ramesses Temple, Toronto, Ont. It will be held in Maple Leaf Gardens. It will be the first stand of the season for the indoor show. Mancini's personal manager is Gordon P. Derner.

## Two Good Houses At Russell Closing

ROLLA, Mo., Oct. 12.—Russell Bros' Circus is back home in its permanent winter quarters at Rolla after concluding its 1940 season by playing to two good crowds here October 3. As is the usual custom when the circus exhibits at Rolla, schools were dismissed and stores were closed for the afternoon.

A perusal of Eddie Woekener's season route card reveals that the show played 188 stands in 15 different States and that the season's mileage totaled 8,674. Opening at Donna, Tex., the first of March, the show worked its way up thru Texas and Arkansas, headed eastward across Southern Illinois, Indiana, Ohio, Northwestern Pennsylvania, and New York State, and entered New England early in June, where the greater part of two months was spent in Connecticut, Massachusetts, New Hampshire, and Maine. Then after a week in New Jersey and a couple of stands in Maryland, the return west was made across Southern Pennsylvania, Ohio via Wheeling, W. Va.; Indiana, and Illinois to Missouri. There were three two-day stands, all the remainder being for one day, and there were only five Sunday engagements.

While long continued cold, wet weather throughout the spring proved a handicap and a definite slump in business was noted after Labor Day, the season as a whole is understood to have shown a marked improvement over the two preceding seasons. The Russell circus has never had a more pleasing performance and it remained intact until the close.

The big top was left standing at Rolla until the night after closing to accommodate a Republican rally. By the end of the week, however, all equipment and animals had been transferred from the fairgrounds to the quarters, a mile distant. Lot Superintendent George Werner supervised the storing of the canvas and (See *RUSSELL CLOSING* on page 47)



# With the Circus Fans

By THE RINGMASTER  
CFA  
President WILLIAM H. JUDD  
25 Murray St.,  
New Britain, Conn.  
Secretary W. M. BUCKINGHAM  
P. O. Box 4,  
Gales Ferry, Conn.  
(Conducted by WALTER HOENADEL, Editor  
"The White Horse," care Hochstadt Printing  
Company, Rockville, Md.)

ROCHELLE, Ill., Oct. 12.—There was a successful and largely attended gathering of Fans, their families and friends from all sections of Connecticut at New Haven October 5 at which time Samuel M. Prentis, of New London, was re-elected State chairman. Headquarters were at the Hotel Taft, where registration started at 4:30 p.m. followed by the business session at 5:30 p.m., presided over by Prentis. Ed Smith, of Norwich, was appointed secretary pro tem by the chair. In memory of members William M. Ryan, of Norwich, and William H. Sterling, of Wethersfield, who died during the past year, all stood in a minute of silence. Then William H. Judd, national president, was called on for a few remarks. Among other matters he stressed the importance of forming more Tents.

Then to better acquaint all present with each other, Chairman Prentis introduced the heads of the four Connecticut Tents and in turn they introduced the members of their Tents who stood up and took a bow. At the request of Bill Montague, the chair then appointed Elmer Lindquist to draft a message of greeting from the gathering to John H. Yost, of Rockville, honorary member, who has been in ill health for several years and at the present time being in bed at his home. After completing this message, Lindquist obtained the signatures of all present below it and Chairman Prentis designated Bob Davies, of Rockville, a personal friend of Yost, to deliver the greeting.

At this point the chair appointed the following nominating committee: Bill Montague, chairman; Leslie B. Ulrich, Bugs Raymond, and George E. Fisher. After a short recess the committee reported the following slate for meeting action and the secretary was instructed to cast one vote for it: Samuel M. Prentis, State chairman; James B. Hoye, vice-chairman, and Margaret C. Roarke, secretary-treasurer.

A skeleton of bylaws sent by Carlos S. Holcomb, chairman of the bylaw committee, was then read and adopted, followed by adjournment of the meeting.

The party then retired to the banquet hall, which they found enveloped in circus atmosphere, which was planned and executed by Bonnie Ulrich, wife of member Les Ulrich, of New Haven. On the head table was a small round tent with cut-out animals fastened to the sidewall. On the mantelpiece was a hand wagon with an eight-horse hitch, the work of CPA Bill Brinley, of Wallingford, model builder. Underneath there were several circus poster displays furnished by member Doc Staples, of New Haven. Near the head table a large American flag was displayed. All present wore a small American flag.

A turkey dinner was served during which the folks were entertained by Janet Castle, singing accordionist. It happened to be Mabel Buckingham's birthday anniversary, and during the dinner a corsage of flowers was delivered to her, a gift from Walter, her husband, at which time all stood and sang *Happy Birthday to You*.

At the conclusion of the dinner the party returned to the meeting room where circus movies taken on the lots the past season by President Judd were shown by him. Between reels, the party was again entertained by Miss Castle. Later in the evening Minnie DeOrlo, clown, formerly with leading circuses, kept the crowd amused when he told about incidents which happened during his trouping days.

The following were present: Mr. and Mrs. George E. Fisher, Herman Kobnack, William H. Day, H. Martin, Mr. and Mrs. James M. Nisson, Mr. and Mrs. Samuel M. Prentis, Mr. and Mrs. L. B. Ulrich, Margaret C. Roarke, Edmund S.

Smith, W. H. Judd, William R. Brinley, Madelyn Bolle, Bill Montague, Mr. and Mrs. Walter M. Buckingham, Dr. and Mrs. H. L. Staples, James Dunn, Felix P. Callahan, Mr. and Mrs. Edwin F. Cost, Mary M. Gribbin, Edith Johnston, Mr. and Mrs. Randall W. Palmer, Elmer C. Lindquist, Jeffery O. Phelps IV, Gilbert Conliff, Charles E. Davis, L. P. Raymond, Mr. and Mrs. H. F. Alderson, James B. Hoye, and R. A. Davis.

Burt L. Wilson, of Chicago, will leave October 14 for a trip to the Southwest, which will keep him on the road until January.

Annual Tamsale Party for the Ringling-Barnum officials was given by the San Antonio Alfredo Codona Tent, CFA, in a specially erected tent in that city night of October 4. Plans for the party were completed at a luncheon of the Codona Tent in the St. Anthony Hotel the preceding Monday, at which meeting new officers were elected, including Porter Loring, president; John Muesbach, vice-president, and P. J. Scaperlanda, secretary-treasurer. Loring succeeded the late Harry Hertzberg, to whom tribute was paid just prior to the beginning of the circus performance by Beverly Kelley, radio director for the circus, who eulogized Hertzberg via a loud-speaker. Loring paid *The Billboard* a visit October 10 while in Cincinnati attending the morticians' national convention. He returned home the following day.

## Jack Raum Ends Successful Tour

COBROCTON, O., Oct. 12.—Jack Raum's Circus, Rodeo, and Thrill Show, confining its itinerary to Ohio, Michigan, and Indiana, playing as a grandstand attraction at county fairs, concluded its most successful season in years, 18 consecutive weeks, at the Coshocton County Fair here October 5.

On several occasions the Raum attractions broke all existing records at fairs. This was at Adrian and Charlotte, Mich.

With the acquisition this season of the rodeo, 80 head of stock was carried. Unit moved by trucks. Circus line-up included Volare Brothers and Denise, horizontal bars and comedy; Kinsey Trio, hand balancing; Great Romero, swaying pole; LaBelle-Ray Troupe, Roman rings; NRA, comedy acrobatic trio, acrobats and table rock finish; Marvin the Great, equilibrist; Capt. Ralph Delno, high dive into a net; Galvani, magician; Jule Haney and Her Cantine Revue; Aerial Gordon, tight wire; Jelly Bean Duke and His Comedy Austin; Tige Hale and his eight-piece circus band.

## "Yea, Verily"

By DOC WADELL

Only one person did I know who when meeting showfolk would warmly welcome with the Biblical greeting, "Yea, Verily." That good soul was Dr. Arthur Scott. He said it for the last time October 5 as he breathed his last. He died in the Ohio Masonic Home, Springfield, where he had resided for 15 years. He was a Shriner, a Knight Templar, and Scottish Rite Mason. His Blue Lodge was Columbus, No. 30, of Columbus. His uncle was the late well-known general agent, Oliver Scott.

Dr. Scott was born in McConnellsville, and in his early life was one of the first press agents with Sells Bros.' show. Later he became a pharmacist and operated drug stores at Athens and Columbus. God bade him stand four square and strong. Totally blind his last years of mortal life, yet he made his course full of play, prayer, and song. He has obeyed the Spirit's call and risen above all earthly thrall. His rule of living was: be decent.

## Robbins Will Return To Tennessee, Kentucky

GREENVILLE, Miss., Oct. 12.—Robbins Bros. Circus will end the tour of Mississippi at Booneville next Thursday and after making several towns in Alabama will return to Tennessee and Kentucky. Jimmy Hamiter's trained animals are being featured. Other acts are the Knight family of six people; the Ray family of eight, the Six Buckabears, and Tom Sanger, producing clown. Big Bertha, large performing elephant, remains one of the features of the pro-

## The Sawdust Ring Customers Are Right—We're Wrong

By FRANK (DOC) STUART

OKLAHOMA CITY, Okla., Oct. 12.—Of the hundreds of circus pieces written in the dim distant past (and which I used to call "articles") this might be considered as an editorial, an article, a piece, of what have you, but regardless of your terminology, construction, or texture of the writing, it is a plain, unvarnished story of the Big Show... Ringling Bros. and Barnum & Bailey and its youthful managers, John and Henry North, a couple of youngsters hardly out of their swaddling clothes in circus management or experience, yet a couple of young giants who in their early 30s are in a fair way to out-manage, outstrip, and outdo their famous uncles and P. T. Barnum in circus operation and production.

Oldsters like myself who have served on the staff of various circuses in the "good old days" probably will resent the thought that a couple of youngsters could "needle" the dying circus patronage back to life and make the public laud the circus as never before. Well, that is what is happening in these trying days of 1940. These youngsters of three years' experience are doing a remarkable and near unbelievable job. Believe it or not, the Ringling-Barnum circus is nine flat cars larger than even in the heyday of their uncles' operation and they are going to return to the winter quarters with a near million dollar profit—something unknown in the last decade.

We circus oldsters may as well admit that youth has always had its day. We outsmarted our dads and grandfathers just as our sons are outsmarting us. We are making monkeys out of ourselves—and monkeys are a managerie attraction at \$50 per dozen—when we perloit that the old circus and circus performance is as good in 1940 as in 1890. Had we only stopped to think back in 1920; but we hated to think back in the good old days—it gave us the headache—so we waited until we became old; we hung tight to the old set thought, became senile and then youth took over. Now we yell "Yuck!" Nuts, gentlemen, nuts.

What was the concoction used in the North Brothers' hypodermis needle? It was simple, very simple—1940 business sense, streamlining, designing, new acts, an overdose of customer comfort and courtesy, and the dumping of a lot of old theories into the ash can. We oldsters could have thought of that but thinking gave us cramps as well as headaches. Do you remember when the circus spectator left the showgrounds repeating: "That was the best circus I ever saw?" Then came a decade when they left with their thumb and forefinger closing tight the proboscis (nose to you, you lug), but now it's the best circus they ever saw. That's the Ringling Bros. and Barnum & Bailey Circus of 1940.

But to me, and giving all due credit to Frankie Braden and Roland Butler's superlatives in their writings of the Big Show as "Four trains of double-length steel railroad cars transporting 1,000

(See THE SAWDUST RING on page 47)

gram, running an hour and 40 minutes. Ed Hiler is general agent; Fred Kilgore, contracting agent; Al Clarkson, special representative; Fred Foley, in charge of billing crew with Ed Nash and Harry Yale. L. B. Holtkamp is in charge of banners, with Eddie Moran handling the promotions. Harry Doran is handling the candy stands. W. H. Agnew is manager of the side show. After the outdoor season ends the circus will begin its tour of auditoriums and armories for the winter.

## J. M. Cole Roster Lined Up for Opening October 21

PENN YAN, N. Y., Oct. 12.—Roster of the James M. Cole Indoor Circus, which will open here October 21 in the Junior High School, includes James M. Cole, owner-manager; Mrs. Cole, secretary-treasurer; Davis S. Cook (agent), No. 1 advertising car; J. S. Smith, (lithographer and second agent), No. 2 advertising car; Lou Barton, bannerman; Michael Guy, band director; Mr. and Mrs. Frank Peterson, in charge of concessions, with four assistants; Blackie and Tim Jones, groomers; Mike Carr, Frank Wylie, and Harry Allen, property men.

Show has an air calliope for hallying the town day of show. It's two advance cars are painted white with gold lettering and bear clown heads on each door. The ring curb is 30-feet, with a ring mat that is covered with red theater carpet which is in three sections and weighs 1,400 pounds. Show has a new line of press sheets, mats, and heralds. The Erie Lithographing Company furnished all pictorial paper, one, three and half sheets, and the Auslet Poster Company furnished two styles of four-color window cards, panel hangers, and one sheet. Three two-ton trucks and three panel trucks will be used to move the show, besides living cars and autos of the performers. Cole will have a girl in each town four days ahead, duties to be to promote ticket sale and work with auspices and speak to school assemblies.

Acts, which were not named in the October 5 issue, include Creta Brothers and Helene, comedy bar and trampolining; the Four Arleys, head and hand balancing and high perch; Rose Steele, menage and dog acts; Mille May, ladder and muscle grind; and Mianahua, performer.

## Mills Buys Haag Bros.' Elephants, Semi-Trailer

AKRON, O., Oct. 12.—Jack Mills, manager of Mills Bros. Circus, has returned here from a trip to Abingdon, Va., where he brought the two Haag Bros. Circus elephants and semi-trailer used to transport them. They are now in Mills' quarters at the fairgrounds in Berea, O. Capt. Roy Swambert is in charge of them with an assistant. Twelve men are in quarters under the supervision of John Wahl.

Mills is making preparations for his indoor dates which will start next month.

**FOR SALE**  
Trained Young Tigers, Lions, Lioness and Bears.  
**Clyde Beatty's Jungle Zoo**  
Fr. Lauderdale, Fla.

**NEW USED**  
**TENTS**  
FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
VANDERHERCHEN, INC.  
2540 Emerald St., Philadelphia, Pa.

**WIRE QUICK**  
Definite Information and Whereabouts of  
**WILLIAM NEWTON and his Show**  
Will reimburse under for all expenses.  
BOX 184, care of The Billboard, 1504 Broadway, New York City

**WILL LEASE**  
Fully equipped Circus and Christmas Street Parade to reliable party with transportation. Twenty-five head of Poodles. Address:  
**STREET PARADE**  
Harrison, Ohio

**WANTED**  
Circus Acts for Indoor Circus—all winter's work. Prefer family acts that double. Can use good Clowns. State lowest salary. Write  
**E. L. WINROD**  
Crawfordsville, Ark., until Oct. 28

**ATTENTION - - NOTICE**  
**PRODUCERS—ACTS—AGENTS**  
THE ST. LOUIS POLICE RELIEF ASSOCIATION IS MAKING PREPARATIONS FOR THEIR ANNUAL BENEFIT SHOW WHICH IS TENTATIVELY SET TO BE HELD AT THE ARENA IN ST. LOUIS, FROM APRIL 17 TO 30, 1941, INCLUSIVE.  
This notice is given with the intention of having any competent producers or acts, and reputable agents having acts to book, to communicate with the office of the secretary and submit their proposals for consideration.  
Address All Communications to C. A. POWERS, Sec., ST. LOUIS POLICE RELIEF ASSOCIATION, 1200 CLARK AVE., ST. LOUIS, MO.

**FOR SALE**  
Complete, obsolete Wood's Fair Museum Equipment. Will consider suitable Partner, as I sold all my property July 1st, 1940.  
NOTE—Have all kinds of Histories and Medical Equipment for sale cheap. Worth investigation.  
Geo. Burkhardt, Maclean  
252 Van Buren St., Brooklyn, N. Y.



# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

FRED LEONARD has been judge at a number of horse shows at small Kansas fairs this season.

JACK AND REBA HARRISON visited Bud E. Anderson's Circus at Boise City, Idaho, and had an enjoyable day.

WHEN Wallace Bros.' Circus closed, Harry Mack returned to Central Hotel, Macon, Ga.

Late season business is reported very good by the big tops.

JOE ALBERTS' Indoor Circus is playing schools, C. C. camps and night clubs around Renton, Wash.

ERNIE STEWART, after closing with the Lewis show, returned to his home in Leeds, N. D., for a visit.

CHARLES (KID) KOSTER, formerly with the big tops, is in advance of the Tallulah Bankhead legit show, *The Little Foxes*.

BON RIPLEY will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Sinners' Club, at Hotel Astor, New York, October 18.

Do not mislead—have what you advertise and advertise what you have.

CIRCUS GROUNDS in Shelby, N. C., (the R. H. Rogers property) passed out of the picture October 5. Ground will be cut into residence lots.

RALPH NOBLE closed with the Elite Carnival at Falls City, Neb. En route to Dallas he stopped over in Wichita, Kan., to say hello to Fred and Bette Leonard.

DENNIS STEVENS, who closed the season with Wallace Bros.' Circus at Sumter, S. C., October 5, headed for Detroit and has work lined up with his novelty acrobatic contortion act.

WALTER WAPFENSTEIN, 24-hour man with Ringling-Barnum, and Frank Kinder, a fan, had a great reunion when the show was in St. Cloud, Minn. They have been friends for 25 years.

Don't forget for a minute that good will will help immensely.

MRS. T. J. LOVITT is in McCracken, Kan., as a guest of her father-in-law, Charles Lovitt. Her husband, T. J. Lovitt, who is with the Cole show, will join her later.

CONNER TROUPE closed its second Ohio county fair season for C. A. Klein, of Klein's Attractions, at Marysville, O., and are playing theaters in Ohio and Kentucky.

JACK NAYLOR, San Antonio circus fan, caught the Big Show there October 4. He has not missed it since 1908. He has circus scrapbooks containing autographs of circus stars, souvenirs, and press clippings.

TERRELL JACOBS and his wild animals will be a feature at the annual Shrine Circus in Houston, Tex. Russell Nix is in charge of arrangements. Orphans and underprivileged children will be guests of the Shrine.

Wise cracking about chumps on buses and street cars doesn't help show business.

J. J. EVANS, veteran outdoor showman of Missillon, O., is planning to feature his midget mule act, clowns, trained ponies, and dogs in a Pittsburgh department store for five or six weeks during the holiday season.

FRANK S. LESSLIE is now a resident at the Masonic Home, Springfield, O. He is a good friend of Walter L. Main and thru this connection is known to many showfolks. He was formerly an auctioneer of note and with the late Sid Bartlett auctioned the Walter L. Main Circus property in 1909.

SLIVERS JOHNSON closed 12 weeks of fairs for C. A. Klein. He also played the Ohio State Fair for Ovs Sun. Slivers has two weeks off before opening his indoor dates at Toronto with the Hamilton-Morton Circus. This is his third year at Toronto. From there he goes to Baltimore.

DAINTY LITHI DARLING has returned to Newark, N. J., from Chicago, where she completed two months' engagements at night clubs and theaters with strip tease aerial specialty. She is contemplating making a trip to the Hawaiian Islands to work for E. K. Fernandez and present rope-dance specialty.

MARION WALLICK, manager of the Texas Playboys, has been broadcasting from Station WNBX, Springfield, Vt. The troupe is playing theaters and halls thruout New England. It made records last week for the station. Wallick recently purchased a new Chevrolet. The first of this season he had the Home on the Range show with J. R. Edwards.

IRA HAYNES, bandmaster for the last 19 years on Wallace Bros.' Circus, left the show in Buffalo in July because of illness and returned to York, S. C., for treatment. He was released from a hospital there on September 23 and now feels fine. The show returned to York October 6, and the best season in six years was reported. This year was Ira's 45th as a band leader.

DON O'CONNOR writes from Los Angeles: "I had a very good season and will winter on the Coast. There are quite a few of my former show friends here. I sure miss James Reynolds and Tipton O'Neil. I visited the Cole show and saw Alonzo, head herder of bulls. He has 14 of them, and some good hands. I also visited Oebel's Lion Farm and had a chat with Louis Roth, and Mabel Stark. Hi Pockets is working on a diary as head herder bear by. Friends I've met here are Tusco Johnson, Earl (See UNDER THE MARQUEE on page 51)

## Dressing Room Gossip

COLE BROS.—Ben Beno informs the writer that since his accident he no longer troupes. He is at the Pacific Showmen's Association in Los Angeles. There was a constant stream of visitors in L. A. and Hollywood—the Loretta Twins, Charley Post, former band leader; George Novikoff, Bruno Weiss, John White, animal trainer; Mabel Stark, animal trainer; Bob Thornton, Charley Murray, Everett Hart, the Danwills, acrobats; Hughie McGill, Curly Phillips, and many more that the writer didn't get. Ira and Ruth Millette and daughter paid the writer a visit in L. A. They have been here long enough now to become native sons. Ira and the writer put it up and took it down all afternoon.

Ernest, Elizabeth, and Ernestine Clark paid the writer and wife a surprise visit in L. A. and took us Mr. and Mrs. Otto Griebing, and Wanda Wentz to their beach home for dinner after the show. We had a grand time, going over pictures of our families when we were in Ireland with our wagon show. Elizabeth is a sister of Poodles and George Hanneford and a cousin of the writer. Ernestine Clark has developed into one of the finest performers this writer has ever seen. She can do anything and do it well. The clowns came in for some very favorable mention in the Los Angeles dailies. John Smith came to light with some stunning Spanish costumes for the L. A. date. Also new for the L. A. date was Gonzales with his bull-fighting dogs. We had one of the motion picture fraternity clowning in Hollywood, Red Walton.

Cliff Downing, who was over here doing tramp last year and who is now a writer in Hollywood, visited for the three days in Hollywood and clowned all thru the show. Herbie Weber made a big hit with his slide in L. A. and Hollywood. Percy Clark was in dressing room visiting in L. A. Had a nice letter from Albert Uyeno from Honolulu. The Uyenos are on their way out to Australia to join the Wirth show. They are going to have a grand time there with only one show a day and yearly work as that show never closes. The writer had nine of the happiest years of his life in Australia with the Wirth show. Speaking of Australia, some of the greatest performers in the world have come from there—May Wirth, Honey Family, St. Leon acrobatic act, Con Colleano, the Colleano Family, and Clarry Bruce. Adolph Delbosq is doing a fine tandem high jump that is going over big. Eddie Kohl took a nasty buster in Los Angeles from the Rolly Polly act and his partner, Jake Crumley, do. He suffered a broken rib. FREDDIE FREEMAN.

## Be Safe Than Sorry— In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated October 26, under the title of "When Specific Act Is Illegal and Criminal."

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

TEX COREY, trick shot and knife thrower; Harry Robinson, dart blower, and Connie Lorane are playing Philadelphia night clubs.

BILLY HAMMOND, well known in rodeo circles, and his horse, Peanuts, were an added attraction with Jack Raun's Rodeo at the annual Coshocton (O.) Fair.

TOMMY AND MILDRED HORNER, of Woodstown, N. J., left for New York, where both will contest at Madison Square Garden rodeo. Between contests Horner, whose specialty is bulldogging, is auctioneer for the Harris Sales Company, Woodstown.

ALICE AND JIMMY POSTER, formerly of Cole Bros.' Circus, and now with Mabel Mack's Mule Circus, playing Ohio county fairs, returned to their home in Wilmington, O., following the Circleville (O.) Pumpkin Show October 10. They report a pleasant season with the Mack show, in which they presented their roping, trick riding, and Western pony act.

CURLY KELLY of Sheridan, Wyo., won the bronk riding event September 29 at the Coeur d'Alene (Idaho) Rodeo. Bob Olson of Helena, Mont., was second, and Dick Slappert of Miles City, Mont., third. Oral Zimwalt, Wolf Creek, Mont., won the calf roping and wild cow milking contests, while Tex Doyle, Durango, Colo., took the bulldogging event.

TWO MEMBERS of the George V. Adams Rodeo are confined in Union Hospital, New Philadelphia, O., from injuries sustained while performing with the unit at Dover, O., October 6. Adalberto Gutierrez received a crushed foot and William Dobbs sustained a dislocated shoulder. Both were injured attempting to ride bucking horses.

FOURTH ANNUAL Harrison (Ark.) Rodeo, September 27-29, set a new attendance mark of 23,000. About 8,000 turned out on closing day. Rodeo was a feature of the first annual Northwest Arkansas District Free Fair. Vaughn Krieg sustained chest injuries when she was thrown against chutes in the Cowgirls' Bronk Riding contest. Whitey Stewart's arm was injured when he was tossed from a bronk.

GEORGE WILDERSPIN, of Fort Worth, Tex., was arena director at the third annual Corsicans, Tex., Rodeo, September 27-29. O. A. Walden announced. Final winners were: Bronk Riding—Mil, Moe, Clinton Booth, Piester Parrish, Elmo Walls, Van Brown. Bulldogging—Mike Fisher, Shorty McGroory, Glen Soward, Dub Phillips, James Irwin. Steer Riding—Elmo Walls, Frank Marion; Tack Bolton and Ross Leavins split third and fourth; C. J. Shellenberger.

THE WEST MONROE RODEO, Inc., has been incorporated at West Monroe, La., to conduct an annual rodeo in that city. Under its charter it may also operate in other Louisiana towns. Members of the board include Clifford Benson, president; E. H. Harper Jr., vice-president; I. H. Hamilton, secretary-treasurer; W. E. Peazel, James I. McCormack, E. B. Smith, and Norman Terrill. Benson and Hamilton were named resident agents and capital stock is fixed at \$1,000. Group held its first annual rodeo during the annual Ouachita Valley fair.

J. & R. BODEO, featured along with a circus and thrill show with Jack Raun's Attractions at county fairs in Indiana, Ohio, and Michigan, gave its final performance of the season the night of October 3 at the Coshocton (O.) County Fair. More than 80 head of stock were carried thruout the season. Line-up included bucking steer riders, Eddie Guy,

## Fine Business for Robert Fossett Show

LONDON, England, Sept. 21.—The Sir Robert Fossett Circus played last date of tenting tour today and pulls into winter quarters at New Dutton, Northampton, on Sunday. Season proved free from mishap and business, which mainly embraced counties in the West, exceeded all expectations. Lord John Sanger Circus is headed for home at Horley and all the other tenting shows are likely to close within a week or so before black-out time nears late afternoon.

Plans continue for Christmas circuses at Manchester Belle Vue (direction of George Lockhart) and Edinburgh Waverly Market (Denver) but London is almost certain to have its first blank since reopening of Olympia in 1919. Apart from question of suitable building, present air raid situation prevents anyone from making plans.

### Blackpool Show Continues

Blackpool Tower Circus continues its season run, with Tommy Kaye's lions and the Truzzi horse numbers as high spots of the program. Being quartered well underground beneath the Tower building's many strong floors, the animals have excellent protection against visitations from bomb-dropping air raiders should they venture to this part of the coast.

New owner of zoo at Paignton, Devon, is R. S. Goddard, whose menagerie and pleasure grounds at Chessington in Surrey have, taking into consideration the war conditions, enjoyed a successful summer season. He plans establishing at Paignton a circus on the lines of that which has proved such an attraction at Chessington, where performances by a resident company and establishment of animals are usually given at least twice a day.

Rosaires Circus will have to find new quarters at end of present tenting run, the normal home being in what is definitely one of England's most war-affected areas and totally unsuitable therefore as accommodation for animals.

The activities by the Circus Fans' Association have for the time being been suspended, many members individually are credited with sterling work on behalf of tenting shows visiting their districts during the season.

## Youngstown (O.) Club Again To Have Round-Up

YOUNGSTOWN, O., Oct. 12.—Jack McNulty, head of the Youngstown Showmen's Club, a group of outdoor showmen, active and retired; theater executives, park officials, and circus fans, has announced plans are under way for the annual Fall Round-Up at the Ohio Hotel here. The date will be determined at a meeting to be held later this month. McNulty said a membership drive will be launched shortly in an effort to enroll everyone identified with any branch of show business in the Greater Youngstown district.

An invitation has been extended the Charles Slegrist Showmen's Club, of Canton, to participate in this year's round-up. Last fall more than 50 members of the Canton group made the trip here and assisted in the installation ceremonies for the group here.

Shorty Ray, and Tony Yonkers; Mrs. Beatrice Raun, with Kentucky Boots; Herbert Hoover, trained mule; Tige Hale's Circus Band. Bronk riders were Roy Keene, Harold, George, and Dore Kane, and trick roping was presented by Harold George and Bobby Gordon. Billy Hammond was a guest performer. Pee Wee Lunford and Ralph Duke did Australian whipsacking.

FIRST of a series of four consecutive Sunday rodeos was staged at the State Prison, Huntsville, Tex., October 6. At the first one Paul Guyton stood out when he rode a Brahma bull to a standstill before 30,000 gathered from every section of Texas. Guyton stuck the same tire eight seconds required and took first money from a line of 30 convicts. Will and Slim Hodge, Negro brothers of Wheelport, Tex., divided honors in the roping events, with Slim scoring first in the calf belling contest. Will was second. Other first place winners were: Mad scramble, Ernest Myers; bareback bronk riding, Morris Coleman; goat roping, Guy McCulley; wild-mare milking, Carl Heffner and Joe Woodward; saddle bronk riding, Fred Moore; wild-cow milking, Robert (See CORRAL on page 47)



# TOPS TUMBLED IN ALA.-GA.

## Gates, Take B'ham's Best

Alabama State pulls total of 343,558—better spending sets record for RAS

BIRMINGHAM, Ala., Oct. 12.—Records in attendance and receipts were established at Alabama State Fair here on September 30-October 5. Weather was the answer to a fair man's prayer, and helped keep J. Warren Leach, executive vice-president, and Doug Baldwin, secretary-manager, wreathed in smiles.

Total attendance was 343,558 and, while this was only a slight increase over the 342,511 in 1939, there were many more adults in attendance and spending was much greater. There was a falling off in Children's Day attendance from 92,385 to 74,692, probably because the day was moved from Monday to Friday, although this was done at request of city schools which protested that last year some of the exhibits were not in readiness on Monday. But this drop was more than made up by total attendance.

Attendance by days: Monday 26,856, Tuesday 32,581, Wednesday (Governor's Day and State School Day) 63,842, Thursday 55,364, Friday (City School Day) 74,692, Saturday 90,023. Total receipts were from 12 to 15 per cent above last year's. Grandstand night box office ran about 20 per cent ahead of last year and the stand held its own on afternoon. Failure to gain for afternoon shows was attributed to the fact that more men were working and could not get off. Peak each day began between 4 and 5 p.m.

Midway take was \$76,668.11 as against \$62,502.70 last year, which, according to Carl J. Sedlmayr, head of the Royal (See ALA. STATE BEST on page 45)

## Va. State Held Down by a Day Of Bad Weather

RICHMOND, Va., Oct. 12.—Attendance at Virginia State Fair here on September 23-28 was 31,304 less than last year due solely to inclement weather on Wednesday, Richmond Day, usually the largest day, officials said. Total attendance was 194,055 as compared to 225,359 last year. However, every day except Wednesday showed an increase in attendance. Comparative daily attendance:

|           | 1939   | 1940   |
|-----------|--------|--------|
| Monday    | 19,021 | 20,241 |
| Tuesday   | 14,730 | 14,962 |
| Wednesday | 65,369 | 26,464 |
| Thursday  | 28,348 | 32,269 |
| Friday    | 37,668 | 38,021 |
| Saturday  | 60,223 | 62,098 |

Total ..... 223,339 194,055  
Record cool weather for 27 years which followed the rain of Wednesday resulted in a big falling off in grandstand attendance for Thursday and Friday matinee and nights. Grandstand attendance showed a 26 per cent decrease from 1939.

Jimmie Lynch and His Death Dodgers played on four days, Tuesday thru Friday. George A. Hamid booked grandstand attractions as follows: Roxettes, 24 girls in line, five numbers; Billy Keaton, emcee; DeCardos, Canestrelli Troupe, Mile. LaToesa, Captain Tibor's Seals, Wallenda, Belest and English Brothers, Lowe, Hilt and Stanley, Frank's Steers, Saul Grauman Musical Stair-o-Tone, Deteroa Sensation and Frank Cervone's band.

Receipts of World of Mirth Shows, on the midway with 42 shows and rides, were off 8 per cent from last year. Shows did near-capacity business, topping 1939, but in the cool weather rides fell off.

"If weather had been favorable, we think all records for attendance and gross receipts from the midway would have been broken," said Charles A. Somms, general manager of the fair.

### Thief Nimble, Too

ATLANTA, Oct. 12.—Johnny Cardova, one of the acrobats at Southeastern World's Fair here on September 29-October 6, reported to police that a thief with nimble fingers had slipped into his tent in front of the grandstand in Lakewood Park, taken his wallet from beneath his pillow, removed \$30 from the wallet and then replaced the empty pocketbook beneath the pillow. Asleep in the tent at the time were Cardova's wife and daughter.



HARRY L. SEAY, president of the State Fair of Texas, Dallas, October 5-20, presented her crown to Jerry Jenkins, 16-year-old beauty of Greenville, Tex., queen of the State Fair, in a colorful ceremony in Fair Park Cotton Bowl on the night of October 5. In formal attire are the queen's attendants. Miss Jenkins received \$300 from the fair management for a trip to Hollywood. Thru courtesy of R. J. O'Donnell, of Interstate Theaters, she will be given a screen test by a major studio.

### Plant Project Completed For Revived Arizona State

PHOENIX, Ariz., Oct. 12.—Arizona State Fair Commission has completed a large-scale rehabilitation program in preparation for the first State Fair to be held here in eight years. The new plant is said to be one of the finest in the Southwest and outlook for the fair is bright, the State having appropriated \$125,000 to finance the 1940 event.

Many changes have been made in the plant, including erection of a \$200,000 grandstand and numerous concrete exhibit buildings. Grounds have been landscaped. Appearance of a new concrete circular arena within the newly constructed race course for the livestock parade has been enhanced with floral displays. New main entrance and a building housing executive offices has been constructed. Date palms line thoroughfares throughout the grounds. Credited with bringing the project to a successful conclusion are fair President William H. Thompson; S. J. Donnell, secretary; J. Riley, business manager, and Wirt G. Boman, T. E. Heady, Harry L. Nace, and Chet Johns, commission members.

Hilderbrand's United Shows and Combined Circus has been booked for the midway and Manager O. H. Hilderbrand and Walton de Pellaton, who are booking attractions for the fair, have been furnished with office space in the grandstand.

### Stand Mark of 20,000 Nets Marshfield Profit of \$4,004

MARSHFIELD, Wis., Oct. 12.—At the annual meeting of Central Wisconsin State Fair Association in City Hall here on October 4 it was announced that the grandstand made a profit of \$4,004 on September 3-7, when it set a new paid attendance record of 20,000, reported W. A. Uthmeier, who handles publicity and was elected a director. Children under 10 were admitted free to the stand daily and on Tuesday, Children's Day, those under 18 saw free shows.

J. C. (Charlie) Kelfer was named president for his 30th term and R. R. Williams was re-elected secretary for the 26th year. Others named were Wilmar A. Drollinger, vice-president; H. G. Hambright, treasurer, and John G. Breitenbach and Ira A. Jones, directors. New projects planned for 1941 are erection of a 60 by 110-foot horse-show barn and construction of a ramp-style outside entrance to the exhibit hall on the second floor of a round barn. On the first floor of the barn the cattle show is held.

## Dallas in All-Time Record Opener Of 111,380; Insurance Beats Rain

DALLAS, Oct. 12.—Aided by fair, cool weather, the 53d annual State Fair of Texas here, October 5-20, got under way with an all time opening-day attendance record of 111,380, 14,785 better than the next highest opening-day crowd of 96,595 last year. Threatening weather in the morning and rain in the afternoon cut Sunday's attendance to 32,735, below last year's second day count of 44,360, and the fair management cashed in on its rain insurance.

A huge patriotic parade was staged at midday in downtown Dallas with brightly decorated floats bearing the 47 entrants in the Queen of Queens pageant. About 30,000 saw Fair President Harry L. Seay crown Jerry Jenkins,

## Atlanta Hits 775,000 High

Southeastern World's Fair chalks biggest single-day take—midway biz soars

ATLANTA, Oct. 12.—Southeastern World's Fair in Lakewood Park here on September 29-October 6 had attendance officially announced at 775,000 by Secretary Virgil Meigs. It was the largest in the fair's history, surpassing last year's record of 670,000. Admission was 50 cents except on School Day when children were admitted for 15 cents. Largest attendance was on October 4, School Day, with 160,000. Saturday, October 6, was the largest day in fair history as to receipts, topping the former record total by \$14,000, Secretary Meigs said. For the third straight year weather was fair throughout.

Johnny J. Jones Exposition was on the midway and Owner E. Lawrence Phillips said business was "far above what we anticipated." Secretary Meigs said midway business in the park had been better than usual all summer and he attributed this to a more easy flow of money. A ride new to Atlanta, the Rocket, "did a remarkable business," said Owner Phillips.

A free grandstand show was booked thru the Gus Sun Agency. Two performances were given daily and Secretary Meigs estimated the free shows played to 90,000 persons. Featured in the grandstand show were Fisher Brothers, trapeze; Teeter Sisters, aerialists; Keen and Tuck, juggling, and Arkansas Revolvers, hillbilly musicians. Show was not given on Sundays. There were nightly fireworks. On both Sundays Jimmie Lynch and His Death Dodgers worked in extra admission performances. Lynch, Buddy Toomey, Whitey Reese, and Bob Maynard were drivers. Pat Purcell, representative for Lynch, reported that 3,000 saw the shows. "We did satisfactory business," he said, the expressing disappointment that more people had not attended, attributing this to lack of newspaper advertising.

In the music hall nightly Mildred Bailey was featured singing with Charlie Barber's orchestra. Barber, an Atlanta boy, booked his band direct with President Mike Benton, of the fair. It was estimated that 20,000 were drawn at 75 (See 775,000 IN ATLANTA on page 45)

## Move for a Change In Neb. Board Made

LINCOLN, Neb., Oct. 12.—John B. Quinn, chairman of the State Junior Chamber of Commerce committee investigating Nebraska State Fair here, charged that the present fair board has been held back because of various members playing politics. His accusations were made before the Nebraska Legislative Council, ahead of the session which will be called in January.

The Junior Chamber is interested, he said, in improving the method by which fair members are selected. He claims there are plenty of capable men in the State who only have to be called on to give of their services. In keeping with this idea, Quinn said the State Junior Chamber of Commerce would sponsor a bill to make it impossible for any member of the board to become a candidate for political office and to eliminate the possibility of any man perpetuating himself in office, as is "being done at present."

Quinn requested the council appoint a director of research in fair activities so that a clear picture could be gained. He said leading citizens and newspapers of the State hesitated to co-operate with a management which had every appearance of needing a change. Quinn gave Omaha's Ak-Sar-Ben a pat on the back, saying it was capably managed and always came out financially in the clear, as against the State Fair, where the outcome "is always in doubt."

## Gate in York Over 238,000

Grandstand revue sets up new records — rain hampers program on one day

YORK, Pa., Oct. 12.—The 88th annual York Interstate Fair on October 1-5 was one of the most successful in history, having total attendance of 238,610 and receipts of \$123,663. Opening day, Children's Day, drew a record crowd of over 50,000. Rain on Wednesday caused cancellation of races and grandstand attractions, day and night, but weather was perfect for remaining days.

Frank Wirth, who booked his Imperial Revue as night grandstand attraction, reported that the show broke records each night it appeared. It opened on Tuesday, drawing an estimated 17,000 despite rain. Records were again set on Thursday, Friday, and Saturday. Show was under personal direction of Wirth and had attractive costumes and scenic and electrical effects. It received much favorable comment, including a puff in *The York Dispatch*, and had Harry Foster Welsh, "Original Popeye"; Wilson Sisters, adagio trio; 26-girl line, and Walter Donahue, emcee. Johnny Lonergan directed dances and the Spring Garden Band furnished music. Other (See YORK OVER 238,000 on page 45)

Greenville, Tex., Queen of the fair. Brilliant night coronation ceremony and pageant were staged in the Cotton Bowl. Grandstand attendance at the first night show was cut because of the lateness of crowds in leaving the queen's coronation. About 4,500 paid from 25 cents general admission to \$1 for reserves to see the second showing of the *Harnes-Carruthers* musical extravaganza, *Americans*, with Thearle-Duffield fireworks, furnishing the pyro background. Continuing the fair's international aspect, Sunday's program presented bands of three countries in a free concert in front of the Hall of State, rain having caused a switch from Fair Park band (See RECORD IN DALLAS on page 45)



## Muskogee Goes Over Top With Jubilee Annual

MUSKOGEE, Okla., Oct. 12.—Attendance records at the silver anniversary Oklahoma Free State Fair here on September 29-October 5 were broken consistently. As this is a free fair, there is no definite check on attendance, but it was well over 300,000. Accurate surveys have shown that about 86 per cent of attendance comes from out of town, not only from neighboring northeastern Oklahoma towns, but from Arkansas and some from Kansas and Missouri. For the third successive year perfect weather prevailed.

On opening day the grandstand was filled in the afternoon for the first of two days of auto races held by the

International Motor Contest Association. Crowds in the grandstand and on grounds were largest opening-day throngs in history of the fair. Grandstand was filled for the second day of auto races on October 3. Hennies Bros.' Shows arrived late and were not ready until Monday. This was the second successive year the shows have occupied the midway. After arrival they made up for lost time, and in six days lacked only \$77.78 of doing as much business as they did in seven days in 1939.

### Night Club Popular

Rodeo was afternoon entertainment before the grandstand on Monday, Tuesday, Wednesday, and Friday. T. W. Kelly's K-Bar Ranch Rodeo, managed by Tom Kelly and announced by Pete Adams, was declared by fans to be the best ever seen before the grandstand here. In addition to regulation contests there were acts, with a square dance on horseback especially pleasing crowds. Lack of sufficient advance publicity held crowds to normal on the first two days, but the grandstand was filled on Mus-

gee Day, Wednesday, and it was necessary to admit about 300 to the paddock for finals on Fridays. Capt. Bob Ward and His Hollywood Daredevil Aces, who played the grandstand on the final afternoon, attracted the largest crowd in history. After the grandstand had been filled the crowd milled in the paddock. More would have entered had space been available, but remained on the grounds to take in the midway and view exhibits.

Caricature of Stars, with Johnny (Seat) Davis and orchestra, was the night show in the grandstand. Orchestra also played at the fairgrounds night club, and acts from the show presented a floorshow. Herbie Kay and orchestra, who played the fair in 1938, were here the opening day and welcomed back by enthusiastic followers. Grandstand crowds increased throughout the week, almost filling the grandstand on Muskogee Day, October 2, and filling all seats from which the show could be seen for remainder of the week, crowds being larger Thursday, Friday, and Saturday nights than on Muskogee Day. Fairgrounds night club, now an established institution, had capacity houses nearly every night. Name bands pay in this respect, as well as in the grandstand, according to Ethel Murray Simonds, fair secretary.

Acts with Cavalcade were Robert Neller and Reginald J. Trickpuss, ventriloquists; Hibbert, Bird and La Rue, comedy dancers; Bollo and Pickert, who vary dance routine with a novelty stiff dance; Parish Sisters, accordionists and violinists; Bud Hughes and his pals, popular dog act, and the Bytonettes, who have played here several years, billed this year as Glamorous Hollywood Darlings. All were booked thru Music Corporation of America.

### Exhibits Are Replete

Exhibit space in all departments was filled, and need of additional space was evident. Many county displays had to be rejected for lack of space in the agricultural department, and five counties already have made entries for 1941. Poultry Show, as usual, was said to be the largest in the State, and it was also largest in history of the fair, with 2,261 birds entered. Altho premium book stated that live-stock entries would be accepted "to capacity of the barns only," it was necessary to put up two tents to shelter animals, one for dual purpose cattle and one for the junior livestock department.

The hobby department, in its first year, proved so popular that it was given double the space first assigned to it, and it will be given more space and a larger premium list next year. Lady Nimble Fingers Speed Crochet contest, in which contestants were sent directions for the specified edging in advance of the fair, attracted women from nearly 30 towns. Prizes were awarded in cash at conclusion of the hour-long contest. The fair again participated in the National Crochet contest.

Ethel Murray Simonds, secretary; W. S. Warner, executive vice-president, and directors were satisfied that the silver anniversary fair was a success from every angle but added, "It will be a hard one to follow." High school and institutional bands from 16 near-by cities came to the fair. Many played in the grandstand, and all played over the fairgrounds studio of KBIX, radio station of The Muskogee Daily Phoenix and Times-Democrat.

## Loudonville Draw Down

LOUDONVILLE, O., Oct. 12.—Altho ideal weather prevailed, 52d annual Loudonville Street Fair on October 1-3 failed to attract the crowds of former years and other than Wednesday, the big day, concessionaires' takes were reported considerably off. Agricultural, flower, livestock, and commercial exhibits were on par with former years and the junior fair, housed in its own tent, was one of the most successful yet held. Band concerts and acts were presented. Acts included Lamy Brothers, fliers; Clark's Animals; Emile and Evelyn, teeterboard, and Radke Sisters, acrobatic trio. P. E. Gooding rides, in charge of Charles O'Brien, were an Eli Wheel, Tilt-a-Whirl, Merry-Go-Round, Sky Ride, and Kiddie Auto. Also on the midway were Mabel Mack's Mule Circus, Nolan's Athletic Show; Gooding's Ten-in-One, in charge of Mark Williams; Mose Smith's Snake Show, a funhouse, Bob Wagner's anti-aircraft guns, Wentmore's Penny Arcade, Swain's cookhouse, Seirling's popcorn and caramel corn; Ormsby's, Hunt's, Gilbertson's, and Larry Larrimore's Keg and ball games. Olchrest's and Strass-

## So. La. State Ends In Black Brackets With Lower Count

DONALDSONVILLE, La., Oct. 12.—The 28th annual South Louisiana State Fair here on Sept. 29-Oct. 6, favored by ideal weather, a record number of exhibits, increase in awards and improved roads, went into the black, altho attendance fell under that of a year ago. Total gate was estimated at 90,000. Friday, Children's Day, and Sunday, Governor Jones Day, each drew 20,000. Adding of about \$1,000 to the prize list resulted in the best displays of home economics and livestock in its history, while agriculture suffered from a bad crop year over most of the territory. Cattle and poultry departments set new marks for number of exhibits and quality of stock.

Clear, cool weather made every day a fair one on the midway, altho crowds thinned on Wednesday and Thursday, when the fair apparently suffered from lack of special features. Texas Exposition Shows reported fair receipts. Midway was enlarged by removal of rear fence.

Grandstand show, booked direct by Fair Secretary Sidney Harp, drew capacity on Sundays and Friday night, but afternoon patronage was hardly fair on most of the weekdays. Acts included Stevens Brothers and Bear; Picchiani-Abdullahs Troupe, teeterboard; Larimer and Hudson, bicyclists; Six Gretonas, high wire; Red Carter, clown and soloist, and Dewey Camp and Collegians orchestra. General admission covered grandstand seats. Fireworks were directed by Thearle-Duffield on both Sundays and Friday night. In addition to premiums, the fair gave away \$1,000 and other cash awards and two automobiles. There was nightly dancing in the pavilion with Claude Williams and band.

Special days and estimated attendance: Opening Sunday, New Orleans Day, 18,000; Monday, Negro Day, 14,000; Tuesday, Better Babies and FFA Day, 8,000; Wednesday, Baton Rouge Day, 5,000; Thursday, Home Demonstration Agents' Day, 5,000; Friday, School Day, 20,000; Saturday, Farmers and County Agents' Day, 12,000; closing Sunday, Governor's Day, 20,000.

## Laurens Gate Satisfactory

LAURENS, S. C., Oct. 12.—Satisfactory attendance was reported for Laurens County Fair here on October 1-5 by Chris M. Smith, who assisted in the management. Reaching a low point in community interest during the past two years, the fair has been taken over by the American Legion Post and revived as a permanent community project. Options have been taken on land for a site. F. E. Gaudin, J. R. Sotler, and Fred E. Medlock, fair and post officials, stressed agricultural and industrial features to create interest and succeeded in obtaining State forestry and highway exhibits and a U. S. agricultural display. Lack of time resulted in a somewhat small number of farm exhibits, but they exceeded expectations. Burt Northrup presented his horse, Best, twice daily and there were fireworks. Royal Exposition Shows did well on the midway.

## New One Planned in Florida

GAINESVILLE, Fla., Oct. 12.—Six-day Community Fair here under auspices of the American Legion Post will be the first staged in Alachua County in several years, reported Manager Joseph A. Rowan. It will be held on Lynch lot and there will be merchants' and manufacturers' exhibits and an automobile show. There will also be livestock, poultry, garden, and kitchen product exhibits. Fred L. Craft, county agent, will aid in obtaining and arranging exhibits. Officers are G. A. Barber, president; C. A. Palmer, treasurer; O. L. Durranne, secretary, and Herschel Haynes, superintendent. Charter was granted the post recently by Judge H. L. Sebring.

burg's photo galleries, and Mr. and Mrs. Hube Sanderson. Balloon ascension was featured daily.

## BEN HILL, IRWIN AND WILCOX COUNTIES, TRI-COUNTY FAIR

Oct. 21st to 26th, Fitzgerald, Ga. Will place "Centennial of All Hills across Woods of Georgia" Georgia A. Lee chairs. Locations open to exhibit buildings for demonstrators. Address: JERRY JEFFREYS

### The Most Important

### Publishing Effort in the History of Fairs!

## A SPECIAL IAFE GOLDEN JUBILEE SECTION to appear in the big annual CHRISTMAS SPECIAL OUTDOOR CONVENTION NUMBER

The International Association of Fairs and Expositions celebrates its 50th Anniversary this year during the Convention in Chicago, December 2-4. The Billboard will publish this Special IAFE Jubilee Section in its issue distributed among the delegates in attendance there.

## SPECIAL COVER, ARTICLES AND PHOTOGRAPHS TO ENHANCE SECTION

THE front cover, using an appropriate design, will be printed in gold and black. The other three covers (inside front, inside back, and outside back) will be in red and black. Photographs of the IAFE founders, past officers, and present executive personnel, along with an interesting array of shots from conventions, national advertisers' exhibits, grandstands, stages, midways, grounds, etc., will be used, providing visual proof of the bigness of the fair business.

At no time has there been anything printed like this special section which will contain historical and factual data about fairs and their real importance to the American Public, Exhibitors, and Amusement Organizations.

## A SOUND ADVERTISING PROPOSAL FOR ALERT ADVERTISERS

WHAT better opportunity could any individual or company want to build good will, prestige, and recognition among the more than 2,000 fairs throught the country? What better medium for direct results?

With a special IAFE JUBILEE SECTION in the Christmas Special-Convention Number reader interest is going to be greater than ever, and most everyone will retain his copy because of the extra reading matter, photographs, and detailed explanation about the IAFE.

Carnival organizations, show people, equipment firms, supply houses will all want to congratulate and wish the IAFE continued success—do it in the Jubilee Section. Write for complete details now—today.

## The Billboard Publishing Co.

Cincinnati, Ohio



### 40,000 Coshocton Gate Ups 1939 Mark; Profit Recorded

COSHOCTON, O., Oct. 12.—With ideal weather and paid admissions in excess of \$0,000, 89th annual Coshocton County Fair here on October 15 topped last year's exposition and was termed satisfactory by directors, who predicted a profit. Big day was Thursday, when more than 15,000 paid admission to the grounds, and Saturday's crowd of 11,000 was second largest. The free gate on Tuesday night brought out a large crowd and grandstand admission was 25 cents.

Grandstand receipts were up substantially, credit going to Jack Raumb's attractions, offered here for the first time. His attractions included a rodeo on Tuesday and Thursday, circus acts on Wednesday and Friday, and an auto thrill show on Saturday. Circus acts and chariot and Roman races were offered between race heats in the afternoon. F. E. Gooding rides, in charge of Karl Spellman, were an Ell Wheel, Merry-Go-Round, Aerial Sky Ride, Octopus, Kiddie Autos, and Swings. Show line-up included Captain Ritz's Motor-drome, Stark's Snake Show and Bug-house, and D. Rex Barnes' Barnyard Pit Show. Concessions were Dick and Helen John's Playland and anti-aircraft guns, Bob Wagner's anti-aircraft guns; Charles Martin's, Duke's, and Constant's cockhouses; Lester Rodgers' peanuts; Dickson's peanuts, taffy, and popcorn; Snyder's photo and lead galleries, Patterson's pony track, and Larry Larrimore's ball games.

### Grand-Stand Shows

YATES D. SMITH, director of Smith's Superba Band, reports a successful season, having begun a 14-week series of fairs the first week of August, with other dates to follow until mid-November and six fairs contracted for 1941.

WHITNEY HARRIS, Smiley Daly, Roy Barnett, and Happy Kallema, clowns playing Waterloo (La.) Dairy Cattle Congress, September 30-October 6, visited the grave of Shorty Fleming, clown, who died recently in that city and placed a wreath on the grave. Accompanying them were Mr. and Mrs. Sam J. Levy, of Barnes-Carruthers.

CAPT. ALBERT SPILLER reports he closed a successful fair season with his seal act at Knoxville, Tenn., on September 29. He had been working for Barnes-Carruthers and Ernie Young and was slated to join Polack Bros. Circus at Pueblo, Colo., on October 14.

WALLENDIA TROUPE was featured at Cumberland County Fair, Fayetteville, N. C., on September 30-October 5, reported Walter D. Nealand, Karl and Helen Wallenda head the troupe. It returned from Europe early this spring. Its 20-week engagement at Blackpool Circus, London, having been curtailed by the war. Act played the fair two years ago and was booked for a return engagement by J. Alexander McKethan, secretary of the sponsoring Junior Chamber of Commerce. Troupe is also booked for dates at Columbus and Macon, Ga. John Robinson's Military Elephants also played Fayetteville.

### Fair Grounds

HARLINGEN, Tex.—Directors of Valley Mid-Winter Fair here decided not to hold the fair this year because of national and local economic conditions, said Manager Worth W. Heffner.

BASKATOON, Sask.—Baskatoon Exhibition grounds and buildings have been leased by the Department of National Defense for another year. Improvements made under direction of the exhibition board include asphalt surfacing of the stadium center arena to provide a drill surface for troops.

MANY, La.—One of the most unique buildings in Louisiana was dedicated on October 15, opening day of Sabine Parish Fair here. J. W. Worrod, commander of Floyd Jordan Post, American Legion, in a dedication address explained the eight

flags on the building, the Spanish flag, French Fleur de Lis, Napoleon's French tri-color, 15-star flag when Louisiana was admitted to the Union, the one star with 14 stripes when the Louisiana Republic was proposed and lasted 10 days at beginning of the War Between the States, followed by the entry of Louisiana into the Confederacy, all of which was climaxed by Old Glory. On front of the building is draped the State flag of Louisiana with its pelican and brood, officially adopted by the Legislature in 1912 as the State flag.

BENTONVILLE, Ark.—The 39th annual Benton County Fair, held for the first time in a permanent plant, drew 20,000 and was called by officials the most successful ever held.

COVINGTON, La.—Perfect weather helped to set an all-time attendance mark for annual St. Tammany Parish Fair on October 3-6 with about 5,000 school children on opening day setting a single-day mark. Total attendance was about 15,000. Thousands came on Sunday to hear Governor Jones of Louisiana. Exhibits were largest in history of the fair, said President Bryan D. Burns.

PHILADELPHIA, Miss.—Officers and directors for 1941 Neshoba County Fair were elected and plans discussed at a meeting last week. J. B. Hillman was re-elected president; W. A. Winstead, vice-president; W. R. Ray, secretary; Ira Lewis, treasurer.

MARYSVILLE, O.—Nearly 5,000 attended Union County Fair here, October 1-4, on Wednesday and slightly better patronage was reported the following day, with ideal weather prevailing thru-out. Harness racing was held on the final two days. Klein's Attractions provided grandstand entertainment on Thursday night, with Captain Barnard's animal unit, augmented by the Conner Troupe, giving an hour and a half performance. Mrs. Margaret Klein was in charge.

HOUSTON, Tex.—Dates for the ninth annual Houston Fat Stock Show and Live Stock Exposition in 1941, said J. W. Sartwell, president and chairman of the executive committee, are considerably ahead of those for the previous exposition. Exhibits will again be shown in Sam Houston Coliseum and adjacent territory, and the arena will again have a rodeo interspersed with acts. Premium list will be ready soon, said W. O. Cox, exposition manager. Merchants will be urged to co-operate in display of western regalia for men, women, and children, and the public will be invited to wear the colorful garb usually associated with a stock show or rodeo.

ALEXANDRIA, Ky.—At a meeting on October 8 of Campbell County Agricultural Society, operator of Alexandria Fair, a resolution was adopted petitioning Campbell County Fiscal Court to make an appropriation for the fair. It also requests the court to intercede with State departments in Frankfort in an effort to obtain an appropriation for the fair and to intercede with the federal government for a grant to improve the grandstand and buildings. Board voted to have a fire plug and water lines installed on the grounds. Re-elected Secretary J. W. Shaw was authorized to place the resolutions before the court, and Sol Youtsey was renamed treasurer. Dr. John Todd is president.

### ALA. STATE BEST

(Continued from page 43) American Shows, set a new record for a six-day fair, the former record having been set in Birmingham last year. The Ice Show was by far top midway attraction.

Governor's Day on Wednesday drew 10,000 or more over the same day last year, railroads offering \$1 round trips from anywhere in Alabama for the day (50 cents for children), so that attendance was largely made up of ruralites. Gov. Frank M. Dixon appeared with whole staff, accompanied by bands from the University of Alabama and Auburn, an honor guard from Marion Military Institute, and detachment from Alabama National Guard and Birmingham Sabres. Secretary-Manager Baldwin reported the grandstand appearance of the governor and party went off like clockwork, altho it could not be rehearsed. The governor auctioned off a prize steer, visited exhibits, and made a round of the midway.

#### Fair Privately Owned

Among outstanding exhibits were those of the Association of American Railroads

and many Birmingham industrial concerns. It was necessary on opening day to throw up emergency pens for increased livestock entries. Alabama 4-H Clubs members, with membership of 12,000, presented their largest exhibit to date. Boy Scouts encamped and presided over the Court of Flags (1,077 flags) which were raised and lowered daily. Prize list of \$27,000 was considerably above last year's and helped to draw more exhibits in every department. The Flower Show drew much comment and the grounds were abloom with flowers and shrubs.

Grandstand revue, Music on Wings, was produced by Barnes-Carruthers with M. H. Barnes on the scene and consisted of 150 performers including singers, dancers, two bands (Dodore Cervone and Milton Britton), jugglers, thrill acts, and nightly fireworks. Frank P. Duffield had charge of Thearle-Duffield Fireworks Company displays. Auto races were held on two days and on Saturday Jimmy Wilburn, Indianapolis, defeated Gus Schrader, last year's winner. Emory Collins was forced out of competition by illness and is now recovering from an appendectomy. Speedy Goff, Birmingham, was painfully injured when his car crashed thru a rail. Jimmie Lynch and His Death Dodgers again made two appearances.

The fair is privately owned and operated by G. T. Wofford, Birmingham oil and real estate man, who, it is said, puts back into the fair all or more than he makes out of it. Engineers are now planning increased parking space for next year and other improvements are contemplated. Secretary-Manager Baldwin reported a majority of concessionaires have already asked for the same space next year. He also reported all bills paid. Admissions, same as last year, were: Main gate, 25 cents; parking, 25 cents; grandstand, 50 cents; reserves, 25 cents.

### YORK OVER 238,000

(Continued from page 43)

Wirth attractions appearing before the grandstand were Welby Cook and his dogs; Miscahus, tight wire; Alf Loyal's Dog; 12 Algerians, tumbling; Flo Mayo, trapeze; Ben Yost Varsity Eight, stunting; Willie West, and McGinty, comedy; an aerial ballet, Billy Ritchey's Water Circus, and Allen Family, balloon ascensions and parachute jumps.

Concessions were again under direction of J. P. Murphy, assisted by Jake Fickes, and there was less unsold space than for several years. James E. Strates' Shows, on the midway for the fourth consecutive year, had its most elaborate line of attractions. Much neon was utilized and fair officials praised rides and shows.

Exhibit buildings were filled with the best quality of displays in several years. Trotting, pacing, and running races were staged three days. Jimmie Lynch's Death Dodgers appeared Saturday and drew capacity business to the grandstand. An added attraction Saturday was a State Police rodeo. American Fireworks Company furnished displays.

Among visitors were Harry B. Correll, Bruce Sniderman, Mrs. Jacobs, Harry K. Gilmore, M. J. Grimes, M. Sauls, and Charles Seidman, Bloomsburg (Pa.) Fair; M. H. Beary, Allentown Fair; Charles W. Swoper, Reading Fair; William Brice, Clearfield Fair; President Pete Shaw, Secretary Ernest Raughley, and Walter Moore, Harrington (Del.) Fair; Buddy Brice, Bedford Fair; Mr. and Mrs. Wilkinson, Edensburg Fair; Herbert H. McElroy, manager, Ottawa Fair; Campbell and his band, Ottawa; J. H. Book, Port Royal Fair; Doctor Turner, Doylestown Fair; Roland Fisher, Selingsgrove, Pa.; J. C. McCaffery, Amusement Corporation of America; William McIntyre, Stoneboro Fair; Lew Dufour, Frank Buck, Joe Upchurch, Al Schaffer, Earl Browne, and Mr. and Mrs. Michael Costello. Mrs. Costello is a sister of J. P. Murphy.

### 775,000 IN ATLANTA

(Continued from page 43)

cents during the seven playing days. Music was broadcast nightly. Official opening dinner of the fair was broadcast on September 28. Hal Kemp and band played and governors of five States spoke.

Officials of the carnival and the Lynch show were displeased at the amount of newspaper publicity the midway and the thrill show received in two local papers. About all the publicity obtained in the papers was about exhibits, except on Sunday when The Constitution gave big layout to Barber, Bailey, the midway, and Lynch. Altho there were more exhibits than at former fairs, it was said agriculture exhibits would be enlarged next year. A new agriculture building will be erected next year. Uncle Sam's exhibit of army equipment drew big crowds.

### RECORD IN DALLAS

(Continued from page 43)

shell. Bands participating included the Scottish Bagpipers from Powell River, Canada; Mariachi orchestra from Mexico City, substituting for the Mexican Tipica orchestra, and the North Texas Angle band from Arlington. The applauding crowd stood in rain for the finish.

Over 600 newspaper men attended Saturday's Press Day program, an annual feature of opening day, as guests of the fair management in visits to all attractions and exhibits and at a banquet at night.

Featuring one of the largest livestock exhibits in the country, the Hereford show has entries of 875 prize animals and \$25,000 in cash awards. Total livestock prizes are \$85,000, besides the Hereford premiums, and total of livestock on parade is 1,822.

Midway attractions and fair concessions did big business on Saturday with only fair trade from the smaller Sunday crowds. Fair officials are pointing the 1940 annual for an attendance record of 1,250,000 by the closing date. Last year's total admissions, the fair's best, were 1,038,708.

Showmen's League of America benefit performance has been set for midnight, Saturday, October 19. Denny Pugh, Dallas concessionaire, and Robert L. Lohmar, manager of the Rubin & Cherry Exposition, will be in charge.

Showfolks celebrated Friday night before the opening at a party for Jack Duffield, an executive of Thearle-Duffield Fireworks Company, Chicago, and Carolyn Tavanee, member of the cast of the Barnes-Carruthers revue, who were married on October 8.

*Seldom*  
**THE STRATOSPHERE MAN**  
★  
World's Highest Aerial Act!

**TIME AVAILABLE FOR A FEW LATE DATES**  
Write or Wire Care of  
**THE BILLBOARD, CINCINNATI, O.**

**WANTED For FOREST PARK, ILL. ANNUAL FALL FESTIVAL**  
October 19-26 Inclusive.  
Concessions of All Kinds, No Gifts. Always a Red One.  
**MILLER AMUSEMENT ENTERPRISES**  
530 W. 59th St., CHICAGO, ILL.  
Phone: Englewood 7077

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION  
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**WESTERN UNION**

REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.



# SEASONAL UPSWING IS SEEN

## Rides and Dancing Lead in Tilt; Pools Go Down in Ops' Reports

Refreshments show gain of 1 1/8 per cent and miscellaneous receipts of 11 per cent in partial survey by Hodge, who lauds record made in adverse period

CHICAGO, Oct. 12.—Increases in business during the past season are reported by Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches, from his offices here, the figures given having been taken from reports received from a number of parks in many sections of the country. While the figures are not claimed to be complete, it is indicated that riding devices are up about 6 1/3 per cent over 1939 on an average of all parks reporting. Refreshments show a gain of about 1 1/8 per cent on an average of all parks and pools reporting. Dancing is up about 6 1/2 per cent on an average of all parks reporting.

Swimming is down about 10 per cent on an average of all parks and pools reporting. Miscellaneous receipts are up about 11 per cent on an average of all parks and pools reporting. Secretary Hodge said he had attempted to prepare season's statistics by September 15, "But so many members who have been supplying this material were so late in getting their figures in as to make this impossible." In fact, there are a number who have not sent them in even yet, so that we are compelled to omit their figures from the report.

"It is certainly a great compliment to our industry," he added, "that it can show such a record during a season where almost every conceivable handicap has been experienced, most prominent of which, of course, was the terrible weather for a major part of the season, combined with war hysteria, war news, and, lastly, the Presidential election year."

### Resume of Results

His report reads, in part: "The following is a brief resume of the operating results for the 1940 season in the localities indicated. To save space, we list the questions which we asked and under the column headed by the numbers representing these questions we give the results reported.

"1. How did your gross (in percentage) for 1940 compare with 1939 figures?"

"Alabama, 3 per cent less; California, 5 per cent less; Eastern Canada, 25 per cent increase; Northern Illinois, 5 per cent less; Indiana, 6.6 per cent increase; Louisiana, 15 per cent increase; Central Massachusetts, 18 per cent less; Northeastern Massachusetts, 10 per cent less; Eastern New York, 6.5 per cent less; Midwestern New York, 9 per cent increase; Northern Ohio, 9 per cent less; Southern Ohio, 4 per cent increase; Oklahoma, 1 per cent less; Oregon, 15 per cent increase; Eastern Pennsylvania, 3 per cent less; Midwestern Pennsylvania, 20 per cent increase; Northwestern Pennsylvania, 2 per cent increase.

"2. How was business during the days of September operation as compared with the same period in 1939?"

"Alabama, 22 per cent increase; California, 2 per cent increase; Eastern Canada, 36 per cent increase; Northern Illinois, 85 per cent increase; Indiana, lower; Louisiana, less; Central Massachusetts, 25 per cent less; Northeastern Massachusetts, same; Eastern New York, 21.6 per cent increase; Midwestern New York, 9 per cent less; Northern Ohio, less; Oklahoma, 15 per cent increase; Eastern Pennsylvania, 65.5 increase; Northwestern Pennsylvania, 10 per cent less.

"3. How was the weather during the days of September operation as compared with the same period in 1939?"

"Alabama, same; California, same; Eastern Canada, better; Northern Illinois, same; Indiana, poor; Louisiana, colder; Central Massachusetts, worse; Northeastern Massachusetts, better; Eastern New York, better; Midwestern New York, same; Northern Ohio, same; Oklahoma, same; Oregon, worse; Eastern Pennsylvania, same; Midwestern Pennsylvania, same; Northwestern Pennsylvania, worse.

### Comparative Per Capita

"4. How did your per capita expenditure for 1940 compare with 1939? Please indicate in what department your increases or decreases occurred: Amusements (rides), refreshments, dancing, swimming, miscellaneous.

"Alabama, 15 per cent increase; Cali-

fornia, lower; Eastern Canada, 7 per cent increase; Northern Illinois, 3 per cent increase; Indiana, better; Louisiana, same; Central Massachusetts, better; Northeastern Massachusetts, 5 per cent less; Eastern New York, 6.1 per cent increase; Midwestern New York, same; Northern Ohio, less; Southern Ohio, 6 per cent increase; Oklahoma, less; Oregon, same; Eastern Pennsylvania, better; Midwestern Pennsylvania, better; Northwestern Pennsylvania, same.

"5. Did you have any outstanding special features?"

## Jantzen Pools Feel Opposish of Munies

PORTLAND, Ore., Oct. 12.—The number of persons visiting Jantzen Beach Park here exceeded that of any season in the last four or five years and the season's gross was up about 15 per cent over that of last year, Manager Paul H. Huedepohl reported.

Manager Huedepohl said the ballroom broke just about even and he estimated that the pools went down nearly 30 per cent on the season. Pool business, he said, was running about 86 per cent ahead of last year until the city's 11 free pools, four of them new this year, opened in mid-summer. The free pools each drew from 1,500 to 1,800 a day, he declared, leaving little business for commercial pools.

A comparatively cool August also cut receipts.

## Larry Troy Quits Park Field

CANTON, O., Oct. 12.—Larry Troy, several years identified with district amusement parks, has become associated with a Cleveland manufacturing concern in a sales capacity. For several years he headed the picnic department at Ikon Park, Youngstown, and two years ago was associated with Meyers Lake Park here in the same capacity. During the past season he was identified with the picnic booking and promotional departments at Summit Beach Park, Akron.

ATLANTIC CITY.—Due largely to the fact that Mayor Tom Taggart Jr. and majority of city commissioners are out of the city contacting convention groups, coupled with more urgent and pressing business of city import, there is a temporary lull in the long-awaited easement deed battle between beachfront property owners and amusement plants.

## L. I. Amusement Spots Perk Up Over Training Camp Prospects

FAR ROCKAWAY, L. I., N. Y., Oct. 12.—The Island is acquiring a real military atmosphere, with conditioning work under way on the old World War camps, and the feeling is that when men come in to occupy these places it will not work hard feelings on the part of the amusement spots, for army men have always been among the best local spenders.

Ryan's, on Queens Boulevard, has been enlarged on a modernistic plane, and the improvement has topped big considerably.



C. D. (CY) BOND, who has been named program chairman for the Chicago December annual meeting of the American Recreational Equipment Association, succeeding Herbert P. Schmeck, resigned. A dinner meeting has been decided upon. Chairman Bond conceived the novel streamlined program for 12th annual meeting of New England Section, National Association of Amusement Parks, Pools, and Beaches, on last March 12 in Boston.

## Bond Heads AREA Talks

Program for annual session in Chi will be conceived by maker of NE '40 bill

By R. S. UZZELL

NEW YORK, Oct. 12.—The American Recreational Equipment Association is getting under a full head of steam for the December meeting. Herbert P. Schmeck, of Philadelphia Toboggan Company, found himself so pressed for time that he could not continue with our program and therefore resigned. Our president has appointed Cy Bond to head the 1940 program. If the New England meeting last March in Boston is any criterion of Bond's program-producing ability, then we are sure of a meeting packed with interest for all of our members.

A dinner meeting has been agreed upon. The program is now incubating and just what it is to be does not yet appear, but hard work will do the trick and Bond is no slacker. He has accepted with a will and is more than eager to have suggestions from all members. But the time is short and Secretary A. R. Hodge will soon be asking for our copy to be published in the general program for the annual meeting.

### Calm Counsel Needed

All seem agreed that a serious situation confronts us and that wise counsel should prevail. Calm, cautious deliberation should precede any major decision for our future conduct. We need all the constructive thought of the entire industry and want all the help we can get before the convention. No policy is to be cooked by a few, but we prefer the opinion of each individual member.

The contract has been signed with the national association by which we participate in the net proceeds of the exhibit, which is going to enable us to restore our refund to members in good standing and which we cannot do for last year because we waived our profit to help pay the additional expense in bringing the convention to New York.

Park managers are still finding their way to New York and the Forty-Four Harry J. Batt, of New Orleans' Pontchartrain Beach, has made a job of quite thorough doing the midway. Fred Pearce, of Detroit, got on the job and wound up at General Motors' show. It is said he was fortunate enough to gain a backstage entrance and save hours of waiting. Dick Lusse was there too. But expositions are old stuff to him.

It is always interesting to get their reactions to the fair. They differ widely. Why not? They are all human. A compilation of their opinions would be interesting reading. Some say it is not worth recording now because the fair is about over. Why not collect it for future guidance? Some would surely read it before committing themselves to another exposition.

A man who played Chicago, Dallas, and Cleveland expositions and did not play this one should have some wisdom to impart, while one who has known them all since Omaha in 1893 might point out some of the pitfalls to be avoided. Other industries make their accumulated experiences available to members.

## Eslick Opens Big Ballroom

BRISBANE, Queensland, Australia, Oct. 8.—T. H. Eslick, managing director of Luna Park here and designer and builder of parks, reported that hundreds attended the opening of new Cloudland Ballroom in Luna Park here on August 2, including many prominent. The ballroom, constructed at a cost of 65,000 pounds, is an accurate example of Grecian architecture and dominates the surrounding landscape. Manager Eslick designed the building.

## Sanfran \$3,000,000 Zoo in Public Bow

SAN FRANCISCO, Oct. 12.—This city's new \$3,000,000 zoo was dedicated and opened to the public last Sunday. Deed to the property was presented to Mayor Angelo J. Rossi by Fred B. Rauch, assistant national WPA commissioner. It took five years to construct.

In the midst of the public ceremony a polar bear went berserk and, lashing out with claws and teeth, killed its mate while attendants unsuccessfully sprayed the animals with ammonia fumes. Hundreds watched the battle rage from across the moat in front of the den. It was the third death struggle involving zoo animals. Two years ago another polar bear killed a mate. Three weeks ago a brown bear died in a similar battle.

Fred Chatten, acting superintendent, declared the zoo one of the finest in the country.

FORT WORTH, Tex.—Annabella Pan-zee, 3-year-old chimpanzee in Forest Park Zoo here, died on October 4 after an operation to remove a capsulate abscess from her left side, which had been growing for a year. Operation was performed by Dr. H. V. Cardona, zoo veterinarian, with Zookeeper Hamilton Hiltson assisting. It was feared the chimpanzee would die if the operation were not performed. Purchased 16 months ago for the zoo, to be trained to entertain visitors, she replaced Patsy, sold when she became too old to perform.

MECHANICSBURG, Pa.—Eight auto races at Williams Grove Park and Speedway during the past season drew 75,000, reported Proprietor Roy E. Richwine, 12,000 having attended the last one on October 6.

The customary trek of concessionaires and other Island amusement people to Florida and other resorts for the winter months is slow in getting started, with most of the troupe hanging around to take advantage of the good weather.

Phil Kobut, former Long Beach police head and well-known figure in the amusement field locally, is identified with promotion work in Manhattan.

Movement is said to be afoot, with amusement people lending the heaviest pressure, to eliminate the dime toll for motorists coming to and leaving the Rockaways.



# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Fort Lauderdale Meets

A note from Sam Ingram, Hamilton, N. Y., reminds that the annual Fort Lauderdale, Fla., international aquatic forum will soon be upon us. This year's confab will begin on December 25 and close on January 3. According to Sam, registration is 30 per cent ahead of last year's. If the present rate of increase continues the forum should top its attendance mark of last year by at least 300.

Ingram admits that attendance from foreign countries may not be as high this year, due to international complications. However, it is hoped that Pan-American countries' representatives will attend as they have in past. Last year, it is revealed, there were 175 different colleges, schools, and clubs in attendance.

Annual East-West relay meet will be held on December 29. The writer hopes there will be more attention paid to competitive and exhibition events this year, for as this department pointed out after last year's meet, they were pretty bad.

Forum will be divided into two sections. There is the college and school group, headed by Co-Leaders P. J. Morrissey, Leigh U. and Al Neuschaefer, Trenton High, with Helen Starr, University of Minnesota, chairman of the women's division.

Then there is the federation of swimming, made up of representatives from clubs, Y's and athletic groups. Gordon Mullen, of Penn. A. C., is boss-man of this contingent.

I'm going to try to make meetings again. If you're interested, try to do so yourself.

# With the Zoos

**PHILADELPHIA.**—In less than six months there will be placed on a wall opposite the main entrance of Philadelphia Zoo reptile house a prehistoric parade of extinct reptiles on a mural 355 square feet in size, being painted as a WPA project by Nathan Kofman. The reptile house roof has been repaired and the building is being refurbished. A 150-pound polar bear cub has arrived from Arctic regions, where he was caught by Capt. Bob Bartlett. Attendants named him Carmichael.

**CLEVELAND.**—Thirty citizens who have been invited to serve on Cleveland Zoo board of control will meet soon to organize and select an executive committee, said Harold T. Clark, president of the Museum of Natural History, which recently took over operation of Brookside Zoo. Among them are 15 trustees of the museum and three city officials.

**MILWAUKEE.**—The Milwaukee Journal informed Washington Park Zoological Society that it will purchase a pair of rhinoceroses for the zoo. The daily has been giving much co-operation in the society's campaign to raise \$20,000 for new animals.

**MADISON, Wis.**—Newest stork arrivals in Henry Vilas Park Zoo here are an aoud and an undetermined number of cubs to Tricie, tigress. She has had three previous litters, but this is the first time she has cared for them herself, said Director Fred Winkelmann.

**PORTLAND, Ore.**—A female grizzly bear has been sent by Yellowstone forest service park rangers to join the big male they recently caught for Washington Park Zoo here, said Zookeeper C. N. Baldwin. Working on plans for a grotto for the pair, Park Superintendent C. P. Keyser hopes to start construction as soon as he can find funds. Meanwhile the pair will be housed apart in small cages in the main zoo house.

## BOND PROGRAMMER

(Continued from opposite page) bers. Why does not this business do likewise?

### Problems of Coney

A picture 60 years old has come to light of the sand dunes of Coney Island, N. Y., piled 30 feet high down by the sea before Gotham had found it accessible. Once it was a day's journey to make the round trip to Coney and it cost some money. Only a wild dreamer would have visualized it as a playground to the millions at one fare of only 5 cents. Those 33 miles away can make

the trip in about 1½ hours for 5 cents. There is the rub. It brings the rabble, which does not and cannot spend the money. Land is too valuable for adequate auto parking at reasonable fees, so the auto crowd passes it up. New means of successfully catering to the millions must be devised. Cutting prices below the cost of furnishing the attractions is no solution.

## UPSWING ON SEASON

(Continued from opposite page) cal promotions for the season? If so, what were they?

"Alabama, SEAAU swimming and diving championship; California, same; Eastern Canada, same; Northern Illinois, same; Indiana, industrial picnics; Louisiana, many; Central Massachusetts, fireworks, Children's Day; Northeastern Massachusetts, free acts, fireworks; Eastern New York, about 1,000 outings; Midwestern New York, free attractions; Northern Ohio, water fireworks, regatta, mardi gras; Southern Ohio, same; Oklahoma, some increase in promotions; Oregon, many; Eastern Pennsylvania, same; Midwestern Pennsylvania, free attractions; Northwestern Pennsylvania, none."

## THE SAWDUST RING

(Continued from page 41)

people and 1,001 wonders right to your very doors," the most astonishing wonder is the brotherly affection of the North Brothers for each other. Not that affection is strange for brothers, but in the case of the Norths it is greater than the mighty circus itself. When you see Johnny—wait two feet and you will see Buddy. No secrets barred between these two. No, sir, "It's stupendous, gigantic, colossal, undefinable, and of a magnitude beyond description." By gawd, it's great! Whenever one praises the show, or courtesy the answer is, "You will have to give my brother credit for that." Heaven or earth, hell or brimstone can never come between the North Brothers. Several weeks ago a boy was born to the Henry Ringling Norths and when asked what they named the baby, Buddy replied, "I named him after my brother, John Ringling North." This immediately brought another question, "Well, what will John say to that?" He will probably have a son some day.

"Well, John will have to figure that out for himself. He's my brother." There you have a thumbnail sketch of the North Brothers, the youngsters who dare breaking tradition. Sometimes they err but not often. They ask advice of elders and sometimes they dare go against advice and lose, but both are the first to admit mistakes. That is why Freddie DeWolfe, Ed Kelly, George Blood, Joe Beynton, Merle Evans, and other executives including Pat Valdo and Fred Brada look as the they found the Fountain of Youth and appear years younger. And that is why lovely French movie-star Germaine Aussy (now Mrs. John Ringling North) ever says, "Zey are fair, both my hus-band and broth-ah Bud-ee. I am zee luck-ee girl." Well, Germaine, your new American friends think Johnny and Biddle are lucky, too.

## COLE NIGHT BIZ GOOD

(Continued from page 46)

Carroll Naish, Louella Parsons, Wallace Beery, Mrs. Joe E. Brown, and the children, Mary Frances and Mary Ann; Mischa Aber, Mike Curtiz, Frank Mattison, Jess Warner, Buster Keaton, Harold Lloyd, Jack Benny, Alan Mowbray, Bonita Granville, Rita Hayworth, Jackie Cooper, Rod La Roche, Mary Brian, John Barrymore, George Brent, Prudence Penny, Fannie Crozier, Elza Maxwell, Steve Healy, Jimmie Dodd, Abbott and Costello.

Frank Mattison, production manager of Warner Brothers, had as guests on the sets and tour of the lot Mrs. Jess Adkins, Katie Luckey, and Steve Henry. Harry Hendricks, of State Highway Department, Sacramento, Calif., was guest of Mr. and Mrs. Zack Terrell. Judge A. B. Palmer was stricken suddenly on the lot but was reported as recovering rapidly.

Show lost three valuable mamege horses, caused by the horses eating grass along the railroad right of way on which some poisonous chemical had been spread to kill weeds.

Al St. Clair, assistant to Mitt Carle, of Cole Bros' cookhouse, passed out cigars October 5. He received a wire announcing the birth of a girl to Mrs. St. Clair in Memorial Hospital, Roanoke, Va., October 3.

Joe Belovockey joined in Los Angeles, taking over the seal acts and breaking seals that just arrived from Santa Barbara, Calif.

R. O. (Dick) Scatterday, advertising

banner solicitor of the Cole show, had excellent displays of banners in big top and managerie during the engagement. Scatterday was the guest speaker at the weekly luncheon of the Advertising Club of Los Angeles October 5, and gave a talk on novelty advertising.

Scotty Dunn, side-show boss canvasser, entertained Mrs. Dunn and friends during the L. A. engagement.

Mr. and Mrs. Guy Safford, of The Los Angeles Times, were frequent visitors in the backyard.

Jan Withers, city editor of The Los Angeles Herald and Express, and Capt. Arthur Marek, telegraph editor, entertained parties in Los Angeles and Hollywood.

## CORRAL

(Continued from page 42)

Bass and Fred Moore; calf roping, Eugene Vick; wild mule race, Neal Kimmel; wild horse race, Buster Bishop, Earl Pew, and Guy McCulley.

**ADAMS RODEO COMPANY**, directed by George V. Adams, which played the Tuscarawas County Fairgrounds, Dover, O., for a week prior to the Police and Grotto sponsored stand at Pittsburgh, was augmented by many well-known rodeo folk and several caricatures of stock. Personnel of the unit, while at Dover, included Leonard and Peggy Murry, Cherokee Harmon, Don and Peal Biron, Hank and Dot Keener, Billy and Ginger Hammond, Chip and Pee Wee Morris, Jim Hawk, Ralph and Estelle Clark, Jack and Matt King, Johnnie Davis, Joe and Rose Floy, Geraldine Farr, Helen Coleman, Poco and His Mexican Charros, Doris Haynes, Gale Thomas, Mary Keen Wilson, Tony Wilson, George Daniels, Chuck Dent, Pete Glade, Don Beal, Bob Carton, Grant Tommy Geat, Eddie Guy, Roy King, Eldon Kelley, Hazel Holly, Minnie Adams, and Shirley Lou Adams. George Adams recently purchased a number of fighting bulls from Otis Cowart and bucking bulls from Homer Todd.

**HEADQUARTERS** for the All-American Rodeo and Horse Show to be held at Will Rogers Memorial Coliseum, Fort Worth, Tex., soon, have been established in the Texas Hotel, Fort Worth. T. E. Robertson, president of the Southwestern Rodeo Association, is producing the event, which it reported will decide national championships that will be recognized by the Rodeo Association of America and SRA. Both groups, with the Cowboy's Turtle Association, are backing the rodeo. Heretofore, both the RAA and the SRA have awarded championships on a regional basis. It is planned this year to have regional champions from all over the country competing in the event for the All-American titles. Idea for the

national rodeo was first discussed at the joint meeting of the RAA, SRA, and the Turtles in Houston last March. Fred Alvord is arena director, while Jim Golding will be business manager. Pat Flynn is press agent. A parade will precede opening of the rodeo and advance publicity for the event includes a Southwestern contest to select the All-American Girl of the Southwest.

## RUSSELL CLOSING

(Continued from page 40)

seats, and Mechanical Superintendent Joe Ford spotted the rolling stock and made it ready for its winter's "rest."

### Personnel Scatters

The show's personnel scattered in all directions. By Sunday only the skeleton crew that will remain in quarters was left. Chester Pelke, superintendent of concessions, left for Baldwin Park, Calif., accompanied by several of his men, while Mr. and Mrs. Bobby Worth, who operated the lunch stand, headed in the opposite direction for Morristown, N. J. Joe C. Webb left for his home at Newport, Tenn., accompanied by Richard Brandon, who served the last several weeks of the season as legal adjuster. Musical Director Eddie Weckener went to his home at Peru, Ind. William Barrie, side-show manager, and wife planned to go to Fort Wayne, Ind.

Reuben Ray and family headed for Southern Arkansas, where, with several others from the Russell Bros.' personnel, he planned to reopen his own circus. A Russell Bros.' truck left Saturday morning for Aurora, Ill., taking the stock of Madame Bedini and Mile Lucy Bellay. The Shelton family went to North Dakota for a visit, the Knight troupe headed south to join Floyd King's Robbins Bros. Circus, and Maurice Marmoleja went to Los Angeles.

Mr. and Mrs. Robert O'Hara and Raymond Walton are remaining for a while in Rolla. Later the O'Haras plan to go to Seattle for the holidays. Among those on hand for closing were R. M. Harvey, general agent; Mr. and Mrs. Francis Kitzman, and Justus Edwards, of the advance. The Kitzmans left Rolla for a visit in Wisconsin and Minnesota before starting their usual winter's sojourn in Florida.

Mr. and Mrs. C. W. Webb, owners and managers of the circus, are buying themselves with plans for a new home to replace the one destroyed by fire. Rolla has had a 40 per cent increase in population, instead of 4 per cent as stated in a recent issue of The Billboard.

**AFTER CLOSING** with Lewis Bros.' Circus at Fairfield, Ill., Mr. and Mrs. A. Lee Hinckley went to their home in Cleveland, Okla., where they will spend the winter.

## FOR SALE

The 2 Modern, Semi-Portable, Fireproof

### DODGEM BUILDINGS AND CARS

Now Operating at NEW YORK WORLD'S FAIR

See or Write CY BOND, at Dodgem Bldgs., N. Y. World's Fair

or call him there — Telephone No. HA-6-5815

**IT'S**

## Lusse Auto-Scooters

**AGAIN**

**THIS SEASON**

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

**LUSSE BROS., INC.**



**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. C. 2, England

2809 N. Fairhill St. Philadelphia, Pa.

## WORLD'S FAIR RIDES

### FOR SALE

Equipment in Successful Operation at New York World's Fair

## Skyride—30-Car Midget Auto Race—14-Car Snapper

## Laff-in-the-Dark (Fun House) 12 Cars, 30 Stunts, etc.

All Rides Are Complete

Apply: R. E. OVIATT, Coaster Office, N. Y. World's Fair, HARRY BLOOM, 205 East 42nd St., N. Y. City. NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.



# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**PALACE Roller Rink**, Fountain City, Tenn., near Knoxville, opened on October 10 in a new building. Tim W. Smith is operator. It has a 75 by 175-foot floor and six loudspeakers to supply recorded music. A sandwich shop is to open onto the rink for the convenience of the skaters.

**NEW Scranton (Pa.) Rollerade** received some publicity recently in *The Sunday Scrantonian*, which carried photographs of Daniel Smallcomb, 75; his son, Sergeant of Police Leonard Smallcomb, and his son's daughter, Marilyn, representing three generations of skaters doing fancy numbers. The eldest Smallcomb has been skating 60 years. In 1925 he raced against Roland Cloni, then world's champion.

**ANNUAL meeting** of the Amateur Skating Union of the United States will be held in Buffalo on October 26 and 27, reported Champlain Provencier, honorary secretary of the Amateur Skating Association of Canada, Montreal. The ASU has articles of alliance with the ASAC and regulates and controls contests throughout the United States and Canada and between the two countries.

**MRS. MILTON EVANS'** portable rink in Demotte, Ind., is doing good business despite cool weather and many school parties have been booked, reported Edwin Berrier, floor manager. About 350 skaters from Dyer, Ind., attended a party at Crystal Roll-Arena, Lowell, Ind., on September 31. Rink is drawing fair crowds on week nights and attendance is big over week-ends.

**FAIR PARK Roller Rink**, Dallas, inaugurated a new skating schedule for the duration of Texas State Fair, October 5-20, with a cross-country roller derby from Fort Worth to Dallas on October 6. Races were staged in co-operation with Pullman Roller Rink, Fort Worth. Fred Rockett, Dallas, finished the 35-mile run in two hours and 45 minutes to place first. Other finishers were Tom Holland, Fort Worth, second; Jack Wilson, Dallas, third; Cecil Baupre, Dallas, fourth, and

Marcus Leubner, Dallas. Several hundred fans greeted the racers at the finish at Fair Park Rink. Skating schedules for the rink will begin at 9 a.m. and run continuously to 12 midnight for the two weeks showing of the fair. Regular schedule will be resumed at close of the fair.

**CHAMPLAIN PROVENCIER**, honorary secretary of the Amateur Skating Association of Canada, Montreal, announced that permission had been granted to the British Columbia Amateur Skating Association to invite amateur roller and ice skaters from the United States to take part in the 17th Annual Ice Carnival to be held under auspices of the Rotary Club of Vancouver. The event will be staged in the Vancouver Forum on December 11 and 12 and President W. C. Mainwaring, of the British Columbia Amateur Skating Association, is confident that the carnival will be up to the high standard it has reached in recent years.

**CHESS HEBROOK** is doing excellent business with his portable roller rink at Glen Dale, W. Va., despite cool nights, reports Floor Manager Walter Boyd, who was formerly connected with Rainbow Gardens Rink, Crystal, Mich. Many October parties have been booked and plans are being made for a Halloween celebration. Exhibition by the Whitehair Sisters drew a good crowd recently. They are to be re-engaged at a later date.

**PALACE ROLLER Rink**, Camden, N. J., reopened on October 4. Rink has a finished floor. Thursday night is Sweet-heart Night.

**AL AND RAY BERBERICH**, managers of Audubon (N. J.) Roller Rink, are introducing roller hockey for Saturday nights after regular sessions.

**WINLAND Auditorium Roller Rink**, East Liverpool, O., operated by the Wood-Dillon Company, reopened on October 3 to a big crowd. New equipment has been added and the interior has been decorated with many American flags. Sessions are held on Tuesday, Thursday, Saturday, and Sunday nights, with respective matinees for children and adults on Saturday and Sunday. Indications point to the season being one of the best in history of the rink, many private parties have been booked. Staff includes James R. Dillon, who is in his eighth year as manager; C. T. McCain, manager of equipment; Russell Dray, floor manager; Francis Osborne, door; James Arbutnot Jr., publicity and booking; James Fair, checking; Jean Ryan, refreshments, and John Ringer, Joseph Fair, and George Scary, skate boys.

**PARADISE Roller Rink**, Canton, O., opened on September 12 under management of R. E. Davey who formerly operated in Illinois and at St. Marys, O. Owner Davey has decorated and remodeled the building, adding a new entrance and lobby and laying a 60 by 150-foot maple floor. Ray Clark was re-engaged as floor manager and Tom Phillips is organist.

**FRED H. FREEMAN**, first vice-president of the Roller Skating Rink Operators' Association of the United States and proprietor of Winter Garden Rollerway, Boston, has donated the competitive challenge trophy for the 1941 national amateur junior dance championships, reported Fred A. Martin, RSROA secretary. Rink proprietors recently joining the RSROA were A. P. Fisher, Skateland, Johnstown, Pa.; William A. Holland and Daniel Berliner, White Plains (N. Y.) Rollerdrome; George N. and Clarence A. Felix, Felix Rollerdrome, Waterloo, Ia., and Ainley D. Marsh, Sunnyside Roller Rink, Long

## HYDE PRESENTS THE "Betty Lytle" ROLLER RINK SHOES



**WORN AND ENDORSED BY THE QUEEN OF THE ROLLERS**

LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them.

WRITE for catalogue showing complete line for men and women and colorful display card showing Betty Lytle in professional pose.

HYDE ATHLETIC SHOE CO. Division A. R. Hyde & Sons Co. Cambridge, Mass.

### HAMMOND ORGAN AND NOVACHORD SKATING RECORDS

- RS-226 God Bless America
  - RS-227 Stardust
  - RS-228 Practice Makes Perfect
  - The Nearest of You
  - RS-229 Blueberry Hill
  - All This and Heaven Too
  - RS-230 Sympathy — Till We Meet Again
  - Two or More Records, \$1.00 Each, Five Records, \$4.50.
  - Two Steps — All others Foot Prints
- Waltzes: ✓✓✓✓✓  
 Marches: ✓✓✓✓✓  
 Satisfaction Guaranteed or Money Refunded.
- SKATIN' TOONS, P. O. Box 264, Malverne, N. Y.**

Iland City, N. Y. Proprietors recently staging RSROA nights and making returns to the association were Jay Routh, Playland Park Roller Rink, Seattle, Wash.; Russ Flegle, Port Clinton (O.) Roller Rink, and Jack Shuman, Sandusky, O.

**JACK RUSSELL**, operator of Tiscora Park Roller Rink, New Philadelphia, O., has launched his fall season with a five-night-a-week policy. Mondays are reserved for private parties, many of which already have been set. Matinees are held on Saturdays and Sundays. There is dancing on Friday nights.

**JACK METZ**, son of the late Adam Metz, proprietor of Hillside Rollerdrome, Richmond Hill, L. I., who died on June 25, is operating the rink under the name of Adam Metz's Hillside Rollerdrome Company, Inc., reported Fred A. Martin, secretary Roller Skating Rink Operators' Association of the United States.

**DIXON'S Roller Rink** opened on October 12 at Oconomowoc, Wis. Skating is offered on Tuesday, Wednesday, Friday, Saturday, and Sunday nights, and Saturday and Sunday afternoons.

**RECENT visitors** in Mineola (L. I.) Roller Rink were Mr. and Mrs. Joseph E. Savage. Mr. Savage, former president of the United States Figure Skating Association, is assisting in preparations for the roller skating carnival to be produced by the Roller Skating Rink Operators' Association of the United States in Madison Square Garden, New York, in May. Mrs. Savage has charge of music for New York Ice Club shows at the Garden. They witnessed exhibitions by

### FOR SALE

On Account of Death in Family  
**Roller Skating Rink**  
 Brick building 120x130, soundproof Masonite Floor, in center of city, population 30,000. Complete building and equipment, \$16,500. Some terms.

**Pastime Roller Rink**  
 146 E. Monterey Pomona, Calif.

**OMAHA FIBRE RINK SKATE WHEELS**  
 FIT ALL RINK SKATES — OVER ONE INCH WIDE  
 Brown ..... 5.00 | 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 areas 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.**  
 3000 East 15th Street, Kansas City, Mo.

**No. 321 DUSTLESS FLOOR DRESSING**  
 Cleanses the air, provides a snug grip with less wear and lower maintenance cost. \$4.00 per gal. \$5.75 per gal. in 5 gal. containers. 4 gal. zippered reinforced air sprayer. \$7.25. Terms: F. O. B. Everett, 25¢ with order, balance C. O. D.  
**GAGAN BROTHERS**  
 444 Second St., EVERETT, WASH.



**The First Best Skate**  
**QUALITY**  
**RICHARDSON BALL BEARING SKATE CO.**  
 Established 1884.  
 3312-3315 Ravenswood Ave., Chicago, Ill.  
**The Best Skate Today**

**Insist Upon GENUINE GOODYEAR WELT CONSTRUCTED ROLLER SKATING SHOES**  
 NOT Goodyear Stitched. Also insist upon the manufacturer stamping the shoes Genuine Goodyear Welts.  
 Manufactured by  
**Gilash Shoe Co.**  
 FITCHBURG, MASS.



**WHY "CHICAGO" SKATES**  
 They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.  
**CHICAGO ROLLER SKATE CO.**  
 4427 W. Lake St., Chicago, Ill.



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...

AGENTS AND DISTRIBUTORS WANTED

AGENTS—MEN'S SUITS, 88c; Pants, 23c; Overcoats, 41c; Ladies' Coats, 36c; Dresses, 10c; Sweaters, 25c. Other bargains. Catalog free. PORTNOY, 556-C Roosevelt, Chicago. x

AGENTS—SELL WILLKIE, GOD BLESS AMERICA and Roosevelt Banners. Sample and price list, 25c. BARGAIN HOUSE, 13 Prospect St., Holyoke, Mass. x

"ALADDIN'S MAGIC LAMP"—GLOWS brightly in darkness. No batteries or wires. Eternal Light, 1,000 uses. Sample 25c. 15 for \$1.00 postpaid. WESTERN, 423 Climax Bldg., Cleveland, Ohio. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. cc25x

CARTOON BOOKLETS—READERS, PHOTOS, Xmas Cards, Stuff's here! Samples, \$1.00; extra big assortment, \$3.00. List Free! NATIONAL SALES, Guntersville, Ala. x

CHRISTMAS CARDS—SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. DUNBAR, New Brunswick, N. J. x

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

CHRISTMAS CARDS—BIG PROFITS WITH America's finest line. Season here. Write quick for samples. ROBINSON CARDS, Dept. 652, Clinton, Mass. x

HIGH SCHOOL SENIORS—MAKE GOOD MONEY selling our Graduation Name Cards. Biggest commission. Season starting. HURRY!!! CRAFT-CARDS, Box 235, Pittsburgh. x

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 DeWitt St., Brooklyn, N. Y. cc19x

ONCE OVER CLEANER AND WAX FOR CARS—Easily applied, brilliant results. Demonstration sells garages, individuals. Good profits. HEDALL LABORATORIES, Box 7320, Pittsburgh (13), Pa. x

"PRIMING THE PUMP" ELECTION SPECIALTY— Tremendous sales at Willkie meetings. 800% profit. Dime for sample. EINAR ARNILD, 911 Sixth Ave., S., Minneapolis, Minn. x

SAVE YOUR PANTS—JUST OUTFIT U. S. Patented Trousers-Guards. Protects men's pants from fraying and wear on bottoms of cuffs. Sensational. No competition. Retail 25c. Illustrated details free. NATIONAL TROUSER-GUARDS COMPANY, 222 Simon Bldg., Shreveport, La. x

SELL CHRISTMAS CARDS!—DOLLAR BOXES, 25c. Bargain Packages, 1c each; Dollar Gift Wrap Boxes, 25c. Illustrated catalog free! ELFKO, 440 N. Wabash, Chicago. ttxx

SELL ORIGINAL 1940 CHRISTMAS SIGNS—You've tried the rest, now try the best. (Since 1890). KOEHLER, 335 Coetz, St. Louis, Mo. cc2x

SELL INDIAN JEWELRY DIRECT TO CUSTOMERS—Characteristic Indian designs genuine turquoise. BLEDSOE TRADING POST, P. O. Box 9421, Indianapolis, Ind. x

SELL BANKRUPT CLOTHING BARGAINS FROM home, store, auto. Shoes, 15c; Men's Suits, Overcoats, 75c; Dresses, 10c. Experience unnecessary. Free wholesale catalog. SUPERIOR JOBBER, 1250-VH, Jefferson, Chicago. x

TOP VALUES XMAS CARDS—BIG VARIED line, boxes, imprints, relations, humorous, religious. Sample No. 95, Box 21 folders, 25c. Sample No. 49, 21 cards, folders, 20c. Write quickly for complete list money makers. UFFERT CO., 19 E. 17th St., New York. cc29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. cc2x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. cc26x

101 ITEMS—REPEAT SALES HOUSEHOLD Necessities, Medicine Chest Needs, Carded Specialties, Pharmaceuticals, Razor Blades, Toilettries. Free catalogue. BILTMORE PRODUCTS, 18 East 18th St., New York City.

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY; SNAKE DENS, Chameleons, Iguanas, Wild Cats, Bears, Raging Turtles, Fox, Opossums, Squirrels. Price list. ROSS ALLEN, Ocala, Fla. cc26

FOR SALE—WILD ANIMALS, LIONS, BEARS, Leopards, Hyena, Puma, Baboon, Monkey, Foxes, Coyotes, Raccoons, Pheasants, Wildcats, Coati-Mundis, Kinkajous, Badgers, Skunks, CHASE WILD ANIMAL FARM, Egypt, Mass. cc19x

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00—Guaranteed feeders. Mother and Babies, 59-50, Aiso, Armadillo Baskets, Lamps, Noyd, APLET ARMADILLO FARM, Comfort, Tex. x

WELL TRAINED PONY RING—COMPLETE with Six Trained Ponies; now operating, three large, three small. Cheap, if taken at once. K. L. MOYER, Art Lewis Shows, Emporia, Va. x

WRITE FOR OUR 1940 CATALOGUE—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct Importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HAVE YOUR OWN MONEYMAKING BUSINESS. Learn show card writing, sign painting. Write for details. BEGLEY SPECIALTY, 1472-A Broadway, New York. cc9x

TAP CLASSES—ONE HOUR, 50c. ADELE Jerome, Director. Register now. NEW THEATRE SCHOOL, 110 West 47th St., New York City. x

BUSINESS OPPORTUNITIES

DO YOU NEED MONEY?—J. W. DUCETT Sales engineer, money raising Campaigns, Police and Firemen's Benefits, Programs, etc. If you need money contact DUCETT, Route 3, Box 95, Seattle, Wash. x

BIG MONEY IN WHOLESALE AND RETAILING Candy Apples—One dollar for recipe containing full instructions and information on where to buy materials, etc. We have used this recipe for over twelve years. JORDAN CANDY, 1130 So. 32d St., Omaha, Neb. x

MUSIC ROUTE—40 MACHINES; ESTABLISHED 10 years. Good reasons for selling. Cash only. P. O. BOX 409, Elkins, W. Va. x

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

POSSIBLE LEASE—VERY POPULAR LARGE, round Dance Hall; ten acres of ground; very large shade trees; maple floor. E. L. WETMORE, R. 1, Box 379, Tucson, Arizona. cc26x

START PROFITABLE SIGN BUSINESS—MAKE Signs, Show Cards, Cold Window Letters easily with Master Patterns and free copyrighted instructions. ECONOMICAL SIGNS, 1572-C N. Halsted, Chicago. cc2x

WILL SELL OUTRIGHT OR CONSIDER PARTNER—Brand new Group Game, radically different than anything yet seen. Amicous to set up for Florida season. J. LEVENSTEIN, 757 Lenox Rd., Brooklyn, N. Y. 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.

A BARGAIN! 10 A.B.T. CHALLENGER 1c Pistol Target Machines, \$13.50 each. D. ROBBINS & CO., 1141B DeKalb Ave., Brooklyn, N. Y. cc25

BALL GUM, 5c, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. cc9x

CASH WAITING FOR YOUR FLEETWOODS, Fairgrounds, Sport Specials and other multiples; free play or cash payout. Also 1-2-3's. Want only first class equipment. COIN CRAFT CANADA, Hamilton, Ont. x

COLUMBIA, \$25.00; Q.T.—1c, 1c-5c, \$25.00; Mills Nickel Slots, \$25.00 each; Mills Quarter Slots, Gold Award, \$25.00 each. Mills Seales, \$25.00 each. O'BRIEN, 89 Thames, Newport, R. I. x

EXHIBIT ROTARY MERCHANDISERS, SERIALS over 3,600, \$44.50; Mills 1-2-3, \$17.50; 200 Folding Slot Stands, \$1.00 each; Turf Champs, \$19.50; Bally Alley, \$37.50; 300 Counter Games, \$3.50, 1/2 deposit. BOYLE AMUSEMENT CO., Oklahoma City, Okla. x

FOR SALE—25 POPMATIC POP-CORN MACHINES, \$12.00; 35 A. B. T. Challengers, 2 Red, White, Blues, \$12.50 each; 2 Contacts, 1 Zip, \$10.00 each; 1 Bally Alley, late model, 10c new, \$67.50; 1 Red-Score, 9 ball, \$20.00. ORVILLE WHITE AMUSEMENT CO., 215 S. Washington, Hutchinson, Kan. x

FOR SALE—WESTERN ELECTRIC BASEBALL Free Play, \$50.00 each. One-half cash, balance C. O. D. YENDES SERVICE COMPANY, 1817 W. Third, Dayton, Ohio. cc26

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNVES CORP., 593 10th Ave., New York. ttxx

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. cc2

KEENEY AIRCRAFTS, \$85.00—MERCHANT-men Diggers, \$15.00. Will buy Western Deluxe Baseballs or trade. ROBERT SIGNOR, 1161 Hudson St., Grand Rapids, Mich. x

KEENEY MACHINE GUNS, \$99.50; CHICKEN Sams, \$59.50; Bally Bull Eyes, \$79.50; Tom Mix, \$29.50. Headquarters for Machine Guns and Radio Rifles. Write us for prices and trades. CENTRAL DISTRIBUTING, 916 Scioto, Indianapolis, Ind. x

LIQUIDATING SALE—VEST POCKETS, LATE improvements, Nickel and Dime Q.T.'s, \$27.50; AC Seven Jackpot Betts, \$39.50. COLEMAN NOVELTY, Rockford, Ill. x

PACES RACES—BROWN CABINET, FIRST class condition, \$69.50, 1/2 deposit, C.O.D. NEW ORLEANS COIN MACHINE EXCHANGE, 1006 Poydras, New Orleans. x

POOL-BOWLING—REGULAR MODEL, LEGAL game, ideal for open or closed territory. Will trade for Chicken Sams or sell. Write for price. M. FELDMAN, 2998 Grand River Ave., Detroit, Mich. x

SACRIFICE—25 5c PACKAGE NUT VENDORS, \$9.95 each; 25 5c Chrome Machines, \$7.50; 25 1c Bingo Games, \$5.50. Others. CAMEO VENDING SERVICE, 402 W. 42nd, New York. x

TWENTY A.B.T. "MODEL F" TARGET SKILLS—Late model, Red, White and Blue cabinets; perfect condition; \$13.50 each. 25% cash, balance collect. WARD PETERS, Baton Rouge, La. cc2x

USED PENNY PHONES, \$25.00 EACH. One-half cash, balance C. O. D. YENDES SERVICE COMPANY, 1817 W. Third St., Dayton, O. cc2x

WANTED—LARGE QUANTITY SEEBURG Chicken Sam and Jail Birds. State lowest price and condition. ROBBINS CO., 1141 DeKalb Ave., Brooklyn, N. Y. cc19

WANTED FOR CASH—CAPEHART NO. 1 COIN Automatic Phonograph Changers Only. CHICAGO SOUND SYSTEMS, 315 E. Grand Ave., Chicago, Ill. x

WURLITZER COUNTER MODELS—10 61s, \$79.50 each. Good condition. C. B. BRADY & CO., 510 Foster St., Durham, N. C. x

50 412s, 400s, 312s WURLITZER AUTOMATIC Phonographs, \$29.95 each. BOX 157, Danville, Ill. x

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, \$1.00; Street Wear. CONLEY, 310 W. 47th, New York. x

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Muller, Hindoo, Evening Coats, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York. x

DRESSES, \$1.00; GOWNS, \$2.00 AND \$3.00; Fans, Costumes. Beautiful Dance Gowns, very full skirts, \$3.00 each. MOSS, 6115 Fountain Ave., Hollywood, Calif. x

FORMULAS

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS—Accurate Analyses Assured. Resultful Research. Catalog free. Y. THAXLY CO., Washington, D. C. x

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILD POPCORN MACHINES—Guaranteed. Heavy Aluminum Gearing. Popcorn Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago. x

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL Popcorn Machines, LONG EAKINS CO., 1976 High St., Springfield, O. cc26x

POPCORN MACHINES—PEERLESS, DUNBAR, Creator, Long-Eakins, Star, geared Popping Kettles; Carmelcorn Outfits, all kinds. NORTH SIDE MFG. CO., Indianapolis, Ind. cc19x

WELCH'S FLASHY PITCH-FILL-YOU-WIN Game—Also "Double Spinner," largest profitable Electric Penny Fridge Board. Half price. Details for stamp. F. M. WELCH, 735 E. Main St., Rochester, N. Y. x

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR QUICK SALE—40x70 TOP, FIVE K. W. Universal Light Plant, Blues, Star Backs. FIELDING GRAHAM, 3211 East 31st, Kansas City, Mo. x

18 FT. SCHULT HOUSE TRAILER—SINGLE Loop-o-Plane, Cork Gallery, String Joint, Grab Joint, African Dip, International Tractor and Trailer, Ford Tractor and Trailer. P. C. BAKER, 200 W. Pine St., Sellersgrove, Pa. x

HELP WANTED

ADVANCE AGENT—BOOK UNIQUE LECTURE—Demonstration. Handled at present by bureau. National reputation. Through sponsorship or on my own. SHERMAN, 133 Langham St., Brooklyn, N. Y. cc26

AGENT—BOOK SCHOOLS; SOUTH; CAR. Necessary. Established company. Percentage. Start at once. LEWIS PLAYERS, 64 W. Ontario St., Chicago, Ill. x

HAMMOND ELECTRIC ORGANIST FOR ROLLER Rink—References and salary. BOX C-592, Billboard, Cincinnati, O. x

STARTING BAND—NEED GOOD MUSICIANS. Write Dr. HERRN, East Shore Hotel, Frankfort, Mich. x

WANT ANIMAL TRAINER—WRITE LETTER of application pen and ink, your handwriting. State experience, age, nationality, references, etc. BOX 1540, San Antonio, Tex. cc19x

WANT IMMEDIATELY—TWO SINGING Waitresses between age of 20 and 30; \$7 per week, room, board, tips. POCAHONTAS CLUB, Keosaukee, N. Y. x

WANT MEDICINE PEOPLE AND LECTURER—Office Worker on per cent. Address MOETENA REMEDY CO., St. Clairsville, Ohio. x

WANT MED PERFORMERS—SINGLES, Doubles. Play own music. Must drive car. State lowest winter salary. DOC PHANTO, Crown Point, Ind. x

YOUNG LADY WHO CAN SING, TALK, SOME Tap for standard comedy act, now working. EDDIE (BUMPS) MENNETTI, Billboard, 1564 Broadway, New York. x

WANT ATTRACTIVE YOUNG LADY—NOT over 25; exult gentleman 40 with circus unit. Drive and business ability. Send photo, state height and weight. BOX C-590, Billboard, Cincinnati, Ohio. x

MAGICAL APPARATUS

ASTROLOGICAL FORECASTS—NEW SERIES, new prices. Samples 25c. MATTHEW, 1037 E. Vernon Ave., Los Angeles, Calif. cc26

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Piques, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 10c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. cc2x

FOR SALE—THREE PUNCH OUTFITS; SIX ventriloquist figures. Swift, Cheap. Photos. GREAT LANDO, 1224 Henry St., St. Joseph, Mo. x

HOUSE OF 1,000 MYSTERIES!—PROFESSIONAL Magic! Pocket Tricks! Jokers' Novelties! Giant illustrated surprise catalog rushed. DOVICK LAWSTON, Dept. B12, Queens Village, N. Y. cc26x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. cc2x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. cc19x

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. PINXY, 1261 North Well St., Chicago. Illustrated folder free. x

MISCELLANEOUS

ACT, SHOWS AND ORCHESTRAS FURNISHED and wanted for all occasions. Write or wire PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. cc19

ARE TRICKS YOUR HOBBY? OUR COLLECTION of Ten Novelty boxes postpaid One Dollar. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. cc26x

BRAND NEW MIDWAY OR SIDE SHOW—Real curiosity. Appeals millions. Big money maker. Particulars free. NATIONAL SPECIALTIES, 534 Wood, Vineland, N. J. x

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED—DEAGON 4726 41c OCT. M. timba; good condition; no dents. Reasonable State all. ROXIE REISWICK, Barrs Mill, Ohio. x



**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.

"ALL-AROUND" REFLECTOR COMPANY'S new Motion Picture Reflector, guaranteed to increase screen illumination 40%. BOX 1967-K, Cleveland, O. oc19x

"AMAZING BARGAINS" DESCRIBES LATEST Bulletin, 16MM. Sound, silent film equipment and accessories. Write today, ZENITH, 503 West 44th St., New York.

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment, Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. ROSHON, 605 Steuben Bldg., Chicago, Ill. x

ATTENTION WISCONSIN ROADSHOWMEN. Schools, Etc.—16MM. Sound Film, Rental Service. Over 100 Features and Serials to choose from. Send for catalogue, INDEPENDENT MOTION PICTURE EXCHANGE, 4726 S. Packard Ave., Cudahy, Wis. no2x

COMPLETE SELECTION OF ANY TYPE ATTRACTIONS 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. \$10.00 stock to choose from. BUSSA FILM EXCHANGE, Friendship, Ohio. oc26x

NEW RELEASES JUST OUT—16MM. SOUND Films, Equipment. Get our new fall catalog. Roadshow, school, Over 100 Features and Serials new, more coming in. SWANK, 5851 Plymouth, St. Louis, Mo. oc19x

SNOW WHITE MOVIE SCREEN COATING—New discovery; washable; no brush marks. \$3.50 gallon. SNOW WHITE SCREEN COMPANY, Danville, Ill.

TITLES, WORD 3c; SOUND 50c; USED FILMS, \$3.00 400 feet; Bulk Film, 100 ft., \$1.00; Processing 50c; Art Films, sample dime. ART-CRAFT LABORATORIES, 1219 East 6th Ave., Gary, Ind. oc26x

TWO PICTURE MACHINES, FILM, LIGHT Plant, Mazda Globes, Piano Rolls, Trade for house trailer. What have you? EZEKIEL PADGETT, Freedom, Ind.

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. PLATEAU, 1122 Tulane Ave., New Orleans, La. x

**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. oc26x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc26

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. no9x

**SALESMEN WANTED**

PLAYING CARD GAME—With new novelty trump reference item. Over 100% profit direct customer sales. P. O. BOX 842, Denver, Colo. no2x

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Tags, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Calendars, Christmas Cards. Lowest prices, experience unnecessary, 40% commission. Free deals. Sales portfolio free. WILLIAMS, 2130 Chady, Dept. CR, Chicago. x

**TENTS—SECOND-HAND**

SIDEWALL BARGAINS—7.68 OZ. DRILL machine roped; white, good as new, 7 ft. high, 16x80; 8 ft., \$18.90 per 100 ft. long. Good stock slightly used tents. KERR CO., 1954 Grand, Chicago. oc19x

**Show Family Album**



PERSONNEL of Choate's Comedians, snapped in the spring of 1924 at Harrisburg, Ill. In the front row, left to right, are Ruth DeWight, Welby Choate, and Marian Schabb. Second row, left to right, Mrs. Arlie Choate (holding Billy Charles Choate), who, with Arlie Choate, seated next to her, operated the company, and they are still active in the field; "Pop" Choate; "Mother" Choate, deceased, and Ray and Bernice Zarlington. Left to right in the third row are Kenneth Merzell, not remembered, Art Calender, not remembered, Verne and Clarice DeWight, Gene and Carrie Bradley, Sally Bee Flynn; Gavin Dorthy, deceased; Bess H. Dorthy, Mrs. Art Calender, Bill Schabb, Doc Allen, Ed Flynn, Ralph Laster; Howard Stillman, deceased, and Johnnie Dits. In the rear, left to right, are Bill Crittendon; Ralph Baker, deceased; Tom Finch, not remembered, and Great Koneizer. Names of the last three are not remembered.

The Billboard invited 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.

**THEATRICAL PRINTING**

FREE BUSINESS CARDS—125 STREAMLINED Letterheads, Envelopes, Billheads, \$1.00 postpaid. Five hour service guaranteed. Samples 10c postage (Refunded). JOHNSON, 939 Windsor, Chicago.

MUSIC PRINTED—FIFTY COPIES YOUR SONG. "Sylvestyle" Artist Prints, \$5.00. Sample sent. GIL FRIAR, 401 Kambach St. 1111, Pittsburgh, Pa.

THOUSAND NEAT BUSINESS CARDS, \$1.00 postpaid. Quotations on all types commercial printing cheerfully furnished. Orders shipped within 48 hours. EATON PRESS, Gardner, Kansas. x

WINDOW CARDS—14x22 ONE COLOR, 100, \$2.50, 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

**WANTED TO BUY**

GOOD USED PARK MERRY-GO-ROUND—About fifty feet diameter; Jumping Horses. Must be reasonable and good machine. BOX C-356, Billboard, Cincinnati.

HIGH-ART RIGGING—MUST BE PRICED reasonable; cash. Give fullest details, age, etc. BARBARA SYMS, care Gen. Del., Wharton, Texas.

I AM INTERESTED IN LEASING OR BUYING a Movie Theater in a good location. Address BOX C-588, The Billboard, Cincinnati, Ohio. oc26

WANTED—BAND ORGANS, OLD TIME SLOT Machines, old Arcade Machines, old Orchestras, Pianos, Lifters, Pullers; broken or good. BOYER, 2700 Wabash, Chicago.

**At Liberty Advertisements**

Figure TOTAL Number of Words in Copy at 5c a Word—FIRST LINE IN THIS STYLE TYPE  
2c a Word—FIRST LINE IN THIS STYLE TYPE  
1c a Word—ENTIRE AD in this style type.

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 AGENTS AND MANAGERS**

AT LIBERTY—Advance Agent with car. TOMMY TOMPKINS, General Delivery, Liffitz, Penna.

Advance Agent—Experienced, with car, wants to book stage attraction into theaters. Accumulated all territories. Preferable routes, steady work guaranteed. Consider Western, Middle, Baby, Flame or Screen Nations. All Gen or Novelty Bands, organized Line Girls, etc. What have you? Book phone, details for quick action. Box C-588, Billboard, Cincinnati.

Agent, Booker, Publicity Director, Contractor—Twenty years' theatrical experience, musical comedy, circus, Coast to Coast experience. First class attractions only. Expert contractor; high powered press. State salary. Join on wire. Robert Seal, 149 N. Winder, Adrian, Mich. no2

Capable Agent—Available now, Age 26, married. Have late coupe. Know all territory. Only high class attraction considered. Handle colored unit in hand. Attr. attraction of merit. Wire, write Jack Langston, Park Hotel, Columbus, Ohio.

**AT LIBERTY BANDS AND ORCHESTRAS**

COCKTAIL-DANCE COMBO—FOUR PIECES young, versatile, double instruments, vocals. CECIL KRISTAL, Natchez, Miss.

FOUR GLASS SISTERS—NOVELTY DANCE Band available for Night Clubs, Hotels, etc. Piano, Sax doubling Clarinet, standard Guitar doubling Hawaiian Electric Guitar, Drums. Two good vocalists. Hillbilly numbers, novelties, comedy entertainment. Good wardrobe and fine set up. This is a real attraction. Write or wire NIN GLASS, 1211 Knox, No., Minneapolis, Minn. oc26

WELL KNOWN MID-WESTERN NAME BAND—Featuring original musical style and entertainment. Twelve people, including exceptional girl vocalist. For details please write BOX C-567, Billboard, Cincinnati. oc26

"Charlie Walters and His Playboys" available for booking in New York and New Jersey. Small non-stop entertaining unit. Now completing engagements with local spots. Charlie Walters, 625 West 170th St., New York City.

**AT LIBERTY CIRCUS AND CARNIVAL**

ATTRACTIVE SOUND TRUCK—GENERAL Business Agent, Sober, knows the South. Have worked the best shows. AL BERESOFF, care The Billboard, 1564 Broadway, New York. oc26

EFFICIENT SECRETARY AND TREASURER wants to contact any Carnival or Circus going south for the winter. Can handle all business details of any size organization. Sober, reliable, years of experience. Salary very reasonable. Address "EFFICIENT," 1719 Luck Ave., Muncie, Ind. oc19

NATURE'S MISTAKE—HUMAN TORSO; BOY, alive, 6 months old; armless, legless, normal otherwise. Want to join with carnival or circus. ARDEN D. WEESE, Webster Springs, W. Va. no9

ROPE SPINNER—INDOOR CIRCUS, THEATRE and med show experience. OSCAR GILE, Crooked Creek, Pa. oc19

SWORD SWALLOWER—AT LIBERTY TO JOIN Immediately museum or any traveling attraction. BOX C-587, Billboard, Cincinnati.

**AT LIBERTY COLORED PEOPLE**

Amos Jackson's Orch—Available for night club, tavern, hall room, and theater units; also, hotel work. Can furnish from 10 to twelve men. Charges will take anything. 206 E. 254 St., Chicago, Ill.

**AT LIBERTY MAGICIANS**

AMERICA'S MOST EXTRAORDINARY SLEIGHT-OF-HAND ARTIST—For units, revues or stage shows. No floorshows. Sober and reliable. Can join on wire. Salary must be sure. MAGICIAN, 708 Baker St., Lansing, Mich. oc26

Theaters, Amfiteatros, Schools and Agents—Book a fast moving Magic Show having Comedy and Spectacular Illusions. Sixty numbers for theaters, non-stop show for amfiteatros and excellent school program. Kayle, 422A Hind, Hobbs, Wis. oc19

**AT LIBERTY MISCELLANEOUS**

Production, Publicity Director—Seeks location with permanent or traveling stock company. Expert director and stage craftsman. Salary not discussed, but must be steady. L. M. Hull, 1406 10th St., Superior, Wis.

Radio Announcer, Engineer—Experienced, young, reliable. Available soon. Thomas K. Scallen, care The Billboard, 404 Woods Bldg., 62 West Randolph St., Chicago, Ill. oc26

**AT LIBERTY M. P. OPERATORS**

OPERATOR AND STAGE ELECTRICIAN—20 years' experience. Good results guaranteed with any equipment. WESTLEY, General Delivery, Elizabethtown, Ky. no2

Exhibitor—Expert protection means increased business. Expert projectionist, capable of installing, adjusting and operating any sound projection and amplifying system, wants steady job in small town. Discard references. Artificial limb, not subject to dirt. Not employed, therefore need give one week's notice. Alfred Weisak, 1276 W. 6th St., Cleveland, O.

**AT LIBERTY MUSICIANS**

**BARITONE—ALTO-SAX.**

Age 37. Available Oct. 25. Read, fake, transpose; 15 years' experience. BILL CURTIS, Box No. 201, Clinton, Iowa.

**ORGANIST—SKATING**

Rink, Union, Young man. Personality, appearance. Five years' experience on R.S.N.O.A. Bronze, Silver Dances. References. BOX C-591, Billboard, Cincinnati. oc26

A-1 DRUMMER AT LIBERTY AFTER SEPTEMBER 10th. Young; Union; reliable; good appearance; experienced swing or sweet bands; radio, revue, circus bands. Give all particulars. Location preferred, but will consider road. ERNEST STIBAL, care Jay Gould's Circus and Revue, Glencoe, Minn. oc19

A-1 DRUMMER AT LIBERTY AFTER NOV 1—Young, six years' experience, good appearance and reliable. Swing or sweet bands. Anything considered. Have own \$400 set of paid drums. State aff. DICK NIES, 736 Crescent Rd., Jackson, Miss. no9







MAIL ON HAND AT GINCINNATI OFFICE. 25-27 Opera Plaza.

Parcel Post

- Amann, Karl, 2c; Boller, Dick, 5c; ...

Women

- Allen, Mrs. Juanita; Allison, Mrs. John; ...

- King, Patsie V.; Kitchner, Mrs. Louisa; ...



Letter List

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

- Romola, Maxine; Roshardt, Ollie; ...

Men

- Wilson, Edna E.; Wilson, Mrs. T. M.; ...

- DeWitt, Joe; Dixon, Dave; ...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Furriers Offer Prize Users New Designs, Prices

NEW YORK, Oct. 12.—With Christmas only 10 weeks off and cool breezes already beginning their seasonal blow, fur dealers here report a decided pickup in business. Especially is this activity noticeable among firms supplying merchandise to salesboard and bingo operators.

While a number of furriers have recognized for a long time the value of the salesboard and bingo markets as outlets for their products, several new manufacturers have begun to cultivate the field. All expect the months ahead to be banner ones. Firms not only point to better business conditions as the basis for their optimism, but also to the fact that department stores and fur retailers have been flooding the papers with more fur coat promotional material than ever before.

All the ads, they agree, help fan that ever-blasting desire in every woman's heart for a fur coat. As a result board workers are finding it an easy job to place fur coat deals. Turnovers are fast, too, as everyone having a board is eager to get their coat as fast as possible and as a result works extra hard to get their boards completed. On the other side of the fence, the chance to get a fur coat for almost nothing is welcomed by most women, and instead of taking just one or two chances, many times they'll take five and six. Many bingo operators are also finding the fur coat a powerful attendance booster, and are offering them as door and special games prizes.

M. Sedel & Sons, B. Weiss, S. Anzell & Company, E. Brand, Snipper & Schwartz, General Fur Company, Cohen Bros. & Sons, H. M. J. Fur Company, and Adrew Paul & E. Arkas are among the leading firms offering salesboard operators, bingo operators, and other prize and premium users a complete line of fur coats, jackets, boleros, and scarfs. Many new and appealing styles are offered this year. New low prices and increased quality are cited as main reasons for the large amount of fur shipments being made to men in these fields.

Lines feature a number of well-known furs, such as muskrat, raccoon, skunk, fox, marmink, chekiang, pony, kidskin, seal, beaverette, persian, and squirrel, all done up in the latest styles.

## Rodeo Hypos Sales Of Cowboy Souves

NEW YORK, Oct. 12.—With the national championship rodeo opening here on Wednesday night (9) for a 19-day run at Madison Square Garden, Gotham souve workers and badgeboard purveyors are looking forward to passing out liberal quantities of rodeo souves between now and closing date, when they'll start turning their talents toward Christmas items.

A celebrity-sprinkled throng of 14,000 were on hand opening night to see the leading cowboys and cowgirls from all over the country bring Cheyenne to this Eastern metropolis. Crowds are expected to top last year's mark due primarily to the appearance of Gene Autry and his horses, Champion and Champion Jr.

A galaxy of cowboy merchandise is being offered rodeo customers both inside and outside the Garden. Lariat, cowboy hats, whips, pistols, and holsters, miniature metal bucking bronks, "ketchies," "ride 'em cowboy" buttons with sabers, and other charms attached to colorful ribbons, cowboy shirts, boots, and Stetsons are well received. In addition to strictly rodeo-type merchandise, drum-major batons, and patriotic and campaign novelties are getting a good play.

## Pitchmen, Streetmen Banking On Halloween and Election Day

NEW YORK, Oct. 12.—Pitchmen, novelty workers, and streetmen are looking forward eagerly to Halloween and election day to be red ones this year. In many sections of the country Halloween is still a miniature Mardi gras. Street parades, costume balls, and all the other festivities that go to make this night a joyous one in many cities, also make it year in and year out a profitable one for merchandise purveyors.

Election night, especially during a presidential year, is always a big one. In Times Square here crowds of New Year's Eve proportions gather to witness returns and throughout the country similar crowds gather. Keeping the crowds well supplied with confetti, noisemakers, buttons, and banners extolling the merits of the candidates they are supporting is a profitable task which pitchmen and streetmen here say can't roll round too soon for them. In fact, many of them are banking on their Halloween and election takes to bankroll their purchases of Christmas merchandise.

Distributors here report large quantities of orange and black items have been

shipped to the hinterlands to meet Halloween orders. While many new items are expected to be in demand, old stand-bys are seen as topnotchers. Workers do not plan to limit themselves to the usual black cat and witch lines, as items done up in other colors are being offered in competition. Paper hats, always good, loom again as a leader. Special attention is being focused by many men on college towns where students will be preparing for fall proms, harvest balls, and Halloween dances.

Popularity of campaign and patriotic items is expected to hold up right through election day. Campaign buttons, banners, license plates, decals, and especially the new type humorous campaign slogans in button form are going stronger than ever. Leading newspapers and magazines have been regarding the popularity of these new buttons as red-hot news. *Life* magazine devoted a two-page spread to popularity of these buttons in a recent issue and *Newsweek*, *Time*, and several other magazines have also publicized them. As the presidential campaign fever mounts, interest in patriotic numbers also soars. Flag pins set with rhinestones, banners, suction flag holder sets, and patriotic balloons are but a few of the numbers claiming attention.

On election night pitchmen and streetmen will switch from badges and buttons to noisemakers, serpentine, and confetti. It's been a long time since any election looms as being as big as this one, and pitchmen and streetmen are making plans to make the most of it.

## Stocking Up on Cold Weather Items

NEW YORK, Oct. 12.—The chill in the air these days seems to have caused many pitchmen to give a thought to storing up a good supply of anti-freeze preparations, windshield defrosters, and similar items. Several new preparations and gadgets are being readied for the market, according to reports.

Interest in cold weather items for motorists is expected to speed up soon, for many demonstrators have indicated that they intend having a supply on hand so that they can go into action the first time Jack Frost pushes the mercury down below the freezing point.

Now that it swings into the fall season. In his monthly report to City Manager C. O. Sherrill filed Monday (7), Police Chief Eugene T. Weatherly stated that 287,404 people attended 221 games held in the city during September. Gross receipts totaled \$199,503.16. Average cost of a night of bingo in Cincinnati for the month was 57.3 cents.

A RECENT ruling by the Attorney General of Maryland is another mark on the right side of the slate of bingo legal victories. Although the ruling had been handed down a few months ago by Attorney General William C. Walsh and Norwood D. Orrick, one of his aids, it was not made public until recently.

Police Commissioner Robert F. Stanton, of Baltimore, revealed that it had been his practice to refuse permits for bingo games on the streets because such activities "could be considered a disturbance of the peace or a nuisance to near-by residents." Consequently, when a request for a permit came in from a street carnival that was being arranged, the police head wrote the Attorney General's office for a ruling to determine whether a permit should be issued.

The Attorney General's ruling pointed out that Chapter 716 of the 1939 Act (See BINGO BUSINESS on page 66)

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### OUT OF THE MAIL BAG.

From an operator in Racine, Wis.: "In the September 14 issue of *The Billboard* a chap mentioned that he wanted his name put on lists to receive announcements and literature concerning new deals. If you have such a list I wonder if you would mind putting my name on it also.

"I have been a reader of *The Billboard* for quite a while now and believe it is the finest magazine on the market. I enjoy your articles very much and find much help in them.

"I am rather new at this salesboard game and would appreciate your straightening me out on the following: When a board is placed on consignment what percentage should an operator get and what is the best way of keeping track of collections so as to be satisfactory both to the location owner and the operator."

The operator forgot to sign his name to the letter. However, if he will get his name to us we will be glad to forward a list of firms that are in a position to supply complete deals and literature.

The question on consignment is rather ambiguous but we will attempt to answer it on the assumption that the writer had in mind the placement of boards with the major awards left on consignment for display purposes. Actually there is practically no difference in methods involved in the operation of a consignment deal and one in which just the board or card is left with the worker. As a rule the operator does not make a placement on a percentage arrangement but instead offers to reward the worker with one of the major premiums when the card or board is sold out. On this basis it is comparatively simple to keep track of collections. Each deal has a definite take and the operator will not distribute merchandise awards until the location has turned over the take called for. Of course, there are instances where the worker cannot finish a board. In that case if more than half the board has been sold, the operator will usually lift the award seal. If the name under the seal has already been selected by one of the purchasers the worker is out of luck and gets nothing for his trouble. If the name under the seal has not yet been selected the worker is given one of the major awards. In any event the operator distributes only one of the major awards under these circumstances.

Newcomers to the business may be interested in an article titled *Salesboard A. B. C.*, which appeared in last year's Fall Special issue of *The Billboard*. We have a number of reprints on hand and they are free for the asking.

It seems to us that deals distributors are missing a good bet when they neglect to keep their names before the operator as often as possible. The latter is always on the lookout for new promotions and it is smart to let him in on the secret when you have something you believe he can use. For example, here is an operator in Quincy, Mass., who asks:

"I would like to have . . . contact me on his new deal. I did quite a business on his lighter but have been away for almost four months and cannot find his address."

HAPPY LANDING.



NO. 2580 MINIATURE BLACK CAT

Made of Pyrex Glass, 1 inch high, best in quality of its decorative design. Perfect in every detail. With white paws and tail and three white mustaches.



\$3.00

Per Doz.

A work of art. We have a large assortment of glass animals in beautiful colors from \$2.40 a doz. up. Also a large assortment of blown glass Vases and Pitchers in beautiful colors from \$1.50 a doz. up. Illustrated price lists mailed on application.

LEO KAUL Importing Agency

115-119 N. South Market St., CHICAGO

\*PATRIOTIC SPECIALTIES\*

"GOD BLESS AMERICA" Ribbon Banners... "WILLIE OR ROOSEVELT" Picture Buttons... "METAL FLAG LABEL BUTTON"...

\*CHAMPION SPECIALTY CO.\* 314-C Central St., Kansas City, Mo.

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

American Dresden Ware

Leo Kaul Importing Agency announced a line of miniature pictures and vases as part of its American Dresden bric-a-brac line.

Nut Bowl

An item that has definite possibilities as a bingo and concession prize is the new Best-Way Nut Bowl marketed by Hamlin Metal Products Company.

Plastic Knife

Edgar Wall Company has put the well-known plastic cat into a new and practical use with its Serata kitchen knife.

Art Dryer

Pitchmen and direct sellers should find the new Art Dryer being marketed by the Artmoore Company a worth-while number.

Campaign Emblems

Silver Willkie and Roosevelt lapel buttons for men and class pins for women have been announced by the Jennings Hood Company.

Roosevelt & Willkie



EMBLEMS

Rich silver lapel buttons for men, class pins for women. Show your preference by wearing this handsome likeness of your favorite candidate.

JENNINGS HOOD

S. E. Cor. 13th & Chestnut Sts., Phila., Pa.

BINGO JOBBERS

Buy your Bingo Specials direct from the Printer. UP TO 8,000 Combinations—No 2 Cards alike.

ST. MARKS PRINTING CORP. 80 Fourth Avenue, New York, N. Y.

NOW! BIG PROFIT in PATRIOT and POLITICAL NOVELTIES

Note: Buttons and Charms Are Sold Separately



Buttons Only R. W. B. Willkie Button with Pin. Diameter 1 1/2 inch. No. B33547. \$ .75

Buttons Only R. W. B. Roosevelt Button with Pin. Diameter 1 1/2 inch. No. B33548. \$ .75



Close Outs—Low Prices

PATRIOTIC AND CAMPAIGN NOVELTIES ROOSEVELT or WILLIE FLAG BANNERS—Size 5x8, with tassel and wood holder. Doz. \$5.00; Gr. \$7.50

Extra Value! \$2.25 EACH 5 for \$10.50. Illustration of a watch.

ROHDE - SPENCER CO. 223 W. Madison St., Dept. "B", Chicago

WILLIE OR ROOSEVELT BANNERS 5x12 in. \$3.50 5x12 in. \$4.50

BENGOR PRODUCTS CO. 378 BROADWAY, NEW YORK, N. Y.

FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices.

Evans Novelty Co. 800 Washington, Chicago, Ill.

Transparent Sliders for Automobiles or House Windows, 12 in. envelope with directions. No. B33534—Willkie, 1 Piece \$1.50

IF YOU HAVEN'T A COPY OF OUR CATALOG B134 WRITE FOR ONE NOW. State Business You Are In As We Do Not Sell Consumers.

N. SHURE CO. 200 West Adams St. Chicago, Ill.



SALES... SALES... SALES! Newest Display Sells Ties—FAST!

Here's a smash seller! This newest Tie Display, with 12 assorted, smartly styled, tailor-made, full-length ties, is just what merchants want!

S & K SALES, INC. Dept. H, 106 N. Broadway ST. LOUIS, MO.

LEVIN BROTHERS TERRE HAUTE, INDIANA 25% Discount Required With All C. O. D. Orders

FURS Coats—Jackets—Scarfs All latest styles. Sealines, Kid Skins, Beavers, Foxes, Beaver, etc., Coats. Write immediately for NEW 1940-'41 ILLUSTRATED CATALOG & PRICE LIST.

M. SEIDEL & SONS 243 W. 30th St., N. Y. C.

BINGO CARDS 100 to 3000 CARD SETS HEAVYWEIGHT - LIGHTWEIGHT WRITE FOR CIRCULAR AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

BINGO JOBBERS Complete Line Bingo Specials. Buy Direct. MORRIS MANDELL 1123 Broadway, New York City

BULOVA — GRUEN — WALTHAM — ELGIN WE LEAD FOR PRICE AND QUALITY NORMAN ROSEN 801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.



**BINGO BUSINESS**

(Continued from page 54)

of the Legislature authorizes playing of the game of bingo upon special permits when certain conditions are met—namely, that only merchandise can be given as prizes, that no prize worth \$10 may be given in any one game, that the proceeds must go to charity, that the game shall not be permitted in restaurants, taverns, or permanent places of amusement, and that the game shall not be played on Sunday.

No discretion is given the police, the Attorney General said, adding that the specified conditions must be met and in such cases the applicant apparently was entitled to a permit unless the issuance would contravene some other law.

Answering the police contention that such games might constitute a breach of the peace, or a nuisance, the ruling said that in passing the new law the Legislature "presumably was aware of the nature of the game as usually conducted and did not consider it to be per se either a breach of the peace or a nuisance."

The Walsh opinion concluded by saying:

"Of course, neither the permission for the carnival nor the permit for the bingo authorizes the participants to engage in disorderly conduct. However, the game of bingo in conjunction with a street carnival as authorized in Baltimore city does not in itself, as I interpret the law, constitute an unlawful activity."

**NSA**

(Continued from page 38)

W. Hurd, William P. Kern, 23; Michael Suck, 23.

**Ladies' Auxiliary**

The following membership applications have come in: Mary Sanders, Mabelle Kidder, Virginia Young Edwards.

**16,000,000 MEN WANT THIS ENROLLMENT BUTTON**

After October 16th every man of coeducation age wants to show his colors. Here is a brilliantly stamped gold color button at the right price. Millions will be sold. Get your share of this profitable business. No. 8305—Genuine yellow Everbrite metal fastener to prevent tarnishing. Colors are baked on for permanence. Each on red, white and blue card, 12 to a counter display. Retail at 10¢ each, Per Doz. 65¢. Per Gross \$7.20. No. 8306—Yellow and Blue. Same Shape Button with filed enamel flag shield and trim. Carded as above. To retail at 25¢ each, Per Doz. \$1.50. Per Gross \$18.00. Sample dozen \$3.05 and one sample of \$3.06 postpaid for \$1.00.

**JOSEPH HAGN COMPANY**  
"The World's Bargain House"  
217 & 223 W. MADISON ST., CHICAGO, ILL.

**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.

**BINGO GAMES AND SUPPLIES**  
**CARNIVAL SUPPLIES**..... **PREMIUMS**  
**NOISEMAKERS**..... **HATS**..... **BALOONS**  
**WRITE FOR OUR NEW NO. 50 CATALOG**  
*BE SURE AND MENTION YOUR LINE OF BUSINESS.*  
**MIDWEST MERCHANDISE CO.** 1006 BROADWAY, KANSAS CITY, MO.

**ATTENTION PREMIUM USERS**  
**GET THIS FOR A PENNY!**  
We will send you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay.

**QUAKER CITY JEWELRY CO.**  
116 S. WALNUT ST. PHILADELPHIA, PA.



proposed by Fanny Linderman; Doris Reed, Doris Wilson, by Bess Hamid; Dolly McCormick by Vera LaBregue, Claudia Donnini by Julia O'Donnell. Secretary Anita Goldie spent a pleasant half hour with Sister Shirley Lawrence. Altho she is very ill, her thoughts are with the auxiliary. When Sister Goldie walked into the sickroom Sister Lawrence was in the midst of writing a letter to obtain a member. This is the spirit needed. Sympathy is extended to Sister Mona Wagner on the loss of her mother. That tireless worker, Bess Hamid, has just proposed another, Mary C. Bailey. Besides collecting dues and sending them to the secretary's office, she has disposed of 54 penny rags. Minette Dobson is glad to report that Sister Murielle Dobson has recovered sufficiently enough to leave the hospital for home.

**PCSA**

(Continued from page 38)

man, Albert Mann, Charles T. Goss, Earl M. Harvey, Frank D. Nelson, Fred Sauer, Thomas J. (Puzzy) Hughes, Ralph Lacey, Otto Moutsa, Longley Frank Griever, Nathan R. Robinson, Bev Powell Wallace, Edward P. Ritro, William H. Hollenbeck, Larry Dunlap, Charles Rising, Alfred Zohlan, Finis A. Goggins, Anthony Turnbas, Charles H. Prosser, Stewart R. Mills, and Paul Sharp.

Charles Soderberg, William McCloskey, Charles Paige, Dan Dix, I. R. McCoy, Fred J. and Edward Browning, C. C. Sines, Siguid M. Saastad, Robert Murray Johnson, H. W. Hinkle, J. S. Claman, Elmer C. Smith, John Dempsey Jr., G. B. Griffith, Tex Cordell, Robert H. Francis, Lou Keller, James P. Gallagher, John Kemaley, William Linstedt, John Enright, F. M. Reves, Robert Fairman Clark, M. O. Hutton, Plain Dave Morris, John M. Stone, Ralph Meeker, Nick Hofstede, Sam Adelston, William Rainwater, Joseph P. Mana, William Henry (Pop) Slover, C. P. (Ted) Corey, James H. Marston, Lloyd Leroy Hold, Morris J. Shaw, Cecil L. Lynch, Glen Baker, Farrel Richard Quail, Duncan Walton, Sol Golden, Bernard Lohmuller, Edward Paradis, Russell W. Faulkner, J. C. Rice, Ross O. Keller, Jack Grimes, Arthur (Jud) Palmer, Joe A. Hayworth, George French, Sam Abbott, John Levaggi, and William Steinhart.

A vote of thanks was tendered Brother Zack Terrell and staff of Cole Bros. Circus for the hospitality displayed at a performance at which members were guests of the organization. Many brothers who recently returned from the road were introduced. Among them were Lew Berg, prominent showman of Honolulu, T. M. Harry Chipman, Sam Abbott, and John A. Pollitt. Brother Dr. George W. T. Boyd lettered he would be absent until spring and suggested that someone be appointed to succeed him as chaplain. Brother (Pop) Ludwig suggested the matter regarding membership buttons be delayed for some time so he may complete the work started by Brother Boyd. Brother Weber won the week's award. Brothers Ben Beno and Jack Bigelow served lunch and refreshments after adjournment.

**Ladies' Auxiliary**

Monday night's attendance was good despite the fact that many members are still on the road. President Nina Rodgers was here for her first meeting of the fall, and among those motoring in for the session were Rose Clark, Florence Webber, Bobby Miller, Fern Chaney, Norma Burke, Ethel McDonald, Grace De Garro, Rose Westlake, Topsy Gooding, and Marie Taylor. Babe Miller was hostess to the club and served a spag-

hetti dinner. President Rodgers called a board meeting after the regular meeting to make arrangements for club's winter activities and spring sessions of the board of directors. Peggy Forstall was chairman of the board. President Rodgers thanked her officers for the capable manner in which they handled the club's affairs during her absence. She especially thanked Vice-President Babe Miller, who held the chair during the summer.

Neil Ziv made a report on the monument which is being erected in club's plot at the Greenwood Cemetery. It will be unveiled at a later date. Edith Bullock is at her home in Venice, Calif., suffering from a sprained and cut ankle sustained in an auto accident while en route to her home in Utah. Mariba Levine reported home with a heavy cold. Dues are now coming in nicely, secretary Vivian Gorman reports. Betty Lips, a new member, was introduced. She was sponsored by President Rodgers. Other memberships were accepted from Mrs. Joe Haworth and Francis O'Connor.

A letter with check enclosed was received from Clara Zeiger, of Zeiger United Shows, as was one from Edith Walpert. Marie Taylor reported that the award books are going over very nicely. Mabelle Crafts is reported to have sold all the books sent to the Crafts Shows. Peggy Forstall said she is going to give club a little more attention this winter. House Chairman Rose Rosard is doing a good job with the lunches and rooms, aided by daughter, Vivian. Mother Minnie Fisher greets old members and makes new ones welcome. Mora Bagby, chairman of sick committee, is happy that most of her charges are up and around again. Rose Clark, as usual, was the winner in the card game.

**CROSSROADS**

(Continued from page 39)

about six weeks. . . . Earl Chapin May, noted writer of circuits and other stories, in town digging up material for some special articles. . . . Tad Tosky has finished his season with a Jimmie Lynch unit and is back home in Chi. . . . J. D. Newman, Cole Bros. general agent, in from the West, having completed the season's routing. . . . Dan DeBaugh, manager of the local Ringling office, was re-elected grand master of Illinois Masons Tuesday (8) at a centenary meeting of 1,500 delegates from 993 lodges in Illinois. . . . Candy Hammer, rodeo impresario, has opened a dude ranch just outside of Chicago.

**HARTMANN'S BROADCAST**

(Continued from page 39)

stage plays he has ever had, and his business since opening September 5 has been capacity. He does not give any concert this year, but in virtually every town he is forced to give two night performances—no matinee—to care for the turnaway crowds that besette his main entrance.

His competition here in Plainview was a night football game, two well-billed picture shows, a large portable skating rink, the local flower show, new bowling alleys, and other diversion, yet he played to capacity with an enormous turnout, as in this day of telegraph, telephone, and telewoman the grapevine works fast. This year he posts no bills but depends entirely upon dates—not lithographs—for window displays, also local newspapers.

In addition to a very unusual array of youthful talent, several very useful old-timers have been retained, among them being Kennedy Swain, Burnett Massengale, Ed Thardo, and others unknown to me.

Harley's technicolor effects are excellent but they are only one of the very unusual features he gives this year. His present performances are very well arranged, and his methods of advertising, while conservative, inspire conviction as to absolute accuracy that his business is capacity. Anyone interested in a canvas theater should catch his show, as Harley, in addition to being a master organizer, is at least ahead, if not ahead, of the times.

It is true I have been a friend of Harley and Mrs. Sadler for many years, but in the lonely evening of my life, since my wife's death, whatever I write for any magazine never exaggerates any fact one iota. I am now known as Grandpa Wisner all over this territory and, frankly, I enjoy the title, as people—men, women, and children—apparently like me.

Private Harley has advised me of his location for an all-winter run of musical revue, vaudeville, and new plays and, in my opinion, his selection is distinctly

decidedly desirable, but I am going to let him reveal the location later in The Billboard if he wishes.

Mrs. Sadler is not on the stage this season but supervises finances and details exclusively.

Their daughter, Gloria, after being graduated from high school in Sweetwater, had one year at Hardin-Blumont College in Abilene and is now in her second year at Texas Christian University at Fort Worth.

The Fort Worth Star-Telegram recently featured a picture of Gloria and her mother in the society section and, frankly, they resembled sisters instead of mother and daughter—I still wish I was 60 years younger.

**OUT IN THE OPEN**

(Continued from page 39)

to discuss and recommend the participation which they feel should go to the NSA.

By its recommendation the expo committee working in behalf of the League has done the only obvious and the only fair thing. Cutting in the National Showmen is a theoretical as well as practical obligation. That it also intended "to do right by little Nell" in the first place, along about the time the actual planning of the benefit began, is as obvious as the fact that there is a fair in Rushing Meadows. Nevertheless, we feel that the committee acting for the League or as part of the League itself could have gone, and should now state that it will go, beyond a recommendation for NSA participation.

Such participation should not only take on the form of the word used in the general sense, but should become an executed fact in the accepted sense. In short, participation could and should mean that the League solicits the active and official help of the New Yorkers in the conduct of the campaign and in the performance itself.

It is probably late in the day to extend such an invitation, for practical purposes, to the SLA's Eastern brother, but if it is late it is, we insist, no fault of the NSA. It therefore seems to me that the invitation should be extended officially anyway and the fact announced, because it is of the utmost importance, even if enacted only a minute before the October 17 deadline, that a "bipartisan" benefit be made part of the record of World's Fair show business 1940.

Officials acting in behalf of the Eastern group certainly missed the boat and acted in a peculiarly clumsy way if we are to judge by an incident thru the mails after the historic Monday confab between the League and the "plaintiff." But since this brings up another and very lengthy piece of business, and also because it will do no good to give it the once-over lightly treatment now, we beg leave to ignore it until such time, if ever, as it becomes necessary to indulge in history.

History of a more constructive sort could be made if the League committee now decided to act in a manner befitting an old and distinguished showmen's fraternity. To do this it would merely have to perform as in the past—the "League" way, the way which has made its organization a crowning achievement in the whole universe of show business.

**Truck and Trailer Legislation**

MADISON, Wis., Oct. 12.—The State attorney general has ruled that registration fees may be collected on the gross weights of trucks and trailers in excess of maximum permissible gross weight where such trucks and trailers operate under special permits; that when the physical characteristics of the vehicle or combination are such that it may be operated at times without a special permit, just that mileage which does not require a special permit is subject to weight or mileage taxes; that when a trailer is subject to special permit requirements, but the truck operated in connection therewith is not, the truck is subject to weight or mileage taxes; that out-of-State common and contract carriers making more than one trip into Wisconsin in any one year must be licensed in this State before they can obtain truck permits; that trucks or trailers exempt from weight taxes because of operation under certain conditions can claim exemption only when operating with special permit; that trailers with a gross weight of 3,000 pounds or less are exempt from registration. For tax purposes, gross weight of combination propelling vehicle and said trailer, in such case, is gross weight of propelling vehicle only.



CATALOG No. 25—JUST OUT! NEW ENGRAVING LINE

Brand-new engraving line styles... Harry Pakula & Co.

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

Coupon Workers • Sheetwriters • Pitchesmen Get the Pen That Makes You Money

WALTHAM

New Path-Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real thing.

260 W. Adams St., Dept. B, Chicago, Ill.

NEW JEWELRY for ENGRAVERS,

Fairs, Demonstrations and Promotions. Majestic Nov. Co., 907 5th Ave., New York, N.Y.

ELGIN & WALTHAM

REBUILD WATCHES \$1.75. 7 Jewel, 18 K. in E. H. Regard Cases, at H. Regard Cases, at 145 N. Broadway, St. Louis, Mo.

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS. ARGO PER-PENCIL CO., Inc., 220 Broadway, New York, N. Y.

FELT RUGS

Assorted Combination Colored. Every Home a Prospect. Over 100% Profit. American Rug Co., 11 Lewis St., New York City.

SLUM JEWELRY \$1.00

Assorted Crosses with Stones, fast sellers. Drosses \$1.25, \$1.50, \$1.75. Rings, hot numbers. Drosses \$1.00, \$1.25, \$1.50. Knife & Chain Sets, White & Yellow, big value. Per Set 25c. Lockets, popular numbers. Drosses \$2.00 & \$3.00. 25% Deposit with order. Balance C. O. D. 459 CANAL ST. FELDMAN BROS., NEW YORK CITY

COUPON WORKERS • SHEET WRITERS

Path-Filler Pens • Lever-Filler Combinations. JOHN F. SULLIVAN 458 Broadway (Fast Service Sully) N. Y. City

Veterans' Whirlwind Seller—Act Quickly. Service Book, Colored Expenses, Illustrated, Patriotic Calendar. New issues monthly, 2c to 5c and 10c to 25c; samples 10c; with U. S. Supreme Court law authorizing sales anywhere. Low shipping rates. VETERANS SERVICE MAG. 165 Duane St., New York

MEDICINE MEN

Write today for new wholesale list of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacologists 137 E. Corning St., Columbus, Ohio

PAPER MEN

This is good this year. Can you experienced sales on a leading NATIONAL publication. Write today. Ed Huff 4011 East Grand, DALLAS, TEXAS

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

"SPOTS OFF" JOHNSON... was down to the Dallas State Fair last week and found locations too high and none of the boys doing any good...

ARE YOU PREPARED for the last lap of the season?

SIGHTED WORKING... Abilene, Tex., last week were Mr. and Mrs. Richards, with kitchen gadgets, and Lyllian, of perfume note, and two pen workers...

GLENN BERNARD... old-time peeler worker; Len Meeks, of mouse fame, and Bottles Allen were spotted at the Dallas State Fair...

ANYBODY getting any of that tobacco and cotton money?

DR. F. STREET... pipes from Houston, Mo., that he closed the Washase Comedy Company, a med show, there October 12 and left for winter quarters at Walnut Grove, Mo.

WHAT'S THE MATTER... with Bill Prentice? Some of the boys would like for him to pipe in, especially Don Bishop.

TRIPOD OPININGS: "If only cities would mark out 'safety zones' for corners for pitchmen!"

OZARK MIGHTY SHOWS... operated by Harry and Mimi Hotchkiss, is having all equipment painted silver and red before beginning its westward tour...

WHO OF YOU worked novelties at the World Series games in Detroit? How was business?

JIMMIE CROW... typewriters from Watertown, S. D.; "I have been working North and South Dakota all summer. Met Col. William L. Humphrey, and as he has taken over all the territory and sheets, I am forced to move on west."

BOB MILLER... recently closed at the H. L. Green store on Twitty's foot layout in Winston-Salem, N. C. Business was very poor, he says. Mildred Hill was doing okeh there on cosmetics...

CHRISTMAS isn't far off. Are you making plans now to take care of your holiday trade? Order your stock early and you won't be left out in the cold.

WORKERS... reported making the Puyallup, Wash. Fair include R. Guild Stewart, the Dagmar, with horoscopes; A. R. Hill, perfume and handwriting; George D. Smith and Bill Vernon, rad; A. H. Wiley, eye-glass cleaner; Frank Bush, skippers and Alaska diamonds; Alta and Paul Lang, English Lavender; Jack Hunter and Art Britt, wire jewelry; Louis Clements, knife sharpeners; Dawson Lecomb, numerology

and handwriting; Jimmy Ryan, juicers; Al Wallen, Apex sharpeners and glass cutters; Harry Alsing, skippers; Evelyn Striker; snow sherbet; Austin Neylon, silhouettes; F. W. Hayton, sheet; Jack Bentley, liquid thread; G. A. Morrow, rug needle; Johnny O'Conner, rapid calculator; Hugh Smith, run menders; Grant and Sally Redden, run menders, and Richard Cox, wooden letters and names.

NOW'S THE TIME to keep The Billboard Mail Forwarding Department informed of your whereabouts for the winter. Send in your address promptly and help members of the department be of even greater service to you.

CHARLES HUDSON JR... at his home in Unadilla, Ga., after closing with the Martin Christin Medicine Show in North Georgia. He is taking a short rest before taking his magic show into schools. Business conditions in Georgia are good, says Hudson.

T. D. (SENATOR) ROCKWELL... arrived in Portland, Ore., recently after making the Salem, Ore.; Puyallup, Wash., and Yakima, Wash., fairs. The Salem Fair was good. Rockwell went to Portland to make the Pacific International Stock Show October 5-12.

HAVE the Hot Steve League meetings started? They should provide the column with plenty of pipes.

A BRIEFLET... from Stanley Naidrett, says he's working chain in Memphis, Tenn., to poor takes.

L. E. ROBA COLLINS... still on the pencils from Sunbury, O.; "Still on the turf and making Ohio celebrations and fairs with the Edwards Concessions. Haven't met any pitchmen at any of the Ohio spots we have made. The field up thru here is not crowded. Weather is getting cold up here for outside work."

JERRY THE JAMMER SEZ: "The best way to collect that much-sought-after folding dough is to display an ingratiating personality in addition to taking an interest in your work."

MR. AND MRS. LLOYD LONG... tell from Ada, Okla., that they had a slim season, financially with their outfit. They had Pat Harris, doing piano and comedy; Lester (Peanuts) Gervin, comedy and banners; Mrs. Long (Rhoda), mentalist; Mr. Long, talker. The Longs have built up their equipment and have purchased a new living car. They have

OAK-HYTEX BALLOONS HY-GLO GYPSY Blended of many colors, these are the flashiest of variegated balloons. Ask your jobber, or write us for details. The OAK RUBBER Co. DAYTON, OHIO

Operators, Demonstrators, Concessionaires Sample Lic. Plate with your number, 25c. Exact reproduction of license plates of all states. Free list on Social Security Plates. Cash, Waltham and Stamping Machine Outfit. FRANK DONOMO, 65 Central Ave., Dept. B-19, Brooklyn, N. Y.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS! Big savings for ambitious men and women in new overcoats and with famous nationally advertised Hoover line of smart, attractive uniforms for restaurant, hotel, club, tavern, store, office, laundry, doctor, etc. Not loose-to-lose. No expensive—no money needed to get into this new, big income business. Mail ordered now for \$25.00. Free list on Uniforms, and free catalog. FRANK DONOMO, 65 Central Ave., Dept. B-19, Brooklyn, N. Y.

ROLLED GOLD PLATED WIRE (Gold Filled) of Gold & Silver 227 Eddy St., PROVIDENCE, R. I.

LADIES PURE SILK HOSIERY 5 PAIR \$1.00 1 Doz. \$2.50 Pair only \$1.00 (No commitment.) Full fashioned, slightly imperfect. No holes. Money back guarantee. Give size and color. Agent's list sent with order. MENDENHALL MFG. CO., Hosiery Div., 15, Mendenhall, Miss.

ACE BLADES AT FACTORY PRICES CARD MEN Here are the kind of blades that sell and repeat. Leather-tipped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We say all this. Rush name for free blade and profit details. ACE BLADE CO., Dept. 60-A, 68 E. Eagle St., Buffalo, N. Y.

SUBSCRIPTION MEN Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Expert food men wanted East of Mississippi River and North of Tennessee and Canada. Write for details. CHAS. WEBSTER, Room 1201, Sandstone Bldg., Mount Morris, Ill.

closed their outdoor show and are now working a string of drugstores. They are heading south.

IF YOU MUST remain in one spot throughout the year, change your items once in a while. Too much sameness doesn't make for lucrative passouts.

AL BEARS... recently returned to Newark, N. J., from a string of fairs, which he found very good with a poultry paper. Ralph Harris was working with him. Bears says he saw Joe Conti getting money with slugs in Newark; Evelyn Smallize, working pens at Grant's store, and R. Bee, perfume at Krone's.

DEMONSTRATORS and sales folk already are contemplating what items to handle during the winter. It's not too early for manufacturers and jobbers to begin announcing their Christmas trade items.

Pitchdom Five Years Ago

M. A. Steele, magazine king, was in Rex Hospital, Raleigh, N. C., recuperating from an appendicitis operation... Franklin Dexter was visiting his folks in Muscatine, Ia. He found conditions in that State no good and was resting up a bit before heading west... Harold and Dolly Hovel, of Hartone's Ideal Comedy Company, were playing theater dates in and around Cincinnati, prior to the beginning of that show's indoor

Next Issue LIST NUMBER Will Feature the Following Lists: FAIRS COMING EVENTS CONVENTIONS FRONTIER CONTESTS DOG SHOWS Order a copy from your news-dealer NOW or mail 15c in postage or cash to The Billboard Circulation Dept., 25 Opera Place Cincinnati, Ohio



dates. . . E. J. Beeber, old-time pitcher, was seriously ill in Chicago. . . .  
 Chlo Denton was in Hollandale, Miss., where the cotton picking was nearly done. Crops there were shorter and money was slow. . . . Irving J. Pollack was working sales out of Medford, Ore., which had a small reader. . . . H. P. Coffey, paperman, had jumped by plane from Chicago to Salt Lake City, where he worked the Utah State Fair. . . . F. J. Hamel and Sam Giss, after working a stock sale October 3 at Owosso, Mich., were hit by another car while en route home. Hamel's new Plymouth was wrecked and he lost three teeth. Giss was thrown thru the windshield and his face was badly cut. . . . Jeff Farmer was still in Wilson, N. C. Blacky Cummings was the only other worker there. . . . Bob Posey was in Greenwood, Miss. The cotton crop around there was not as large as usual. . . . Milton (Curley) Bartok was married to Betty Jean Jacobs, daughter of Doc Tully, C. Jacobs, veteran meat man, while at the Michigan State Fair in Detroit. . . . Frenchy Thibaut was at the Hartford (Mich.) Fair. Others there were Sam Cox, Mike Lewis and wife, Pat O'Day, Frank DeGraw, Earl Godfrey, and Chief Little Fox. . . . The Bush-Byrne Players had closed their platform season at Greenwood, N. Y. . . . Al R. West was doing advance for Walter Denmark on the Wayne County Fair, Goldsboro, N. C. . . . Mr. and Mrs. Robert Neill had joined with a circus. They had a good show, including Bob's juggling, balancing, magic, and comedy lectures. . . . That's all.

GOOD, clean workers are welcome in any town.

**SENSATIONAL VALUES**

DOUBLE EDGE BLADES—Packed 50, Cells Wrapped, 1600 Blades, \$1.95  
 SINGLE EDGE BLADES—Packed 50, Cells Wrapped, 1000 Blades, 3.45  
 ASPIRIN—12 Five-Grain Tablets to a little wrapped tin. A superior product. 1.44  
 KATALIN \$14.40. Green Tint. . . .  
 FIRST AID BANDAGE—3 in a handy window foot package, very fast seller. 1.65  
 FIRST AID KITS—1. Sterile. Container with Mirror. Fast \$1.00 seller. Dosein Sets Complete. 6.00  
 POCKET COMBS—Fine grade, Barbed. Dosein. 1.65  
 EYEBROW PENCILS—Carded. . . . .48  
 HAIR NETS with Elastic. Assorted Shades. Dosein. 30  
 SHOE POLISH in Tubes. Special. Dosein Tubes. 3.75  
 BRASS THUMB TACKS—30 in a package. Big value. 100 Boxes. 1.05  
 SEWING KITS—Contains Assorted Thread, Trimbles, Needles, etc., in color. Top hole. Green Tint. 3.60  
 GLASS ASH TRAYS—Blue or White Glass, exceptional value. Green Tint. 2.75  
 RUBBER SUCTION BINK STOP. Dosein. 36  
 TEA AND COFFEE STRAINERS—Retail 10c. Dosein 39  
 NOVELTY CIGARETTE EJECTORS. Dosein. 72  
 MEN'S COTTON HOSE—Furin. Assorted Colors. Dosein Pair. 65  
 LADIES' HOSE—Furin. Charcolized Silk. Fine Grade. 1.50  
 Dosein Pair. . . . .  
 Free Catalogs. Deposit With All Orders.

**MILLS SALES CO.**  
 901 BROADWAY, New York, N. Y.  
 WORLD'S LOWEST PRICED WHOLESALES

**SALESMAN'S SAFETY PIN**  
 Picture of Roosevelt and Willkie on One Button  
 50 Lines Size 1 1/4" Button . . . . . \$ 2.00 per 100  
 3 1/2" Button with Safety Pin Back . . . . . \$12.00 per 100

**CAMPAIGN SLOGAN BUTTONS**  
 MY FRIENDS, GOODBYE; IF I WERE 21 I'D VOTE FOR WILLKIE; WE DON'T WANT ELEANOR EITHER; TWO GOOD TERMS DESERVE ANOTHER; NO MAN IS GOOD THREE TIMES; PAPA, I WANNA BE A CAPTAIN, TOO!; BETTER A THIRD TERMER THAN A THIRD RATER; DON'T BE A JACKASS, FOLLOW THE EAGLE. And Other New Titles.  
 50 Lines 1 1/4" Size Buttons . . . . . \$ 1.25 per 100  
 3 1/2" Jumbo Size Buttons . . . . . \$10.00 per 100

Des. Reg. Copyright App. Send for complete Campaign Slogan and Picture Buttons Price Lists. Send 25¢ deposit with order, balance C. O. D.

**EPSTEIN NOVELTY CO., INC.** 116 Park Row, New York City

**Juicer Workers—Attention!**  
 SEE OUR NEW IMPROVED UNBREAKABLE  
**VITEX GLAS JUICER**

**Now Getting Top Money at the World's Fair**  
 Made of transparent plastic glass—clear as a crystal and unbreakable. Covers of old type Metal Juicers immediately BUY.  
 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 AND CHAIN STORES. OVER 300% PROFIT. Counter Display Cards Furnished.

All the boys working our Juicer say it is the easiest working—most looking juicer on the market. (Attractively boxed.) Insert 10c in coin or stamps—We will send you a sample and prices.

Every One a Worker—Guaranteed 100% Patented—Made in U.S.A. Manufactured and Distributed by  
**RENWAL DISTRIBUTING CO., Inc., 27 West 24th St., New York City**

**Events for Two Weeks**

**October 18-19**  
 ALA.—Montgomery. VFW Celebration, 14-19.  
 CALIF.—Los Angeles. Auto Show, 12-20.  
 COLO.—San Juan Basin Fair & Expo, 17-19.  
 IAN.—Wichita. Harvest Festival, 14-19.  
 KY.—Cynthiana. Tobacco & Sportsmen's Festival, 16-19.  
 LA.—Bastrop. Livestock & Agri. Show, 17-18. Shreveport. Caddo Parish 4-H Livestock Show, 17-19.  
 MICH.—Eag Rapids. Home-Coming, 18-19. Detroit. Auto Show, 12-19.  
 MINN.—St. Paul. Midwest Winter Sports & Auto Show, 12-20.  
 N. Y.—New York. Natl. Auto Show, 12-20. Rochester. Auto Show, 12-19.  
 O.—Circleville. Pumpkin Show, 15-19. Eaton. Merchants' Fall Festival & Corn Show, 15-19.  
 PUGA. Fall Festival & Corn Show, 18-19.  
 PA.—Harrisburg. Natl. Dairy Show, 12-19. Pittsburgh. Police-Grotto Charity Rodeo, 14-19.  
 S. D.—Mitchell. Blue & White Day, 19. Phillip. Scotty-Buddy Day, 18. Spearfish. Spasm Day, 19.  
 TENN.—Grand Junction. State Line Livestock Show, 14-19.  
 WIS.—Milwaukee. Food Show, 14-19.  
 CAN.—St. Thomas. Int. International Plowing Match, 13-18.

**October 21-26**  
 CALIF.—Fresno. Natl. Food Show, 21-26.  
 COLO.—Center. Potato Show, 23-26.  
 DIST. COL.—Washington. Auto Show, 18-26.  
 FLA.—Jay. Fair & Livestock Show, 23-26.  
 IND.—Lagrange. Street Celebration, 24-26.  
 KY.—Mayville. Lions' Club Fall Festival, 23-26.  
 Paris. Bourbon Fall Festival, 23-26.  
 MASS.—Worcester. Worcester Telegram & Gazette Progress Expo, 21-26.  
 MICH.—Manistique. Potato Show, 23-24.  
 MO.—St. Louis. Auto Show, 20-26.  
 N. J.—Atlantic City. Dairy Industries Expo, 21-26.  
 N. Y.—Buffalo. Auto Show, 19-26.  
 O.—Salem. Halloween Mardi Gras, 25.  
 PA.—Pittsburgh Auto Show, 19-26.  
 S. D.—Brookings. Hebo Days, 25. Yankton. Pioneer Day, 26.  
 TEX.—Beaumont. Dog Show, 25-27. El Paso. Jackson Co. Harvest Jubilee, 25-26. Gilmer. East Texas Yamboree, 24-26. Rockdale. Livestock & Poultry Show, 25-26.  
 WASH.—Bremerton. Navy Day, 27.  
 CAN.—Toronto. Ont. Shrine Tameness Temple Circus, 21-26.

**Los Angeles**

LOS ANGELES, Oct. 12.—Law Berg, of Honolulu, T. H., is visiting here and being shown around by Charley Heyn and Charley Hugo. Mr. and Mrs. Archie S. Clark, Clark's Greater Shows, visited in town and left for Ventura, Calif. Louis Wald, after season in the East and Middle West, rejoined the Coast Defenders and reports a satisfactory season. Nina Rogers returned from the Monte Young Shows, where she had a profitable season. Charley Sodderberg, high dive, came in after close of the Golden Gate International Exposition, San Francisco.

Frank Babcock has the midway contract for the Ventura (Calif.) Fiesta. Thomas D. Hart and Harry Levy left for the Dallas Fair and then will make a tour of the Southwestern fairs. Moe Levine closed a successful season with Monte Young Shows and came in here for the winter. Sam Brown was in town for a day while en route to join Clark's Greater Shows. Sam Haberman is working his new snapshot camera. Olga Celeste came in from the Cos Bros' Circus & World's Fair Shows, where she had her leopard act.

Bert Nelson and cats left for Honolulu for an engagement with Eddie Fernandez. Adelaide Nelson's elephants also have been booked by Fernandez. C. E. (Cookie) Cooke is seriously ill at General Hospital. Mark Kirkendall opened a new restaurant in the manufacturing district. Johnny (Jockey) Kearns came in from San Francisco, and Clyde Gooding and the midgets are back in town after a successful season. Roy Crum will winter here. Dan Dix is back

**Lee Again on Loos Pay Roll**

ROSENBERG, Tex., Oct. 12.—Having completed the season's route for the Al Baysinger Shows, Frank J. Lee has returned to J. George Loos' Greater United Shows, playing here this week. He is again handling publicity and, as usual, landing big space in the newspapers. The show has on its route towns which it has not played in the last five years.

**ROUTES**  
 (Continued from page 22)

Flat, Bettie (Pinto's) NYC, nc.  
 Poliakova, Nadia (Russian Kretchma) NYC, nc.  
 Powell, "Scat" (Park Central) NYC, h.  
 Radio Rubes, The (Village Barn) NYC, nc.  
 Rando, Barbara (Pinto's) NYC, nc.  
 Raquel & Tarriba (La Conga) Hollywood, nc.  
 Naraya & Margo (Turf) Minneapolis, cc.  
 Rave & Naldi (Chez Paree) Chi, nc.  
 Raymond & Ann (Café & Piddle) Cincinnati, h.  
 Neardon, Cassa (Rohan Show) NYC, nc.  
 Renze & Nari (Swiss Castle) Milford, Conn., nc.  
 Rhodes, Carol (Coc House) NYC, nc.  
 Rhythm Rockets (Capitol) Washington, D.C., h.  
 Ricardo, Dan (Bismarck) Chi, h.  
 Richman, Harry (Ben Marden's Riviera) Port Lee, N. J., nc.  
 Riox, Rosita (La Conga) NYC, nc.  
 Roberts, Robert (Park Central) NYC, h.  
 Robinson, Florence & Bob (Little Ratskeller) Phila, nc.  
 Rodeo Ramblers (Rondeveo) World's Fair, NYC, re.  
 Rollickers Trio (Erie Press Club) Erie, Pa., nc.  
 Rooney, Pat (Diamond Horseshoe) NYC, nc.  
 Roselle, Anne (Miami Hall) NYC, h.  
 Ross Sisters (Edgewater Beach) Chi, h.  
 Rosato & Antonio (Waldorf-Astoria) NYC, h.  
 Rosilliano, The (Village Barn) NYC, nc.  
 Royce, Rosita (Little Ratskeller) Phila, nc.  
 Russell, Billie; Post Arthur, Tex.; Orange 21-26.  
 Ryans, Three (Colostino's) Chi, nc.

**S**  
 St. Clair & Day (Edgewater Beach) Chi, h.  
 Sampson & Balzer (Chez Paree) Chi, nc.  
 Santos & Eivira (Club Nomad) Atlantic City, nc.  
 Sawyer, Sallie (Wagner's Wonder Bar) Mansfield, O., nc.  
 Schbert, Florence (Ivanhoe) Chi, re.  
 Scott, Debbie (Old Harbor House) Boston, nc.  
 Sedley, Roy (Palumbo's) Phila, nc.  
 Seltzer Bros. (Ohio Villa) Cleveland, nc.  
 Shades of Blue, Three (St. Louis) Joliet, Ill., h.  
 Shaver, Buster (Atlantico) Rio de Janeiro, nc.  
 Shaw, Hollace (Coc House) NYC, nc.  
 Shayne, Betty (666) Chi, nc.  
 Sheldon, Gene, & Co. (Earle) Washington, D. C., t.  
 Sherman, Muriel (Cocoanut Grove) Boston, nc.  
 Shore, Willie (El East) Chi, nc.  
 Shuta, Ethel (Chez Maurice) Montreal, Que., nc.  
 Sillman, June (Brevoort) NYC, h.  
 Silva, Myria (Caucho) NYC, nc.  
 Sims, Lee, & Lemay Bailey (Chez Paree) Chi, nc.  
 Smith, Betty Jane (Roxie) NYC, t.  
 Spear, Harry (Latin Quarter) Boston, nc.  
 Stone, Marsha (Cat & Piddle) Cincinnati, re.  
 Stone & Victor (Kibby's) Baltimore, nc.  
 Stooches, Three (Paramount) NYC, t.  
 Storm, June (Ambassador West) Chi, h.  
 Stump & Stump (Chicago) Chi, h.  
 Sullivan, Freda (Capitol) Washington, D. C., t.  
 Sumner, Helen (Ivanhoe) Chi, re.  
 Swance, Frank (Lexington Casino) Phila, nc.  
 Sylvio & Malba (Beachcomber) Boston, nc.

Tana (Rohan Show) NYC, nc.  
 Tall Sisters (Roosevelt) New Orleans, h.  
 Terrible Sirees, The (OHS Hickory Inn) Chi, re.  
 Tip Top Girls (Club 76) Battle Creek, Mich., nc.

**—Be Safe Than Sorry—  
 In Legal Affairs...**

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated October 26, under the title of "When Specific Act Is Illegal and Criminal."

Tip, Tap, & Tos (State-Lake) Chi, t.  
 Trian Trio (Urea) Rio de Janeiro, re.  
 Toy & Wing (Atlantico) Rio de Janeiro, no.  
 Tricie (Palmer House) Chi, h.  
 Tucker, Sophie (Riviera) Fort Lee, N. J., re.  
 Turtis, Benny (Belmont Plaza) NYC, h.  
 Twine & Bob, The (Schlitz Palm Garden) World's Fair, NYC, re.

**U**  
 Uncle Walter's Dog House (Oriental) Chi, t.

**V**  
 Valley & Lynns (Jimmie's) Miami, nc.  
 Vazdar, Gladys (Brevoort) NYC, h.  
 Vernon, Wally (La Conga) Hollywood, Calif., nc.  
 Vincent, Romo (Hurricane) NYC, nc.  
 Virgil, Magician; Riteville, Wash., re.  
 Virelli, Frank; Toppenshi 16; Roslyn, N. J.; Soquelie, Wally, Jr.; Moore 27; Everett 26.  
 Vogue, Charlotte, & Cozart Boris (Leah & Eddie's) NYC, nc.  
 Von Dell, Cecil (606) Chi, nc.

**W**  
 Walker, George (Glen Park Casino) Wilkesville, N. Y., re.  
 Wan Hai Theater (Oriental) Chi, t.  
 Wendel, Ray (State-Lake) Chi, t.  
 White, Jerry (New Yorker) NYC, h.  
 White's, George, Soandals (Earle) Phila, t.  
 Wilbert, Raymond (Strands) NYC, t.  
 Williams, Nora (Venus Grill) Phila, nc.  
 Wood, Barry (Roxie) NYC, re.  
 Wood, Eleanor (Park Central) NYC, h.  
 Woods & Bray (Jefferson) St. Louis, h.  
 Woods, Laurie (Sandwich Trail) NYC, nc.  
 Woodward Sisters (Park Central) NYC, h.  
 Wynn, Man (Ambassador East) Chi, h.

**Y**  
 Yost's, Ben, Variety Eight (Capitol) Washington, D. C., t.  
 Young, Billy (Oriental) Chi, t.

**Z**  
 Zelma, Don (Tower) Kansas City, Mo., t.  
 Ziska, Bob (Ambassador East) Chi, h.

**GRAND-STAND AND FREE ATTRACTIONS**  
 (Routes are for current week when no dates are given)

Arley, Charles (Fair) Ozark, Ala.; (Fair) Andalusia 21-26.  
 Beach & Harding (Fair) Greensboro, N. C.; Cooke & Cooke (Fair) Angler, N. C.; (Fair) Clinton 21-26.  
 Dayton, Joe & Eddie (Fair) Dallas, Tex.; Fisher's, Bob, Fearless Flyers (Fair) Nashville, Ga.; (Fair) Cairo 21-26.  
 Fishers, Flying (Ozark, Ala.; Montgomery 27-27).  
 Lorezo, Paul, & Vicki (Fair) Shreveport, La. 19-27.  
 Roman, Flying (Fair) Ozark, Ala.; (Fair) Andalusia 21-26.  
 Sailors, Four Crazy (Fair) Greensboro, N. C.; Smith's Superba Band; South Boston, Va.; Ward, Erma; (Fair) Ozark, Ala.; (Fair) Andalusia 21-26.  
 Wolandt (Fair) Alton, S. C.  
 Zolar, Ruth & Eddie; Union, S. C., 21-26.

**MISCELLANEOUS**  
 California Coudens Carnival of Fun; S. Deerfeld, Mass.; 17; Worthington 18.  
 Wright's Dog Circus; Hardland, Va., 18.

**XMAS and GOD BLESS AMERICA SIGNS**  
 Merchants buy these beautiful Xmas and patriotic signs on sight. Xmas signs come in four colors. You make up to 400% profit.  
 Don't miss the Write for Xmas and patriotic list and complete line of store signs and religious postcards. Order NOW at these low prices: 100 assorted samples, \$1.00; 100 signs, \$2.00; postpaid in U. S. A.

**SILVERGLOBE SIGN CO.**  
 184 W. Washington St., Chicago

**ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85**  
**DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40**

Send for Descriptive Circular  
**H. SPARBER & CO.**  
 108 North 7th St., St. Louis, Mo.

**Wholesale Catalog 4000 BARGAINS**  
 For Salesmen and Distributors

**SPORS CO.**  
 It has 260 pages chock-full of unusual values. It contains selling plans; order stimulants; tested best selling articles to dealers, stores and direct to the consumer. A new revised issue is just out of press. For a list of FREE wholesale items, send for your copy today.

**SPORS CO.**  
 10-40 Superior, La Center, Md.



CARNIVAL

(Shows are for current week when no dates are given. In some instances possibly missing points are listed.)

- Alamo Expo. Port Arthur, Tex.
All-American Expo., Mensa, Ark.
Amalgam Am. Co., Wilkesboro, Ga.
E. W. H. Am., S. C.
Barnes' All-American; Lancaster, S. C.
Barnes' Cosmopolitan; (Fair) Dublin, Ga.; (Fair) Thompson 21-26.
Barber; Manila, Ark.; Leachville 21-26.
Beecher, Al. New Madrid, Mo.
Beecher & Greely; (Fair) Soreport, La., 21-26.
Beecher; (Fair) Albany, Ga.; (Fair) Pitts- burgh 21-26.
Brown Family Rides; Alley, Ga.
Bryant; (Fair) Miami, Fla.
Central Am. Co.; (Fair) Saluda, S. C.
Hudrik's All-Texas; (Fair) Yorktown, Tex.
Buck, Frank; Hobbs, New Mexico.
Buck Bros., No. 1; McCrory, Ark.
Buck Bros., No. 2; Hector, Ark.
Central Am. Co.; (Fair) Kiberton, Ga.
Cuth & Wilson; (Fair) Henderson, N. C.; Wilson 21-26.
Clark Greater; Corcoran, Calif.
Clark's Greater; Delano, Calif.
Coley, J. J.; Ashdown, Ark.
Cotton Carnival; Fortgeville, Mo.
Central Am. Co.; (Fair) Milton, Fla.; Cor- nellia, Ga. 21-26.
Crystal Expo.; (Fair) Carthage, N. C.; (Fair) Marion, S. C. 21-26.
Cody Border State; (Fair) Tomball, Tex.
Cumberland Valley; (Fair) Summerville, Ga.
Crawford & Parrott; (Fair) Mass. Road, N. C.; (Fair) Henderson 21-26.
Dedson's World's Fair; (Fair) Macon, Ga.
Dowd East Attrs.; (Fair) Batesburg, S. C.; (Fair) Ohio 21-26.
Dunlap; (Fair) Littlefield, Tex.; Level- land 21-26.
Eitel; Prager, Okla.
Eyer Bros.; Expo.; Greenville, N. C.; Gaines- ville, Ga. 21-26.
Ewing; (Fair) Grambling, La.
Ewing & Little; Crockett, Tex.; Huntville 21-26.
Falls City; (Crittenden Drive, Hilland Park) Louisville, Ky.
Fisher's United; Marianna, Ark.; Cotton Plant 21-26.
Flowers, Miss and Cody; (Fair) Jefferson, Ga.; (Fair) Greensboro 21-26.
Florida Expo.; (Fair) Bayley, S. C.
Four Star; Lynchburg, Va.
Frank's Greater; (Fair) Buena Vista, Ga.; (Fair) Ashburn 21-26.
Frank's Greater; (Fair) Warren, Ark.; Montic- ello 21-26.
Furland; (Fair) Edenton, N. C.; (Fair) Little- ton 21-26.
Fussell's United; (Fair) Malvern, Ark.
Gold Medal; (Fair) Montgomery, Ala., 15-26.
Golden Wonder; (Fair) Waco, Tex., 15-27.
Grady, Keith; (Fair) Red Bay, Ala.; (Street Fair) Winfield 21-26.
Great Bright Way; Bonneau, S. C.; Kingstree 21-26.
Great Eastern; New Market, Va.; South Hill 21-26.
Great Lakes Expo.; (Fair) Onark, Ala.; (Fair) Aduland, Va. 21-26.
Great Southern; (Fair) E. Prairie, Mo.
Greater United; Caldwell, Tex.; Lockhart 21-26.
Grover; Cardwell, Mo.
Grooms Bros.; (Fair) Meridian, Miss.
Hairy, Lewis & Clyde's United; (Colored Fair) Abbeville, N. C.; (Colored Fair) Effolk, Va., 21-26.
Henry's United; Porter, Okla.
Hickory Hill; (Fair) Covington, Ga.; (Fair) Hawkinsville 21-26.
Kettle, Buff; Ruston, La.
Ketcher & Genscher; Belmont, Miss.
Kurtz, Bob; (Fair) New Boston, Tex.; (Fair) Houston 21-26.
Lyle, Eric; Apex, N. C.
Mead Expo.; (Fair) Wilmington, N. C.; (Fair) Clinton 21-26.
Imperial; Madison, Mo.
Jackson Am. Co.; Batesburg, S. C.
James & Johnson; (Fair) Greensboro, N. C.; (Fair) Rock Hill, S. C., 21-26.
Joyland; (Fair) Marysville, Calif., 13-30; (Col- ored Festival) Firebaugh 22-27.
Kane, W. C.; (Fair) Angier, N. C.; (Fair) Dillon, S. C., 21-26.
Kane Expo.; (Fair) Goldsboro, N. C.; (Fair) Kinston 21-26.
Keynotes Modern; Fort Valley, Ga.; Douglas 21-26.
Landon; East Prairie, Mo.
Lang's, Des, Famous; (Fair) Center, Tex.; (Fair) Gilmer 21-26.
Lawrence Greater; (Fair) Aiken, S. C.; (Fair) Union 21-26.
Lewis, Art; Emporia, Va.
Liza's Caravan; Moro, Ark.
Marks; (Fair) South Boston, Va.; (Fair) Greenwood, S. C., 21-26.
Highly Monarch; (Fair) Hamberg, S. C.
Mason; (Fair) Mt. Hermon, La., 14-16; (Fair) Taylor, Ark., 1-18.
Miller Bros.; Kingstree, S. C.
Nash, C. W.; Winnboro, La.; Lake Providence 21-26.
Ochsma Ranch; (Fair) Cherokee, Okla., 16- 19.
Orange State; (Fair) Jay, Fla., 21-26.
Clark Am. Co.; Melberry, Ark.

- Page, J. J.; (Fair) Lawrenceville, Ga.; (Fair) Marietta 21-26.
Paradise West; Memphis, Ark.
Park Am. Co.; (Fair) Many, La.; (Fair) Sulphur 21-26.
Patrick's Greater; Spokane, Wash.
Peach State; Glennville, Ga.
Pearson; Barry, S. C.
Perry's World's Fair; Bennettsville, S. C.
Reading's; (Colored Fair) Brownsville, Tenn.; Grand Junction 21-26.
Reading's, No. 2; (Fair) Satellite, Tenn.
Reynolds & Wells; Jasper, Tex.
Rivers; Grand 2; (Fair) Holly, Tenn.
Rogers & Powell; (Fair) Forest, Miss.; (Fair) Canton 21-26.
Royal American; Mobile, Ala.; Pensacola, Fla., 21-26.
Royal Expo.; (Fair) Owings, S. C.; (Fair) Hixson, Ga., 21-26.
Rubin & Cherry Expo.; (Fair) Dallas, Tex., 3-30; Houston 21-Nov. 2.
Santa Fe Expo.; Hempstead, Tex.
Scott Bros.; (Fair) Swainsboro, Ga.; (Fair) Dallas 21-26.
Sibbard Bros.; Tucson, Ariz.
Smith Bros.; Noper, Okla.
Shapp Greater; Dunbar, La.; Lagayette 21-26.
Southern States; Nashville, Ga.
Southern Attrs.; Aiken, Ga.
Southern United; Chase, Kan.
Sparks, J. F.; (Fair) Center, Ala.; (Fair) Okemeta 21-26.
Star Am. Co.; (Fair) Perryville, Ark.; (Cotton Carnival) England 21-26.
Stetfens Superior; Rosemead, Calif., 16-19.
Texas Fair; (Fair) Sumner, S. C.; (Fair) Charleston 21-26.
Ritchie, Ed; Bastrop, Tex.; (Fair) Jourdan- ton 21-26.
Tassell, Barney; Unit Shows; (Fair) Lynch- burg, Va.; Brookfield 21-26.
Texas Longhorn; Seymour, Texas; Monday, 21-26.
Texas Expo.; Livingston, Tex.
Tidwell, T. J.; (Fair) Haskell, Tex.; (Fair) Eastland 21-26.
Tomb's Am. Co.; (Fair) Colquitt, Ga.; (Fair) Bainbridge 21-26.
Tower Am. Co.; Henshaw, S. C.
United American; (Fair) Greenwood, Miss.
Wallace Bros.; (Colored Fair) Jackson, Miss.
Ward, John R.; Lagayette, La.
West Coast Am. Co.; Sacramento, Calif.; Tall 22-27.
West's World's Wonder; (Fair) Alexander City, Ala.; (Fair) Dothan 21-26.
White & McNally; Webers Falls, Okla.
Wills Am. Co.; Washalla, S. C.; Liberty 21-26.
World of Fun; (Colored Fair) York, S. C.; (Colored Fair) Charlotte 21-26.
World of Mirth; Charlotte, N. C.
World's Fair Show & Co's Circus; Abbe- ville, New Mexico.
Zachin Bros.; (Fair) Smithfield, N. C.
(Near Guard Fall Festival) Gaston, S. C., 21-26.
Zimdars; (Fair) Danville, Ark.

CIRCUS

- Anderson, Bud; Crossett, Ark., 16; Magnolia 17; Prescott 18.
Bell Bros.; Jarboville, Md., 16; Ridge 17; Valley Lee 18.
Cole Bros.; San Bernardino, Calif., 15; River- side 16; Pomona 17; Santa Ana 18; San Diego 19-20.
Cole, James, M.; Indoor; Pean Yan, N. Y., 21; Canandaigua 22; Waterloo 23; Watkins Glen 24; Ithaca 25; Whitney Point 26.
Greater American Indoor; Washab, Ind., 21.
Miller Bros.; Clinton, Mo., 17.
Mills Bros.; (Fair) Santa Fe, Tex., 15; Santo 16; Lipan 17; Gresson 18; Joshua 19.
Polack Bros.; (City and) Pueblo, Colo., 16-19; (Armory) Port Arthur, Tex., 24-27.
Rindling Bros. and Barnum & Bailey; Mccon- gometry, Ala., 15; Birmingham 16; Colum- bus, Ga., 17; Chattanooga, Tenn., 18; Knox- ville 19.
Robbins Bros.; West Point, Miss., 15; Tupelo 16; Booneville 17; Tusculum, Ala., 18; Hazlet 19; Decatur 21; Oulman 22.

ADDITIONAL ROUTES

- (Received Too Late for Classification)
Bell's Hawaiian Follies; (Mason) Toronto, O., 17; (Capitol) Butler, Pa., 18-19; (Harvard) Parkersburg, W. Va., 20-21; (State) Find- lay, O., 22-23; (Kenton) Kenton 24; (Holl- and) Bellefontaine 25; (Vernon) Mt. Ver- non 26 all theaters.
Blythe Billy Players; St. Johnsbury Center, Vt., 14-19.
Crawford Bros. Shows; Conaway, N. Y., 14-19.
Dagman; Magician; (City) Biddford, Me., 16- 17; (Mechum) Methuen, Mass., 16-19; (Cap- itol) Lowell, 21-23; (Bayline) New Bedford 24-26; (Lyrie) Pittsburg 27-Nov. 2, all the- aters.
Florella & Boyette; (Mayflower Hotel) Alton, O., 14-19.
Franzosa Hypnotist; (New Theater) Manila, Ark., 15-18; (Buffalo) Black Oak 19-20.
Lawrence, John; Players; Palestine, Ill., 14- 19.
Harlan; The; Waynesburg, O., 14-26.
McNally's Variety Show; Lincoln, Va., 14-19.
Mack, Mabel; Male Circus; (Pumpkin Show) Circleville, O., 16-19.
Plyland, Helen; & Dick John's; (Pumpkin Show) Circleville, O., 16-19.
Powers, Geo. D.; Dora & Bears; (Academy, N. Y., 15; Milford 16; Ullea 17-18; all schools).
Roberts; Board; Troupe; (Fair) Hawkinsville, Ga., 21-26.
Rock & Dean; (Padlock Club) Wheeling, W. Va., 14-19.
Sharon Nitsa; (Bumette Club) Rock Island, Ill., 14-19.

Showmen's League of America

CHICAGO, Oct. 12.—President Frank P. Duffield was in town for a day but business called him to New York and he could not attend Thursday night's meeting. In the absence of regular of- ficers Brother L. C. Kelley presided. At- tendance was light. Nominating com- mittee to select a regular ticket of of-

ficers for 1941 will be named October 17. Brother Doc Shean sent in some pub- licity on the big New York World's Fair Benefit. Membership committee pre- sented applications of T. W. Kelley, Michael Goldstein, Harry Simonds, Sam Menclin, Vince McCabe, Al Sheehan, Thomas Sacco, J. C. Guinn, Meyer Pell- man, Edward Franks, Sam L. Ward, Gus Andrews, and Ralph L. Pitts.

Relief committee reports Brother L. S. (Larry) Hogan is resting well at the hospital. Brother George Nelson also came in for attention. There were no late reports from Tom Rankin or Nat D. Rodgers. Brother Al Rossman advises that the 1940 Banquet and Ball program will be handled under the same plan as the last several years. It will be an outdoor amusement world directory. Order cards are being mailed and a prompt response is hoped for. Chairman Sam J. Levy says this year's banquet to be held on December 4, will be an outstanding affair. A welcome letter from Brother Walter K. Sibley met with applause when read.

Coming in from Canada after the close of Conklin Shows were Edw. Gam- ble, Al Kaufman, Art Hadtke, Harry G. Seber, John J. Halligan, Albert R. Cohn, and Dave Tennyson. Jimmie Morrissey and Dale Weinbren- ner of Kansas City, Mo., visited. Brother A. L. Putnam, of Chippewa Falls, Wis., sent in application of Al Sheehan. Ralph Paclini is recuperating from a recent auto accident. Bill Coultry, Al Latto, and Harry Hancock called. Earl Taylor is still around Chicago and Jack Haw- thorne is back after closing his season. Lee Sullivan, of Eli Bridge Company, here on business, spent some time in the rooms. Harry G. Seber, present for his first meeting, responded with a good talk. Al Hook visited.

RECORD FOR WEEK-END

(Continued from page 30)
For 10 cents that day and the next. Kids between 4 and 14 will also be ad- mitted for a dime on the first day, this being tantamount to a revival of Kids' Day next week.
Announced tour of American Jubilee has been shelved, at least for the time being.

FLUSHING FRONT

(Continued from page 30)
Is "I Am an American Day," will also mark the second Parachute Jumpers' Day. A medal is to be awarded to Commander James H. Strong for developing the training tower now used by the army for vital national defense purposes.

Leave it to old vaudevillians to click from scratch. When Manny Smith, the novelty piano-playing vocalist, and his partner, Al Tucker, trick and fancy fid- dler, started at the Hunting Lodge they were terrific without benefit of formal buildup. It didn't take long for it to be noised around that the duo was giving out some of the most salable corny callisthenics in a lot of seasons. Now they're the chief reason why the lodge gathers the coin, even on the most dis- mally attended nights. We don't think it's out of place to write a free ad for these guys, who've been around the cir- cuit as a team for some 15 years, and deserve to go places, which they prob- ably will without such items as these.

Frank Wirth booking office announces, by way of Cincinnati, that Board Chair- man Harvey D. Gibson, at a recent meet- ing, authorized him to continue to supply free acts until end of the season. Current are Capt. Sol Solomon, Ameri- can Eagles, and Zacchini, double cannon.

AQUANOTES: A transaction of 20,000 seats gave General Electric the first two performances on GE Day. On Tuesday, October 15, date of "IAAA" Day, eve of the draft registration, Mister Rose has provided the four performances, or 40,000 tickets, making the first time he has gone in on a cut-rate. Even Rose, mortal enemy of bargains for his super-super- spec, could not resist the set-up. Over the week-end before last, the show played

to 78,287 people, 39,607 reporting for their seats on Saturday. As of September 30 total Forty attendance was 2,609,471. Rose announced that his show in San- fran played to 1,700,000, or about three times the population of the West Coast metropolis. We thought you'd like to know.

FINAL CURTAIN

(Continued from page 29)
Little Rock, Ark., October 5 of injuries sustained when struck by a hit-and-run driver in Brinkley, Ark., October 4, Wiley was formerly connected with Rogers & Powell, C. L. Spencer, and other shows. Survived by a daughter, of Milwaukee, and a sister, of Marion, Ill. Services in Brinkley, with burial in Memorial Cemetery there.

GM DIESEL LIGHT PLANTS
Constant Money Savers!
Cost Less Than 1c Per K.W. Hr. To Operate
CALL—WRITE TODAY!
J. W. (Diesel) Clements
Southern Power Division of LEWIS SUPPLY CO.
477 S. Main, Memphis, Tenn.
(Phone: 5-2733)

INSURANCE
Charles A. Lenz
"Showman's Insurance Man"
ATBS Insurance Exchange, CHICAGO

WANTED
SHOWS — CONCESSIONS AND SMALL RIDES
COLORED FALL FESTIVAL
NOV. 7-9—MAYSVILLE, KY.
Last year over 20,000. This year with good crop expect more.
M. J. BROWN, Sec.
Brown's Super Market, Maysville, Ky.

Art Lewis Shows, Inc.
Can place for Tarboro, N. C., Fair, Oct. 21-26, and Rocky Mount, N. C., Fair, Oct. 29-Nov. 2.
LEGITIMATE CONCESSIONS OF ALL KINDS.
Reasonable rates.
HAVE FOR SALE — Motorbuses, in excellent condition, partially new this season, 80' front, beautifully illuminated. Can be seen in operation on show. Address:
ART LEWIS, Gen. Mgr., Emporia, Va., this week.

WANT
Cook House, Corn Game and Concessions.
Al Baysinger Shows
New Madrid, Mo., This Week.

CATCHER WANTED
For Flying Act. Steady Southern work immedi- ately. Must be experienced. Wice lowest. Box 2-1, care of The Billboard, Cincinnati, O.
SHOWS, RIDES AND CONCESSIONS
Wanted for Bishop, Ga., Malden Fair next week. Address:
H. B. ROYAL
Owings, S. C., this week

NEW RED HOT SELLERS
Sweet Chocolate Bar (looks real, but Mocha gets hand!) . . . doz. 70
Looney Letters B to set . . . 1.00
Mell Art Box with 100 pieces . . . 60
Comic Large Label Buttons . . . 60
Surprise Voice Tester . . . 75
Atom & Eye Shadow Dancer . . . 60
COMIC GLOVE FOLDERS brand new everyday 12 different. Dose 50c Green 6.50
BIRTHDAY GLOVE FOLDERS 6 different. 12 different. Dose 50c Green 6.50
MAGNETIC GLOVE FOLDERS 4 diff. All the above red hot sellers. Dose 50c Green 6.50
NEW HOPE CHEST in metal box . . . Dose 1.50
Social Bride, For the Groom . . . Dose 1.75
Social Kismet, Hot & Funny . . . 1.17
off. P.C. size, 500 #125, 2.00 # 1000
Xmas Card Set 4 diff. with env. to match beautiful ass cards in colors, 10c a set
NEW CATALOGUE READY SOON . . . Complete. Samples Sent 2.00 for 30 and Catalogue
MAGNETRIX NOV. CORP., 136 Park Row, N. Y.

WILSON COUNTY FAIR
WILSON, N. C., WEEK OCTOBER 21
With Fairmont and Fayetteville Armistice Celebration To Follow.
Want legitimate Concessions of all kinds. Want Colored Performers; come on. Want Workmen in all departments for long season South. Address
CETLIN & WILSON SHOWS, INC.
HENDERSON, N. C.



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.

## Prestige

The good records of coin machine trade associations are a credit to the industry as a whole

Well-conducted trade associations have a public value to the coin machine trade. An industry that is always on the defensive, and is often misrepresented before the public, needs legitimate trade organizations to build up a good reputation for the industry.

Because of the public value of trade organizations, the conduct of each separate organization within the industry becomes of importance to all other organizations and also to individual members in the industry.

In a few instances, the acts of trade associations or of the officials of such associations have come before the courts. In practically every case thus far the organizations and their leaders have conducted themselves well and have also been given a clean bill of health. It is important to the industry that associations continue to maintain a high record.

More recently federal investigations have become a matter of importance. It was to be expected in certain cities that investigations of the finances of coin machine associations would take place. Possibly half a dozen such investigations have been reported, and up to the present there is not a single instance in which an association has been reprimanded or made the object of specific charges with regard to its finances. Due to the complications of politics in many cities, this is an unusual record to be established by an industry that is so often kicked about by the winds of political change.

The fact is also that federal investigators have tried to distinguish between legitimate trade association members and the few alleged racketeers who sometimes get into the business.

A few coin machine associations have been checked by the Federal Trade Commission with respect to fair trade practices. Reports once indicated that maybe two groups would be the subject of thoro investigation. At a time when trade organizations in all lines of industry are subject to investigation for trade practices, this is a good recommendation for the coin machine industry. The industry as a whole needs the prestige that such a good record gives to the business.

A music operators' association in Texas was charged in court with violations of the anti-trust laws. This was a part of the many test cases that are being filed in various parts of the country to determine in court what is fair trade practice. This is not a reflection on the coin machine industry, since practically every major line of business has been made the subject of a test case on trade practices. The idea is to let the courts decide what business can and cannot do under existing laws. The outcome may be that many statutes will be proved to be impractical.

All these things do indicate that trade associations in the coin machine industry are subject to the same laws that regulate organizations in other industries. If anything, trade associations in the coin machine industry should conduct their affairs a little better than other industries.

Leaders in trade organizations should acquaint themselves with the trends of decisions and rulings by the federal agencies. Bulletins and trade literature have been issued by various bureaus and trade publications so that a fairly complete guide may be had in order to avoid those practices which would make trade associations subject to charges of unfair practice.

In general, it may be said that federal and State trade laws are against practices which tend to interfere with prices. All trade associations should follow the general rule that practices which interfere with the normal trend of prices may make the organization subject to complaints which eventually lead to an investigation by authorities. The majority of the States now have fair trade laws which may be invoked if the organization does not extend its affairs into interstate commerce.

The subject of quotas is also a touchy ground for trade associations. Federal agencies have expressed disapproval of many practices by associations which try to fix quotas. Rulings have been against making agreements that each member of the association will accept and adhere to assigned quotas. The rulings extend even to sending out statistical information to members, unless the same information is made available to the general public, trade papers, or statistical agencies. Trade associations could fulfill the requirements in many instances by sending copies of statistical reports to trade papers for filing. The federal agencies apparently mean to suggest that trade associations should not try to keep their affairs too secret from the public, or from the industry at large. It is a good rule for trade associations to carry on a public relations program of some kind in which the organization definitely releases information thru trade or news channels to indicate that it is performing a real service.

It is easy for a trade association that carries on some kind of public relations work to show that it has some reason to exist other than to set quotas or control prices. The federal trade rulings frequently refer to reports or information that associations send to members and usually suggest that such reports should also be made available to the public or to trade news channels. The reports that come under scrutiny are those that relate to prices, quotas, etc.

The government agencies also look with disfavor upon agreements not to do business with non-members of an association and agreements not to do business with those who sell to non-members. These and a number of other practices on controlling trade will subject an organization to investigation if complaints are made.

The ideal for trade organizations is to concentrate on educational programs for its members and to maintain a definite public relations program. The associations that have accomplished most in the industry are those that try to educate their membership to better trade practices. Dictatorship really does not belong in trade organizations. It is better to educate and to improve trade practices slowly than to bring organization and the industry before the authorities for investigation.



# Satirical Writer Kids Coin Machine Business; Laments Fact That Mint Falls Behind

PHILADELPHIA, Oct. 12.—By far the most gracious publicity break for the amusement machine industry in Philadelphia newspapers came from the pen of Charles Fisher, popular columnist and commentator, writing daily in *The Philadelphia Record*. The publicity gave the industry a greater break because of the increased circulation of the Sunday (September 22) editions.

Fisher devoted his entire column, "So What," one of the most widely read features in the newspaper, to amusement machines. It was subtitled "The Coin Machine Has Put Joy Into Our Lives... But Why Can't Science Make One To Take a Check?" and Fisher satirized:

"Altho by now we are used to obtaining the essentials of civilized existence—from a foot massage to a bottle of soda pop—out of coin machines, we never get over a feeling of pleased surprise when we drop in a coin and something actually comes out.

"Each time this miraculous transaction is accomplished our faith in the machine age is renewed. Mankind, we tell myself, has not only spanned oceans and conquered space and time, but has made it possible for us to be practically certain of getting a candy bar for our nickel. "Nice work, mankind," we say, and puff up a little at belonging to the same club.

"And yet it has not been so long since the best minds regarded the mechanical era without much hope. In those backward days before the advent of radio, Stuka bombers, and chinaware for ladies on Thursday nights, science had produced only the rudimentary chewing gum machine on subway station platforms. You could, in theory, obtain either spearmint or tutti-frutti from the device, but at theory the whole arrangement stopped; neither spearmint nor tutti-frutti came out.

"In consequence people developed a deep mistrust of progress. They grew sullen and suspicious. They regarded the Plastron Building as a mere raising and, having inspected the modern machine buggies, went out and invested their money in a hansom cab factory. They were, in brief, unwilling to trust the spirit of modern invention when the spirit of modern invention couldn't even assure them a stick of chewing gum for their money. For a time all progress hung in balance.

**Marching Along Hand in Hand . . . But the Mint Can't Keep Up**

"But since then the vending gadgets have improved to a degree of which our forefathers only dreamed and, following their leadership, America has become great. Art, literature, music, and social consciousness have marched ahead, hand in hand with the coin machine. It is only a matter of time until we will be able to acquire a wife, a quick haircut, or salvation by dropping a coin in the proper chute.

"Only one agency has failed to keep pace with these piping times. The United States mint, we report with regret, is running out of nickels. At the moment the cash factories are 23,600,000 pieces behind on orders for coins, about 768,093,000 of them were turned out last year alone. Mrs. Nellie Taylor Ross, mint director, is in a dither about it.

"She seems to envision a day when someone wanting to play *Pin Neer Smile Again* on the automatic phonograph in the corner barroom will find that the last nickel in America has been used (probably for a Baby Ruth bar) and will go away with a feeling that his country has let him down. And a feeling like that is only a step from open anarchy.

**Take Away Our Coin Machines And There'll Be Absolute Chaos**

"There seems to us to be a good reason for alarm. Our generation has come to look upon the coin machine as that bountiful mother of all good things. Out of one sort of chute or another come handkerchiefs, cigars, baked beans, cigarettes, chocolate, music, stamps, combs, soap, tooth brushes, collar buttons, bottles of milk, paper cups, razor blades, cookies, perfume, shoe shines, towels, and that foot massage which enchants us above all else (you drop in a cent and for 60 seconds a vibrating foot board shakes your back teeth loose).

"Moving pictures are due in a few months and there are already six kinds of miniature shooting galleries (including one with swell machine guns) and

1,783,291 varieties of bagatelle machines available for sportsmen. Life has turned into a glamorous penny, nickel, and dime arcade. Take away the pennies, nickels, and dimes and chaos is the inevitable result.

"Many methods have been proposed for temporary alleviation of the shortage. We have heard suggestions that the mint contrive a substitute nickel out of old Tootsie Rolls sliced thin, or the gold buried at Fort Knox, or even slightly used parched markers. Some experts hold the nation should buy a shipload of pebbles, the coins in use among the lesser Ubangis, which resemble our nickel except that they are made out of dried gukka ears.

"In our more conservative opinion, this debating of the currency would be intolerable, leading to business depression, impairment of national credit, and pointed editorials in *The Herald-Tribune*. We will have none but the genuine nickel, and it is our hope that the mint will meet the crisis before a complete collapse of our coin machine economy. In the meantime we trust somebody will invent a machine that will take a check. We need a pack of cigarettes."

The column, which has elicited a great deal of favorable comment among the local machine gentry, was illustrated by a photo showing a flow of coins from a machine and captioned "Slot Fodder. The Mint's in a Dither."

**Editor's Note:** In the above article the author referred to coin machines of all types as "slot machines." Because the industry has utilized the latter term to represent one type machine, we have changed references to "slot machines" to read "coin machines."

## Bell & Howell Aiding Defense

CHICAGO, Oct. 12.—Bell & Howell Company here may make fire-control instruments for the army, according to newspaper reports. The firm has been quite active in the development of movie projectors and mechanism for coin-operated movie machines recently.

According to *The Chicago Journal of Commerce*, "Probably it hasn't occurred to most laymen that the experience and plant equipment which have made the name of Bell & Howell synonymous with quality film, sound projectors, and cameras can be turned to the manufacture of one of the most important items in national defense—gun fire control instruments.

"Fire control covers a wide field and can include a whistle, a pair of binoculars, a light system or loud-speaker, range finders, or complicated instrument panels such as ornament the fire-control rooms of battleships.

"Optical experience of Bell & Howell Company in its movie camera work and the experience of its officials and workers in the manufacture of precision instruments makes it a natural for manufacturing range finders and the like—all complicated and requiring the utmost in precision.

"Consequently the company has received an order for ordnance from the War Department for \$322,512 worth of fire-control equipment, and to quote one Bell & Howell official—that 'ain't peanuts!'"

## Convention Booths Go Fast...

CHICAGO, Oct. 12.—Jim Gilmore, secretary-manager of the Coin Machine Industries, Inc., reported yesterday morning that 126 exhibit booths of the 236 booths available already have been reserved for the 1941 Coin Machine Show to be held at the Hotel Sherman, Chicago, January 13, 14, 15, and 16.

Gilmore states that members of the association reserved the 126 booths. On October 14 his office will mail reservation blanks to about 100 former exhibitors at the convention, he said. They will be offered reservation privileges before the remaining booths are announced as open to the trade at large.

The board of directors met during this week and announced that all reports indicated greater progress toward a record convention.



—Photo by The New York Daily News.

It's nix on any more peanuts for the Bronx (N. Y.) Zoo's animals and wild birds. Now shining new vending machines, decorated with animal illustrations, vend specially prepared food which may be given to some of the animals on the zoo grounds.

The little boy in the picture came all prepared with peanuts to feed to the animals. Zoo rules, however, required that he leave them at the gate. For a while the little boy was sad—he brightened when he was allowed to put a nickel in the machine to feed the animal.

Zoo keepers reported that the animals soon caught on as to where the food was coming from. A machine located near the elephant pen was carefully inspected by one big elephant who knew food when she saw it and soon discovered where it was coming from.

Ten of the machines went into action at the Bronx Zoo in an effort to protect the animals from indigestion and the eating of bottle caps, cigarettes, and other objects given to the animals by unthinking practical jokers.

The new food is convenient for the throwing visitor and the catching animal. It comes in quarter and half-inch sticks which are neat, clean, and dry. Signs indicate animals which may or may not be fed.

However, particular as the zoo may be about its animals, it gives the little boy a chance to acquire a case of indigestion—they gave him his peanuts back when he left the park.

## Big Sales on Target Pistol

CHICAGO, Oct. 12.—"Our first advertisement certainly aroused a great deal of interest in the new 1-cent Pistol Target with ball gum venter," states Dave Robbins, of D. Robbins & Company, Brooklyn.

"We received wires and letters from practically every State, also two inquiries from Puerto Rico and one inquiry from Mexico. A large number of sample orders with full remittance were also received from operators who know that when we recommend a counter skill game it must be good.

"Several hundred Pistol Targets with gum venter are now being successfully operated. Altho the gum chamber holds 1,500 balls of gum, many operators leave extra gum with the merchant for refilling. There is a separate lock for the gum chamber and a different lock for the cash box. The machine keeps a record of awards paid by the merchant for skillful hits. Awards are paid for skillfully shooting the penny from the realistic gun into the bull's-eye."

| FREE PLAY TABLES            |                           |
|-----------------------------|---------------------------|
| Macao . . . . . \$44.50     | Spotium . . . . . \$19.50 |
| Merry Go Round 27.50        | Rebound . . . . . 19.50   |
| Happy Six . . . . . 24.50   | Jump . . . . . 19.50      |
| Scoop . . . . . 22.50       | Flash . . . . . 17.50     |
| Roy . . . . . 22.50         | Paramount . . . . . 14.50 |
| Thriller . . . . . 22.50    | Avolon . . . . . 14.50    |
| Passay . . . . . 22.50      | Conquest . . . . . 14.50  |
| Base Scores . . . . . 22.50 | Contact . . . . . 17.50   |
| Golden Gate . . . . . 22.50 |                           |

| PHONOGRAPHS   |  |
|---|--|
| Wurlitzer 600, Big Prof . . . . . \$139.50                          |  |
| 1939 Wurlitzer Counter Models with Stands, Model 61 . . . . . 99.50 |  |
| Penny Phonograph . . . . . 29.50                                    |  |
| Rockola Rhythm Master, 32 Volt D.C. . . . . 42.50                   |  |
| Rockola Rhythm Master 10 . . . . . 44.50                            |  |
| Milza Dance Master . . . . . 19.50                                  |  |

| COUNTER GAMES                 |                               |
|-------------------------------|-------------------------------|
| Bankley Bones \$14.50         | Wagon Wheels \$3.00           |
| Juvenile Grand . . . . . 3.00 | Double Deck . . . . . 2.00    |
| Stand . . . . . 9.00          | Change Master . . . . . 3.00  |
| Key . . . . . 7.50            | Pick a Pair . . . . . 3.00    |
| Army Game . . . . . 4.50      | Sandy's Nerves . . . . . 3.00 |
| Hold & Draw . . . . . 7.50    | 21 Vendor . . . . . 3.00      |
| Real Sport . . . . . 9.00     | Win a Pack . . . . . 3.00     |
| Jobar . . . . . 2.50          | Try a Pack . . . . . 2.50     |

| MISCELLANEOUS                       |  |
|-------------------------------------|--|
| Rockola . . . . . \$54.50           | Sheet-a-Lite . . . . . \$22.00         |
| Ten Pins . . . . . 49.50            | Goon . . . . . 10.00                   |
| 12-Foot Rock-a-Ball . . . . . 24.50 | Seeburg Race Horse Mach. . . . . 17.50 |
|                                     | Bally Alley . . . . . 15.00            |

**SLOT MACHINES, ALL MAKES, WRITE FOR PRICES.**

| PAYOUT TABLES                 |                               |
|-------------------------------|-------------------------------|
| Seabiscuit . . . . . \$49.50  | Man-o-War . . . . . \$32.50   |
| Hawthorne . . . . . 49.50     | One-Two-Three . . . . . 25.50 |
| Thirlstone . . . . . 49.50    | Darby Clock . . . . . 29.50   |
| Gold Medal . . . . . 39.50    | Darby Time . . . . . 25.50    |
| Sport Paper . . . . . 45.00   | Multiplo . . . . . 24.50      |
| Scupper Upper . . . . . 32.50 | Pastorale . . . . . 14.50     |

| CONSOLES                                 |                              |
|--|------------------------------|
| Lucky Lucre \$129.50                     | Multiplicates \$34.50        |
| Royal Draw . . . . . 19.50               | Track Time . . . . . 25.50   |
| Baroque "40" 92.50                       | "37" . . . . . 29.50         |
| Baroque "38" . . . . . 74.50             | Party Shoes . . . . . 22.50  |
| Flashing Jingles . . . . . 64.50         | Big Roll . . . . . 17.50     |
| Milwaukee Bell 52.50                     | Patrol . . . . . 14.50       |
| Passes-Races . . . . . 49.50             | Bell . . . . . 14.50         |
| Colours . . . . . 49.50                  | Gold Console . . . . . 14.50 |
| Ballo . . . . . 39.50                    | Club House . . . . . 10.00   |
| Jan, Cakes, Muff. . . . . 34.50          | Darby Day . . . . . 10.00    |
| Gold First Top 34.50                     | Console . . . . . 10.00      |
| Good Luck . . . . . 34.50                | Liberty Bell . . . . . 10.00 |
| 1/2 Deposit With Order, Balance C. O. D. | Seaside . . . . . 10.00      |

**LA BEAU NOVELTY SALES CO.**  
1046 University Ave., ST. PAUL, MINN.

# NEW aerial target shooting game Mossberg TARGO

Shoot 'em down! Miniature Trap-shooting outfit. Gun (Model 42 T.R. 22 cal. smooth bore) \$11.75. No. 1 Trap \$7.45. Targets about 1/2c each. A money maker indoors or outdoors. Everybody goes for it — men, women and youngsters.

Send for full particulars. Address Exhibitors' Department  
**O. F. MOSSBERG & SONS, Inc.**  
9910 St. John Street  
New Haven, Conn.

## THIS CHANGING WORLD

One thing remains steadfast and certain in this busy, dizzy, ever-changing world . . . Human Vanity. The incomparable success of PHOTOMATIC is based on this fundamental trait . . . because it takes personal pictures and delivers them framed in 40 seconds. People love to take their pictures—especially on the remarkable PHOTOMATIC. It's the world's No. 1 moneymaker!

**INVESTIGATE!**  
International Mutoscope Reel Co., Inc.  
44-01 11th St., Long Island City, New York

## BARGAINS FROM DAVE MARION

|   |   |
|---|---|
| Q.T. 1c Green \$23.50                         | Q.T. 6c Blue . . . . . \$27.50            |
| Milza 6c D.M. 16.50                           | 1c Little Duke . . . . . 10.00            |
| 25 1c Seeburg/Pent. 4.00                      | Bell Bids . . . . . 4.00                  |
| Racet . . . . . 3.50                          | Columbia R.D. . . . . 37.50               |
| Qadets . . . . . 3.50                         | 6 Blings . . . . . 7.50                   |
| Grandstand . . . . . 3.50                     | West Pockets . . . . . 27.50              |
| Penny Books . . . . . 3.00                    | Inv. Frt. Cig. . . . . Write              |
| Tri-Pack . . . . . 6.50                       | Penny Photo . . . . . 44.50               |
| Write for October List                        | F. P. Tables \$14.50 Up                   |
| Jobbers - Write Us for Quotations - All Types | 1/2 Deposit Required - Immediate Service. |

Write to Complete Bargain Ltd.  
**MARION COMPANY** WHEELING, W. VA.



## LaBeau, Gaining Health, Tells "Flat On Back" Thoughts

ST. PAUL, Oct. 12.—What thoughts go thru a coin machine man's mind as he reclines flat on his back in a hospital bed?

Archie J. LaBeau, head of the LaBeau Novelty Sales Company, St. Paul jobber and distributor, is well authorized to answer such a question.

LaBeau has returned to his home after a five-week stretch in St. Joseph Hospital, where he was taken following a serious accident late this summer.

"Painful as my stay in the hospital was, my mental reactions were helped considerably by the beautiful flowers which surrounded me," said LaBeau. Daily I would receive cards, letters, and telegrams from friends near and far, all wishing me a speedy recovery.

"I believe a hospital to be a great place in time of sickness and I have been thinking how nice it is to have a lovely wife, three boys, three girls, mother, dad, five sisters, a loyal organization, and so many friends who have been very kind to me.

"My thoughts during my five-week stay at the hospital turned, naturally enough, to the industry of which I am happy to be a part.

"Coin machines have become a necessity, for there is some kind of coin machine suitable either in merchandise or amusement for every location. Most locations cannot afford to be without these machines, for they stimulate trade which the merchant would not otherwise receive.

"The machines collect cash and are put in on a commission basis without any investment on the part of the merchant, thus resulting in good profit for the operator and the merchant as well.

"I do not believe the operator of to-



PACKARD MANUFACTURING CORPORATION, headed by Homer E. Capehart, is now installed in this large building in Indianapolis, Ind.

day, who has been in the coin machine business for but a few years, realizes the great advantages he has being in our industry.

"The music business, for example, a few years back there weren't such items as remote control, slugging, beautiful light-up, and not nearly as trouble-free phonographs as there are today, Nor

could the operator make as much money in the olden days as he can today.

"All in all, life is really worth living. Now that I am out of the hospital and on the way to recovery there are many things which have been straightened out for me; I have a little different perspective on life."

## Detroit

DETROIT, Oct. 12.—Meyer Saperstein and Charles Starler, of Saperstein & Starler, are moving headquarters from Rochester Avenue to a new location on Waverly Avenue. They are concentrating on cigarette vending operations. Saperstein, incidentally, is a brother of Edward Saperstein, who used to operate in this field under the name of the Reliable Cigarette Service.

O. H. Feinberg was in town over the week-end for a visit and off for another swing around the territory again. Mrs. Feinberg, who has been vacationing out of town all summer, moved back to the city last week-end.

Peerless Products Manufacturing Company, headed by Saul E. Gordon and Ben N. Osher, has become distributor for the Victor Vending Company as well as for Pan Confection Factory for the Detroit area. The Peerless Company itself, incidentally, is bringing out a new coin counter with an open end which facilitates loading and unloading.

A. P. Sauve Company, one of Detroit's largest operators, is planning an expansion of its present salesroom facilities in the near future.

Saul S. Gordon, of the Peerless Products Manufacturing Company, reports the plant rushed to capacity with some new developments under way in addition to the Four-in-One vender and the Peerless coin counter.

Andrew H. Banks has sold out his

route of phonographs to the Fuller brothers, Walter and Ernest, who are newcomers in the coin machine business. Banks is planning to go into the field of Phonovision operation, incidentally.

Two coin machine men were among winners at the annual Golf Tournament held recently by Detroit Variety Club, leading showmen's organization, at Tam-o-Shanter Country Club. They are Manie Smerling, of Confection Cabinet Company, and Mervin S. Jacobson, of Jacobson Automatic Service.

Albert A. Weldman, manager of the Waldman National Sales Company, is back from a business trip thru Wisconsin and reports the outlook very good in that territory for cigarette vender operators.

L. V. Rohr, of the Rohr Sales Company, has taken over distribution on the Mason Mint candy machines for this territory. Rohr, who is an extensive operator of vending machines, plans to put a quantity of the Mason machines into his own operations. D. M. Firestone, sales manager, represented the Cent-Mint Sales Corporation in the transaction. Firestone, after closing this deal, left for Chicago.

Joseph Separa, Detroit amusement machine operator who is getting a new billiard table machine ready for the market, has moved his headquarters to a new location on Moran Avenue in Highland Park.

M. Y. Blum and V. Christopher, of the Ajax Novelty Company, were visitors to Cincinnati last week to see the World's Series games.

Douglas Glazier, former owner of Park Island Amusement Park, Lake Orion, Mich., and recently operating in Indiana, has returned to Michigan and is operating pin games in this territory.

Edward Morey, west side operator and formerly operator of Estril Beach Amusement Park, is adding to his machine operations by a consignment of Watling scales.

Brilliant Music Company, one of the largest Detroit operators, is busy adding Buckley remote controls to its route operations.

D. M. Firestone, factory distributor for O. D. Jennings & Company, was in town for the World's Series.

## National Offers Games of Character

CHICAGO, Oct. 12.—"By games of character we mean games best suited for any particular locality," said Harry Helman, sales manager in charge of games at National Coin Machine Exchange, Chicago.

"Our company has won a reputation for its ability to furnish such games on demand. For example, new territories in the Deep South have been filling their requirements thru us, leaving the selection to our judgment. We analyze the territory and pick the equipment that enjoys the greatest reputation for play in that section. The result is that those operators are assured of maximum play from the start.

"As proof of our ability in this direction, let me say that we have never yet had any machine returned when the selection was left to us. Our large stocks have a part to play, too, for we always have a complete selection, new and re-conditioned, to choose from."

GUM VENDER \* Model  
HAILED BY OPERATORS

# TOT

THE BIGGEST MONEY'S WORTH  
IN THE BUSINESS!

• 1 Year Guarantee • 1c or 5c  
Play • Built with sure, dependable  
Clock • Bell Fruit Symbols with  
Free Play Tokens or Cigarette Reels  
\* Gum Vender \$2 Additional



\$24.95

F. O. B. CHICAGO

WESTERN Products, Inc.

925 W. North Ave.  
Chicago, Ill.

DON'T PASS UP THE WORLD'S  
BIGGEST MONEYMAKER

DAVAL'S NEW  
GOLD AWARD  
AMERICAN EAGLE

10 DAYS' FREE TRIAL  
10 FOR ONLY \$275  
Sample \$32.50

Gum Model \$2 Extra  
Gold Award Model Only  
\$1.50 Extra  
½ With Order, Balance  
C. O. D.



B. D. LAZAR CO. 1635 FIFTH AVE., PITTSBURGH, PA.  
1425 NO. BROAD ST., PHILADELPHIA, PA.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



## Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

Dairy Industries Exposition, Atlantic City, October 21 to 26.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

National "Sweetest Day" to be held on October 19.

Ohio Cigarette Venders' Association quarterly meeting, Neal House, Columbus, O., October 20.



### OPERATOR'S OPPORTUNITY For Quick Sale

- 7—Bally Triumphs ..... \$27.50 Ea.
  - 12—One-Two-Threes (used 30 days) ..... 35.00 "
  - 3—Spellem, good condition 17.50 "
  - 2—C. O. D.'s, A No. 1... 20.00 "
  - 20—Mills Future Pay, no J. P. .... 40.00 " (Used Less Than 60 Days)
  - 1—Arlington ..... 15.00 "
  - 1—Chevron, O. K. condition 17.50 "
- Terms: 1/3 Cash, Balance O. O. D.
- O. E. CROCKER & CO.**  
308 Sycamore St., Petersburg, Va.

### Michigan Op Says Time for New Games

DETROIT, Oct. 12.—Don Elde, head of the Elde Vending Machine Company, Flint, Mich., was a Detroit visitor recently, bringing in three of his location owners to take them out to see the Detroit Tigers split a double-header. Visiting local salerooms in his stay in town, Elde expressed an intention to turn in practically all amusement machines in his 150 locations and buy new games in the immediate future, believing that the time is ripe for new games.

"We have had a long summer slump that started the second week of June," Elde said. "That first week of June was deceptively good, but business slumped right after that—and in the past two weeks it has come away up to former levels, with every chance of going far ahead. We want to replace all our machines and increase our earnings by the popularity of newer models."

Elde operates in Flint, Lansing, and Central Michigan generally, to a distance of some 50 or 60 miles from his home town.

### N. Y. Cig Tax Drops, But Ahead of Last Year

ALBANY, N. Y., Oct. 12.—New York State cigarette tax collections in September fell slightly below the \$2,000,000 mark but exceeded revenue from the tax in September, 1939.

The September receipts totaled \$1,983,287.84, a gain of \$177,000 over those of one year ago, according to announcement today from Mark Graves, Commissioner of Taxation and Finance.

Dealers in their capacity as agents of the State Tax Commission for affixing stamps to cigarette packages, received \$105,189.90 in commissions during September.

At the close of nine months of 1940, receipts from the State cigarette tax aggregated \$17,259,187.50.

### Denver

DENVER, Oct. 12.—L. E. Shulman, owner-manager of Modern Music Company, expects to be moved to new quarters by November. The location in a new building will have separate sales and service rooms and present plans indicate it will be the most elaborate set-up in this part of the country. Charlie Crews, formerly with a distributor at Omaha, has been added to the service department. Joe Kamya, factory service man, is now working thru Wyoming as a part of Modern's free periodic service to operators.

Recent converts to Rock-Ola remote control, according to Gibson Bradshaw, of Denver Distributing Company, include D. W. Burns, of Lander, Wyo.; O. M. Yant, of Sterling, Colo.; C. B. Anderson, of Colorado Springs, Colo., and Morgan Ireland, of Canyon City, Colo. Brad also reports that he receives daily telephone orders from Skyfighters and has a time getting enough guns to keep the orders filled.

Jack Shuman, of Cheyenne, Wyo., is back on the job after three months in and out of the hospital. Lloyd Kates, of Torrington, Wyo., is back on his route after a hospital siege brought on by a bite from a black widow spider. George Chandler, of Las Cruces, N. M., is out of the hospital following an operation for a bone infection, a carry-over from his high school football days.

Condolences to H. E. Walker on the recent passing of his mother in Missouri. Also to Louis Bellotti on the death of his father, Fred, who died of a heart attack September 29.

Telephone music operations began in Cheyenne, Wyo., October 5, according to Lawrence Stone Jr., of Automatic Equipment, Denver, who installed a panel of 10 tables for Carl Cleveland. Theima Leiser is chief operator of the Cheyenne set-up.

Herbert Vincent Adams, son of Jack Adams, operator of Sheridan, Wyo., who has been assisting his father in coin machine operations, has enrolled in the Marquette University medical school.

J. I. McClelland, Seeburg district manager, who recently made a trip thru Colorado, Wyoming, and New Mexico,



L. E. SANTAMARIA has joined the Rock-Ola Corporation as manager of the export division. He was born in Bogota, Colombia, and has traveled extensively in South America. He speaks Spanish, French, and English fluently. Before joining Rock-Ola he specialized in the export department of a large mail-order firm.

says he is highly pleased with the reception and hospitality accorded him. Mac was greatly impressed with the possibilities of this territory.

W. E. Boesche, operator of Raton, N. M., who is also an expert in pyrotechnics, upon request, built and fired the fireworks display for the final week of the Golden Gate Exposition at San Francisco.

Walter F. Young, comptroller of the O. D. Jennings Company, was a recent Denver visitor at which time Denver Distributing Company was appointed exclusive distributor for Jennings products in Colorado, Wyoming, and New Mexico.

Mrs. Vernice Thompson, woman operator of Portales, N. M., recently installed her first Seeburg remote control set-up.

V. K. Peck, Deming, N. M., operator, has completed the remodeling of his office and service rooms which are now adjacent to his home.

Mrs. Jim Gaddis, wife of Modern Music Company's territorial salesman, is back from a week's visit with Operator and Mrs. W. E. Boesche, of Raton, N. M.

Bert Reuler, Denver operator, has taken to exclusive operation of Seeburg Remote Control units.

Don Wilkes, of San Isabel Novelty Company, Pueblo, Colo., reports he has had three Chute-the-Chutes gun ma-

chines in operation for three months in the same spots with the take still going strong.

Johnny Pratt, Las Cruces, N. M., operator, has remodeled his office and warehouse with some swanky interior decorations, the work of a cousin from Alabama.

Automatic Equipment, Denver, is now piping two hours of continuous telephone music during both luncheon and dinner periods to the Brown Palace, one of the top hotels in town. Ann Purcell of Albuquerque, N. M., is a new operator with Automatic. Football scores are being flashed to all locations each Saturday, with the same service in view for other big sporting events. Chief Engineer Lawrence Stone Jr., is now installing Webster-Chicago automatic record changers on all turntables.

Both Gano Senter, of Denver Sales, and Gibson Bradshaw, of Denver Distributing, attended the recent Mills showing in Los Angeles.

Joe Booth, chief rousterman for M. W. McBroom, of Colorado Springs, Colo., is confined to the hospital for a general check-up.

Encouraging news is that H. E. Walker, Denver operator, has every one of his machines in operation, while Frank Marzone, city man for Modern Music, reports he is adding at least one location a week.

WHEN BAND LEADERS PICK TUNES... THIS IS WHAT THEY DO!

### The Billboard

#### "TRIPLE CHECK" ON



We use The Billboard breakdown of sheet music best sellers every week. When a number comes up on a regional list it's a safe bet that later on it will be a national best-seller.

**GLEN GRAY**

#### RADIO, SHEET-MUSIC, RECORDS



The Billboard "TRIPLE CHECK" on Song Popularity gives the band-leader an authentic index to songs that he should be prepared to play in the territories that he is booked.

**AL DONAHUE**

ARE YOU USING The Billboard "TRIPLE CHECK" EVERY WEEK

#### SPECIAL ORDER FORM

The Billboard  
25 Opera Place  
Cincinnati, Ohio

Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.

Name .....

Address .....

City ..... State .....

### YOU CAN CASH IN ON THIS FOOTBALL SEASON WINNER!



We also stock the latest Jackpot Ticket Cards at lowest prices. Send for illustrated circular and price list today!

**H. & H. NOVELTY SALES**  
645 HAMM BLDG., ST. PAUL, MINN.

#### Reconditioned Slots

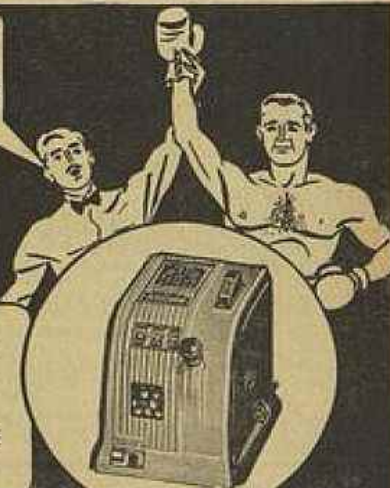
- Face All Star Comet 100 ..... \$20.00
- Face All Star Comet 100 ..... 50.00
- Face Kitty 100 ..... 40.00
- Face All Star Gold Award 100 ..... 30.00
- Mills Blue Fir, Double J.P., 30 ..... 25.00
- Mills Blue Fir, Single J.P., 100 ..... 25.00
- Mills O.T., Blue Front, Old Style 50 ..... 25.00
- Mills Dewey with Jackpot, 30 ..... 15.00
- Seeburg Chief, Old Style 10, 20, 250 ..... 25.00
- Jennings Chief, New Style 150 G.A., 250 50.00

#### Miscellaneous

- Jennings Multiple Racer ..... \$75.00
  - MILLS FREE PLAY 1-2-3... \$40.00
- 1/3 Deposits Required With Order

**Automatic Coin Machine Corporation**  
240 Chestnut St., SPRINGFIELD, MASS.

### THE WINNER and NEW CHAMPION! GOLD AWARD AMERICAN EAGLE



SOLD TO YOU BY ATLAS ON 10 DAY MONEY BACK GUARANTEE! 10 FOR \$275

Sample \$32.50.  
Ball Gun Model \$2.00 Extra.  
Gold Award Model \$1.50 Extra.  
AND—50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!!

1/3 With Order—Balance O. O. D.

**ATLAS NOVELTY CO.** 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES { ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH



# MUSIC MERCHANDISING

## Music Ambassador Of Good Will for U. S. in So. America

NEW YORK, Oct. 12.—Natives of South America are extremely interested in American music, especially the quick-paced jazz and snappy Sousa marches, Dr. C. S. Smith, chief of the music division of the New York Public Library, declared on arrival from a tour of South America.

Returning from the four-month tour, during which he made a study of how music might be used to cement closer relations between the two continents, North and South America, Smith advocated a greater cultural and artistic exchange. Doctor Smith observed that music can be an excellent instrument to bring about better relations, as the language barrier disappears when music is played.

Export reports in recent months have indicated that the automatic phonograph is working along lines suggested in Doctor Smith's reports. Since the Havana Pan-American conference, increasingly large numbers of phonographs and U. S.-made records have gone to the U. S.'s southern neighbors. Reports from South America confirm Doctor Smith's findings. Operators report that favorites are the tunes which have gained popularity in the U. S.

Various American bands, orchestras, and chorus groups should tour South America, Doctor Smith suggested, remarking that Benny Goodman or Edwin Franko Goldman's band would get a "good reception" there. He declared that the courtesy shown him and the desire for co-operation were "phenomenal."

Both continents have something to offer each other from the musical point of view, Doctor Smith continued. Perhaps, he added, American artists could go to South America now instead of to Paris for their concert tours, and similarly, South American artists might come to this country. An exchange of this kind would do wonders in the cultural and spiritual relations of the two lands, he felt.

"South Americans are very much interested in North America and curious about our culture," Doctor Smith said. "They do not know much about it but are willing to be shown. I think the same may be said of us. That there should be American music typifying each country is a feeling embodied in the expression Americanismo Musical.

"The realization of its existence is a step in the right direction. It needs careful nourishing and protection from exaggeration. We have a common destiny—the preservation of freedom—and we have the same essential spirit of youth, hope, and faith. A knowledge of each others' music is but one link in the forging of greater spiritual ties."

## Perkins Explains Buckley Products

CHICAGO, Oct. 12.—H. R. (Perk) Perkins, of the Buckley Music System, Inc., Chicago, reports that he is preparing an article to explain to the trade just what direct Touch-to-Touch action is.

"The best way for any music operator to learn about the direct Touch-to-Touch action of the Buckley Music System is to call at the offices of one of our distributors and see the system in operation.

"We are preparing an article which will explain the direct Touch-to-Touch action. The best way we know of giving a short explanation is to compare this unique action with an imaginary phantom hand placing the record on the turntable the moment it is selected by the player and the coin dropped into the wall box.

"In short, the action is direct. It is directly wired to the action itself. As the knob is turned to the selection the player wants, the record is contacted, and the moment the nickel goes into the box the record plays.

"That's why we stated in one of our ads 'Not 600 but 1,000 out of every 1,000 times you get the record you paid for on the Buckley Music System.' And that's the truth of it. The record must play. It is almost grafted to the dial by direct Touch-to-Touch action."

## More School Songs in Midwest Phonos as Football Gets Going

INDIANAPOLIS, Oct. 12.—With the coming of brick fall days, phonograph operators in this section have hied themselves to their dealers to stock up on football records. And football records, in this section, mean one record above all others—the Notre Dame Victory Song. With just this tune, whether by band, orchestra, glee club, trained seals, or what not, an operator can get by. Lately, however, it has been found that more plays can be got if the songs of other colleges are on tap. As a result operators here are loading their machines with as many football records as they can and still keep a large selection of popular songs available.

This trying to meet two needs at once and on the same machine frequently causes quite a headache. But the dilemma has been solved by inserting the football records for week-end playing in place of other records which have not been too hot. After the week-end has passed the football disks are collected, popular records substituted, and the operator can have a pleasant few days wondering if he did right.

Once a certain version of the Notre

Dame Victory March has proved its worth, however, that record stays on 24-hour duty until well after the gridiron season has passed. Other collegiate songs which operators frequently find they have to keep on all the time are *Rambling Wreck From Georgia Tech*, *On Wisconsin: Indiana, Our Indiana; Purdue*, *Boots Boole*, *Anchors Aweigh*, and *Illinois Loyalty*.

For this season operators report that they are trying out new versions of the established favorites. They are buying *Notre Dame Victory Song* as recorded by the Notre Dame band, Larry Clinton's orchestra, and the All-Collegiate Band. There is also considerable interest in the version by the Columbia Military Band that's coupled with *Fight On (U. S. C. of L. A.)*. And there is Guy Lombardo's Notre Dame medley and Dick Powell's medley of college and service songs, which operators expect to do right well when the season really gets going.

For this State in particular operators look for great things from Sammy Kaye's recording of the Indiana and Purdue campus songs. Kaye also has a record of (See More School Songs on opposite page)

## Galaxy of Stars At Manhattan Party

NEW YORK, Oct. 12.—The 1,500 music merchants and their families who attended the gala Open House Party held last Sunday (8) by Manhattan Distributing Company, new Wurlitzer distributors in the metropolitan New York area, were entertained by the Reiss Brothers and Sid Tomack, the Four Charloters, of *Hellasoppani* and other celebrities of the entertainment world, including Jack Leonard, noted singer-orchestra leader, Abe Lyman, Dick Stabile, Mitchell Ayres, Gray Gordon, Vaughn Monroe, and Frankie Masters, whose soloist, Marion Francis, was also present.

Dinah Shore, feminine star of Eddie Cantor's radio show, added glamour to the gathering, as did Betty Allen, sensation of the hit show *DuBarry Was a Lady*. Tomack served as master of ceremonies.

Interviewed on the floor, where they were constantly surrounded by swarms of guests, Joe Eisen and Dave Margolin said: "We are overjoyed with the tremendous turnout of our friends in the automatic music business and the reception they have accorded us as Wurlitzer distributors. We can definitely promise the finest service to music merchants they ever have enjoyed."

Ed Marks, of the Majestic Music Company, expressed what seemed to be the general opinion of all the guests present when he said: "This is a beautiful layout and we expect Manhattan's service to music merchants to be on the same high plane. We're all delighted with their appointment. Eisen and Margolin understand our problems because they have been in the operating end of the business themselves. With Manhattan Distributing Company's co-operation, it looks like big times ahead for Wurlitzer Music merchants in Greater New York."

As Harry Elkins, Royal Distributing Company, Philadelphia, expressed it: "Joe and Dave have done a swell job in Philadelphia and Baltimore as distributors of Wurlitzer phonographs. We know they'll do just as grand a job for New York music merchants."

## Modern Announces Four Installations

NEW YORK, Oct. 12.—Nat Cohn, popular executive of Modern Vending Company, this week announced the completion of plans for the installation of four central music stations in the Seeburg Telephone Music System.

According to Modern, the New York Telephone Company has just about completed the wiring in three central stations in New York—one in the downtown area, two in uptown districts—and one central station in Brooklyn, also one in Long Island. The main studio is located in the Band Building, New York.

Recognizing the importance of just the right type of girls to answer and fill requests for records on the Seeburg Telephone Music System, carefully selected girls have been chosen and are now in the final stages of their training. Actual operation begins this week, it was stated.

According to Nat Cohn: "Our patience at last has been rewarded, and I believe the answers to all music problems of the past years will be provided by the sensational new Seeburg Telephone Music System. Never in our history has there been such wide-awake interest in a new development. Operators have been swarming in our offices to get complete details and to look at the beautiful Seeburg phonograph equipped with two-way microphone contact with a central music station. It has been a thrill for them to be able to talk to the phonograph, asking for their favorite record, and have a pleasant-voiced girl answer their request and play the record. Surely this will be keenly felt and appreciated by the public at large."



TOP-FLIGHT ENTERTAINMENT featured Manhattan Distributing Company's House-Warming Party. (1) Abe Lyman, prominent orchestra leader, tells Spence Reese, Wurlitzer assistant general sales manager, that it looks like big times ahead for Wurlitzer music merchants. (2) Dick Stabile, of *Okeh Records*, tells the crowd "Hello." (3) Betty Allen, star of *"DuBarry Was a Lady"*, was on hand with a host of other headliners to wish Dave Margolin and Joe Eisen success. (4) Dinah Shore, singing star of Eddie Cantor's radio show, entertained the guests at the request of her friends Joe Eisen and Dave Margolin. (5) Vaughn Monroe was another outstanding orchestra leader who put in a personal appearance to give Manhattan Distributing a grand send-off.



# Phonograph Industry Brings Opportunities for Musicians

By BEN BOLDT

Advertising Manager, Rock-Ola Manufacturing Corporation

COIN-OPERATED phonographs have made America music conscious. In almost every public meeting place, restaurant, cafe, cabaret, or tavern, there stands a monument to the far-sightedness and progressive spirit of the phonograph industry. For a nickel Mr. and Mrs. America can hear their favorite band or singer. For a nickel millions of persons who have never seen the more famous bands can enjoy good music.

This widespread dissemination of music has created a continuous demand for new talent to take the place of others who jump to fame on the springboard of records featured in phonographs. In years past the young musician realized his heart's ambition when he made his debut in the pit of a legitimate theater, pretentious shows of cinema palaces, or on the stage of vaudeville houses. Many of these opportunities have disappeared. Now instead of only a few theaters throughout the country using musicians, there are over 300,000 outlets for music. Every location with a coin-operated phonograph adds another link to the endless chain of present-day musical opportunities.

Recording music on the disks for coin-operated phonographs offers a bright future for young musicians. New talent of merit may find a successful berth on the road to fame thru this medium. Many comparatively unknown bands have caught the public's attention and fancy thru their recordings. Due to the tremendous quantity of records required annually to service more than 300,000 phonographs, big name bands cannot fill the demand completely. So the newcomer with something worth while to offer finds an outlet for his talent. Novelty and special musical arrangements are the young performer's forte and he will do well to develop a distinctive style before tempting Fortune. Not so long ago there was a period when anybody who could make a noise

out of a horn could get a job in an orchestra. However, within a short decade the picture changed considerably. There were still many opportunities, but the outlets for musicians altered and competition became keener. This change came with the passing of the silent motion picture and the advent of the talkies.

Then the radio became a common household item and a new, fascinating field was opened. A little later, the coin-operated phonograph began to appear in locations—admirably adapted to the needs of the place, able to produce music for an entire evening without the interruption of frequent commercials. Many locations which had never used any kind of music were able to put in a coin-operated phonograph. Now all patrons, whether they look out over the endless rolling prairies of Iowa or the sky-grazing spires of New York City, can enjoy the best there is in music at a price within the reach of everyone.

The modern mediums for music—the radio and the coin-operated phonograph—open new doors to the young musician for a brighter future with more opportunity and quicker recognition.

## Fort Worth

FORT WORTH, Tex., Oct. 12.—Jack Maloney, manager of the Panther Novelty Company, who recently sponsored an outdoor advertising campaign on phonograph play, reports that the campaign increased play on his phonographs 20 per cent. Not only was the increase in evidence for the special music week, but since the campaign phonograph receipts have been above average. Maloney plans another campaign shortly in which more than 100 boards will be used.

Merchandise operators are happy to see cooler weather approaching. Bulk merchandise now being vendied by most penny vendors includes salted peanuts, cashews, and almonds. Ball gum vendors are not so much in evidence as a year ago.

Eddie Venson, Fort Worth Novelty Company, was a Dallas visitor recently. Eddie keeps the phonographs going for his organization and has charge of all record selecting.

Tables are coming back in the Fort Worth area. They have not yet been placed in the city proper, but since Dallas now has tables no doubt Fort Worth will see fit to cash in on the much-needed tax revenue also.

## MORE SCHOOL SONGS

(Continued from opposite page)  
On Wisconsin, and Ozzie Nelson is expected to be liked in his version of

Rambling Wreck From Georgia Tech. Another new stunt on which operators are divided as to its appeal is the Guy Lombardo recording of all the Big Ten school songs in a fox-trot melody. But it is going to be given a trial because it is felt that the records will appeal to those who like college songs but dislike hearing them played in the "omp pah pah" style of military bands.



# BUCKLEY MUSIC SYSTEM

## WITH DIRECT "TOUCH-TO-TOUCH" ACTION

### MAKES FRIENDS OF LOCATION OWNERS

Yes, sir! That's ONE BIG REASON why MORE and STILL MORE music operators are installing the BUCKLEY MUSIC SYSTEM—IT MAKES FRIENDS OF LOCATION OWNERS—because the Buckley Music System DIRECT "Touch-To-Touch" ACTION is TROUBLE-FREE! Doubles and even Triples PROFITS—and NEVER FAILS to give patrons the selection they chose! Music operators ACCLAIM the Buckley Music System "America's Finest"! Fella, you're missing something BIG if you haven't yet investigated the BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION! DO IT NOW!!

**BUCKLEY MUSIC SYSTEM, INC.**  
4225 W. LAKE ST. - CHICAGO - ILL.  
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N.Y.



## NEW JERSEY MUSIC OPERATORS

### GET 30 DAYS' FREE TRIAL ON BUCKLEY MUSIC SYSTEM

Pick out any one of your locations. Phone us TODAY and we'll install BUCKLEY MUSIC SYSTEM on 30 DAYS FREE TRIAL! You can't lose—you keep the income! "Heavy" Sugarman, ROYAL SALES CO., 641 Hatterdon St., Newark, N. J. Tel: Blaglow 2-8881.

## FOR SALE PHONOGRAPH ROUTE

In good Idaho town, SIXTY machines, some wall boxes, and some new machines, all good equipment and all good locations. Machines all in one town. Net \$300.00 to \$400.00 weekly. No competition. Entire set-up as is \$15,000.00, all cash. Owner going into bigger business. Address BOX D-100, The Billboard, Cincinnati, Ohio.

12 1/2, 16 cc. - 17 to 21, 16 cc. - 180 gr. 16 cc.

Easier on the Ears  
Records . . . Pocketbook  
*Miracle Point Needles*

M. A. GERETT CORPORATION  
2943 N. 30th Street, Milwaukee, Wis.

### PHONOS WANTED

Will pay \$20.00 Ea. for Wurlitzer Model 412 and \$35.00 Ea. for Model 616, F. O. B. Brooklyn.

Must be in perfect condition.

**D. Robbins & Company**  
1141 DeKalb Ave., BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED WITH RESULTS.

## Permo Building Factory Addition

CHICAGO, Oct. 12.—Permo Products Corporation, manufacturing metallurgists, has started construction on an addition to its Chicago plant. The new building when completed will increase its production by 50 per cent and double its present factory floor space.

Permo Products Corporation is said to be the world's largest manufacturer of phonograph needles and recording styl. The additional floor space was made necessary, according to Arthur J. Olsen, president, by the growing demand for phonograph needles, recording styl, and alloys used in airplane instruments and fountain pens.

The Permo Corporation was started by Olsen in Chicago 14 years ago and has had a consistent growth, following increasing demand for precious metal alloys and Permo's manufacturing facilities for applying these alloys to special articles.

## Voca-Tele Distributors For Illinois in Peoria

PEORIA, Ill., Oct. 12.—James R. Cowper has announced the formation of Voca-Tele Distributors of Illinois to distribute Voca-Tele telephone music instruments. The firm handles all of Illinois for the parent firm, which is located in Hollywood.

Offices and studios are maintained in the Jefferson Hotel, Peoria. Cowper reports that he is proud of the set-up and the facilities at hand to entertain and demonstrate the Voca-Tele instrument to operators.

## Baby Production

NEWARK, N. J., Oct. 12.—Harry Pearl, of Ace Music Company here, announced a new addition to his household who arrived Saturday, September 28. It's a girl and the second child for the Pearls. First is a boy. Harry and his wife have been receiving congratulations from their many friends in the business.



FRIENDSHIP HEIGHTS RESTAURANT in Washington enjoyed a huge increase in patronage of the phonograph installed in the dining room, following the installation of Rock-Ola Dial-a-Tune Remote Control and a Rock-Ola Super Phonograph.



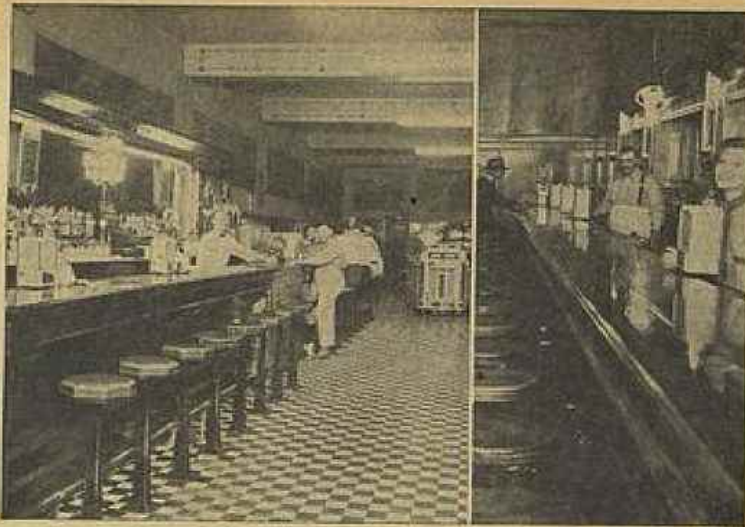
# EASTERN FLASHES

**NEW YORK, Oct. 12.**—Plenty of action around town as the fall season gets rolling along. . . . Pat Buckley, of Buckley Music System, in from Chicago to get acquainted all over again with his many friends. Pat and Doc Easton, of Buckley, traveled all over town meeting music operators. . . . Earle C. Backe, of National Novelty Company, Merrick, L. I., journeyed to Hot Springs, Va., for the annual tennis tournament. Earl was finally defeated by George Reindell, of Detroit, in a match which The New York Times stated was the "tastiest match of the tournament so far." Earle has taken many a tennis cup and many operators say he deserves a couple of them for his fine reconditioned games, too.

George Panser was in Chicago for the week of the New Year holidays. Jack Mitnick and Seymour Piltch took care of the New York office while George was away. . . . Meyer M. Marcus, of the Markepp Corporation, Cleveland, in town with Tele-Tone at the Hotel New Yorker. Marcus stated he had sent out more than 2,000 invitations to operators to view the system while on display here.

### PARTY OF THE WEEK

A whale of a crowd turned out last Sunday night for the Manhattan Distributing grand opening. . . . For the first time in history of local coin machine affairs, as many women as men were on hand. . . . Sam Schneider, of Toronto, was a visitor, as was Art Herman, of Albany, N. Y. . . . Jerry Thorner, brought in from Baltimore to help things along, proved a perfect host. Jerry's wife and daughter were along to assist him. . . . Moe Harris, mechanic for Ace Vending, Newark, N. J., scored with some grand singing. He's Jack Kay's cousin. . . . Several of Dave Margolin's professional basketball friends dropped in. . . . Sam Kass, Warlitzer up-State representative, was having his



SEEBURG EQUIPMENT in two Denver locations is shown above. The Well-o-Matic on the bar and the Symphonala at Williams Grill, left, have increased earnings, according to Seeburg officials. The Gold Nugget Grill, right, claims the best business in its history since Seeburg installation.

jokes about schnozzolas. . . . Joe Darwin was always on the move.

### MEN AND MACHINES

Bip Glassgold, U-Need-a-Pak Products manager, is off on a three-week trip thru the Middle West. . . . Irving Mitchell played host to a number of Canadian visitors this week. He also reported receiving a batch of orders from the Dominion during the past few days. . . . Bert Lane, of Seaboard Sales, says he's busier than ever before. "The way we're booking orders for Geneco's Big Chief is keeping us going at top speed, and with the terrific demand for Mutoscope's Sky-Fighter added to this rush, you can imagine how busy we are," he says. . . . Mike Munves is already making plans for next year's arcade season. This year, in spite of starting off with two warehouses full of machines, Mike couldn't keep up with the demand once the season started rolling. He's taking no chances on next year. "We're going to be certain we've got enough games to go around," he vows. . . . Hymie Budin is all smiles these days over the way Stoner's Hold Over is clicking for him. "Looks like Hold Over will be held over on locations for the rest of the year," he quips.

### COIN SHOTS

"Chicago Coin has another real money maker in Fox Hunt," declare Al Simon and Jack Semel, of Savoy Vending Company. "We're already booking so many advance orders that Chicago is going to have to rush us games in carload lots as fast as they are finished for us to keep up with delivery schedules." . . . Jack Fitzgibbon spent some time in Chicago this week, talking things over with the Bally execs. Jack wants faster delivery on Bally's Rapid-Fire Machine Gun. He's setting up batteries of the guns wherever he can and is telling operators everywhere all about his special deal on them.

Dave Simon, of Simon Sales, Inc., wasn't feeling quite up to par and spent a few days at home to speed his recovery. During his absence, Murray Sandow, Irene McGinty, and Marty Rosen took over. . . . Another colman back from a trip Chicagoards is Tony Gasparro, of Weston Distributors. While there, Tony arranged for faster delivery of Exhibit's Leader. Tony is one of the most active members of the distrib fraternity here. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Company, are getting set to spring a real surprise. "In a few days the trade will be seeing something that is really something," they hint. . . . Willie Blatt reports he's also set to touch off a few surprises when he announces his first distributorship since making his comeback in the distrib business.

### PAST FLASHES

Dave Robbins is still testing a new product he'll soon unveil. Many of the boys are eager to learn what Dave has in store for them, as they declare he always has something of real value. . . . Sam Sachs, of Acme Sales, was out of town for the week, but orders still continued to pour in for his remodeling units.

his assistants declared. . . . Dave Firestone, sales manager for the Cen-a-Mint Corporation, took in the World Series games in Detroit. . . . That Western Record-It machine installed on the mezzanine of the swimming pool at a Brooklyn hotel is doing a land-office business, Murray Sandow, of Simon Sales, reports. Firm also reports sales of Keeney wall boxes are still on the upswing. "Week after week sales on these boxes continue to rise," Dave Simon reports, "and indications point to the fact that sales will continue to soar for some time to come." . . . Officials of Tri-Way Sales Company are enthused over the way their new Ultratone speaker is catching on with music operators here.

### JERSEY JOTTINGS

Boys are just about getting over the party Barney Sugarman, Abe Green, and Harry Goldberger, of Royal Sales, tossed to celebrate the Buckley Music System distributorship. . . . LeRoy Stein, of the Amusement Board of Trade, was in the hospital for a few days with a bad case of ptomaine poisoning. From the moment he got out, however, he's been busy organizing operators in Monmouth, Mercer, and Ocean counties in New Jersey, as part of the Newark group. This amalgamation means closer cooperation between the men in North and South Jersey. . . . Jack Berger, of Newark Coin, is reported going at top speed these days. . . . Irv Morris was away on vacation this week. Before leaving, he stated he was going to get plenty of rest to build up the energy he'll be needing to take care of sales on Chicago Coin's new Fox Hunt, Gottlieb's Gold Star, and the other games that are in such demand at the Ponsler Newark headquarters right now.

Irv Orenstein, of Hercules, is still trying his best to fill all the requests he has for Hercules reconditioned equipment. . . . John P. Niederman, of Lawrence Harbor, is one of the oldest music operators in the business. He's 72 and still going at top speed. In the business five years, he services all machines himself and is adding to his route right now as he aims to make this fall season a record breaker. . . . Another enthusiastic Jersey operator is Arthur Daddis, of General Amusement, Bloomfield. . . . Eddie Corristen, of Palisades Novelty, Cliffside Park, is staging a grand opening party at his new offices in a few days. . . . Herbie A. Reutach, of Woodbridge, is one operator who really is putting his city on the map. . . . Everett Masterson, Seeburg's New Jersey distrib, just lost one of his best mechanics to the army. He's also having a tough time getting carpenters to fix up his new offices. . . . Archie Kass is working hard these days taking pictures of his new offering, Harry Wichansky maintains music is coming back stronger than ever before. . . . Ed Marks is one operator who really likes the coin machine business.

Dave Stern, of Royal Distributors, Elizabeth, can't wait for Rudy Greenbaum to get back with Packard product No. 3. . . . Billy Ehrenberg, of Elizabeth, is getting ready for his big golf match with Bill Gersh. Billy has been training

on spinach, he reports, so that he'll be able to hit that ball for 400 yards when he plays Hill. . . . Tom Burke, of Elizabeth, reports that music operating is coming into its own these days. . . . The truckman strike has been causing Jack Kay, of Ace Distributors, a lot of trouble. Piles of games ready for shipment were stacked up in the store and on the sidewalk, all set to go. Jack wants all his customers to know he's sorry about the delay.

### DOWN THE COAST

Roy McGinnis is getting to be a regular commuter between Baltimore and Chicago. His many flights between the two cities are all building up to the biggest sales campaign he's ever launched, it is reported. . . . Art Nyberg, of Calvert, Baltimore, Md., is all excited over the business that his firm has done this month. "I'm sure," he maintains, "we set a record for Baltimore." . . . Joe Aah, of Active Amusements, Philly, reports he's all out of machines these days, and that as fast as a new shipment comes in, they're gone."

## Natchez, Miss.

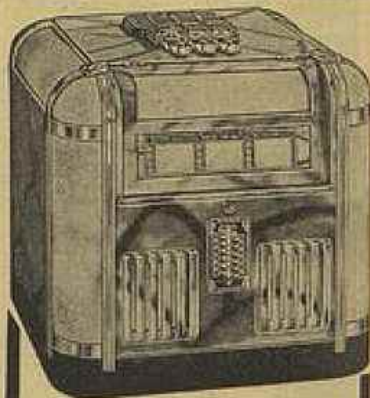
**NATCHEZ, Miss., Oct. 12.**—October brought increased business to all locations of coin machine operators in this section of Southwest Mississippi and Northeast Louisiana. Football and cooler weather have been a boon to ops. Hundreds of football fans passing thru en route to Baton Rouge, La., for Louisiana State University gridiron games, stop at highway locations, giving photographs and other machines a good play.

Pinballs are getting good play throughout territory. Cigarette, beverage machines, and weighing machines also getting good business in all spots.

Sam McCabe, of Seramac Company, accompanied by Mrs. McCabe and Mr. and Mrs. Lester Cook, attended the Mississippi-L. S. U. football game in Baton Rouge, La. Sam is alumnus of Ole Miss and rejoiced over their winning 19 to 6.

Several new locations have sprung up following opening of new \$4,500,000 bridge across Mississippi River between Vidalia and Natchez.

Many friends of Chief of Police Joe P. Serio, brother of Sam Serio, of Seramac Company, are glad to hear he is improving following a recent operation at Natchez Sanatorium.

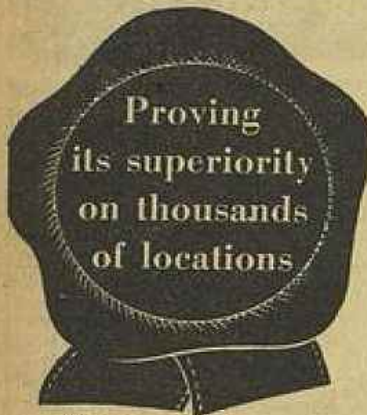


## An Instant Hit!— 16 Record Counter Phonol

**NEW!** The one and only counter model complete with perfect reconditioned Rock-Ola 16-record mechanism! Beautiful quality cabinet with fine marbled finish, gorgeous ill-up plastics and chrome trim! Includes auxiliary speaker, with cabinet to match! Never before such a buy at \$99.50. Cabinets only, without mechanism, \$44.50.

Complete line of remodeling parts and rebuilt phonographs. Write now for prices and details!

**MIRABEN**  
★ COMPANY ★  
2041 Carroll Ave. Telephone  
CHICAGO HAYmarket 2883



The New and Improved  
4000 Play

# Pfanstiehl Coin Needle Machine

No break in period. A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear. Needle must never be turned. One side of the staff is purposely made flat to prevent turning. Reduces time of servicing.

Point will not break off. The special Pfanstiehl alloy point won't break off even under the hardest service. Round point. Assures truer tone with less record wear.

4000 plays. The Pfanstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

**PFANSTIEHL CHEMICAL COMPANY**  
Metal Division

106 Lake View Avenue, Waukegan, Ill.



New Orleans

NEW ORLEANS, Oct. 12.—With the approach of the first cool weather in the North and East, music operators of the Crescent City are preparing for the influx of winter visitors. Already operators filed business decidedly on the up. Photograph rentals are particularly bet-ter. Some operators report a marked increase in patronage in the Negro sec-tions and there are now fewer complaints than heard recently about scarcity of

good numbers. October business thus far is well in advance of corresponding days of September and well in advance of a year ago.

Buster Clois, Great Southern Novelty Company, made a hurried trip to Chicago this week and may make an im-portant announcement soon.

Dixie Music Company, distributor of Mills Thorne of Music and Empress phonographs, has moved from 517 Canal Street to 811 Poydras Street. Also mak-



*Here's why*  
**Keeney**  
**WALL**  
**BOXES**  
*Are the Best*  
*Buy for You!*

SEE YOUR  
 KEENEY DISTRIBUTOR  
*Today!*

**1**  
**INCREASES PROFITS**  
 Keeney Wall Box op-erators everywhere report profit increases varying from 200 to 700%!

**2**  
**MADE FOR ALL MAKES AND MODELS**  
 Keeney Wall Boxes have 100% utility! They are made for every make and model of phonograph!

**3**  
**QUICK, EASY, INEXPENSIVE INSTALLATION**  
 Keeney Wall Boxes are simple to install! Extremely small cable no larger than a soda straw!

**J. H. Keeney & Co.** INC.  
 "The House That Jack Built"  
 2007 CALUMET AVE.  
 CHICAGO - ILLINOIS

ing the same move is the operating firm of Piptone & Pace. The new location is on the ground floor of coin machine row of the city and is more convenient to the officials of both firms.

New Orleans Novelty Company is negotiating for the lease of a large downtown location, with plans for the early opening by Manager Louis Boasberg of the South's largest and finest penny arcade and coin machine sportland. The firm had been operating the Sport Center, long a favorite spot on St. Charles Street.

The Wurlitzer Company has named November 8-10 as dates for the distributors and district managers' meeting in New Orleans, according to Al Mendez, district sales manager. This is the first district meeting in New Orleans and will attract distributors from practically all surrounding States.

Ed Stern, district sales manager of the J. P. Seeburg Corporation, with headquarters in Dallas, spent a few days here this week, conferring with Ernie Oertle, head of the Southern Music Sales Company, State distributor. Stern reports that Seeburg is enjoying its greatest season and attributes the gains to the popularity of the Seeburg music system.

Andy P. Monte, head of the A. M. Amusement Company, announces the appointment of his firm as Louisiana distributor for International Muto-scope's Sky Fighter. Monte looks for Sky Fighter to meet the growing demand for target games.

A growing demand since cooler weather for Rock-Ola phonographs is reported by Melvin Mallory, manager of the Louisiana Amusement Company. Just back from an extensive trip thru Louisiana, Mallory found business far better than his last trip a month ago.

Just back from an extensive trip thru Texas and Oklahoma, R. N. McCormick, Southern sales manager of the Decca Distributing Corporation, reports in-creasing demand for disks everywhere. Marketing of cotton, petroleum, and lumber has been a stimulating factor in these sections of late, McCormick re-ports.

The great popularity of Bally's Rapid-Fire ray gun machine is increasing. Nick Carabajal, manager of the Dixie Coin Machine Company, territory distributor, reports. The firm is now awaiting a shipment to fill a backlog of orders.

**AT THE MANHATTAN PARTY**—(1) Partial view of the huge crowd on hand to give Joe Eisen and Dave Margolin a great send-off as Wurlitzer distributors for metropolitan New York. (2) Dave Margolin and Joe Eisen, with Wurlitzer Vice-President Carl Johnson in the center, backed by a row of Wurlitzer officials. Left to right: Joe Darstein, Bill Bolles, Mike Hammergren, Ray Raimbaugh. (3) George Thayer, Binghamton music merchant; Arthur Seper, of the J. & A. Amusement Co., Asbury Park, N. J.; Wurlitzer District Manager Sam Cass, and Wurlitzer Executive Dave Lee join the crowd for refreshments. (4) Helen Keresztesy, Henry DeMance, Mrs. Basil, and Louis Keresztesy, of the Scruseell Phonograph Company, New York, proclaimed the party a huge success. (5) Guests line up for refreshments a la Louis Sherry. (6) Lloyd Gunn, of Gunn & O'Brien, Brooklyn music merchant, wins himself a Wurlitzer 700 and the congratulations of Mike Hammergren. (7) Mr. and Mrs. Max Cohen win \$50 and a glad hand from Dave and Joe and Mike Hammergren. (8) Frankie Masters and his vocal star, Marlon Francis, win an occasion from the guests. (9) Jerry Morris, Queen City Amusement Company, Plainfield, N. J., and Wurlitzerite Mort Terwilliger congratulate Ed Marks, of Marks Majestic Music Company, on being one of the oldest established music merchants in New York. (10) Joe Eisen's family proudly pose with him. (11) Dave Margolin with Mrs. Margolin and their son. (12) A. D. Feldman, S. D. Feldman, M. Feldman, I. Feldman, S. Mittleberg, A. Lusher, and D. Lusher, of the Kingsborough Music Company, Brooklyn. (13) D. Conrad, G. Horton, W. R. Conrad, and Wurlitzer District Manager Sam Cass.



# 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 15)

## BING CROSBY (Decca)

Legend of Old California—V. Praterland Lullaby—V.

Both sides are very ordinary Crosby, which means that they're twice as listenable as any other vocal disks around, but half as good as Bing can be when he has real tunes and arrangements to get his teeth into.

## MITCHELL AYRES (Bluebird)

And Tommy Goes Too—PT; VC. I Just Wanna Play With You—PT; VC.

It's the vocal on Ayres' disk of Tommy that spoils it also, but this time it's no technical reason that's responsible. Mary Ann Mercer sings a nice chorus usually, but coyness just isn't her forte; the way she sings the title line here each time is slightly nauseating. The companion piece is a little item that never would have been missed if it had never been written. It's Playmates all over again, and an extremely weak imitation. Ayres does as well as possible by it.

## TEDDY WILSON (Columbia)

Liza—PT. Sweet Lorraine—PT.

Backed by a big band, Wilson's fine piano technique is displayed to its best advantage by two old favorites which are arranged here in contrasting fast and slow tempos. It's mostly a keyboard exercise for Teddy, but the band fills in with the proper coloring and fullness to make one of the best jazz classics of recent weeks.

## HILDEGARDE (Decca)

Songs by Vernon Duke—Three-Record Album.

Vernon Duke's sophisticated compositions and Hildergarde's smart vocal style combine to produce an album that can't fail to sell among the upper crust in metropolitan centers. From cover to cover and rim to label of each side this is class stuff.

## ARTIE SHAW (Victor)

Old, Old Castle in Scotland—PT; VC. If It's You—PT; VC.

Shaw puts his big band thru much straighter and more conventional paces here than on previous sides since he organized this outfit with its strings and woodwinds in addition to regulation dance band brasses and reeds. Both numbers are full and richly colored, with Shaw's clarinet as always standing out. Anita Boyer's first vocal chores for Shaw prove again that she's one of the best chirpers around no matter what band is behind her.

## SIX HITS AND A MISS (Okeh)

Carry Me Back to Old Virginia—V. The Sheik of Araby—V.

These are the best sides this outfit has ever waxed. Imagination and just down-

right listenability, lacking so noticeably on previous pressings, are present in large doses, particularly on *The Sheik*, which starts off with a bang and doesn't let up.

## ENRIC MADRIGUERA (Columbia)

Adios—Rumba; VC. Calientito—Rumba; VC.

Madriguera knows how to turn out a good rumba, and he does so here with his usual smoothness and style. Neither side is outstanding, because the songs themselves are just ordinary examples of their type, but Enric handles them deftly.

## THE MERRY MACS (Decca)

Red Wing—V. Dry Bones—V.

After the beautiful simplicity and at times fragility of their last recording, the Macs revert to type here and bang out a couple that are only fair. *Red Wing* tells the story of an Indian maid whose lover goes off to war and doesn't come back, but the Macs don't tell it interestingly enough.

## JACK LEONARD (Okeh)

I Could Make You Care—V. If I Had You—V.

Leonard imparts the proper feeling and warmth to tunes like these, and the result makes nice listening. The number on side A is a non-too-popular current item, but the oldie, *If I Had You*, boosts the commercial value of this disk.

## DICK POWELL (Decca)

Tumbletown Ranch in Arizona—V. Old Shep—V.

Powell shows a lot of personality in his voice all thru the bright arrangement of the first side here. Side B is contrasting in its sad lament about a dog that grows old and dies. The *Foursome* and Victor Young's ork add to the general satisfaction engendered by Powell's handling of both sides.

## LEO REISMAN (Victor)

I Want to Live—PT; VC. Such Stuff as Dreams Are Made Of—PT; VC.

Two excellent songs from the new Ed Wynn musical production, *Boys and Girls Together*, receive the excellent treatment they deserve from Reisman. Medium swing is the tempo on the first, with Joan Whitney holding back the generally good impression with a weak vocal. Jack Kilby does all right with the slow romantic ballad lyrics on side B.

## DICK MCINTIRE and ANDY IONA (Decca)

KaHua—Hula PT; VC. South Sea Lullabies—PT; VC.

McIntire's Harmony Hawaiians take the first side, and Iona's Islanders hold forth on side B, and both sides are just what is to be expected.



MOVIE STAR GARY GRANT AND JIM MANGAN, advertising manager of Mills Novelty Company, at the Panoram Soundies preview. Panoram is the latest coin-operated machine development of Mills. "You ought to be a soundie subject," says Jim to Cary.

## RAY NOBLE (Columbia)

Harlem Nocturne—PT. From Oakland to Burbank—PT.

This is Noble's first "jazz classic," and is possessed of all the svelte touches for which Ray is known. However, this band's real distinction lies in its arrangements and execution of pops and standards; in the strict swing school its work is as good as ever, but the distinctiveness that is Noble's disappears largely in handling numbers like side B here. A lot of bands can play this type of thing as well or better; but very few bands, if any, can create the masterpieces of orchestration that Noble does on familiar melodies. *Harlem* features a superlative alto sax by Jack Dumont thruout most of the side, but in general one Noble version of something like *Caroline in the Morning* (one of his recent Columbia disks) is worth a dozen sides like these two.

## CHARLIE BARNET (Bluebird)

Wild Mab of the Fish Pond—PT. Night and Day—PT.

The first item is good swing and good Barnet, with a highly listenable riff at the end, but Charlie deserves the largest scallion of the year for mangling a lovely thing like Cole Porter's *Night and Day* the way he does here. There are plenty of numbers around for Barnet's hot sax and band to attack without subjecting a song like this to such mutilation. It's just not the type of tune for this sort of treatment, which Barnet should have realized in the first place.

## TOMMY DORSEY (Victor)

You're Breaking My Heart All Over Again—PT; VC. Shadows on the Sand—PT; VC.

The Dorsey trombone and the Sinatra voice—the same story that's told on every one of Tommy's records lately. The format is beginning to get a little monotonous, and altho that trombone and voice are still among the most listenable things being waxed, Dorsey would be wise to vary the formula a bit every now and then.

## TINY HILL (Okeh)

You Gotta Quit Cheatin' on Me—PT; VC. The Face on the Barroom Floor—PT; VC.

Hill goes all thru the entire tear-jerky story of the perennial on side B, which makes the whole thing vocal. The first side is mostly vocal, with much lyricism on why "you gotta." Band breaks are adequate enough on this side.

## JIMMY DORSEY (Decca)

Whispering Grass—PT; VC. Talkin' to My Heart—PT; VC.

Bob Eberly starts and ends a very nice arrangement of *Grass*, with some good solo and unison sax work in-between. But the plattermate is only a so-so job, largely the fault of a tune that hasn't much to say for itself.

## ABE LYMAN (Bluebird)

Help Me—PT; VC. I Dream of Jeanie With the Light Brown Hair—PT; VC.

Lyman offers a novelty in a Spanish melody on the first side that features a duet in that language by Dale Evans and Lucio Garcia. The whole effect is not much that of a dance band, but it's listenable. *Jeanie* is fair.

## HORACE HEIDT (Columbia)

Falling Leaves—PT; VC. Crosstown—PT; VC.

Leaves is Frankie Carle's newest runner-up to his *Sunrise Serenade*, and Heidt gives it one of his vocal productions here, with Carle in for a piano chorus whose brilliance fortunately balances the heaviness of the warbling by what seems to be everyone and his uncle. Reverse is played too fast, but the tune and lyrics, both clever and listenable, manage to stand up under it.

## THE CATS AND THE FIDDLE (Bluebird)

Nothing—V. That's All I Mean to You—V.

Noisy and meaningless vocal jam stuff that lacks imagination and everything else to make it appeal to anyone but those whose passion for swing is such that they feel that as long as it's hot it's good.

## CAB CALLOWAY (Okeh)

Boo-Wah Boo-Wah—PT; VC. Silly Old Moon—PT; VC.

Calloway doesn't show up to his usual advantage when he tackles a ballad, as on side B here. He's much more at home on the sort of riff stuff of which the companion piece is made. In toto, this record is a weakie for Cab.

## Boston

BOSTON, Oct. 12.—Ben Palastrani, busy with plans for his as yet-announced new venture, took time off between trips this week to extoll the virtues of the Heads-Up Selector. Palastrani handles the New England territory, and reports reception very good.

Workmen are finishing up the renovations to the quarters of the Owl Mini Machine Company. The repair department and the shipping and receiving headquarters already have been moved into the new space in the same building and only painting and cleaning up remains to be done. Meanwhile, according to Ed Raverby, business continues to be good.

Everard Richardson, of the Atlas Coin Machine Company, amused operators recently with an engraved announcement of the birth of a daughter. The announcement told of the 1940 model of the Richardson Production Company and described the child much in the manner of an automobile salesman. The little girl, named Nancy Jane, was born last month. Her father's announcement described her as being "screamingly with two-lung power."

Further installations of Seeburg equipment were reported this week by Louie Blatt, of Atlas.

A machine was used in one of the scenes of *Panama Hattie*, new B. G. DeSylva musical comedy which opened here this week. Rags Ragland and Arthur Treacher alternate in playing the machine in the show, with Ragland always hitting the jackpot. Treacher is always unable to score. Show goes to Broadway from Boston.



MEMBERS OF TRI-STATE MUSIC COMPANY alongside the firm's trucks and service cars are, left to right, Leon Ferrell, route man; Leonard J. Ferdinger, owner and manager; Mrs. Ferdinger, office; Wirt Ferrell, route man; and John Bushnell, route man. Tri-State, located in Huntington, W. Va., operates Seeburg equipment.



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

## Football Season

OPERATORS from all sections of the country, particularly where college and professional teams are engaged in football battles, report great success with football records. These spirited tunes are played over and over again, with most plays registered after the ball game when crowds gather in taverns to discuss the contest.

Michael Di Lupo, of the Chippewa Amusement Company, Buffalo, writes that locations are eager for both new and old football records, particularly those featured by well-known orchestras.

"These college football songs always come into their own around this time of year," Di Lupo adds. "We are placing these numbers in most of our machines, particularly where the young crowd is likely to hang out. Aside from the always popular 'Anchors Aweigh,' which is more or less a standard now, we have found the 'Notre Dame Victory March' a fine bet. Guy Lombardo just released a new disk of this, and it should go over. Other good tunes for the college crowd in this area are 'On Wisconsin' and Michigan's song."

## News Notes

Larry Taylor, former vocalist for Charlie Barnet, is the featured singer on the new Carnation Milk radio program. He is currently negotiating for a recording contract. . . . Freddy Martin's band has been signed by Warner Brothers for a series of two-reel pictures. . . . Dick Todd will appear in a forthcoming Columbia Pictures musical. . . . Buddy Moreno, singer, has left Griff Williams' band to join the Dick Jurgens orchestra. . . . Johnny Green, the leader, has written the musical score of "Hi-Ya Gentlemen," a coming Broadway show starring Max Baer. Green will record all tunes by the time the revue will open.

## Rhumboogie Fad

BROADWAY theater crowds are very much conscious of the Rhumboogie tune this week, for not only is the number found on most of the music machines in the Times Square area but is also prominently featured in five leading Manhattan theaters. At Loew's State the song is an important feature of the picture *Argentine Nights*, in which the Andrews Sisters appear. At the Paramount Frankie Masters and band and his vocalist, Marian Frances, are using it as one of the highlights in their current revue. At the Strand and the Music Hall it is

employed as the production finale in both stagshows, Bobby Byrne's band and vocalist Dorothy Claire featured at the Strand, while the Rockettes in a lavish number dance to it at the Music Hall. At the Roxy Rhumboogie is the production number built around the Milt Herth trio and the Chester Hale line of 24 girls. Most popular on locations with the recording of this tune are the Andrews Sisters, Woody Herman, and Gray Gordon.

## This and That

THE Sonja Henie-Arthur Wirtz ice production, *It Happens On Ice*, which opened at the Center Theater, New York, Thursday (10), features several new songs which will be assigned to a number of important bands for recording later this month. The tunes are *The Moon Fell in the River*, *What's on the Pennys?*, *So What Goes, Between You and Me and the Leap Post*, and *Don't Blow That Horn*. . . . Operators from up-State New York write that *We Three*, with Ray Herbeck, is a fast-rising tune. . . . BMI songs have been getting increasingly popular on locations because of the consistent publicity given them over the radio networks by all the leading orchestras.

## Territorial Favorites

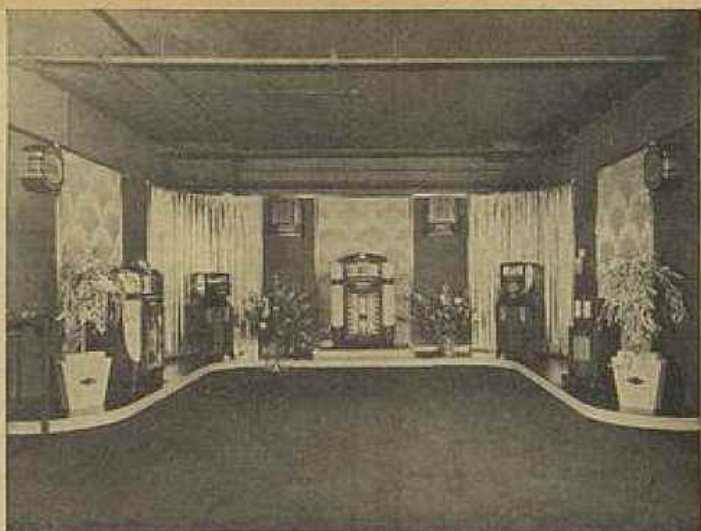
FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites. In addition to the national leaders listed in the Record Buying Guide,

**DETROIT:**  
I Wouldn't Take a Million. Glenn Miller. Rumba Card. Xavier Cugat.

Two new records piling up many plays in this area. Local operators are among the first to vote the Miller release a favorite. Cugat, who heretofore has been popular only on the classy locations, has a record of mass appeal in his *Rumba Card*.

**BUFFALO:**  
My Greatest Mistake. Ink Spots

The Ink Spots of late have been mentioned favorably in almost every operator report received by *The Billboard*. Many of their numerous record releases are leaders in both colored and white locations because of their wide appeal. Their method of delivery is made to order for music boxes, operators say. Above tune



MANHATTAN DISTRIBUTING COMPANY'S QUARTERS offer every facility for Wurlitzer Music Merchant service. Designed by Paul Fuller, Manhattan's showroom is said to be the finest phonograph display room in the East.

is their best, currently, in the Buffalo area.

## SPOKANE:

Hot Lips. Henry Busse.

The tune has been familiar to audiences throughout the country for many years because it has been featured as the Busse theme song. On a record the full version has plenty of danceable and listenable rhythm. Operators here say that in some locations it is going as big as *I'll Never Smile Again* and *Blueberry Hill*.

## NEW ORLEANS:

Goodnight, Mother. Dick Jurgens.

Altho received with mixed feelings, this tune is rated a leader among the recent Jurgens recordings. Operators say that it has a good chance of reaching the top because of its anti-war theme and the great musical style given it by the leader and his boys.

## Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended October 11 and the week before, ended October 4. 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.—Trade Winds                | 8         |
| 2.—Practice Makes Perfect     | 2         |
| 3.—There I Go                 | 10        |
| 4.—Ferryboat Serenade         | 10        |
| 5.—Our Love Affair            | 7         |
| 6.—Same Old Story             | 4         |
| 7.—Now I Lay Me Down To Dream | 3         |
| 8.—Looking for Yesterday      | 3         |
| 9.—Only Forever               | —         |
| 10.—Maybe                     | 5         |

## Dallas

DALLAS, Oct. 12.—Ushering in the fall season, ideal weather has helped the business of local operators and, incidentally, the sale of coin machine equipment. Holding the spotlight of the local coin machine trade has been the wide placement of marble tables, operation of which was recently approved by a District Court decision. A good pickup in orders for phonographs is reported by Dallas distributors. Sales, installation in several large local spots, and an increase in inquiries for new equipment marks the development in the wall-box market. Sales and service for cigarette and merchandise vendors is showing better than the usual seasonal increase for this time of year.

With the exception of Fair Park, where the big State Fair of Texas runs thru October 29, local operations have moved from outdoor to indoor spots.

Automatic parking meters in Dallas collected \$153,088.80 during the fiscal year which ended September 30, a \$21,000 increase over that of the preceding fiscal year, according to report of Fred Oulham, city tax collector.

Southern Premium Manufacturing

Company, dealers in saleboards, premium merchandise, and novelties, was robbed of \$107 in cash last Monday night by burglars who entered the place by breaking thru the second floor window.

C. E. Wamble, manager of Pioneer Sales Company, wears that smile of satisfaction. Sales of Keeney wall-box equipment is not only increasing each week, but Wamble says that every recent purchaser of Keeney wall boxes has come back for repeat orders.

W. A. (Bill) Milton, an old-time operator in these parts, has opened his new downtown headquarters at 1903 McKinney Avenue. Bill will deal in new and used coin machine equipment as well as maintain a service department for several local operations.

Local coin machine row welcomed a number of out-of-town visitors this week, including Louis Solomon, of Abilene, Tex.; George Berry, of Hamlin, Tex.; L. W. Ashbrook, of Ardmore, Okla., and J. W. (Dad) Johnson and Bob Cowan, of Fort Worth, Tex.

Arthur Make Distributing Company received a shipment of cigarette vendors from the Mills Novelty Company last week-end. Other Mills products received in the new shipment were candy vendors, scales, marble tables, and phonographs. The vendors and scales give the Make company a complete line of the Mills coin machines.

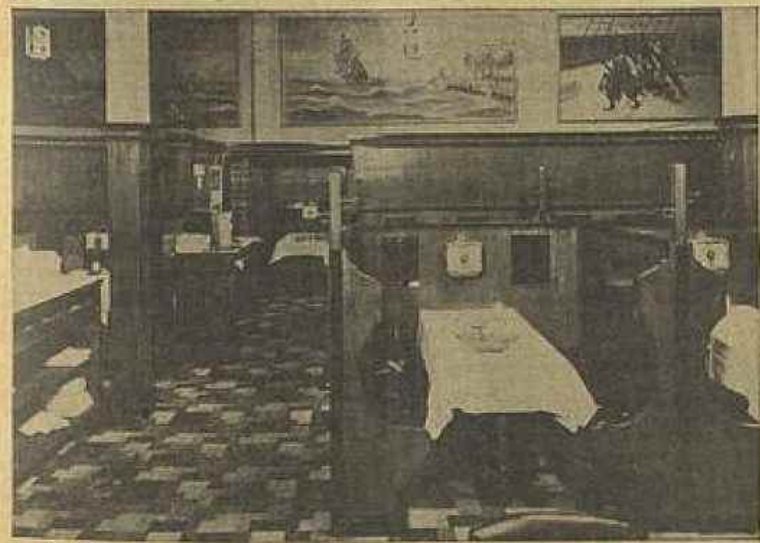
## Baltimore

BALTIMORE, Oct. 12.—David Margolin, manager of Penn Coin-o-Matic Company, Wurlitzer distributor, is reported on route to New York. He will sail from there for Puerto Rico.

Irving Levy, head of the Giant Sales & Vending Company, reports an increase in use of candy vending machines, principally the bar machines.

David Davison, head of the Franklin Coin Machine Company, states business is holding up well. He looks for increased activity to set in during the new season now under way. This concern handles the Wurlitzer line.

JUST RELEASED!  
ANOTHER COLUMBIA HIT  
By EDDY  
**HOWARD**  
CR 35747 "Jealous"  
"How Deep Is the Ocean?"  
TO BE RELEASED SOON  
"Star Dust"  
"Exactly Like You"



THE PIRATES' CAVE, OAKLAND, CALIF., is a veritable den of Keeney wall boxes, with one in every booth. Other wall boxes on walls and bar make hit music accessible to all patrons.





## "Mus!" Records For the Music Machines

### ON COLUMBIA

- 3742 **THERE'LL ALWAYS BE AN ENGLAND**  
Wings Over the Navy  
British Fusiliers Military Band
- 3743 **SCRUB ME, MAMA, WITH A BOOGIE BEAT**  
There I Go  
Will Bradley and his Orch.,  
featuring Ray McKinley
- 35709 **FALLING LEAVES**  
Crosstown  
Horace Heidt and his Musical Knights
- 35702 **PRACTICE MAKES PERFECT**  
I'm Home Again  
Eddy Duchin and his Orch.

### ON OKEH

- 5730 **CROSTOWN**  
GOODNIGHT, MOTHER  
Dick Jurgens and his Orch.
- 5716 **FERRY-BOAT SERENADE**  
The Same Old Story  
Frankie Masters and his Orch.

ORDER FROM YOUR  
DISTRIBUTOR TODAY

COLUMBIA RECORDS

DECCA

Hot Tips for Operators

### FOLLOW THESE DECCA STARS FOR BIGGER PROFITS!!

- 3388 **LEGEND OF OLD CALIFORNIA PRAIRIELAND LULLABY**  
Bing Crosby
- 3370 **MY GREATEST MISTAKE WE THREE (My Echo, My Shadow and Me)**  
Ink Spots
- 3375 **PENNSYLVANIA 6-6000 BEAT ME, DADDY, EIGHT TO A BAR**  
Andrew Sisters
- 3300 **PRACTICE MAKES PERFECT WILLIE, WILLIE, WILLIE**  
Terry Stand & His Orch.
- 3306 **RHUMBOOGIE A MILLION DREAMS A GO**  
Woody Herman & His Orch.
- 3302 **MAYBE ONE LOOK AT YOU**  
Bobby Byrne & His Orch.
- 3385 **TUMBLEDOWN RANCH IN ARIZONA OLD SHEP**  
Dick Powell & The Foursome
- 3360 **BLUEBERRY HILL THE NEARNESS OF YOU**  
Connie Boswell
- 3323 **I AM AN AMERICAN YOU'RE A GRAND OLD FLAG**  
Dick Robertson & His Orch.
- 3329 **THE CALL OF THE CANYON THE FUNNY OLD PHONOGRAPH**  
Guy Lombardo & His Orch.
- 3350 **NOW I LAY ME DOWN TO DREAM CROSTOWN**  
Guy Lombardo & His Orch.
- 5813 **YOU ARE MY SUNSHINE OLD TIMER**  
Jimmy Davis

Decca Records Inc.

Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC

## Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

### GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- I'll Never Smile Again. (12th week) **TOMMY DORSEY\***.
- When the Swallows Come Back to Capistrano. (7th week) **GLENN MILLER\***, **INK SPOTS**, **DICK TODD**.
- Blueberry Hill. (6th week) **GLENN MILLER\***, **KAY KYSER\***, **RUSS MORGAN\***.
- I'm Nobody's Baby. (6th week) **JUDY GARLAND**, **TOMMY TUCKER\***, **BENNY GOODMAN\***.
- Trade Winds. (3d week) **BING CROSBY**.
- Maybe. (2d week) **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.

**Practice Makes Perfect.** Exceedingly good but not perfect as yet sums up the case this week for this rhythm tune. It just seems to fall a little short of the unanimity of general favor that makes a really strong nationwide phono hit. **BOB CHESTER\*** still is in command of the record situation on it.

**Ferryboat Serenade.** Going great guns and very likely to jump into the section above this in another week or two at the most is this Woodpecker Song follow-up. **GRAY GORDON\*** and the **ANDREWS SISTERS** continue to lead the disk field here, with a couple of mentions for **KAY KYSER\***.

**Only Forever.** The **BING CROSBY** recording of this number he does in his new picture took a headlong leap this week to outdistance by far Crosby's *That's for Me* disk, which up till now had been the standout phono item from the film. Judging from the reports received this week, operators are making a mistake if they're not playing this one.

**Crosstown.** Also taking a spurt up the ladder the past few weeks, this cute and appealing little rhythm song is making a serious bid for top honors, and if it continues to go the way it has been moving there won't be much question of its ability to reach the heights. **GLENN MILLER\*** and **GUY LOMBARDO\*** are splitting the honors pretty evenly here.

**Our Love Affair.** Not to be denied was this hit song from the score of the Mickey Rooney-Judy Garland MGM picture, *Strike Up the Band*. It finally has started its climb to the top of the phono heap and, altho it's too early to estimate just how far it will get, present indications point to success for it. **DICK JURGENS\*** is the standard bearer for it in the machines at the moment.

**The Call of the Canyon.** Not showing many more signs of progress this week than it did last, this one is pulling a bit of a surprise, inasmuch as it would seem to be perfect phono fodder, and yet, after a promising start, not much has happened. It may suddenly click, however, and it's certainly still too early for any records of it to be taken out of the boxes. **GLENN MILLER\*** and **TOMMY DORSEY\*** have disks that are doing fairly well.

**That's for Me.** As pointed out above, the **BING CROSBY** record of this has been put in the shade by Bing's ballad waxing of another song from his *Rhythm on the River* picture. This tune eased off considerably this week, and it's anyone's guess as to how much longer it can and will last.

**Beat Me Daddy, Eight to a Bar.** As mentioned in "Possibilities" for a couple of weeks, this boogie-woogie item has potentialities that are now beginning to be realized. Two records are sharing the glory on it as it starts its climb to the top this week—**GLENN MILLER\*** and **WILL BRADLEY\***.

**Now I Lay Me Down to Dream.** A better-than-average ballad that is starting to attract attention along the phono network. There's nothing spectacular about either the song or its progress at the moment, but its chances are nice, particularly in **GUY LOMBARDO'S** record.

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."

- Can't Get Indiana Off My Mind. (7th week) Almost thru. **BING CROSBY**, **KATE SMITH**.
- Whispering Grass. (7th week) Weakening. **INK SPOTS**.
- The Nearness of You. Slipping considerably. **GLENN MILLER\***.

### 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 Five o'Clock Whistle.** A rhythmic novelty number in just the vein that is hit material for the automatic music machines. An attractive title, an arresting melody, and a humorous lyric combine to make this a strong possibility for future phono honors.

**We Three.** Being played in a few machines now, this gives evidence of stepping out and amounting to something in a generally widespread way. Watch this one pretty closely.

**Molly Malone.** A **GRAY GORDON** version of this old Irish traditional folk song that is attracting a bit of attention. It's obviously a natural bet for Irish locations and it may possibly do well for itself in every type of spot.

**Looking for Yesterday.** A fine ballad that ought to carve out a nice career for itself on the air, over sheet-music counters, and in the country's automatic phonographs.

**Falling Leaves.** If the nickel droppers liked *Sunrise Serenade* they can be presented with another one in the same pattern, thanks to **FRANK CARLE**, who wrote a follow-up which is every bit as good as his original hit, and to **GLENN MILLER**, who recorded this new one in the same style that made his *Sunrise* disk so popular.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

## The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR POPULAR RELEASE NO. 393  
LIST PRICE 50c

- 26764 "Two Dreams Met When You Awake" Tommy Dorsey
- 26765 "Down Argentina Way" Leo Reisman  
"You're Nearest"
- 26766 "Dancing on a Dime" Larry Clinton  
"I Hear Music"
- 26767 "Maria Elena" Wayne King  
"You Are My Sunshine"

BLUEBIRD POPULAR RELEASE NO. 299  
LIST PRICE 35c

- B-10889 "When the Morn'g Begins To Bash Down Father's Vest" Shep Fields and His Hippling Rhythm
- B-10890 "You're Breaking My Heart All Over Again" Bob Chester  
"Ain't My Love"
- B-10891 "Moon Over Burma" Dorothy Lamour, with Orchestra conducted by Lou Brigg
- B-10892 "My Moonie Sent Me to the Store" "Fats" Waller and his Rhythm
- B-10893 "A Handful of Stars" Glenn Miller  
"Yesterday"
- B-10894 "You Walk By" "It's Eight o'Clock" "Music of Yesterday and Today, Styled the Blue Barrow Way"
- B-10895 "I Give You My Word" "There Was a Little Girl" Mitchell Ayres and his Fashion-in-Music
- B-10896 "I'd Love to Live in Loveland" "I'll See You Again"—Waltz  
Mort Kenney
- B-8540 Oh, Joe Greyhound Bus Washboard Sam and his Washboard Band

\*Vocal Retrain



Order from Your Distributor  
TODAY!

Up your TAKE with these LATEST HITS by

WOODY HERMAN  
AND HIS ORCHESTRA  
The band that plays the blues!



- ★ LOOKING FOR YESTERDAY No. 3307
- ★ RHUMBOOGIE No. 3330
- ★ BESSIE'S BLUES No. 3380

ON DECCA RECORDS

ATTENTION—  
—Phono Operators

Lawrence Duchow's

RED RAVEN POLKA Decca 2543

RED RAVEN WALTZ Decca 3022

Booking Address: HILBERT, WISC.

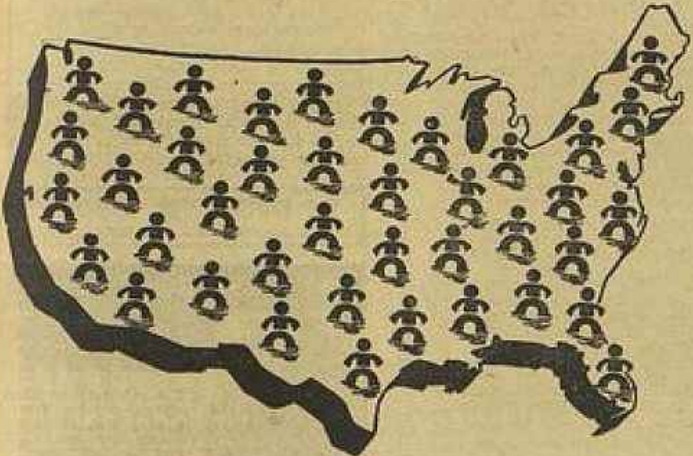
ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.



# FOR SECURITY Buy Seeburg

Security in the product you buy! That is the unqualified guarantee behind every Seeburg Product purchased. In the thirty-nine years of continuous successful manufacture, not one product made by the J. P. Seeburg Corporation has ever been "orphaned." Why gamble with new wildcat ideas, promoted by companies that mushroom over night, only to disappear with the morning mail? Why take these unwarranted chances?

## GET THE ADVANTAGES OF SEEBURG LEADERSHIP



### A COMPLETE LINE OF "GET AHEAD" EQUIPMENT FOR EVERY PHASE OF AUTOMATIC MUSIC OPERATING!

- Seeburg Symphonolas ● Wireless Remote Control with the Pushbutton Wall-O-Matic Selector, the Portable Play Boy Selector, the Deluxe SpeakOrgan ● Wired Remote Control with the Pushbutton Select-O-Matic ● The Seeburg Central Station, a Complete Broadcast Music System for 10 or More Locations.

**A NATIONAL SERVICE NETWORK!**  
★  
**100% SUPPORT FOR EVERY  
SEEBURG PRODUCT!**

An investment in Seeburg Equipment is secure! You can rely on the quality, performance and earning power of every Seeburg Product you buy and operate because Seeburg stands behind you 100% with service and guarantees for the operating lifetime of your equipment!



**FINE MUSICAL  
INSTRUMENTS  
SINCE 1902**

# TO GO AHEAD - GO Seeburg



# HOME RUN



SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

## SPECIAL

**Introductory Offer!**

HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.95. 1/3 Cash With Order, Balance C. O. D. Write for complete details to the nearest Bulk Vendors obtainable. Inquire, Topper and Special.



Primo-Nickel combination slotted coin counter, precision aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No O. C. D.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

# MARCOR VENDER

ACCLAIMED "THE WORLD'S FINEST"



It's Gorgeous! Impressive! Complete! Sturdy! SLUG-PROOF! NEW, simple mechanism—nothing to go out of order! Big 150 Bar Capacity! Use 1c Hershey or 1c Peanut Crunch or 1c Almond Chew or any other 1c Bar. Can be had with or without name Hershey. GREATEST VENDER IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS!!

12 MONTHS TO PAY!  
Sample ... \$12.75  
25 Less ... 11.75  
50 Less ... 10.75  
100 Less ... 9.75

RUSH YOUR ORDER TODAY!

**MARSHALL CORNINE, JR.**  
227 E. 144 ST., NEW YORK

Snacks, \$7.95; lots of 5 Sample \$8.95

|                          |       |
|--------------------------|-------|
| 10 Ball Gum              | 3.95  |
| 10 Peany, 5 Lb.          | 3.95  |
| 10 Ceb.                  | 2.95  |
| 10 Keweenaw, 4           | 3.95  |
| 10 Cal.                  | 3.95  |
| 10 Peany, 5 Lb.          | 3.95  |
| 10 Ceb.                  | 3.95  |
| 10 St. Stewart & McGuire | 4.95  |
| 10 St. Holstrom          | 4.95  |
| 10 Standard              | 4.95  |
| 10 Peany Snacks, 4       | 4.95  |
| 10 Peany Pack            | 4.95  |
| 10 Chi. Club House       | 5.95  |
| 10 A.B.T. Targa          | 5.95  |
| 10 Sall                  | 5.95  |
| 10 Tally                 | 5.95  |
| 10 A.B.T. Chas. Lopez    | 12.95 |

SEND FOR OUR LOW PRICE ON NUTS, CANDY AND GUM.  
ASCO, 140 ASTOR ST., NEWARK, N. J.

## Rowe Aristocrat

6-cube slug proof 15c Record Machine. Record/Slugg like new.

**\$16.00 Ea.**  
(5 or More)

Sample Machine, \$16.00. Floor Stand, \$3.00. Equipped with 25c Coin Slot \$2.50. ESTIMATED 1/3 Dep., Bal. C.O.D.

O. ROSSINS & CO.  
1141-B De Kalb Ave., Brooklyn, N. Y.



# Court Invalidates Pittsburgh Vending Machine License Law

CHICAGO, Oct. 12.—A decision of unusual importance to operators of merchandise and service vending machines is reported from Pittsburgh to the office of National Automatic Merchandising Association, Chicago.

The decision invalidates the 1935 Pittsburgh city ordinance which levied a tax of \$1 per year on merchandise vending and amusement machines. The court held the vending machine ordinance invalid in its application to the business of the defendant for these reasons:

1. The business sought to be regulated is not subject to regulation under the delegated police power of the city of Pittsburgh. No Pennsylvania authorities have been submitted by the prosecution which permit the regulation of such a business under the police power. In order for a business to be subject to such regulation it must be a business not like the present business, but one affected by a public interest.
2. Assuming that the business of vending general merchandise such as candy, nuts, and gum is a business and subject to regulation under the police power, the present ordinance is unconstitutional in that it discriminates arbitrarily and unreasonably between methods of doing business.
3. Again assuming that this business is subject to regulation, the present ordinance is unconstitutional in that it is confiscatory and deprives the defendant of his property without due process of law.
4. There is no authority under the Charter Act of the City of Pittsburgh for exacting a license tax or fee from a business of the present type.

### Unprofitable Under Tax

"Successful operators know that a tax of \$1 per year on such machines as penny gum and nut machines and scales, 5-cent candy machines, etc., makes it practically impossible to operate successfully in those fields, because the number of locations in any community or in any

reasonable operating territory which have earnings sufficient to justify such a tax is very limited. If a tax of \$1 is levied in a city where no tax has previously existed, operators usually find that 50 per cent or more of their locations will show no profit, and the remaining locations are so few that it is impossible to continue profitably in the operating business," declared the association.

"The absurdity of a \$1 per machine tax is apparent when considering that a 'one-man operation' of machines of the type indicated above is normally considered to be from 300 to 500 machines. The tax on that operation at \$1 per machine would be from \$300 to \$500, while tax on a retailer of candy, gum, and nuts in the same community, if any such tax exists, would normally be from \$10 to \$15 per year. In most cases there is no tax at all on such a retail confectionery business.

"While reports indicate that the Pittsburgh tax was not strictly enforced, reputable operators would not attempt to build up a business in the city of Pittsburgh because of the existence of the ordinance. The invalidation of the tax in Pittsburgh will permit a substantial expansion in the 1-cent and 2-cent merchandise field in that city, with resulting better service to the public thru the use of these machines.

## Canada's 1940 Crop Of Tobacco Small

REGINA, Sask., Oct. 12.—Combination of reduced acreage, an unfavorable season, and extensive frost damage to the flue-cured crop in Ontario has reduced Canada's tobacco production this year to less than half the 1939 figure, reported the Dominion Bureau of Statistics.

Production was estimated at 48,969,500 pounds, as compared to a revised estimate of 107,703,400 pounds in 1939.

### National Distribution For Jests, New Mints

NEW YORK, Oct. 12.—Jests, new after-dinner mint type of stomach remedy which has been tested during the last 18 months in 15 cities, will be made available on a national scale, backed by a schedule in three weekly and two monthly magazines.

A color page in the September 21 issue of The Saturday Evening Post marked Jests' debut in national advertising. Also slated to carry full and half pages in color during the continuous campaign are American Magazine, Life, McCall's, and This Week.

The product is made by Jests, Inc., which is a subsidiary of Ex-Lax, Inc. It is packaged in rolls which are priced at 10 cents each or three for a quarter. Each roll has a "protector top" which fits over the opened end to keep the tablets clean and fresh.

## "NEWS"—THAT IS "NEWS"

### TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

**TORR** 2047 A-50, 68 PHILA., PA.

## Mississippi

NATCHEZ, Miss., Oct. 12.—With the coming of fall, coin machine business is better for operators in this area. Phonographs are doing a land-office business, especially on patriotic tunes.

Local chief of police recently placed a Sunday ban on phonographs, but lifted it the following Sunday because of public demand. The city is enforcing the ordinance which requires phonographs to stop at midnight on all days. The ruling is causing little hardship, inasmuch as most locations in town are well emptied by this time. In the out-of-town areas, where there are plenty of locations and phonographs are not subject to ordinances, the crowds stay later. Operators report business better.

At the close of the baseball season, the Seramac Company again resumed the placid air of the pre-baseball days of early 1940. Sam McCabe, serving in an announcer's capacity at games, was in attendance at all home games of the Natchez Pilgrims.

**OPERATORS!**  
A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

*Northwestern*

# 39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION  
605 E. Armstrong St., MORRIS, ILLINOIS

## MY CASH ROUTE PLAN

Starts BIG PROFIT YOU in a BUSINESS



You can get your share of this easy money with a plan that brings big profits day and night. Full or part time, 7 models, low at \$3.95. Buy legal "Silver Kings". All information and complete working plan FREE. Write

**AUTOMATIC GAMES**  
2425K Fullerton, Chicago, Ill.

## Pan Lists Sept. Bulk Favorites

CHICAGO, Oct. 12.—Pan Confections-Chicago each month furnishes a listing of the "Big 10" candies for vending machines. These selections are taken direct from sales records, indicating which candies have been favorites with operators from Coast to Coast.

During September the following candies have been favorites: 1. Pee Wee Candy Boston Baked Beans, hard shell; 2. Candy Teeny Beans; 3. Coconut Cream Nibbles; 4. Candy Boston Baked Beans, hard shell; 5. Pee Wee Smooth Burst Peanuts; 6. Assorted Licorice Pastels, hard shell; 7. Blanched Virginia Peanuts; 8. Salted Spanish Peanuts; 9. Candy Fruities, hard shell; 10. Radiant Mix, hard shell.

Pan Confections reports that its winter line of vending machine candies includes a line of chocolate-coated candies, fruit, and peanuts which, although they are not hard shell, have been used by many operators during the cooler seasons. These chocolate-coated items are Spanish Peanuts, Sifted Raisins, Virginia Peanuts, Wee Bits (a mixture), and Malted Milk Balls.

### Hot Dog Venders

SAN FRANCISCO, Oct. 12.—Item from the column "Night Watch" in The San Francisco Call-Bulletin reports: "Ray W. Smith, who had so-o-o many promotion angles at the Fair (Treasure Island) in Porty, just obtained Western rights to that dime hot dog automat. Will start installing 'em next month."



## Minneapolis-St. Paul

MINNEAPOLIS.—Slug trouble has hit this territory during the past fortnight. German silver slugs have put in an appearance.

Operators are requesting the federal authorities to take stringent action to protect merchandise on which a federal tax has been paid.

Distributors expressed a desire to see a national committee established to conduct a campaign for anti-slug legislation with real teeth in the laws.

Sam Taran, of Mayflower Novelty Company, is planning the introduction of the Mills-Jimmy Roosevelt Panoram and Soundies movies for this area in late October or early November. Taran said he would have to wait until after the New York show, at which time Mills will be in a position to send down some equipment to St. Paul.

With the Rev. Henry Soltau and his vice crusaders striking again—this time in Scott County—the Minneapolis Amusement Games Association has taken it upon itself to police its own membership. M. M. (Doc) Berenson, association secretary, said. Operators are watching their own machines and equipment and as a result no arrest has been registered in the city in quite some time, Doc said.

A new operator in this area is Dave Kennis, who has opened Music Vendors Company. Oscar (Ozzie) Truppan, sales manager for Acme Novelty Company, reported that Kennis bought 50 phonographs from Acme and was getting some fine locations for them.

A carload of Bally Rapid Fire guns was ordered the past week by Mayflower Novelty Company, according to Sam Taran. Taran, whose wife gave birth to a son two weeks ago, said the youngster is just like the Bally gun, up and rattin' to go.

N. L. Nelson, of Labeau Novelty Company, St. Paul, is traveling thru Northern Minnesota this week on business.

From Ben Friedman, of Silent Sales Company, comes the report that business has been very good. Gottlieb's Gold Score and Keeney's Speed Demon, he said, are taking this town by storm. Bill (Spinx) Cohen has been in Chicago all week, previewing games and other equipment.

Back from a week's trip thru North and South Dakota, Jonas Bessler, of Amusement Games, reports the pheasant season there very good, with many of the operators stealing away for some shooting.

Phil Moses, of Phillip Sales Company, reports business on the increase, with the football season doing its share toward getting an increased play on all types of games.

A recent visitor to this section was Al Eggermont, of Minnesota, who was looking over the vending machines at Silent Sales Company. Al is planning to expand into the vending machine field to safeguard his operations.

Ted Bush, of Acme Sales Company, reports Wurlitzer phonos continuing their fine increase, with the fall and winter season just getting under way.

Red Wing was well represented here this week when John Hartman, of Red Wing Novelty Company, came to town to view the new games.

Spencer Otis, of Chicago, Seeburg representative, spent some time visiting Seeburg distributors here this week.

Other out-of-town visitors seen at Amusement Games in St. Paul were Cliff

Kubon, of Brainerd, Minn.; Charles Rose, of Fargo, N. D., and Earl Scholl, of Chippewa Falls, Wis. All reported that their phonograph locations were picking up and look forward to a bright season.

From Manny Levine, of Spin-O Sales, comes word that the Omaha office has been opened without much fanfare and is running at a good pace. Additional Spin-O offices are scheduled for early openings.

At Hy-G Games Company, Hy Greenstein expressed satisfaction with the manner in which Seeburg's telephone and remote control systems are moving along. Gottlieb's Gold Score machine is proving to be the top game in years.

At Automatic Sales Company, Don Leary said business is moving along at a fair clip.

Harry Galob, of Menominee, Wis., who operates in the Eau Claire-Menominee territory, was a visitor at Mayflower Novelty Company.

Here to line up some new machines this week was Charles Potter, of Fairmount, Minn., who has opened up in Mason City, Ia., and other Iowa towns in an expansion move.

Back on the job as an operator is Mayo Priebe, of Rochester, Minn., who is again doing a big job in that territory, according to reports.

## Latin American and U. S. Tourist Travel Increases in 1940

WASHINGTON, Oct. 12.—Stay-at-home tourists spent \$47,000,000 less for travel in foreign countries during the first half of 1940 than in the same period of 1939, according to a Commerce Department report. This was a 25 per cent decrease.

Silver lining to this cloud is the fact that tourist travel to Mexico increased 7 per cent and to Central America by 23 per cent. A substantial portion of the stay-at-home money was consumed in these travels to Southern countries, thus boosting Pan-American relations. Another good portion was spent on travel in "Seeing America First."

The Commerce Department figures reveal that expenditures for travel in Europe and the Mediterranean area fell by 83 per cent during the six months. The outlay for travel to Canada decreased 6 per cent. To Mexico there was a rise of 7 per cent and in the rest of Central America to 23 per cent. Tourists to South America and the Far East declined.

Expenditures for travel to overseas countries showed a drop of approximately 243,000,000, or 33 per cent, as compared with the first half of 1939. Cruise trips dropped from \$14,000,000 in the January-June period of 1939 approximately to \$3,500,000 in the first half of 1940.

Payments for travel abroad by air increased, on the other hand, by more than 50 per cent, from \$5,500,000 to about \$8,500,000, with air travel to the West Indies accounting for most of the gain.

Expenditures by foreigners in the United States also declined according to estimates. In the first half of 1940 as compared with the first six months of 1939, residents of Canada approximately spent 3 per cent less this year than in 1939, but the principal factor in the half-year drop was the decline from \$31,000,000 in the January-June period of 1939 to \$16,000,000 in the corresponding period of 1940 in the expenditures of visitors from overseas countries.

Net payments by this country to Canada on travel account during the first half of this year were \$45,000,000 as compared with \$48,000,000 in 1939. Net payments to Mexico for the corresponding period were \$20,000,000 in 1940 and \$19,000,000 in 1939 while net payments to overseas areas were only \$24,000,000 this year as compared with \$50,000,000 in 1939.

Thus for contiguous and overseas countries combined the international travel account for the first half of 1940 shows that the United States made net payments of \$89,500,000 as compared with \$117,500,000 for the corresponding period of the previous year.

## Restaurant Locations Grow...

CHICAGO, Oct. 12.—Leaders in the restaurant field were here this week to attend the 22d annual convention under the auspices of the National Restaurant Association. Exhibits were said to have set a convention record.

Leaders in the restaurant and allied fields were on the program to discuss trade problems. Special attention was given to discussions of the small restaurants and their problems.

While many of the location proprietors were enjoying convention time in Chicago, the phonographs, amusement games, and vending machines were clicking away back home to help make the restaurant business a success.



**ELDREDGE**  
**NUT DISPENSER AND**  
**NAPKIN CONTAINER**  
**Biggest Sensation**  
**in 25 Years**  
**THE ONLY ONE IN AMERICA**

Designed exclusively for Bars, Taverns, Cocktail Lounges, Restaurants, Cafes (and all counters where beer and drinks are served). Installed as permanent equipment \$1.50 each \$2 and \$4 sizes, tables and benches.

**EASIEST TO LOCATE:**  
One inexperienced man secured 82 locations in 2 hours.

**EASIEST TO SERVICE:**  
With interchangeable nut magazines, one man and helper serviced 200 in 4 hours.

**Automatic Dispenser Co.**  
2153 W. Washington Blvd.  
Los Angeles, Calif.

Salesmen, Operators, Distributors—We want you. You need us. Write or wire today.

### RIGHT OFF LOCATION

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..... SINGLES — \$5.00 EXTRA  
1/2 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

**BABE KAUFMAN** 250 W. 54th St., N. Y. C. (CIRCLE 5-5615)

## 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 .....

### BIG MONEY MAKERS!

\* PISTOL TARGET GUM VENDOR \*

VICTOR'S

HOME RUN  
SPIT FIRE  
TOTALIZER  
GROGGER'S IMP

Special: 10 Used  
ABT Challenger  
Target Machines,  
\$13.50 Ea. Write  
for catalog.

COUNTER  
SKILL  
GAMES

**1¢**

**DROBBINS & CO.** 11418 DEKALB AVE. BROOKLYN, N.Y.



**GUARANTEED BARGAINS**

|  |          |
|--|----------|
| WURLITZER 412.....                         | \$ 27.50 |
| WURLITZER 616, Illum. Grill                | 57.50    |
| WURLITZER 616, all Catalin-Marblized ..... | 99.50    |
| WURLITZER 500, Keyboard.                   | 149.50   |
| ROCKOLA 16.....                            | 37.50    |
| ROCKOLA MONARCH 20....                     | 84.50    |
| EVANS 10 STRIKE.....                       | 44.50    |
| SKI-BALL-ETTE .....                        | 44.50    |
| BUCKLEY DE LUXE DIGGERS, Like New .....    | 49.50    |



\$12.50  
6 For \$67.50  
1c, 5c or 10c Play

1/3 Deposit

**GERBER & GLASS**

914 Diversey Blvd., Chicago

PHONOGRAPHS HEADQUARTERS

**Western's Recordit Gets Big Reception**

CHICAGO, Oct. 12.—"Orders for our new voice-recording machine, Recordit, have been pouring in from operators all over the country," states Don Anderson, sales manager at Western Products, Inc. "This great machine, as we predicted, has met with immediate success and has received the overwhelming acceptance of America's top operators. They see in Recordit one of the best opportunities for making big money that has ever been presented."

"Recordit is a machine with appeal which is universal and continuous. Young and old alike want to record their voices—to hear what they actually sound like. This desire is not seasonal. It is a desire that continues thru 365 days a year."

"Recordit has been termed a real business in itself. Patrons may record whatever they desire in the privacy of a completely sound-proofed studio-cabinet. All operations of Recordit are controlled by a single complete revolution of a camshaft and are controlled mechanically. Operators feel that the simplified construction of Recordit will eliminate unnecessary servicing and that Recordit will be an inexpensive machine to maintain."

"This factor, plus the high return on Recordit, will help it become one of the biggest earning machines of all time. A supply of 150 record disks eliminates unnecessary service calls. Recordit requires only about three by four feet of floor space and is so beautifully finished that it is desired by the finest locations."

**Operators Hail Western's Tot**

CHICAGO, Oct. 12.—"Just a few words about the world's smallest but most successful counter machine available to operators," comments Don Anderson, Western Products, Inc., sales manager.

"Tot has done two things consistently since the day it was introduced. It has earned greater profits and sold in greater quantities each day. Operators have told us time and time again that they think Tot is one of the finest counter machines ever offered to the coin machine trade."

"Operators say that it is one of the most durable games, one of the most

dependable mechanically, and that it has an abundance of big profit-building features.

"This agreement on the part of operators is backed up by proof, by dollars of earnings from every Tot on locations. No more need be said."

**Churvis Making Good-Will Tour**

CHICAGO, Oct. 12.—"Record location profits for Rapid-Fire are still on the increase," reports Mac Churvis, of Grand National Sales, Chicago, who is at present making a week's good-will tour of the Midwestern territory.

"Operators are so busy now that we have to call on them for the information we need. In fact, we hope to have a complete picture and even a fairly accurate winter business forecast when I return."

"Reconditioned machines of all types are still a high spot in the picture," says Al Sebring, head of Grand National. "Never before in my experience has a season's business been so consistent as this year. All indications point to an outstanding volume."

**Sales 10.7% Ahead For Independents**

WASHINGTON, Oct. 12.—Retail sales of 22,459 independent stores (except department stores) in 34 States were 10.7 per cent higher in August than in the corresponding month of 1939, the Commerce Department reports. For the year to date sales were up 0.4 per cent from the corresponding 1939 period.

For 515 department stores the increase was 13.4 per cent for August and 5.8 per cent for the first eight months.

For both kinds of business combined the August increase was 11.7 per cent, the 9.7 per cent increase from July to August being the greatest gain between these months exhibited by the survey in the five years it has been in operation. For the year to date sales were 7.5 per cent over the first eight months of 1939, while August sales for the combined group of stores exceeded August last year by 11.7 per cent, or substantially more than for the first eight months of the year.

August marked the 21st consecutive month when retail sales reported by the survey exceeded those of the corresponding month of the year earlier.

**All Parties Vote For Stoner Game**

CHICAGO, Oct. 12.—"Democrat or Republican, they're all voting for Hold-Over," said C. R. Adelberg, sales manager of the Stoner Corporation, while talking about distributors' acceptance of the firm's new game.

"According to all distributor reports, the fascinating new carry-over scoring principal has made a terrific hit with operators. This feature enables the player to carry over his possible free games scored from one game to the next providing he contacts the intriguing Hold-Over bumper when lit. It is easy to understand how such an unusual come-on can influence a player to play additional games."

"Some time ago we predicted that Hold-Over would be as popular and lasting as Chubbie. I'm afraid that I will have to retract this statement . . . from our sales figures to date and the letters we have received from distributors and operators, Hold-Over is certain to surpass Chubbie on all points."

**Report New Lines For Ideal Novelty**

ST. LOUIS, Oct. 12.—Carl F. Trippe and Jack Rosenfeld, of the Ideal Novelty Company, St. Louis, have returned here after spending four days in Chicago visiting coin machine manufacturers. They announce that they have made "splendid new connections."

The Ideal firm is St. Louis distributor for Bally, Chicago Coin, Daval, Exhibit Supply, Rock-Ola, Northwestern, and others. Trippe and Rosenfeld report business fine during the month of September and are looking forward to a big winter.



**BAKER'S PACERS**

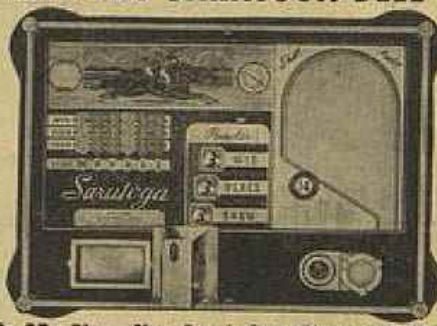
*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.  
2626 Washington Blvd., Chicago.

**PACE'S FREE PLAY SARATOGA BELL CONSOLE**

FREE PLAY With or Without SKILL FIELD



CASH or CHECK PAYOUT With or Without SKILL FIELD

5c-10c-25c Play—Slug Proof Coin Chute and Escalator Easily Converted To Meet Your Particular Requirements WRITE TODAY FOR PRICES

**PACE MFG. CO., INC.** 2901-17 INDIANA AVENUE, CHICAGO, ILL.



**LIBERTY BELL**

Fastest Token Payout Game, Fruit or Cigarette Reels. Open or discreet payout of Cigarette or Free Play Tokens.

**\$32.50 EACH—10 FOR \$275.00**

Ball Gum Model \$2.00 Additional WE CARRY LARGE STOCK GROETCHEN PRODUCTS.

**AUTOMATIC AMUSEMENT CO.**



**IMP**

LARGEST SELLING GUM VENDER EVER MADE CIGARETTE OR FRUIT REELS

**\$12.50 EACH—6 FOR \$67.50**

888 Union Ave. MEMPHIS, TENN.

**ART NAGEL IS DELIVERING DAVAL'S NEW GOLD AWARD AMERICAN EAGLE**

On 10 Days' Free Trial

|                          |                               |
|--------------------------|-------------------------------|
| SAMPLE \$32.50           | 10 FOR \$275                  |
| BALL GUM MODEL \$2 EXTRA |                               |
| 1/3 Dep. Ill. G. O. D.   | GOLD AWARD MODEL \$1.50 EXTRA |



**AVON Novelty SALES CO.**

2921 PROSPECT AVE. CLEVELAND, OHIO

Factory Representative New York State (Except Metropolitan New York City)

AUTOMATIC HOSTESS SINGING TOWERS DIVISION

**Seiden Distributing Co.**

1230 Broadway ALBANY, N. Y.

**Largest Seller**

After ten months Imp is still the fastest selling counter game in U. S. A. Thousands of operators have made fortunes with routes of Imps. Every spot on your routes has room for one or more Imps. See or write to your distributor for full details. A product of Groetchen, 130 N. Union, Chicago.



## Keeney Air Raider Response Is Heavy

CHICAGO, Oct. 12.—"The response to our original announcement in *The Billboard* of our new machine gun has been tremendous," reports J. H. Keeney & Company sales manager Bill Ryan.

"This response proves one thing to us and that is that operators like Keeney machines."

"Our new machine is called Air Raider and has more appeal than has ever been incorporated in any machine. Air Raider is in our opinion and in the opinion of operators and distributors who have seen it is one of the greatest legal machines that have ever been devised."

"The most important feature of Air Raider is that it is a completely self-contained unit. Air Raider has no screen, but is modestly designed with a target field that is colorful, full of action and exactly like a battle zone."

"Keeney distributors now have Air Raider on display in their showrooms. We feel that operators need no detailed explanation because they know the caliber of Keeney products and will be able to see for themselves what a great machine Air Raider really is."

## Chicago Coin Introduces Fox Hunt

CHICAGO, Oct. 12.—"Following on the heels of one of our biggest successes is our newest contribution to the profitable operation of free-play game equipment, Fox Hunt," report Sam Gensberg and Sam Wolberg, Chicago Coin officials.

"Dixie, one of our great games, proved to be one of the most successful Chicago Coin games it has ever been our pleasure to make available to operators. The fact that Dixie was ordered by operators in greater numbers each week for over two months is evidence enough that it was a money-maker."

"It is our opinion that Fox Hunt has enough appeal, action, and flashy play to make it compete for honors as an all-time-high money earner. Fox Hunt, like all other Chicago Coin games, is a free-play type machine. Incorporated are brand-new ideas that we believe will make Fox Hunt one of the most popular free-play games that have ever been placed on locations."

"The fact that it has been built to rigid Chicago Coin specifications of fine materials by fine craftsmen is recommendation enough for most operators."

## Universal in New Kaycee Quarters

KANSAS CITY, Mo., Oct. 12.—Universal Manufacturing Company, specializing in the manufacture of jar games, has moved to new and larger quarters at 405 East Eighth Street, Kansas City. The new



NEW QUARTERS OF C. A. HERLONG, Greenville, S. C., music operating firm, is attractive by day or by night. At night Venetian blinds are drawn up and the beautiful interior displaying phonographs is exposed. Exterior lighting by floodlight produces a beautiful effect. Above, left to right, are W. J. Davis, Owner-Manager C. A. Herlong, Mrs. B. C. Wood, cashier-bookkeeper, and Tony Smith.

home is approximately three times the size of former quarters.

New location of the firm has every modern convenience, including a new lighting system, large freight elevators, and a larger shipping department. Installation of new machinery will more than double the firm's former production capacity, according to Joseph Berkowitz, general manager.

"We had to move from our former location because we did not have room for our augmented staff of employees, new machinery, and larger shipping demands," Berkowitz says. "Now we're practically twice as large a firm in every respect—employees, office space, and machinery."

## Frank Bach, Atlas Mechanical Expert

CHICAGO, Oct. 12.—In a tribute to the mechanical shops of the Atlas Novelty Company, officials nominated Frank Bach as the man responsible for the high quality of Atlas reconditioned coin machines. Bach, who has been with Atlas almost since its inception, holds the post of shop superintendent.

"Frank bring 'em back to life," declared the officials. A specialist in bells and a technician unexcelled on all coin-controlled machines, he is fully competent to recondition machines so that they are mechanically perfect," they said.

"New ideas have been developed in order to increase the working efficiency and convenience of the shop," declared Bach. "Plans for remodeling the mechanical division will make it one of the finest and most completely equipped shops of its kind in the coin machine industry."

Under Bach's supervision are six skilled mechanics, Walter (Shorty) Prohob, Bernard Schechter, Jack Matson, Robert Evans, Francis Walters, and Bob Rohde.

## Everything Set For Western Show

LOS ANGELES, Oct. 12.—Los Angeles, site of the Western States Coin Machine Convention, scheduled to be held November 18, 19, and 20, has given its permission to display all types of machines, regardless of whether their operation is or is not allowed in Los Angeles at the time of the convention.

Such was the content of the letter received from that city's chief of police, Arthur C. Hohman, by directors of the show. "I note that you request permission to exhibit certain machines which cannot be legally operated in the city of Los Angeles . . . but due to the fact that these machines are to be used solely for demonstration and exhibition purposes and to be demonstrated only to regularly appointed delegates to the convention, they will be considered exempt from action by this department," the police chief assured the directors.

On the program of the show are three main events—celebrities luncheon, ball, and banquet. The celebrities luncheon will be held at the Biltmore Hotel at noon on the second day of the show (19) with radio, stage, and screen stars vying on the program. A local station will release a good-will broadcast of the get-together.

The ball and banquet will be staged at the Wilshire Bowl on the last day of the show. The Bowl has been taken over for the evening for convention-goers. Dancing, following the banquet, will last until 2 a.m. Phil Harris and his orchestra will play. Entertainment will include an eight-act big-time vaudeville revue, staged by Lou Dorn, Hollywood talent scout. The Mutual network will broadcast 30 minutes of the program from Coast to Coast. The Wilshire Bowl will seat 450 persons, according to show directors, who declare that the rule "first-come first-served" will be observed.

Displays of more than 50 manufacturers will be viewed by conventioners in the Galleria Room of the Biltmore Hotel.

**NEW LOW PRICE**  
ON REBUILT MACHINES  
**\$39<sup>50</sup>** **\$39<sup>50</sup>**



A FEW MORE LEFT  
**GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, re-polished, new reel strips, springs or parts where needed, for operating purposes as good as new.

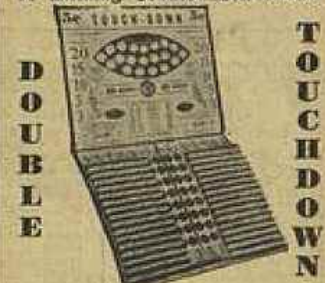
**15-DAY MONEY-BACK GUARANTEE**

Free Play Flat Top Bell-Console Model Will Be Ready Soon. Write for Prices.

**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.

Est. 1889—Tel. OOLumbus 2770  
Cable address "WATLINGITE," Chicago

**QUICK ACTION!!! QUICK REPEATS!!!**  
A Thrilling Counter Attraction!!!



Takes in 518 Tickets @ 5c ..... \$40.50  
Pays Out (Average) ..... \$23.35  
Profit (Average) ..... \$17.15  
Write Now for Special Quantity Prices.  
**UNIVERSAL MANUFACTURING CO.**  
405 E. 21st Street, Kansas City, Mo.  
"We Manufacture Only"

## SPECIAL

**12 JENNINGS CIGAR ROLAS, \$64.50 EACH**

Lot consists of one combination 5c and 10c play, one straight 10c play and ten 5c play. Serials around 134,000. All in good operating condition. One-third deposit required.

**H. G. Payne Company**  
312 Broadway, Nashville, Tenn.

**Monarch NEW LOCATION OFFER**

From the Largest Selections of Coin-Operated Equipment in the World

|                |         |            |         |            |         |
|----------------|---------|------------|---------|------------|---------|
| Grand National | \$89.50 | Gold Medal | \$64.50 | Stables    | \$24.50 |
| Starboard      | \$23.50 | Totalsdown | \$4.50  | Grandstand | 79.50   |
| Prizekiss      | 17.50   | Fairground | 25.00   |            |         |

Wurlitzer 1939 Counter Model 61 Phono, Beautifully Illuminated—With Stand To Match ..... \$85.00

**AUTOMATIC CONSOLES**

|   |                                  |   |
|---|----------------------------------|---|
| Patrol Races, Serial over \$500, Brown Cabinet \$ 44.50 | Jennings Multiple Racer \$ 54.50 | Keeney Tracktime, 1038 Skill Feature \$ 95.00 |
| Keeney '39 Super  | Keeney Pastime                   | Pace Sarcosis, Sluggoof, '40                  |
| Tracktime   | Mills Square Bell                | Keeney Triple Entry                           |
| Keeney Lucky Lady                                       | Mills Four Bell                  |   |

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.  
**OUR NEW ADDRESS**  
**MONARCH COIN MACHINE CO.**  
1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

**USED ONLY THREE WEEKS**  
A. B. T. Model F, Latest Streamline, \$19.50 Each—Lots of 5, \$17.50.  
A. B. T. Challenger, \$16.50 Each—Lots of 5, \$14.50.  
**J AND J NOVELTY COMPANY**  
4840 Mt. Elliott Plaza 1433 Detroit, Mich.



## INDIAN SUMMER SPECIALS! Ugh! Heap Big Values!

|  |          |
|--|----------|
| Western's BASEBALL, DeLuxe Model, Walnut Cabinet, F.P. Patent Coin               | \$ 99.50 |
| Rebuilt Mills' BLUE FRONT Slot, 10" or 8", Stipple Finish, Latest Serial Numbers | 47.50    |
| Kenney's ANTI-AIRCRAFT, Black Cabinet  | 99.50    |
| Kenney's ANTI-AIRCRAFT, Brown Cabinet  | 119.50   |
| Seaburg's CHICKEN BAW RAYOLITE GUN   | 62.50    |
| MIMI' SQUARE BELLS Console   | 74.50    |
| Evans' TEN STRIKE Bowling Game   | 62.50    |

### COUNTER GAMES GALORE!

|                       |        |
|-----------------------|--------|
| Booster               | \$5.00 |
| AST Challenger        | 10.00  |
| Model F, Blue Cabinet | 16.50  |
| Cent-a-Pack           | 6.50   |
| Clearing House        | 4.50   |
| Conart                | 12.50  |
| Daily Races Jr.       | 7.50   |
| Get-a-Pack            | 5.00   |
| Ginger 50             | 14.50  |
| Grandstand Sr.        | 12.50  |
| Token Payoff          | 12.50  |
| Heads or Tails        | 6.50   |
| High Stakes           | 6.50   |
| Little Merchant       | 4.50   |
| Lucky Pack            | 9.00   |
| Match-Em              | 7.50   |
| Milwaukee, Bally      | 6.50   |
| New Deal              | 5.00   |
| Old Ace Pension       | 6.50   |
| Pack Dice             | 5.00   |
| Penny Draw            | 4.00   |
| Prize Play            | 5.00   |
| Races                 | 4.50   |
| Real Dice             | 5.00   |
| Real Spot             | 5.00   |
| Real 21               | 5.00   |
| Reliance (Patent)     | 16.50  |
| Reserve, Bally        | 4.50   |
| Santa's March         | 7.50   |
| Shill Draw            | 10.50  |
| Sum Fun               | 4.00   |
| Tally                 | 7.50   |
| Tavern                | 4.50   |
| 35 Game, 50           | 5.00   |
| Ticketto              | 4.00   |
| Tic-Tac-Toe           | 4.50   |
| Tri-Pak               | 7.00   |
| Turf Flash            | 5.00   |
| 21 Vendor             | 5.50   |
| Vest Pocket           | 25.00  |
| Wagon Wheels          | 5.00   |

### CLOSE-OUTS! BRAND NEW IN CRATES! WRITE FOR PRICES NOW!

#### PAYTABLE BARGAINS!

|                |         |            |         |
|----------------|---------|------------|---------|
| Grandland      | \$75.00 | Peacemaker | \$92.50 |
| Grand National | 95.00   | Peek-a-Boo | 75.00   |
| Headshots      | 62.50   | Turf Champ | 14.50   |

### FREE PLAYS HUNDREDS IN STOCK! SEND FOR BARGAIN GUIDE.

#### PHONOGRAPH SALE!

|                              |         |                             |         |
|------------------------------|---------|-----------------------------|---------|
| SEABURG'S Model C—12 Records | \$32.50 | WURLITZER'S P-12—12 Records | \$24.50 |
| Model C—20 Records           | 124.00  | 412—12 Records              | 37.50   |
| Model C—30 Records           | 134.50  | 500—24 Rec., Keyboard       | 147.50  |
| Model C—40 Records           | 70.50   | 500A—24 Rec., Suggested     | 139.50  |
| HOOKOLA'S 1939 Counter Model | \$80.50 | 716—16 Records              | 61.00   |
| Model C—168, 20 Rec.         | 91.50   | MILLS' Dancemaster—12 Rec.  | \$17.50 |
| Model C—1939, 20 Rec.        | 125.50  | DeLuxe Dancemaster          | 21.50   |
| Model C—1938, 20 Rec.        | 84.50   | Studio—1939, 20 Rec.        | 49.50   |

**TITLE STRIPS—40c PER 2,000**  
WHAT IS the coin machine industry's newest, greatest sensation? Is the FIRST to know? WRITE for advance inside information now!

## ATLAS NOVELTY CO.

The House of Friendly Personal Service  
2200 N. WESTERN AVE., CHICAGO  
ASSOC. • Atlas Automatic Music Co., 2982 E. Jefferson, Detroit.  
OFFICES • Atlas Novelty Company, 1901 Fifth Ave., Pittsburgh.

## Bally Revives Buy-Board Idea

CHICAGO, Oct. 12.—Discussing the re-lease of Bally's new Long-Shot, a four-multiple one-shot pay table, George Jenkins, general sales manager, revealed that the machine is a "by request encore" on Bally's earlier Sport King table.

"Check up on the fat collections operators are scooping out of Sport King cash boxes after seven months on location," said Jenkins, "and you see why Bally is going into volume production on Long-Shot. Check up on the premium prices operators are bidding for non-existent used Sport Kings and you see why Long-Shot is the biggest news in months. Long-Shot duplicates all the sensational features of Sport King—including the popular buy-the-board idea, whereby, when 40 coins have been played without a winner, all seven selections light up. In view of the popularity of this feature in Sport King, we are preparing for continuous volume production on Long-Shot from now until show time."

## Photomatic at W. F. Consistent Earner

LONG ISLAND CITY, N. Y., Oct. 12.—An interesting highlight on the earning power of Mutoscope's Photomatic is shown in the attention it is attracting at the Railroad on Parade exhibit at the New York World's Fair.

Without attendants the Photomatic machines in the Railroad Buildings have done a consistent business thruout the Fair. No incentive or showmanship is necessary other than the simple come-on of getting a personal picture taken, framed, and delivered.

"It's conclusive proof of the basic greatness of the Photomatic idea to watch people put their coins in the machine and have such fun doing it," said an observer. "The way it usually works is that a group pauses at the machine and one after another takes his picture. One compares his photo with the other and many times a number of the group take additional pictures to use as personal souvenirs or to send friends. An observer can tell by listening to the conversation and watching the reaction of Photomatic customers that they're highly satisfied with value received and have been converted into steady Photomatic fans."

William Rabkin, president of International Mutoscope Reel Company, manufacturer of Photomatic, declares: "Few machines in the history of our industry have compiled a record of consistent profits that compares with Photomatic earnings thru the years."

## Lazar Gives You 15 DAYS' FREE TRIAL MONEY BACK GUARANTEE ON Bally's RAPID-FIRE MACHINE GUN



Write! Wire! Phone Today to

## B. D. Lazar Co.

1635 FIFTH AVE., PITTSBURGH, PA.  
1425 N. BROAD ST., PHILADELPHIA, PA.

## Lowest Price

Imp Gum Vender is the lowest priced game which you can buy, yet its earnings are so excellent that it is preferred by operators over games costing many times as much. Product of Groetchen Tool Co., 130 N. Union Street, Chicago. Try six Imps at \$67.50. Let its profits show you why it is the world's

## Largest Seller



**WANT TO BUY 100 MILLS VEST POCKET BELLS**  
Also  
**FREE PLAY GAMES SPORTY, O' JOHNNY, BALLY BEAUTY, AND BLONDIE**  
Wire or Write Best Prices  
\$147 Local St. St. Louis, Mo. **CALL NOVELTY CO.**

**MONTHLY BARGAINS**  
Wilson's Most Progressive Distributor Offers These Guaranteed Reconditioned Buy, MILLS 123 LATE MODELS, \$49.50  
Eureka ... \$34.00  
Up & Up ... 17.50  
Penny Pinch ... 19.00  
with 5 Rec. ... 47.50  
Seaburg 1939 Repeat ... 124.00  
Whittier 91 with Illum. Stand ... 94.00  
1 1/2 Deposits, Balance C. O. D.  
Write for New Price Lists  
**UNITED COIN MACHINE CO.**  
1911 W. Becker St., Milwaukee, Wis.



**Mills Vest Pocket**  
Is the best and only Counter Machine ever to be equipped with complete automatic payout, only  
**\$44.50**

### GUARANTEED FREE PLAY GAMES

|            |         |             |         |
|------------|---------|-------------|---------|
| Contacts   | \$10.00 | Score Champ | \$35.00 |
| Davy Jones | 15.00   | Eureka      | 35.00   |
| Easy       | 15.00   | Big Show    | 37.50   |
| 50-50      | 17.50   | Sooty       | 48.50   |
| Variety    | 19.50   | Dough Boy   | 50.00   |
| Champion   | 22.50   | Blonde      | 55.00   |
| Lucas      | 22.50   | On Deck     | 60.00   |
| Pick Em    | 24.50   | Gold Cups   | 62.50   |
| Lucky      | 29.50   | 1-2-3       | 64.50   |
| Commodore  | 29.50   | Grandland   | 62.50   |



**10-Day Free Trial American Eagles**  
or Marshall, Lots of 10  
**\$275.00**  
Sample \$32.50, Ball Gum Model, \$2.00 Extra.

## The Markepp Company

3328 Carnegie Av. 1410 Central Parkway  
CLEVELAND, O. CINCINNATI, O.  
Write for Mills catalog and price list

### NATIONAL SPECIALS

WE DON'T ADVERTISE OFTEN, SO TAKE ADVANTAGE WHEN WE DO

Our games are right and they are clean when you get them, just put on legs and set on location. **FAIR ENOUGH, ISN'T IT?**

|                      |         |             |         |                   |         |
|----------------------|---------|-------------|---------|-------------------|---------|
| Lone Star            | \$62.50 | Conquest    | \$17.50 | Bubbles           | \$12.50 |
| Lancer               | 28.00   | Chubbie     | 10.50   | Box Score         | 12.50   |
| Lucky Strike         | 25.50   | Chipper     | 10.00   | Big Show          | 27.50   |
| Major                | 24.50   | Chevron     | 12.50   | Scanner Base Ball | 25.00   |
| Rebound              | 22.50   | Mr. Chips   | 27.50   | Big Six           | 27.50   |
| Short Stop           | 52.50   | Flaship     | 35.00   | Congo             | 40.00   |
| Sheep Ball Bille     | 65.00   | Flirt       | 35.00   | Big Beauty        | 25.00   |
| Key Pilot Match, Gun | 47.50   | Flash       | 17.50   | Bang              | 35.50   |
| Snocks               | 15.00   | Headliner   | 17.50   | Sports            | 24.00   |
| Muckaro              | 14.50   | Golden Gate | 35.00   | Thriller          | 25.50   |
| Commodore            | 35.50   | Jolly       | 37.50   | Yakko             | 18.50   |
| Cowboy               | 25.50   | Junior      | 28.50   | Vacation          | 47.50   |
| Champion             | 27.50   | Arrow Head  | 17.50   | Variety           | 14.00   |
| Contact              | 15.00   |             |         |                   |         |

TERMS: All Orders 1/3 Deposit, Balance C. O. D.

National Sales & Dist. Co. 1805 E. 39th, N. C., Mo. National from Coast to Coast



## A NEW CATALOG OF SALEBOARDS AND MERCHANDISE DEALS—AT FACTORY PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Saleboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Best's recent Saleboards and Saleboard Merchandise. Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit. Write today! If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

## GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

### CLOSE OUTS

|   |         |                                       |         |
|---|---------|---------------------------------------|---------|
| 10 Chicken Bams, with base, late series | \$65.00 | 6 Western Baseball, DeLuxe Comb. F.P. | \$83.50 |
| 10 Evans Ten Strikes, free play         | 55.00   | 4 Mills Moving Picture Machines       | 90.00   |
| 1 Race Free Play Slot, fine finish      | 79.50   | 1 Rockola World Series                | 42.50   |
| 10 Mills Vest Pocket Belts              | 25.00   | 1 Casino Golf                         | 30.00   |
|   |         | 1 Groetchen Skill Jump, cabinet base  | 30.00   |

Half Deposit, Balance C. O. D. Write for Our Complete Stock List.

### CLEVELAND COIN MACHINE EXCHANGE

2021-S PROSPECT AVE., CLEVELAND, OHIO

CANDID CAMERA MAN caught this young lady rockin' to the rhythm of a Miraben counter model phonograph in a Chicago seing location. The girl is Beut Hoffa, model.



## New Building for Southern Automatic

INDIANAPOLIS, Oct. 12.—The Indianapolis office of the Southern Automatic Company has leased a new building which will give it six times its present space, it has been announced. "Our business has grown so rapidly in Indiana that we are in need of more space in order to give operators the service to which they are entitled," Southern Automatic officials said this week.

"Our new headquarters will be on Capitol Street, close to the downtown section and convenient for all operators. Plenty of parking space will be available and operators will be able to drive right into our building. In addition, a new and modern loading platform will make merchandise delivery easier.

"It is our intention to occupy the new building in November. Workmen are already at work on remodeling. With the increased space we will be able to carry a larger stock of all types of coin-operated games and machines. New reconditioning equipment will enable us to repair coin machines in the most efficient and up-to-date manner. We have also reserved a large section of the new building for our parts department and will increase our stock of parts considerably."

## Monarch Settled In New Building

CHICAGO, Oct. 12.—Al Stern, of Monarch Coin Machine Company, has been busy during the past week thanking Monarch well-wishers who communicated with Monarch congratulating it on its acquisition of the new Monarch building.

"We appreciate the many congratulatory telegrams, letters, and phone calls received from operators everywhere," he said. "We are as sincere in accepting all these good wishes as all operators were in sending them.

"We are not quite settled in our new three-story building but want to take this opportunity of letting operators know that in our new quarters we are able to serve them better than at any time in the past.

"With our increased space we will be able to carry a larger stock than ever before and will be able to fill the needs of all operators with greater speed. Special display rooms will make it easier for operators to select just the equipment they want. This will undoubtedly save them much valuable time."

## Coimmen Adopt Sky Fighter Slogan

LONG ISLAND CITY, N. Y., Oct. 12.—A move to adopt Mutoscope's Sky Fighter slogan, "Every American Should Learn To Shoot," has received unanimous support among Sky Fighter operators in all sections of the country, the factory reports. Operators have written William Babkin, president of International Mutoscope Reel Company, Inc., that they are using display signs carrying the slogan in Sky Fighter blitzkrieg sports arenas,

## To Show Mills Panoram in New York

NEW YORK, Oct. 12.—George Ponsler reports that the Mills Panoram Soundies will be shown to the trade in the Waldorf-Astoria, New York, October 20, 21, and 22.

Ponsler also reports that James Roosevelt, producer of Soundies films, and executives of the Mills Novelty Company will be on hand for the showing.

## Bombing Raids Hit English Sportlands; Games Destroyed

LONDON, Sept. 21.—Resulting from enemy air-raid activity, London Sportland business is practically non-existent at night. Best machine propositions are the vending machines in London subway system stations where people are now permitted to spend the nights sheltered from bombing attacks.

The operating concern, British Automatic Company, has its work cut out to adequately service these with staff depleted thru country's calls on man power.

Day business in west-end Sportlands is, if anything, smaller than hitherto and one wonders how much longer some of the operators will try to remain open. Name-rebasing and photographic machines still attract good midday trade provided no raid warning sounds.

Premises of London agents for Stoner have suffered injury. The damage is, however, not so severe as with other buildings in immediate vicinity. Another to suffer material damage in night air-raids, and on a heavy scale, is Wally Enticknap, brother-in-law of the Holloway brothers (Samson Novelty Company) and a visitor about five years ago to the United States. Bomb demolished rear part of one of his Sportlands into which he had just moved a large stock of machines ready for disposal. Offices of a trade association had a narrow escape when a delayed action bomb fell thru premises next door. Bomb was promptly removed by military, and association executives were able to resume work with but brief interruption.

both on location fronts and on the machines themselves.

"The slogan," it was said, "is a timely and vital reminder to America's millions. The manner in which they are responding to its suggestion by patronizing Sky Fighter anti-aircraft machine guns thru-out the nation is proof of the magnetic attraction of the Sky Fighter idea."

"Sky Fighter earnings are reported by delighted operators. People waiting in line to get at the Sky Fighter machine in a daily occurrence.

"More and more Sky Fighter blitzkrieg sports arenas are making appearances in busy sections of cities in every territory. Most proprietors have found that no ballyhoo is necessary to attract capacity crowds other than the sight of a barrage of Sky Fighters lined up along the walk."

# Southern Automatic OFFERS VALUES THAT CAN'T BE BEAT! CHOOSE FROM AMERICA'S LARGEST SELECTION OF AUTOMATIC MACHINES!

YOUR CHOICE! \$19.50 each YOUR CHOICE!

ALL FREE PLAY GAMES

|                          |                             |                            |                          |                      |
|--------------------------|-----------------------------|----------------------------|--------------------------|----------------------|
| AIRPORT CONQUEST QUASSIE | CHAMPION CHEVRON DAVY JONES | FOLLOW UP HEADLINER JUMPER | MAJOR OCEAN PARK REBOUND | SPOT EM TOPPER VOGUE |
|--------------------------|-----------------------------|----------------------------|--------------------------|----------------------|

NEW LOW PRICES ON OTHER FREE PLAY GAMES!

|                     |         |                 |         |                    |         |
|---------------------|---------|-----------------|---------|--------------------|---------|
| Black Out .....     | \$22.50 | Flagship .....  | \$27.50 | Score Card .....   | \$34.50 |
| Big Town .....      | 37.00   | Formation ..... | 70.50   | Score Champ .....  | 39.00   |
| Big League .....    | 39.50   | Lancer .....    | 38.50   | Summertime .....   | 44.50   |
| Bowling Alley ..... | 34.50   | Landslide ..... | 75.50   | Score a Line ..... | 67.00   |
| Commodore .....     | 52.00   | Oh Boy .....    | 34.50   | Triumph .....      | 32.50   |
| Congo .....         | 39.00   | Punch .....     | 29.50   | Trips .....        | 64.00   |
| Connection .....    | 54.50   | Step & Go ..... | 14.50   | Variety .....      | 27.50   |
| Dough Boy .....     | 49.50   | Super Six ..... | 27.00   | Yacht Club .....   | 52.50   |
| Dude Ranch .....    | 65.50   |                 |         |                    |         |

SPECIAL!

|                               |         |
|-------------------------------|---------|
| Bally Alley .....             | \$22.50 |
| Exhibit's Bowling Alley ..... | 22.50   |

SPECIAL!

|                         |         |
|-------------------------|---------|
| Rockola Ten Pins .....  | \$59.50 |
| Evans Ten Strikes ..... | 59.50   |

JENNINGS 5c CIGAROLAS ..... \$69.50

|                                       |         |                                |       |
|---------------------------------------|---------|--------------------------------|-------|
| Liberty Bells .....                   | \$39.50 | Snacks Vender with Stand ..... | 15.00 |
| Galloping Dominos, Ticket Model ..... | 59.50   | Mills Vest Pocket .....        | 29.50 |
| Mills Automatic Paypost 1-2-3 .....   | 27.50   |                                |       |

Terms: 1/3 Deposit With Order; Balance, Sight Draft.

TO AVOID DELAY, PLEASE STATE SECOND CHOICE WHEN ORDERING, AS EQUIPMENT MOVES RAPIDLY.

Write Today for New List of Used Phonographs!

# Southern Automatic MUSIC CO.

"The House that Confidence Built"

542 S. SECOND ST., LOUISVILLE, KY.  
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.  
425 Broad St. 312 W. Seventh 620 Massachusetts

## BIG FOOTBALL JACKPOT

|      |       |        |        |
|------|-------|--------|--------|
| NAME | SCORE | POINTS | AMOUNT |
| 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   |       |        |        |

## GAM'S 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 5 games 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.

## "The House of Proven Winners"

|                          |                          |         |                         |         |
|--------------------------|--------------------------|---------|-------------------------|---------|
| <b>FREE PLAY GAMES</b>   | Bally Charm .....        | \$49.50 | <b>NOVELTY GAMES</b>    |         |
| Kenny Big 52 .....       | Bally Champion .....     | 22.50   | Bally Vogue .....       | \$12.50 |
| Bally Roller Derby ..... | Exhibit Conquest .....   | 17.00   | Bally White Balls ..... | 12.00   |
| Bally Scoop .....        | Baker's Doughboy .....   | 49.50   | Bally 5th Inning .....  | 7.50    |
| Bally Dandy .....        | Bally Triumph .....      | 29.50   | Score Chubby .....      | 10.00   |
| Bally Spatium .....      | Exhibit Congo 11-6 ..... | 39.50   | Exhibit Arsten .....    | 7.50    |
| Exhibit Flagship .....   | 5 Ball .....             | 39.50   | Bally Alley .....       | 29.50   |
| Kenny Supercharger ..... | Bally Vogue .....        | 22.50   |                         |         |
| Bally Beauty .....       | Bally Pickem .....       | 17.50   |                         |         |

One-Third Cash With Order, Balance C. O. D.

## J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. ( Plaza 1423 ) DETROIT, MICHIGAN

## Look Over These New Low Prices and Save \$\$\$

All Reconditioned Ready To Operate, 1/3 Cash With Order, Balance C. O. D.

|  |          |                                     |          |
|--|----------|-------------------------------------|----------|
| Seeburg 1939 Classics, Martinglows ..... | \$169.50 | Wurlitzer 200s .....                | \$144.50 |
| Seeburg 1938 Royals .....                | 134.50   | Rock-Ola 1939 De Luxes .....        | 149.50   |
| Seeburg 1938 Gans .....                  | 119.50   | Rock-Ola 1939 Standards .....       | 129.50   |
| Rock-Ola 1938 Windows .....              | 69.50    | Rock-Ola 1937 Imperial 20s .....    | 49.50    |
| Kenny Anti-Aircraft Guns .....           | 99.50    | Wurlitzer 210s, Illuminated .....   | 57.50    |
| Wester's Banaballs, De Luxes .....       | 89.50    | Rock-Ola 1937 Rhythm King 16s ..... | 39.50    |
| Rock-Ola Ten Pins .....                  | 49.50    | Wurlitzer 412s .....                | 32.50    |
| Bally Alley, Late Models .....           | 29.50    | Rock-Ola 1937 Rhythm King 12s ..... | 34.50    |
| Rock-Ola World Series .....              | 59.50    | Bally Bull's Eye .....              | 59.50    |

Write for Our Special List Listing Over 500 Reconditioned Machines.

## BADGER NOVELTY CO., Milwaukee, Wis.



TWO COIN MACHINE NOTABLES, Tony Gasparro, of Weston Distributors, Inc., New York, and I. H. Rothstein (right), of Banner Specialty Company, Philadelphia and Pittsburgh. Both are Exhibit Supply Company distributors and collaborate in their praise of Leader, latest Exhibit release.



# SPARKS GOLD AWARD CHAMPION

TOKEN PAYOUT GUM VENDER WITH AUTOMATIC GOLDWARD JACKPOT

Behold that tantalizing display of three large Goldaward coins, and imagine what sensation it will create among the patrons of your spots. Here is a goal to shoot for—a big, juicy award, paid in addition to the regular token awards which are vended at frequent intervals.

NEW SPORTS SYMBOLS feature a variety of best-liked sports in America. Also with Cigarette, Beer or Horse Symbols.

Pronounced by leading operators as the **MOST BEAUTIFUL COUNTER GAME IN AMERICA**



**CHAMPION**  
WITH FASCINATING SPORTS SYMBOLS

**GROETCHEN** 130 N. UNION, CHICAGO  
WRITE FOR NEW CIRCULAR S119 GIVING FULL DETAILS



NATIONALLY KNOWN KAYO MORGAN, often called the uncrowned heavyweight champion of the world, gives pointers on shooting Bally's Rapid-Fire machine gun. The machine is installed in Morgan's Ringride Cafe in the heart of Detroit's Times Square.

## Fall Season Looks Good in Minnesota

MINNEAPOLIS, Oct. 12.—With grain receipts and linseed product shipments—two good business barometers in this area—soaring to new record highs, business activity in Minneapolis during the past month has been strong.

In the coin machine field the start of the University of Minnesota football season, plus the opening of the hunting season in this area, has aided business perceptibly. The Minnesota Gophers have won the first two grid games against tough foes. The fans have been in a rollicking mood and amusement games of all sorts have been getting a big play.

A survey here revealed that phonograph sales have shown a sharp increase in sales, as have counter machines. In the phonograph field, such items as wall box equipment, telephone music, and remote control have played an im-

portant part in the increases recorded by distributors and ops alike. Telephone music, however, after a sensational start leveled off as the novelty ceased to be the main attraction.

Novelty and free-play games have also shown a decided trend upward. The influx of new machines for the season found consumer reaction very good and games are getting a heavy play.

Perhaps one of the features of the past month was the reception accorded ray games. Whether it was the war influence or what, the gun games got a very big play and were seldom idle. Many new locations for target games were opened up by operators.

Vending machines have perked up in fine fashion, with cigarette, candy bar, and penny venders getting a good play throughout the territory.

In the used machine market distributors are crying they haven't enough units on hand to meet the demands. Calls for used machines have been great and efforts are being made to acquire as many of these as is possible.

**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.

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

| FREE PLAY GAMES   |         |
|-------------------|---------|
| Landslide .....   | \$62.50 |
| 1940 1-2-3s ..... | 89.50   |
| Blondie .....     | 49.50   |
| Drum Major .....  | 47.00   |
| Score Champ ..... | 28.00   |
| Super Six .....   | 19.50   |
| C. O. D. ....     | 15.00   |
| Short Stop .....  | 36.50   |
| Yacht Club .....  | 49.50   |
| Keen-a-Ball ..... | 12.50   |
| Score Card .....  | 27.50   |

|                |         |
|----------------|---------|
| O'Boy .....    | \$25.00 |
| Big Six .....  | 12.00   |
| Fantasy .....  | 16.50   |
| Big Show ..... | 29.00   |
| Lucky .....    | 17.50   |

|                            |         |
|----------------------------|---------|
| Keeney Anti-Aircraft ..... | \$99.50 |
| Skee-Ballette .....        | 64.50   |
| Ten Strike .....           | 62.50   |
| Bally Alley .....          | 32.50   |

I Personally Recommend These Money Makers! Gofflib's GOLD STAR Stoner's HOLD-OVER

THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM US! WRITE OR FIRST BEFORE YOU BUY ANY GAME YOU WANT! Terms 1/3 Deposits Required With All Orders, We Ship Bal. C. O. D.

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

**A PROFITABLE COMBINATION IMP**

Most successful Gum Vender in a Decade. Cigarette or Fruit Gum.

\$12.50 Ea.—Six for \$67.50.

**LIBERTY BELL**

Foremost Token Payout Game of the year. Fruit or Cigarette Gum. Open or Biggest Payout of Cigarette or Free Play Tokens.

\$32.50 Ea.—Ten for \$275.00. Bat Gum Mod. \$2.00 Additional.

FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

**H. PAYNE CO.** 312-314 BROADWAY NASHVILLE, TENN.

**IT'S NEW**

**\$4.80 EXTRA FOR YOU**

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

**EACH \$1.00 (without jar)**  
Jar 25c Extra

**WISCONSIN DE LUXE CORPORATION**

**IT'S NEW**

96 Tickets Free. You get 1946 Tickets instead of the usual 1950

96 Extra Tickets, giving you \$4.80 more profit.

Takes in.....\$97.30  
Pays Out.....\$72.00  
Definite profit of \$25.30

**EACH (in lots of 12) 90c**

1902 N. 3d Street Milwaukee, Wis.



**ALLIED BARGAINS**  
FREE-PLAY GAMES

|                     |                       |
|---------------------|-----------------------|
| Mills 1-2-3 \$64.50 | Score Card \$41.50    |
| Bordertown 64.50    | Big Town 39.50        |
| Yacht Club 64.50    | Hozy 38.50            |
| Polo 64.50          | Big Lumber 37.50      |
| Sports 64.50        | Follies 37.50         |
| Old Johnny 64.50    | Super Six 37.50       |
| Codillie 49.50      | Basall (Bigger) 27.50 |
| Drum Major 49.50    | Lucky Strike 27.50    |
| Score Champ 44.50   | Dave Jones 21.50      |
| Red Hot 42.50       | Big Six 21.50         |

**AMERICAN EAGLES or MARVELS**  
List Price \$32.50 Each  
**10 for \$275.00**  
Ball Gam. \$2.00 Extra.  
Liberal trade-in allowance. Write Us.

**AUTOMATIC PAYTABLES**

|                        |                    |
|------------------------|--------------------|
| Grand National \$89.50 | Sport Page \$67.50 |
| Pacemaker 82.50        | Mills' Melon 64.50 |
| Grandstand 82.50       | Stables 22.50      |
| Hawthorne 82.50        | President 17.50    |

**PHONOGRAPHS**

|   |
|---|
| Rockola 1000 Deluxe \$139.50            |
| Wurlitzer 505 like new 149.50           |
| Wurlitzer 24 Illuminated 99.50          |
| Wurlitzer 61 Counter (With Stand) 87.50 |
| Wurlitzer 416 16 Records 64.50          |
| Wurlitzer 716 16 Records 64.50          |
| Wurlitzer 412 12 Records 36.50          |
| Wurlitzer 312 12 Records 31.50          |

**LEGAL EQUIPMENT**

|  |                                  |
|--|----------------------------------|
| Kesney's Anti-Riot Gun                                 | Black Cabinet \$107.50           |
| Jail Bird (Seeburg) 87.50                              | Gottlieb's SkatBallette 64.50    |
| Gottlieb's SkatBallette (Chicken Barn) (Seeburg) 62.50 | Evans' Tea Strike like new 69.50 |
| Rockola's World Series 39.50                           |                                  |

Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.  
**Allied**  
**NOVELTY COMPANY**  
Phone: Capital 4747  
5520 W. Fullerton Ave., CHICAGO

**Show Celebs To Attend Panoram Showing in N. Y.**

NEW YORK, Oct. 12.—A preview of the program arranged for the showing of the Mills Panoram movie machine, to be held at the Waldorf-Astoria Hotel, October 21 and 22, revealed that radio, stage, and screen stars would be prominent as guests and entertainers.

Among the celebrities slated to appear are Ben Blue, Collette, of the Martinique Club; Dick Todd, Gray Gordon, Abe Lyman, and others from the entertainment world. RCA-Victor also will have artists present. Well-known names from the business world will also be present to view the innovation in the coin machine world.

James T. Mangan and Gwen Desplenter, of the Mills firm, will arrive October 15 to open publicity offices at the Waldorf. Sam Strahl, of the American Cigarette Machine Company, Pittsburgh and Buffalo, has been named honorary chairman of the entertainment receiving committee. An open-house reception by executives of the Mills firm will be given at the Waldorf on Sunday afternoon October 20.

**First Football Game To Be Hoppe's**

CHICAGO, Oct. 12.—One of the first production line games of Baker's new Football game, soon to be released, will be earmarked for Harry Hoppe, Eastern factory representative, say officials of the Baker Novelty Company, Chicago.

Official announcement of the game has not yet been made, but it is said to be "something unique, entirely different from anything on the market, incorporating new ideas that win instant approval from players."

Harry Hoppe, who witnessed some of the tests in which the game is said to have made an amazing record, is kept up to a high pitch over it, impatient to get going on this new number. The Baker factory is considerably rushed, however, on Playmate, five-ball free-play game; Baby Grand, piano-type light-up phonograph selector; Baker's Pacers, and Pick-a-Pack. Therefore, the new Football release had to be postponed until production arrangements were completed to add it to the already busy production line.

Officials of the company state that the game will be announced in the near future.

**Call Gold Star People's Choice**

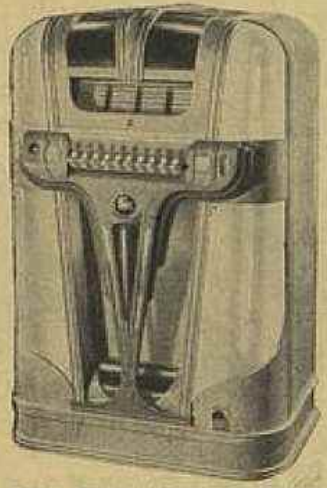
CHICAGO, Oct. 12.—"No matter what their political choice may be, the people's unmistakable choice among games is Gold Star," said Dave Gottlieb, president of D. Gottlieb & Company.

"Every day brings more orders for this great game, not to mention the personal calls from distributors to arrange for rush delivery. There is no question but Gold Star has won unanimous approval throughout the nation."

"To learn the reason, just look the game over. You never saw such play-compelling appeal. Gold Star offers a new skill play with eight separate ways to win. Every shot is loaded with winning dynamite and puts the player close to a big winner. The new duo-scoring bumpers and four-way scoring rollers are an instant hit. Most interesting of all, however, is the new rainbow-glow backboard effect, which is receiving praise and acclaim from all parts of the country."

"Production facilities at the factory are being strained to the limit. It is evident that something will have to be done to provide additional space and facilities for building Gold Star fast enough to keep everybody happy."

**EMPRESS BY MILLS**



(in the New Silver Finish)

**PERFECTLY RECONDITIONED**

|   |                        |
|---|------------------------|
| Gottlieb's SkatBallettes \$29.50            | Evans Ten 5Hikes 49.50 |
| Seeburg's Chicken Barn 69.50                |                        |
| <b>FREE PLAY</b>                            | <b>RELATION</b>        |
| Blondie \$43.00                             | Follies 17.50          |
| Big Town 22.00                              | Commodore 17.50        |
| Roxi 29.50                                  | Vocalist 32.50         |
| Score Champ 31.00                           | O'Boy 22.50            |
| Punch 17.50                                 | Short Stop 32.50       |
| Jolly 29.50                                 | Headliner 9.00         |
| Mascot 22.50                                | Trailer 10.00          |
| Beauty 30.00                                |                        |
| Power House 95.00                           | <b>NOVELTY</b>         |
| Big League 25.00                            | Lucky \$12.00          |
| Fantasy 15.00                               | Sports 12.00           |
| Drum Major 42.50                            | Snooks 7.50            |
| Bordertown 52.00                            | Major 6.50             |
| Landslide 62.50                             | Pick 'Em 6.50          |
| Send for complete Price List on used games. |                        |
| Terms: 1/3 Cash, Bal. C. O. D.              |                        |
| <b>ROXY SALES CO.</b>                       |                        |
| 4 Amsterdam Ave., N. Y. C.                  | CI-67313               |

**THE ANSWER TO THE OPERATOR'S PRAYER! COIN OPERATED**

**POOL BOWLING**

Acclaimed the outstanding achievement of the industry  
100% legal 5c or 10c Play

POOL BOWLING MFG. CORP., STEREN, ILL.  
Chicago Phone: Intercoast 9700 (direct to factory)

**MILLS** PHONOGRAPHS CONSOLES BELLS TABLES  
Distributor  
**KEYSTONE NOVELTY & MFG. CO.**  
285 & Huntington Sts., Philadelphia, Pa.  
Baltimore Office: 615 Cathedral St., Baltimore, Md.

**SEE JACK—SAVE "JACK"**

|                  |                     |   |
|------------------|---------------------|---|
| Blondie \$41.00  | White Balls \$13.00 | <b>WEEKLY SPECIALS!</b>                               |
| Blondie 17.00    | Jolly 28.00         | Write for Low Prices                                  |
| Movie Race 11.00 | Power House 47.00   | Three Score   |
| Duke Ranch 50.00 | Big Town 23.00      | Skyline   |
| O'Boy 23.00      | Drum Major 30.00    | Landslide   |
| Score Card 23.00 | Follies 20.00       |   |
| Mascot 30.00     | Mr. Chips 18.00     |   |
| Chevron 13.00    | Punch 18.00         |   |
| Headliner 13.00  | Shotty 41.00        |   |
|                  |                     | 1/3 Deposit, Balance C. O. D., F. O. B. Newark, N. J. |

**NEWARK COINO, 107 Murray Street, Newark, N. J.**

**BIG SCORERS! LITTLE FOOTBALL**



**BIGGER PROFITS WITH SUPERIOR'S NEW FOOTBALL BOARDS**

The latest thing in football boards with all the thrills and action of the gridiron! **KICKIN'S** a 1260 hole book-cover sensation with an approximate average profit of \$29.00. An 850 square hole marvel, **LITTLE FOOTBALL** has an approximate average profit of \$20.00. Right in season with football symbols! Write for details on these and other new football boards.

**SUPERIOR PRODUCTS**  
11 NO. PEARSON ST. CHICAGO, ILLINOIS

**SLIGHTLY USED EQUIPMENT FOR SALE**

- |  |  |
|--|--|
| Brown Cabinet Paces Races                    | Basall                                 |
| Practically New Baker's Pacers               | Novelty Tables and All Type Free Games |
| Galloping Dolphins                           | Bliss Frisks                           |
| Buskey Track Odds                            | Melton Bells                           |
| Square Bells                                 | Jennings Good Luck                     |
| Kesney's Skill Time                          | Multiple Racers                        |
| Kesney's Triple Entry                        | Lucky Loops                            |
| Kesney's Super Track Time                    | Practically New Columbia Bells         |
| <b>ALL TYPES OF BALLY'S ONE BALL TABLES.</b> |  |
- Write or Wire for Prices.  
1320-32 TRADE AVE., HICKORY, N. C.

JONES SALES CO.

**HERCULES HURRICANE OF VALUES**

|                   |  |                       |   |
|-------------------|--|-----------------------|---|
| <b>FREE PLAY</b>  | <b>Three Score</b>                           | <b>Double Feature</b> | Hercules gives you the late used games E. A. R. L. Y. Write today for Rock Bottom Low Prices. |
| Super Six \$17.00 | Speed Demon                                  | Speedway              |   |
| Big Town 24.00    |  |                       |   |
| Score Champ 22.00 |  |                       |   |
| Commodore 17.00   |  |                       |   |
| Flagship 14.00    |  |                       |   |
| Relation 64.00    |  |                       |   |
|                   | 1/3 With All Orders—Balance Shipped C. O. D. |                       |   |

**HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.**



PATRONS  
CAN SING LIKE  
CROSBY...

SPEAK LIKE  
BARRYMORE...

ANNOUNCE LIKE  
GABRIEL HEATER...

OR RECORD A  
POEM-BIRTHDAY OR  
HOLIDAY GREETING  
WILL ROGERS  
STYLE



ON WESTERN'S SENSATIONALLY NEW  
VOICE RECORDING MACHINE

# Recordit

**ENTIRELY  
AUTOMATIC!**

Demanded by America's Finest Locations—A Real Money Maker in Night Clubs, Hotels, Theatres, Restaurants, Railroad Stations, Bus Stations, Airport Terminals.

*Recordit*

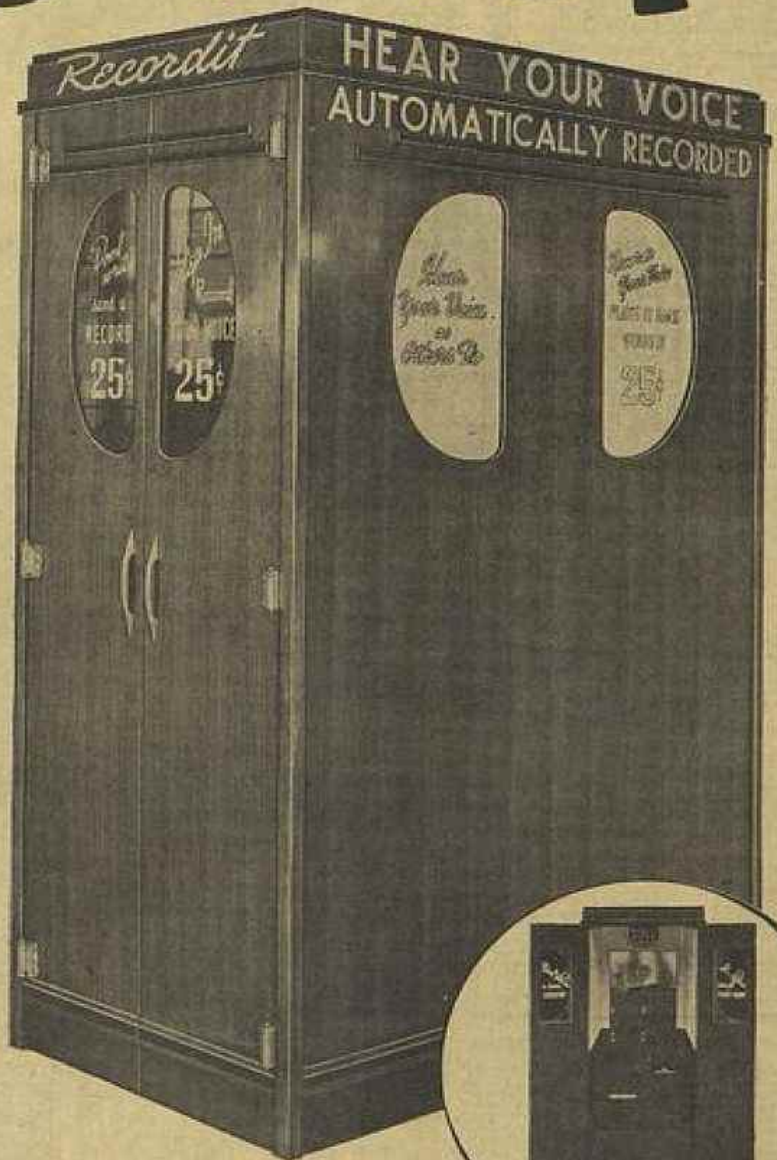
OFFERS YOU THE BIGGEST PROFIT OPPORTUNITY  
IN HISTORY!

Capitalize on America's Overwhelming Interest in Personal Recordings — Give People an Opportunity to Fulfill a Desire to Record Their Own Voices—Most Important, Give Yourself a Big Profitable New Business With

*Recordit*

**WESTERN PRODUCTS INC.**

925 W. NORTH AVENUE • CHICAGO, ILLINOIS





## Coin-Operated Pool Bowling Hailed

CHICAGO, Oct. 12.—"A great response greeted our announcement of Pool Bowling in the new coin operated model," said Frank Schafer, sales manager of the company. "The game was hailed with enthusiasm by distributors and operators."

"From the start the unique appeal and attraction of this new game-idea captured the attention of the entire trade, and an overwhelming demand arose from leading distributors for a coin-operated model. Coin-operated Pool Bowling is the game they wanted and it is making a tremendous hit with players and operators alike."

Company officials explain that the play is not a bit of make-believe, but actually a new sport combining billiards and bowling with all their science and skill. "It offers regulation type bowling, but played with regulation billiard cues and balls. It takes plenty of skill for high scores and is said to hold an intriguing fascination for old and young, men and women alike."

"To play Pool Bowling once is to become a fan," said Vincent Trabucco, company president, "whether you are a bowling or billiards enthusiasts or never play either one. That's the secret of the big play this game gets wherever it goes. The new coin unit, specially engineered for Pool Bowling, is a marvel of mechanical simplicity. We have had many compliments on this coin-adaptation, and are delighted with the immediate acceptance by the trade."

## Jennings Tells Plan for 1941

CHICAGO, Oct. 12.—E. P. Winkel, sales executive of O. D. Jennings & Company, reports that the company's new line for 1941 is the result of a strenuous effort to bring to the operators "friendly machines that will prove acceptable to the most discriminating individuals."

Winkel said: "We are confident that the new Jennings line for '41 will assist operators in obtaining new operating territories. Not only do we feel that they are the finest coin operated machines manufactured today, but they are a far cry from the machines of the past."

"With our 34 years' experience in the business, the operator may feel confident that he is getting the finest equipment, both from the standpoint of play appeal and mechanical operation."

"With Bobtail and Silver Moon Console forecasting the success of the 1941 models, I know that operators all over the country will appreciate the higher earnings and lower operating expenses of our succeeding models."

"Orders and reorders are rolling in so fast that we're working at top speed to keep up with the business. There is no doubt but that our new policy of the greatest satisfaction to the greatest number of people is really appealing to the operators."



FRANK SWARTZ, of the D. & S. Novelty Company, Rockford, Ill. distributor, inspecting an Exhibit Supply Company game, says: "Leader is properly named—it's tops!"

# Hold-Over

With The Sensational  
New Carry-over  
Scoring Principle

Player Has Opportunity  
Of Carrying Over  
His Possible Free  
Games From one Game  
to The Next.

5c and 10c PLAY



**STONER**  
CORPORATION  
Aurora, Illinois



Price  
**\$109.50**

WRITE, WIRE OR PHONE TODAY FOR  
**Stoner's HOLD OVER**  
WE ARE EXCLUSIVE DISTRIBUTORS!!

Buy Free Plays From Budin  
VACATION, \$50.00  
SHORT STOP, \$30.00  
LANDSLIDE, \$62.50

**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone  
NE 5-2700

Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

### THIS WEEK'S CLOSEOUTS

09 Bally Triumphs, Perfect Condition, \$24.50  
10 for ..... 200.00

77 Mills 5c Obsolete Balls, used less than 30 days and guaranteed like new, \$82.50  
Lots of 5 ..... \$7.50  
Sample or Less Than 5 ..... \$7.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address: COINSLIOS

### QUALITY SPEAKERS FOR ITSELF

| PAYOUTS                             | FREE PLAY                               | FREE PLAY                        |
|-------------------------------------|---|----------------------------------|
| Newthornes ..... \$65.00            | Arlington ..... \$25.00                 | Conquest ..... \$18.00           |
| Big Prize ..... 97.50               | Across the Board ..... 25.00            | Up & Up ..... 18.00              |
| Brown Cab. Parcel Races ..... 84.50 | Range ..... 22.50                       | Flash ..... 18.00                |
| 1938 Truckline ..... 62.50          | Variety ..... 22.50                     | All Stars ..... 14.00            |
| 1938 Kentucky Club ..... 45.00      | Range ..... 19.50                       | Golden Gate ..... 14.00          |
| Bobbing ..... 27.50                 | Speedy ..... 17.50                      | Speedy ..... 14.00               |
| Big Six ..... 17.50                 | Contest ..... 14.00                     | Contest ..... 14.00              |
| Short Stop ..... \$39.50            | Twinkle ..... 12.50                     | Sidekick ..... 12.50             |
| Stooper's Baseball ..... 27.50      | Rebound ..... 17.50                     | Gem ..... 10.00                  |
| Triumph ..... 27.50                 | Circus ..... 17.50                      | Exhibit Bowling Game ..... 29.50 |
| Backdoor ..... 27.50                | Post Office ..... 12.50                 | Bally Alley ..... 24.00          |
| Supercharger ..... 27.50            | 1/3 Deposit With Order—Balance C. O. D. |                                  |

**MODERN AUTOMATIC EXCHANGE, INC.**  
2018 CARNEGIE AVENUE, CLEVELAND, OHIO

## NEW SENSATIONAL SLOT SYMBOLS



### THE LITTLE BOARD WITH PROFIT GLAMOUR No. 500 MIDGET BELL

The chance in a lifetime to really "clean up!" MIDGET BELL is today's hit with the beautiful tickets and new SPECIAL-THICK SLOT MACHINE SYMBOLS. You'll be amazed when you see these beautiful tickets and hear the peep! They're LARGE, FAST-MOVING, BEAUTIFULLY COLORED TICKETS. 42 Winners averaging 1 to every 12 hits. \$18 top award. 15 cents, lowest winner. Cash in today on this two-step-up jackpot playing idea with a healthy \$10.00 average profit. RUSH YOUR ORDER FOR THIS NUMBER TODAY and write for circulars showing GARDNER'S great new Fall line of five money-makers. They're the talk of operators everywhere! ACT NOW!

GARDNER & CO. 2387 S. ARCHER CHICAGO, ILL.

### MOSELEY'S SPECIALS

- 3-BALL FREE PLAY**
- 1 Gettish Score-a-Line, F.S. .... \$82.50
  - 3 Chicago Coin Polo ..... 55.00
  - 2 Chicago Coin Yacht Club ..... 54.80
  - 2 Chicago Coin Jolly ..... 37.50
  - 1 Chicago Coin Home Run ..... 35.00
  - 1 Bally Limelight ..... 43.50
  - 1 Bally Triumph ..... 17.50
  - 1 Bally Dandy ..... 14.50
  - 1 Exhibit Short Stop ..... 34.50
  - 1 Exhibit Jumper ..... 14.50
  - 1 Gold Cup Console, 1 or 3 Ball ..... 55.00
  - 1 Gettish Score-a-Line ..... 32.50
- CONSOLE & AUTOMATIC PAY**
- 3 Pace Races, J.P., So. Cash, 30-1 \$127.50
  - 1 Pace Races, So. Cash, No. 5329, 30-1 ..... 89.50
  - 1 Baker Pace, So. Cash, No. 6945, 30-1 ..... 184.00
  - 1 Pace Red Jr., So. Cash, Fruit Reels ..... 67.50
  - 1 Lucky Star, So. Cash ..... 97.50
  - 2 Bally Thistle-down ..... 54.50
  - 1 Mills 1-2-3, Low Med., Fruit Reel ..... 24.50
  - 1 Bally Kioslike ..... 14.50
  - 2 Jennings Good Luck, So. Cash ..... 35.00
  - 6 Mills Square Balls ..... 69.50
- SLOTS**
- 1 Mills 25c Silent, No. 280185 ..... \$20.00
  - 2 Mills Silent So. No. 31083 ..... 15.00
  - 275767
  - 4 Mills Blue Front, So. No. 394657 ..... 46.00
  - to 432251
  - 1 Mills Futurity, 10c, No. 375763 ..... 27.50
  - 2 Mills Futurity, So. No. 379569-381472 ..... 22.50
  - 1 Sawyer, So. No. 301735 ..... 22.50
  - 6 Mills O.T., So. No. 18000 to 19329 ..... 25.00
  - 1 Mills O.T., 10c, No. 19570 ..... 27.50
  - 1 Mills Blue Front, 10c, No. 189393 ..... 27.50
- MISCELLANEOUS**
- 8 Mills Blue Front Van., G.A., So. Future Play, Ser. over 423000 \$69.50
  - 1 Hot Game Hunter, So. Play ..... 10.00
  - 1 Marvel, 1c, Token Popper ..... 14.50
  - 1 Red, White & Blue Target, 1c ..... 14.50
- PHOTOGRAPHS**
- 10 Wurlitzer #10 ..... \$65.00
  - 3 Wurlitzer #12 ..... 42.50
  - 1 Rock-Ola Pla Boy Speaker ..... 24.50
- The above machines are offered subject to prior sale and above prices are effective October 19, 1940. Write us for your price on any brand new machine that has been released by the respective manufacturer. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.  
65 BRADDOCK ST., RICHMOND, VA.  
Day Phone 3-4311 — Night Phone 5-6328

- 1c Wasting Treasure Bell ..... \$20.00
- 1c Wasting Wonder Vendor ..... 18.00
- 1c Mills Red Front ..... 18.00
- 1c Mills Blue Front ..... 18.00
- 1c Mills Indian Head ..... 10.00
- 1c Pace Entertainer ..... 10.00
- 1c 50 Square Bell Skill Feeder ..... 60.00
- 1c Mills Cherry Ball Vendors, Each ..... 35.00
- 1c Exhibit's Jumper, Each ..... 10.00

Automatic Music Co.  
ROWLAND, N. C.



# LEADER

*What a Sweetheart,  
Ask Any Operator*



FREE PLAY  
**104<sup>50</sup>**  
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO



**WONDER 3 BAR JACKPOT F-5280**  
1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49  
**PRICE \$2.73 EACH**  
**OTHER FAST SELLERS**  
1640 hole F-5240-3 Bar Jackpot at \$3.65  
1200 hole F-5275-Horses at 3.92  
800 hole F-5270-Pocket Dice at 1.89  
720 hole F-5255-Pocket Jack at 1.86  
600 hole F-5305-Royal at 2.12  
**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

## Call Big Chief Biggest Genco Hit

CHICAGO, Oct. 12.—In a statement this week Dave Gensburg, of Genco, Inc., reported that the current Genco favorite, Big Chief, had passed all previous Genco sales records. "Big Chief is our biggest hit," he said.

"It appears that the combination of Formation-like styling plus Big Chief's two new come-on features is just what players have been waiting for. The truth of the matter is that we're at our wit's end trying to squeeze out more games to supply the game demand. Big Chief has just about everything in the way of thrills, chills, money-making ability, mechanical perfection, and the long-lasting appeal on locations.

"Among operators the country over, the prevailing opinion is that Big Chief is a must game. No matter what else is scheduled for locations on their routes, a Big Chief is a requisite."

Says an operator: "I've more Big Chiefs on my route than all others combined. Right now more than 60 per cent of my locations have Big Chief. Some have had this game for weeks and it's still making plenty of money."

## All A-1 Reconditioned Ready To Operate

| LEGAL EQUIPMENT                |       | Each    |
|--------------------------------|-------|---------|
| 3 BALLY ALLEY                  | ..... | \$15.00 |
| 3 TEN STRIKE                   | ..... | 27.50   |
| 2 SKES BALL-ETTE               | ..... | 50.00   |
| 1 CHICKEN BAW (100 Balls)      | ..... | 60.00   |
| 2 ANTI AIRCRAFT                | ..... | 125.00  |
| 2 MILLS' CIGARETTE VENDORS     | ..... | 30.00   |
| AUTOMATIC PAYOUTS              |       |         |
| 2 PAGES REELS                  | ..... | \$95.00 |
| 4 1938 TRACK TIME              | ..... | 75.00   |
| 4 IWM. PROCS. RACES (50 to 41) | ..... | 77.50   |
| 4 THISTLEDOWNS                 | ..... | 70.00   |
| 2 GRAND STAND                  | ..... | 87.50   |
| 4 LONG CHAMPS                  | ..... | 32.50   |
| 4 SQUARE BELLS                 | ..... | 65.00   |
| 3 1937 TRACK TIME              | ..... | 35.00   |
| 1 HAWTHORNE (As Is)            | ..... | 45.00   |

Terms: 1/3 Deposit, Balance O. O. D.  
Our stock of Used Free Play Games changes from day to day. If you want any particular machine, write us for price and we will probably be able to take care of your orders.

Distributors for  
MILLS PHONES, GAMES AND SLOTS,  
ALSO OTHER MANUFACTURERS.

**OLIVE NOVELTY CO.**  
2825 Lucas Ave., St. Louis, Mo.  
(Phone: Franklin 3529)

**I. L. MITCHELL & CO.**  
COIN OPERATED  
THE BEST MACHINES — THE BEST PRICES  
Write for Our List of Used Pin Games  
PHONE: GLENMORE 2-5450  
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

## Industrial Oddities

Lotteries were once a part of New Jersey's business. Churches were supported, schools were kept going, many a needy cause was supplied by them.

Honesty was perhaps at a higher plane when the following appeared in *Strington's New York Gazetteer*: "Lost, in the northeast part of this city, six lottery tickets in Young Weed's lottery of Hackensack, the numbers are as follows, No. 4092 and the five following. Whoever will bring them to John Reeve, at Mr. James Bennet's Jeweler in said city, shall have \$1 for their pains."—Camden (N. J.) Courier Post.

## OPERATORS!

Write for Our New  
COMPLETE PRICE LIST  
of NEW and USED

**MACHINES OF  
ALL MAKES!**

Special Low Prices!

**MILWAUKEE  
COIN MACHINE CO.**  
1455 W. Fond du Lac Ave.  
MILWAUKEE, WIS.

## THIS WEEK'S CLOSEOUTS

By Triumphs, Perfect Condition, 77 Mills Go Chrome Bells, used less than 30 days and guaranteed like new.  
\$ 24.50  
200.00  
Lots of D ..... \$52.50  
Sample or Less Than 5 ..... \$7.50

TERMS: 1/3 Certified Deposit With Order, We Ship Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N. C. (Cable Address: COMSLOT)



*You haven't seen Anything  
in guns until you've seen*

# KEENEY'S NEW AIR RAIDER

## ATTENTION!

The following territories are still open for live-wire distributors: Texas, Louisiana, Oklahoma, Mississippi, Alabama, Georgia, Florida, West Virginia, South Carolina, Arizona, New Mexico, Utah and Idaho.

CONTACT  
YOUR NEAREST  
**KEENEY**  
DISTRIBUTOR

AMERICA'S  
*Thrill  
of Thrills*

**SELF-CONTAINED  
MACHINE  
GUN  
NO SCREEN!**

**IT'S HERE—KEENEY'S  
AIR RAIDER  
SELF CONTAINED MACHINE GUN  
NO SCREEN—HIGH SCORE—FREE GAMES**  
*See Full Description Above*  
SOLD ON EASY TERMS AND 20-DAY FREE TRIAL BASIS TO RESPONSIBLE OPERATORS  
**AUTOMATIC AMUSEMENT CO.**  
883 UNION AVE. MEMPHIS, TENN.  
*P.S.: There are more Keeney Wall Boxes OPERATING SATISFACTORY than all other kinds. We sell them in Tenn., Ark. and Miss.*


KEENEY DISTRIBUTOR FOR NEW YORK, NEW JERSEY, CONNECTICUT!  
"HERE'S THE MOST SENSATIONAL MONEY GETTER!"  
... JUST WHAT YOU'VE BEEN LOOKING FOR ...  
**KEENEY'S NEW  
AIR RAIDER**  
SELF CONTAINED MACHINE GUN ... ALL IN ONE UNIT!  
• NO SCREEN • NO OUTSIDE ELECTRICAL WIRES • EASY TO HANDLE  
DELIVERY WILL BE MADE ON OR BEFORE NOVEMBER 1  
*Place Your Orders Well in Advance!*  
**SIMON SALES, 437 West 42nd Street, N. Y. C.** OPPOSITE LINCOLN TUNNEL

**Look To The GENERAL For LEADERSHIP!**

|                             |                        |                                     |
|-----------------------------|------------------------|-------------------------------------|
| Gas Score . . . . . \$12.50 | Immediate Delivery     | Ten Strike . . . . . \$49.50        |
| Cadillac . . . . . 48.00    | <b>AMERICAN EAGLE</b>  | '37 Skill Time . . . . . 35.00      |
| Dude Ranch . . . . . 62.00  | <b>MARVEL</b>          | Triple Entry . . . . . 145.00       |
| Jolly . . . . . 35.00       | Exclusive Distributors | Gallopin' Dominoes . . . . . 49.50  |
| Jumpin' . . . . . 17.50     | <b>GOTTlieb's</b>      | Paces Racer, Bk. Cdn. . . . . 49.50 |
| Scouty . . . . . 50.00      | <b>GOLD STAR</b>       | Jon. Fast Time, P.O. . . . . 120.00 |
| Super Six . . . . . 30.00   |                        | Derby Champ . . . . . 25.00         |
| Yacht Club . . . . . 47.50  |                        |                                     |

All Games Expertly Reconditioned. WRITE FOR COMPLETE PRICE LIST!!  
1/3 Cash Deposit With Orders — We Ship Balance C. O. D.

You can ALWAYS depend on JOE ASH—ALL WAYS



|                           |                                |
|---------------------------|--------------------------------|
| Airport . . . . . \$12.50 | Super Special!                 |
| Big Six . . . . . 12.50   | Double Feature, Special        |
| C. O. D. . . . . 22.50    | Floor Sample . . . . . \$69.50 |
| Commodore . . . . . 27.50 |                                |
| Red Hot . . . . . 24.00   |                                |
| Roxy . . . . . 27.50      |                                |
| Scoop . . . . . 17.50     |                                |
| System . . . . . 12.50    |                                |
| Triumph . . . . . 22.50   |                                |
| Vacation . . . . . 64.50  |                                |

**LEGAL HITS!**  
Western Baseball, F.P. . . . . \$72.50  
Keeney Anti-Aircraft Gun, \$45.00

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

**THE GENERAL VENDING SERVICE CO.** 2320 N. MONROE ST. BALTIMORE, MD.

**THIS WEEK'S CLOSEOUTS**

|   |   |
|---|---|
| 88 Bally Triumphs, Perfect Condition, Single . . . . . \$ 21.50 | 77 Mills 5c Chrome Balls, used less than 30 days and guaranteed like new, Lots of's . . . . . \$82.50 |
| 10 for . . . . . 200.00   | Sample or Less Than 5' . . . . . \$7.50   |

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address: COINSL015

**PAT'S BARGAIN BUYS**

|                             |                                      |                                      |
|-----------------------------|--------------------------------------|--------------------------------------|
| <b>FREE PLAYS</b>           | 1940 Mills 1-2-3s . . . . . \$120.00 | Pick Em's . . . . . \$24.50          |
| Landlides . . . . . \$75.50 | Like New . . . . . \$2.50            | <b>MISCELLANEOUS</b>                 |
| Doughboy . . . . . 47.50    | Powercast . . . . . \$2.50           | Rockin' Ten Pins . . . . . \$69.50   |
| Super Scars . . . . . 37.50 | Big Shows . . . . . 37.50            | Like New . . . . . \$69.50           |
| Jollies . . . . . 42.50     | Score Champ . . . . . 37.50          | Mills Winning Reels . . . . . \$7.50 |
| Big Sixes . . . . . 17.50   | Systems . . . . . 17.50              | Like New . . . . . \$9.50            |
| Arperts . . . . . 22.50     | Topper . . . . . 17.50               |                                      |

1/3 Deposit, Balance C. O. D. Write In for Our Price Lists. WE BUY, SELL AND TRADE.  
**PAT'S AMUSEMENT SALES COMPANY**  
3701 EUCLID AVE., CLEVELAND, OHIO Phone: Henderson 1960



**6 WAYS TO WIN-**  
**NEW! RACE 5 HORSES TO THE FOX**  
 PLUS  
 Free Play Lanes and Other Scoring Features  
**A NEW THRILL IN CASH BOX RECEIPTS**



*Chicago Coin's*

# FOX HUNT

1725 DIVERSEY BOULEVARD • CHICAGO, ILLINOIS

The **ONE** Game  
 that's  
*Different!*



**A TERRIFIC HIT!**  
**CHICAGO COIN'S**  
**FOX HUNT**

**PROVEN** TO BE THE GREATEST NICKEL  
 NABBER OF ALL TIME!

**WIRE! WRITE! PHONE YOUR ORDER TODAY!**

CHICAGO COIN'S DISTRIBUTOR FOR NEW YORK, NEW JERSEY  
 AND CONNECTICUT . . .

(All Phones: Nevins 8-3183)

**SAVOY VENDING CO.** 651 ATLANTIC AVE.  
 BROOKLYN, N.Y.

**NATIONAL NOW OFFERS UNIQUE  
 CREDIT PLAN for Used or New Games!**



When a Used  
 Game Leaves  
 National You  
**KNOW** It's  
 O.K.

WRITE FOR "NATIONAL'S  
 NEWSLETTE," PACKED WITH  
 GREAT BUYS SUCH AS:  
 Big Six (F.P.) . . . . . \$18.75  
 Top Notcher (F.P.) . . . . . 20.75  
 Wings (F.P.) . . . . . 48.50  
 Scores of Others!  
**SPECIAL BUYS!**  
 Bally Alley . . . . . \$21.50  
 Ten Strike . . . . . 67.00  
 1940 Model . . . . . 82.00  
 25% 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.**

**HUNDREDS OF FREE GAMES**  
**\$19.50 EACH**

SEND FOR LIST. WIRE DEPOSIT WHAT YOU NEED.

**LEHIGH SPECIALTY CO.**

SECOND & GREEN STREETS, PHILADELPHIA, PA.

**THIS WEEK'S CLOSEOUTS**

88 Bally Triumphs, Perfect Condition, Single . . . . . \$ 21.50  
 10 for . . . . . 200.00  
 77 Mills 5c Chrome Balls, used less than 30  
 days and guaranteed like new. . . . . \$82.50  
 Lots of 5 . . . . . \$2.00  
 Sample or Less Than 5 . . . . . \$7.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
 205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. (able Address CONSTITUTION)

*Cleveland*

CLEVELAND, Oct. 12.—The October meeting of the Automatic Electric Phonograph Owners' Association was held at Hotel Carter October 3 to good attendance. President Jerry Antel presided. Members welcomed Jack Cohen, vice-president, who has been on a trip to California. He gave an interesting talk on the trip and business conditions on the Coast.

The Modern Music Company, Harold Lloyd, manager, and Associated Music Service, Dale Eymann, manager, were admitted to membership.

Jim Pavy, head of the Mercury Amusement Company, is at Nassau in the Bahama Islands for the purpose of pleasure and rest. He flew down and will return the same way in a month.

## Lowest Price

Imp costs less money than any other comparable counter game. Its earnings quickly repay your original investment. If you operate 24 or more locations you may be interested in our special proposition limited to bona fide operators. Write your qualifications today. Groetchen Tool Co., 130 N. Union, Chicago.

**KEENEY'S**

**ANTI-AIRCRAFT GUNS, \$75.00**

Black Outline

1/3 Deposit With Order. Write or wire

**COLUMBIA VENDING CO.**  
 TAMPA, FLA.

**AMERICAN EAGLE**



World's Smallest Fruit Symbol Ball With Automatic Token Award.

**ON 10 DAYS' FREE TRIAL  
 Samples \$32.50**

10 for \$275  
 Gold Award Model  
 \$1.50 Extra  
 Ball Gum Mod. \$2 Extra  
**BALL GUM**  
 150 per Box 100 Percent  
 Case of 100 Boxes  
 \$12.75

1/3 Dep., Bal. C. O. D.

**SICKING, INC.**

1401 Central Pkwy.  
 CINCINNATI, O.

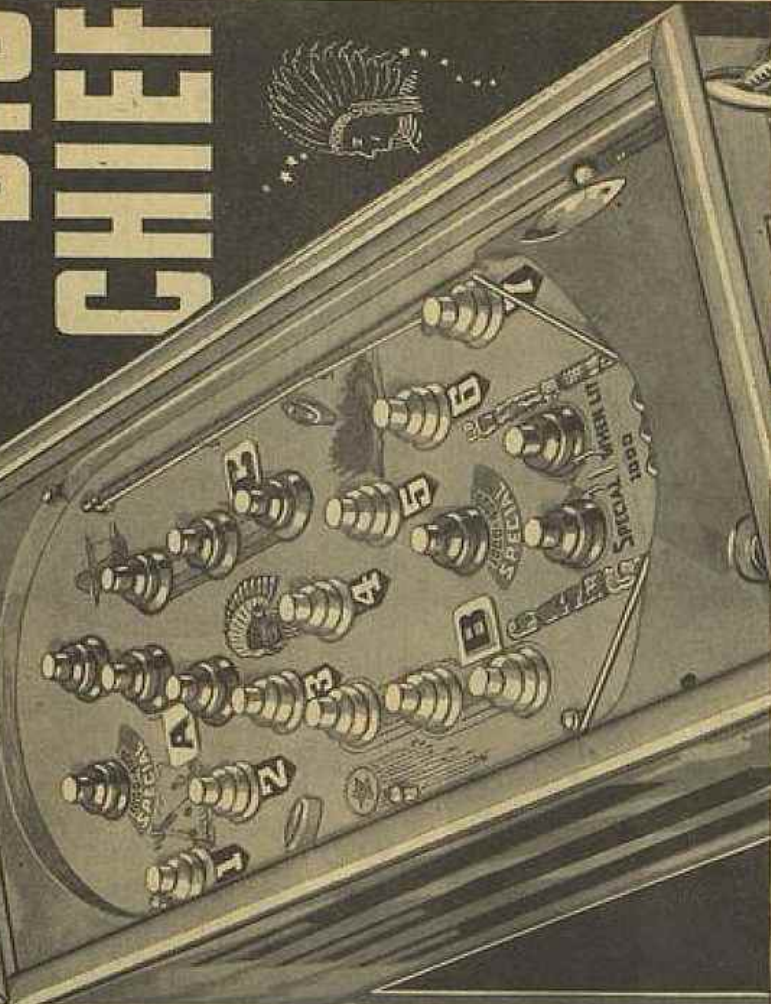
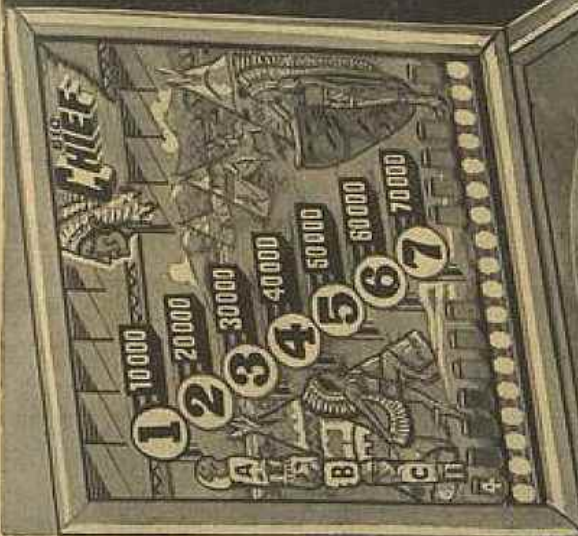




HERE IT IS

**BIG CHIEF** . . . the undisputed champion money-maker of 1940 — greatest hit in all Genco history . . . the game you'll find on **MORE LOCATIONS** right now and for months to come . . . than all other games!!

# GENCO'S BIG CHIEF



# GENCO

**BUILDS GREAT GAMES**

2021 N. ASHLAND AVE., CHICAGO, ILL.

**IT'S GENCO 3 TO 1**  
(On Leading Ops' Routes)  
. . . because GENCO GAMES make more money . . . stand up best . . . and **BRING HIGHEST TRADE-IN PRICES OF ALL!** Prove it by your own records!



**BERT LANE Says:**

## Railroads Set for Texas Showgoers

PORT WORTH, Tex., Oct. 12.—The Texas delegation to the 1941 Coin Machine Show to be held in Chicago will travel to the Windy City via Texas Special Route, Katy-Prisco Lines to St. Louis and from St. Louis to Chicago over the C. & E. I. Railroad. Thru sleepers will be operated out of Dallas and will be carried thru to Chicago without making any changes.

One of the largest Lone Star delegations ever to unload at the Sherman Hotel is expected to make the trip. All distributors and operators as well as the railroads are co-operating in an effort to create a large delegation.

## IT'S REALLY AMAZING! MUTOSCOPE'S SKY FIGHTER

SKY FIGHTER is making more money than any hit in my experience! The more I sell, the more astounded I become at the **GOLD MINE** earnings reported. It's like a snowball rolling downhill—getting bigger every minute! Get bigger profits . . . get SKY FIGHTER today!

## GENCO'S BIG CHIEF

. . . hit number 21! Fastest selling game in years. A truly big moneymaker!  
**Rush Your Order Now!**

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

## BEST BUYS!

| FREE PLAY              |                      |
|------------------------|----------------------|
| Big Show . . . \$27.50 | Score Chp. \$25.00   |
| Border Town 50.00      | Vacation . . . 50.00 |
| Mascot . . . 29.00     | Yacht Club 48.00     |
| Short Stop, 24.00      | Triumph . . . 16.00  |

| NOVELTY                |                      |
|------------------------|----------------------|
| Thriller . . . \$12.50 | Spottem . . . \$9.00 |
| Sports . . . 10.00     | Topper . . . 9.00    |
| Tpl. Threat 10.00      | Variety . . . 9.00   |
| Champion, 9.00         | Chubbie . . . 8.00   |
| Chevron . . . 9.00     | Lot-a-Fun . . . 8.00 |
| Major . . . 9.00       | Peaschy . . . 8.00   |

Exclusive A. B. T. Mfg. Co. Distributor in Eastern States. All kinds of Guns on hand at all times!

1/3 with orders, balance C. O. D. Write for our Latest Used Pin Game List!

**Mike Munves Corp.**  
593 TENTH AVE., NEW YORK

## 15-DAY FREE TRIAL MONEY BACK GUARANTEE

# Bally RAPID-FIRE

MACHINE GUN—WITH SUBMARINE TARGET

Wire, write or phone for complete details  
YOUR USED EQUIPMENT WILL BE ACCEPTED IN TRADE.

**GRAND NATIONAL SALES COMPANY**

ALL PHONES: HUMBOLDT 3420 2300-08 ARMITAGE AVE., CHICAGO

## THIS WEEK'S CLOSEOUTS

|   |   |
|---|---|
| 50 Bally Triumphs, Perfect Condition, Single . . . . . \$ 21.50 | 77 Mills 5c Chrome Belts, used less than 30 days and guaranteed like new. Lots of 5 . . . . . \$42.50 |
| 10 for . . . . . 200.00   | Single or Less Than 5 . . . . . \$7.00  |

TERMS: 1/3 Certified Deposit With Order, We Ship Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. (able Address CUMSTON)

## WRITE FOR OUR PRICE LIST ON ANY TYPE MACHINE YOU WANT!!

**ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.**



## Immediate Delivery on BALLY RAPID-FIRE Trade-Ins Accepted

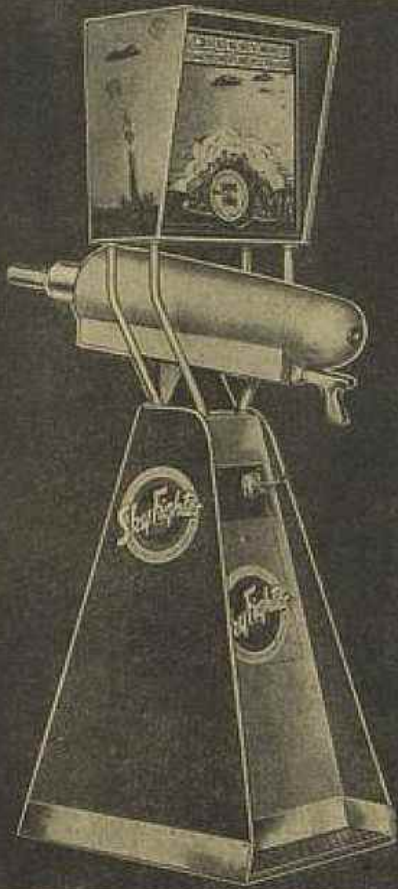
Send Us Description of Your Machines  
**AJAX NOVELTY CO.**  
M. Y. BLUM V. CHRISTOPHER  
J. A. PASSANANTE  
2707 Woodward Ave. at Sprout St.  
DETROIT, MICH.

**OPERATORS, WRITE . . .**  
**H. G. PAYNE COMPANY**  
312-314 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List, Most Complete Stock of New and Used Coin Machines in the South.



# WAKE UP NOW!

TO THE GREATEST, SUREST MONEY MAKER EVER BUILT!



# SKY FIGHTER

TRADE MARK  
U.S. PATENT NO. 2,212,257, OTHER PATENTS PENDING

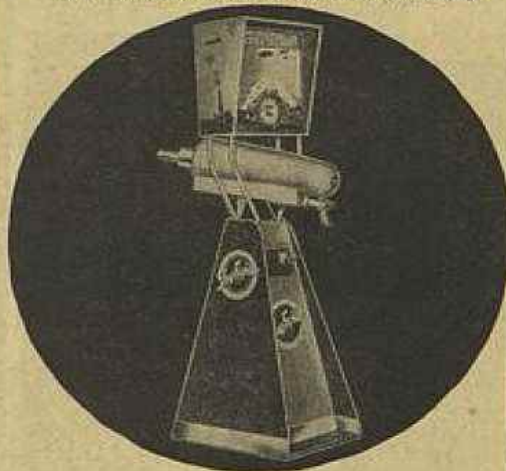
Manufactured by  
**INTERNATIONAL MUTOSCOPE REEL CO., INC.**  
44-01 Eleventh St.,  
Long Island City, New York

**RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!**

# EVERY AMERICAN

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

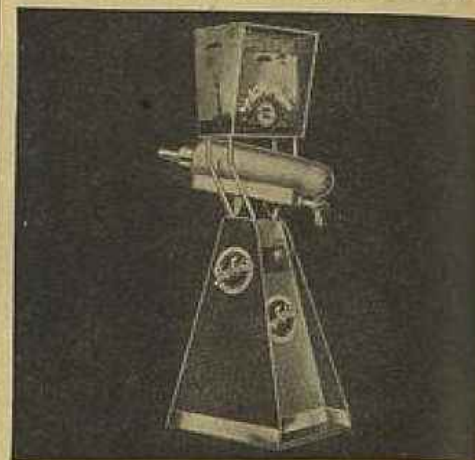


EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

**Bert Lane, SEABOARD SALES, INC.**  
619 Tenth Ave., New York  
WISCONSIN 7-5688

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

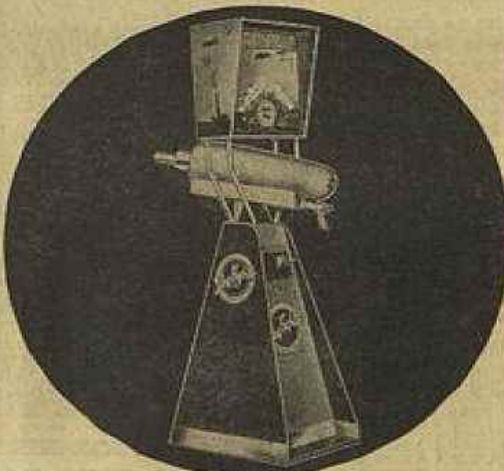


REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

**Carl Trippe, IDEAL NOVELTY CO.**  
1513 Market St., St. Louis, Mo.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



TROUBLE-FREE OPERATION ... PROVEN!

**GERBER & GLASS**  
914 Diversey Blvd., Chicago, Ill.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



MONEY FOR MONTHS ON THE SAME LOCATION!

**HANKIN MUSIC CO.**  
258 Pryor St., S. W., Atlanta, Ga.

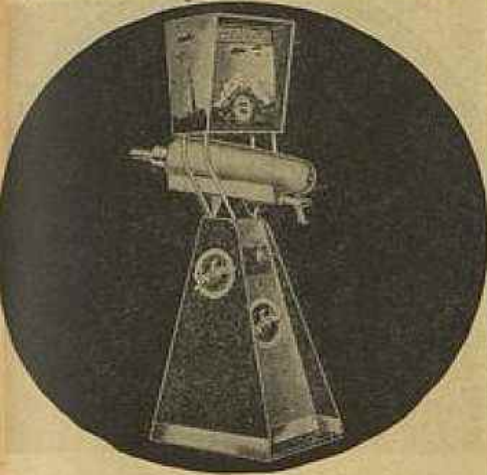
**P. S.** \$35 overnight in bowling alley in Newark, N. J.—\$177 a week average for 6 weeks in tavern in Miami, Fla.—\$230 in restaurant in Brooklyn, N. Y.—the United States. Pure and Simple, SKY FIGHTER IS THE HOTTEST MONEYMAKER OF ALL TIME. It's timely... it's thrilling... it's terrific!



**SHOULD LEARN TO SHOOT!**

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



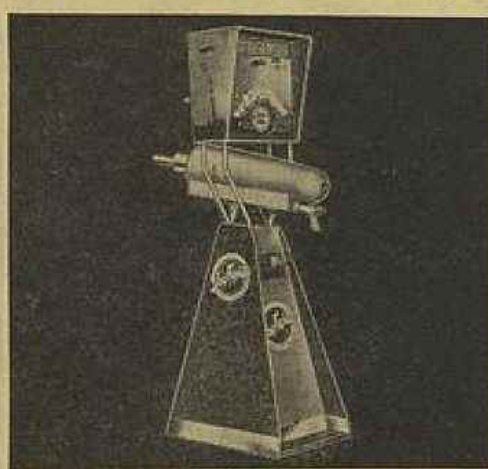
**BUILT TO LAST—  
LIFETIME CONSTRUCTION!  
SOLD ON FINANCE**

**K. C. NOVELTY CO.**

419 Market St., Philadelphia, Pa.  
Phone: Market 4641 — Market 9953

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**NO "HANG-OUT" SCREEN  
... HAS LARGE  
BUILT-IN TARGET!**

**J. H. WINFIELD CO.**

1022 Main St., Buffalo, N. Y.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



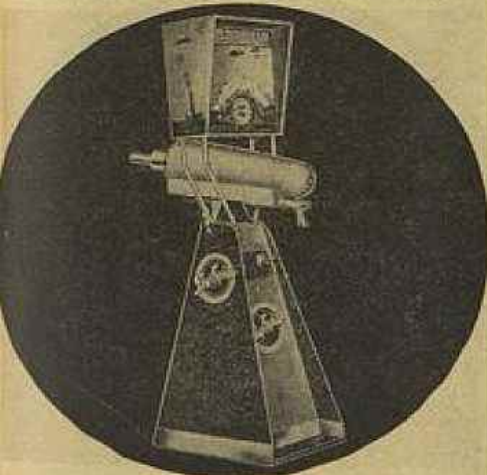
**NO  
PHOTO ELECTRIC  
CELLS!**

**THE MARKEPP CO.**

3828 Carnegie Ave., Cleveland, O.  
1410 Central Parkway, Cincinnati, O.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



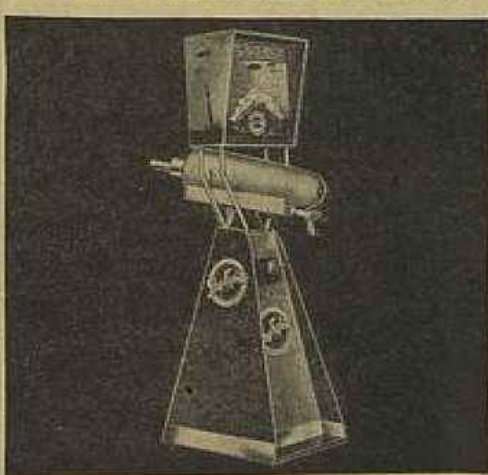
**SAME FLOOR SPACE  
AS A PIN GAME!**

**A. P. SAUVE CO.**

3002-3004 Grand River Ave.,  
Detroit, Mich.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



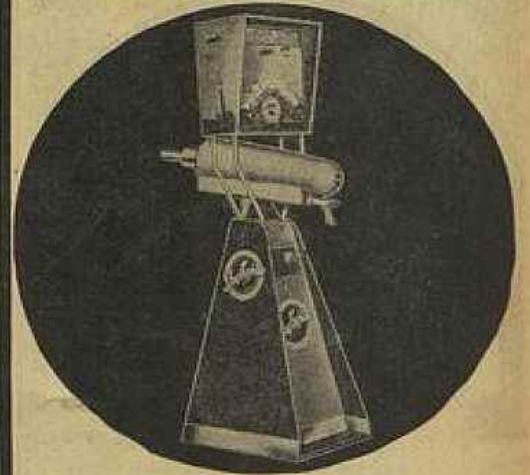
**300  
THRILLING SHOTS  
IN 30 SECONDS!**

**STELLE & HORTON**

1513 Louisiana St., Houston, Texas

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**300  
POSSIBLE  
HITS**

**MILLS SALES CO., LTD.**

1491 W. Washington Blvd., Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1325 S. W. Washington St., Portland, Ore.

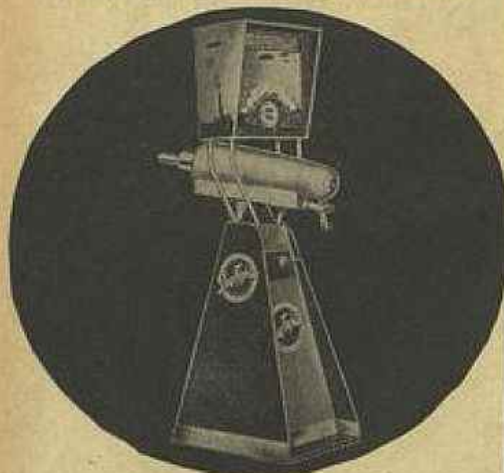
First 8 days!—\$130 a week for 11 weeks in bus terminal in Atlanta, Ga.—Those are the kind of certified reports coming in on Sky Fighter from every territory in CASH IN ON THE WAR NEWS! AMERICANS WANT TO LEARN TO SHOOT! SKY FIGHTER GIVES 'EM THE ACTION THEY WANT! WAKE UP NOW!!!



WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . FASTER & FASTER

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**MAKES  
MORE MONEY  
LONGER!**

**KENTUCKY AMUSEMENT CO., Inc.**  
919-927 W. Jefferson St., Louisville, Ky.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**CASHES IN  
ON AMERICA'S  
DEFENSE-MINDEDNESS!**

**UNITED AMUSEMENT CO.**  
3410 Main St., Kansas City, Mo.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

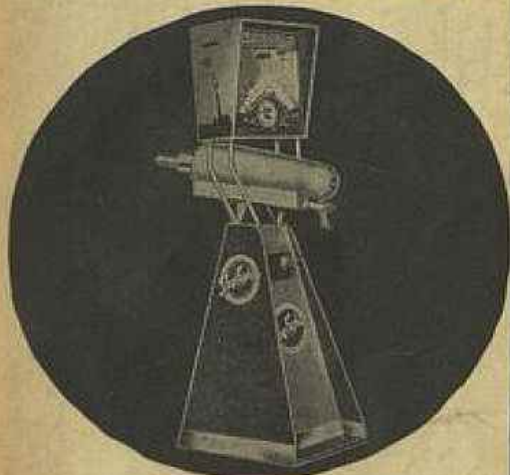


**PACKS SO MUCH ACTION  
WE CAN'T UNPACK 'EM  
FAST ENOUGH!**

**SILENT SALES CO.**  
200-206 Eleventh Ave., South, Minneapolis, Minn.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

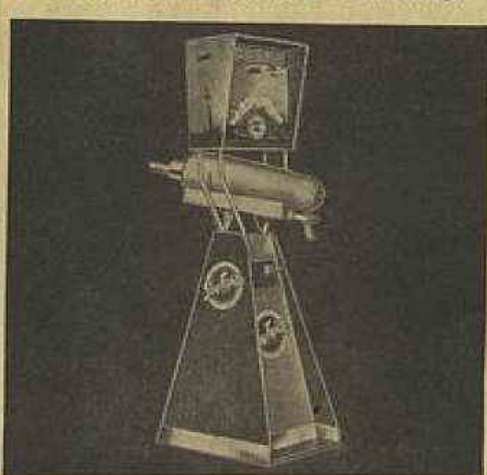


**NEVER BEFORE  
SUCH UNBELIEVABLY  
BIG PROFITS!**

**STERLING SERVICE**  
Rocky Glen Park, Moosic, Pa.  
(Midway between Scranton and Wilkes-Barre, on  
Route 11. 24-Hour Service.)

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**GIVES 'EM THE THRILLS  
AND CHILLS  
THAT FILLS THE CASHBOX!**

**DENVER DISTRIBUTING CO.**  
1856-58 Arapahoe St.,  
Denver, Colo.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**THE ORIGINAL  
... AND BY FAR  
THE BEST!**

**SQUARE AMUSEMENT CO.**  
88-90 Main St., Poughkeepsie, New York  
**SQUARE AMUSEMENTS OF ALBANY**  
707-709 Broadway, Albany, N. Y.

**GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!**



THE STAMPEDE IS ON!  
OPERATORS AND DISTRIBUTORS ARE CLAMORING FOR

# GOLD STAR

## BIGGEST HIT OF 1940!

8 WAYS TO WIN!

Plenty Skill Play!

- ★ New! Rainbow-Glow Backboard!
- ★ New! 4-Way Scoring Rollovers!
- ★ New! Duo-Scoring Bumpers!

IMMEDIATE DELIVERY  
See Your Distributor Today!



\$104.50

### DE LUXE GRIP SCALE

3-WAY Strength Tester

Has Button Indicator Control for competitive play . . .  
Tension Adjustment . . . Ball Adjustment . . . Non-Clap Slot . . . 6-Bullet-Cup Base! Metal Stand, \$2.00.



100% LEGAL

\$19.50

IMMEDIATE DELIVERY

## D. GOTTLIEB & CO.

2736-42 North Paulina Street

Chicago, Illinois

### NATIONAL'S SPECIALS!

#### 5-BALL FREE PLAY GAMES

|                |              |         |
|----------------|--------------|---------|
| Bally Gold Cup | Mr. Chips    | \$35.00 |
| Consoles       | Lucks        | 35.00   |
| Table Med.     | Triumphs     | 34.00   |
| On Deck        | Nippy        | 32.00   |
| Score-a-Lines  | Big Sides    | 24.00   |
| Oh! Johnny     | Scops        | 20.00   |
| Power House    | Vogues       | 25.00   |
| Sports         | Los-o-Funs   | 20.00   |
| Cadillac       | Batt.Champs  | 20.00   |
| July           | Airliners    | 20.00   |
| Score Champ    | Backroads    | 21.50   |
| Rays           | Pokems       | 18.50   |
| Big Shoes      | Keen-a-Balls | 18.50   |
| Commodore      | Spotlams     | 19.50   |
| Lingo-Cards    | Rebounds     | 17.50   |
| Super Stars    | Bubbles      | 18.50   |
| Big Towns      | Hangs        | 18.00   |
| Follies '40    | Klucks       | 12.00   |

#### PHONOGRAPHS

|  |          |
|--|----------|
| Wurlitzer 500, 24 Rec., with Piano Keyboard          | \$149.00 |
| Wurlitzer 600, 24 Rec., with Piano Keyboard          | 149.00   |
| Rock-Ola 1920 De Luxe, 20 Rec.                       | 140.00   |
| Rock-Ola Standards, 20 Rec.                          | 140.00   |
| Rock-Ola Monarchs, 20 Rec.                           | \$2.50   |
| Rock-Ola Imperial, 20 Rec., with Grilles             | \$2.00   |
| Wurlitzer 919-A's, 16 Rec., with Illuminated Grilles | \$5.00   |
| Wurlitzer 413  | 35.00    |
| Rock-Ola Standards, 12 Rec.                          | 28.00    |

#### PAYOUTS

|                                |         |
|--------------------------------|---------|
| Track Records                  | \$85.00 |
| Theatricals                    | 85.00   |
| Sport Pages                    | 55.00   |
| Kesney Track Time, Red Cabinet | 38.00   |

#### MISCELLANEOUS

|                              |           |
|------------------------------|-----------|
| Bally Allert                 | \$24.50   |
| Rock-Ola Ten Pins            | 69.00     |
| Evans' Big-Ball, New         | 52.00     |
| 25 Penny Packs               | 8.00 Ea.  |
| Kauster Kings                | 8.50 Ea.  |
| AST Challengers, Lala Models | 16.00 Ea. |

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  
1411-12 Diversey Blvd., CHICAGO, ILL.

### Forecast Long Run For American Eagle

CHICAGO, Oct. 12.—A meeting of distributors at the offices of the Daval Company resulted in the opinion that the American Eagle counter game will have the longest run of any game of its kind.

Morris Ginsberg, of Atlas Novelty Company, said: "American Eagle has established itself as one of the greatest money-making counter games. Every operator who has American Eagles on locations is always looking for more spots where he can place more of these machines."

Bill Marmor, of Sicking, Inc., Cincinnati, expressed his opinion along these lines: "We've handled Daval counter games from the very first. We consider Daval tops in the manufacture of these machines."

S. H. (St) Lynch, of Electro-Ball Company, Dallas, declared: "Suffice it to say that every counter game Daval has ever built has always been a hit machine. American Eagle has taken the market by storm and is continuing to enjoy the greatest sales of any counter game I've ever known since I've been in this business. Our orders on American Eagle prove what a long run we believe this game is going to enjoy."

Mac Mohr, of Los Angeles, said: "From the first day that we introduced American Eagle to the Pacific Coast we have been behind in orders. Right now we are behind in deliveries and we are receiving machines every day. We have never seen a machine liked so well by players and location owners as is American Eagle."

### OPERATE WITHOUT COST

We supply reputable persons . . . for operation . . . on percentage basis . . . Free Play Consoles, Jack-pot Bells or Venders and various kinds of Counter Games. Write BOX No. 453, The Billboard, Chicago.

## Evans' JUNGLE CAMP

You Asked For It—Here It Is!

4 MODELS For All Territories!

- FREE PLAY (straight)
- FREE PLAY (mint vendor)
- FREE PLAY (convertible)

PAYOUT MODEL

- ★ FULLY METERED



Fastest, most appealing console of its size ever built! Occupies less than 4 sq. ft. floor space! High Speed Spinner-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!

TEN STRIKE Free Play or Cash Reserve! Write for Details!

H. C. EVANS & CO.  
1520-1530 W. ADAMS ST. CHICAGO

### WILL ACCEPT BEST OFFER

On ten Bally Coca-Cola Machines and one Carbonator, 60 to first-class condition. Must dispose of as one. Also have twenty-five Bally Allert to sell at \$25.00 each. Cannot crate at this low price, so order early. TOM CULLIVAN, 610 Turtle St., Syracuse, N. Y.



# TIME PAYMENT

*Operators! Let cash-box income build  
a year-round big-money business for you!*

PLAN NOW READY ON BALLY'S RECORD-SMASHING MACHINE-GUN

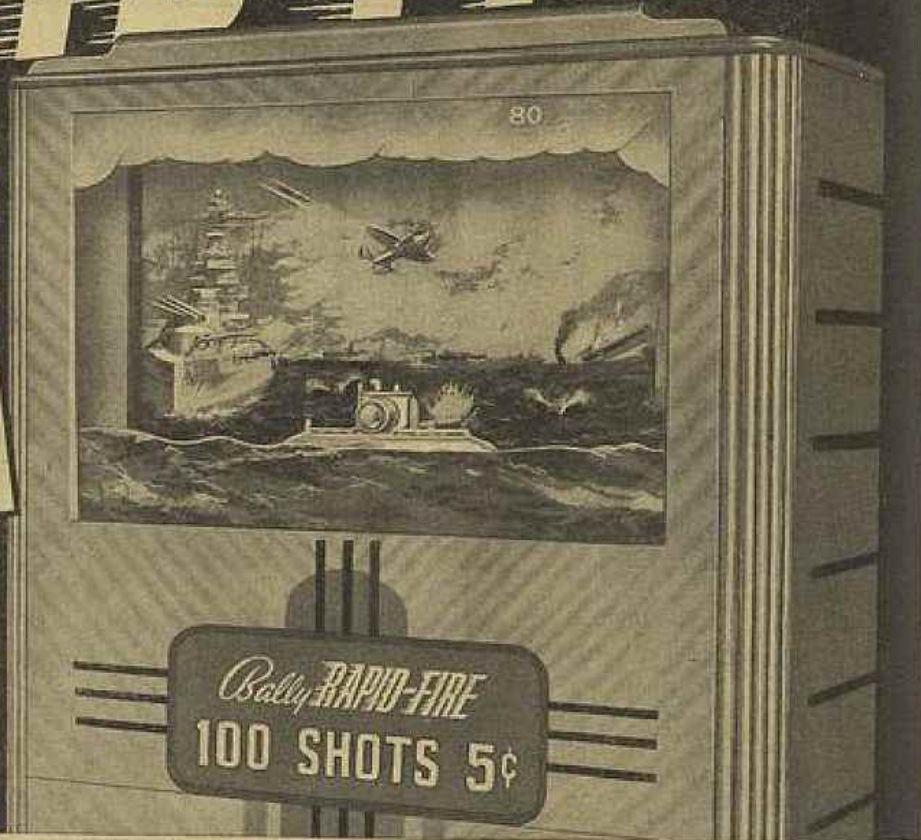
# RAPID-FIRE

## SMALL DOWN PAYMENT

Players pay the balance for you!

We waited to prove RAPID-FIRE earning power before announcing a time-payment plan. Now thousands of RAPID-FIRE machine guns on location—many in continuous operation for three, four and five months—positively prove that RAPID-FIRE is a safe, sure investment for quick profit and steady all-year income. Act now! Thousands of locations are clamoring for RAPID-FIRE! See your distributor or write or wire factory—today!

**SEE YOUR DISTRIBUTOR TODAY!**



ALSO IN PRODUCTION: LONG-SHOT, PROGRESS, BALLY BABY, ROYAL DRAW, HIGH HAND, SANTA ANITA

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE  
CHICAGO • ILLINOIS



**ABILENE, Texas**

Jack W. Yeager  
1221 N. 18th St.  
(Phone 7990)

**ALBANY, New York**

Square Amusements of Albany  
707-709 Broadway  
(Tel. 5-4791)

**ATLANTA, Georgia**

Edgar I. Woodfin  
64 Central Ave.  
(Tel. Main 4601)

**BALTIMORE, Maryland**

The Hub Enterprises  
406-408 West Franklin Street  
(Tel. Varon 8115)

**BILOXI, Mississippi**

United Novelty Company  
504 West Howard Avenue  
(Tel. 101-1097)

**BIRMINGHAM, Alabama**

Birmingham Vending Company  
3117 Third Avenue, North  
(Tel. 3-5183)

**BOSTON, Massachusetts**

Eastern Distributors Company  
874 Commonwealth Avenue

**BUFFALO, New York**

Rex Amusement Company  
1443 Main Street  
(Tel. Garfield 7780)

**BUTTE, Montana**

H. B. Brinck  
825 East Front Street  
(Tel. 6736)

**CHARLESTON, West Virginia**

R. M. Bender Distributing Co.  
709 Buffalo Ave.  
(Tel. 34-949)

**CHICAGO, Illinois**

National Coin Machine Exchange  
1411 Divinity Parkway  
(Tel. Buck. 0466)

**CINCINNATI, Ohio**

Herbert Hill Distributing Co.  
100 W. Court Street  
(Tel. Main 5133)

**CLEVELAND, Ohio**

Art Nagel  
2923 Prospect Avenue  
(Prospect 4551-8)

**DALLAS, Texas**

Fisher Brown  
3706 S. Harwood Street  
(Tel. 4-6131)  
Geo. Prock & Company  
3319 Maple Street  
(Tel. 7-6898)

**DENVER, Colorado**

Denver Distributing Company  
1350 Arapahoe Street  
(Tel. Cherry 4800)

**DES MOINES, Iowa**

Gibson Distributing Co.  
911 Locust St.  
(Phone. 4-0727)

**DETROIT, Michigan**

Sauve Music Company  
2009 Grand River Avenue  
(Female 2-5733)

**ELGIN, Illinois**

Elgin Music & Novelty  
325 S. State Street  
(Tel. Elgin 7130)

**FARGO, North Dakota**

Frank D. Gruenzner  
721 7th Street, North  
(Tel. 8818)

**FLINT, Michigan**

George J. Miller  
393 Delta Street  
(Tel. 8-3477)

**HOUSTON, Texas**

Stelle and Horton  
1513 Louisiana Street  
(Tel. Folias 4096)

**INDIANAPOLIS, Indiana**

Frank Wixcal  
455 Massachusetts Avenue  
(Tel. Lincoln 0932)

**JACKSON, Ohio**

Summers Sales Company  
275 East Main Street  
(Tel. 22)

**JOPLIN, Missouri**

Bruhn's Automatic Supply  
1619 Main Street  
(Tel. Joplin 617)

**KALAMAZOO, Michigan**

King Pin Games Company  
836 Mills Street  
(Tel. 4014)

**KANKAKEE, Illinois**

Gouset Sales Company  
235 E. Station Street  
(Tel. Main 260)

**KANSAS CITY, Missouri**

United Amusement Co.  
3410 Main Street  
(Tel. Valentine 3823)

**KENTON, Ohio**

Trenton Bridge  
415 North Cherry Street  
(Tel. 9260)

**KNOXVILLE, Tennessee**

Carl E. Palmer  
945 Midway Ave.  
(Tel. 2-5949)

**LITTLE ROCK, Arkansas**

Standard Automatic Music Co.  
100 W. 7th Street  
(Tel. 405-64-7924-32469)

**LOS ANGELES, California**

Jean J. Minthorne  
6929 W. Pico Boulevard  
(Tel. Parkway 1179)

**LOUISVILLE, Kentucky**

Carl A. Hooper  
547-549-551 S. 2nd  
(Tel. Wabash 4063—Belmont 2400)

**MEMPHIS, Tennessee**

S. & M. Sales Co., Inc.  
1074 Union Avenue  
(Tel. 2-1700)

**MILWAUKEE, Wisconsin**

Badger Novelty Company  
2546 North 20th Street  
(Tel. Kilbuck 3030)

**MOLINE, Illinois**

N. A. Montie  
1109 Fifth Avenue  
(Tel. Moline 3910)

**MONTREAL, Quebec, Canada**

Mortimer Sales Company  
1509 Ashurst Street  
(Tel. Ashurst 1400)

**NASHVILLE, Tennessee**

H. G. Payne Company  
314 Broadway  
(Tel. 6-4345)

**NEW ORLEANS, Louisiana**

Louisiana Amusement Company  
822 Carondelet Street  
(Raymond 1270)

**NEW YORK, New York**

Interstate Coin Mach. Sales Corp.  
348 W. 33rd Street  
(Tel. Circle 7-6955-1)

**OAKLAND, California**

Northern Distributing Co.  
128 E. 14th Street  
(Tel. Twin Oaks 3634—3579)

**OMAHA, Nebraska**

Colonia Distributing Company  
714 S. 13th Street  
(Tel. JA 2310)

**ORLANDO, Florida**

Wamen Fitch  
710 West Harvard Avenue  
(Phone 2-1016)

**PHILADELPHIA, Pennsylvania**

Keystone Vending Company  
1423-25 Spring Garden Street  
(Tel. Stevenson 1450—Race 2379)

**PHOENIX, Arizona**

Bessett's Music Company  
276 West Washington Street  
(Tel. 2-2456)

**PITTSBURGH, Pennsylvania**

B. D. Lazar Company  
1635 Fifth Avenue  
(Tel. Great 7818)

**PORTLAND, Oregon**

Coast Amusement Company  
1932 West Burnside  
(Tel. Broadway 1517)

**RENO, Nevada**

Nevada Coin-O-Matic Company  
254 Lake Street  
Nevada Novelty Co.  
305 East 2nd Street

**RICHMOND, Virginia**

Wertz Sales Co.  
811 W. Broad St.  
Phone 2-3373

**ROCKLAND, Maine**

Maine Automatic Service  
Company  
44 Park Street  
(Tel. 635)

**ST. LOUIS, Missouri**

Ideal Novelty Company  
1518 Market Street  
(Tel. Garfield 0070)

**ST. PAUL, Minnesota**

La Beau Novelty Sales Co.  
1046 University Avenue  
(Tel. Nestor 0350)

**SALT LAKE CITY, Utah**

J. H. Rutter  
73 S. 4th Street East  
(Tel. Westath 2382)

**SAN ANTONIO, Texas**

United Amusement Company  
310 South Alamo Street  
(Cathedral 1431)

**SAN DIEGO, California**

A. J. Fox Company  
235 West F Street  
(Tel. Franklin 6497)

**SAN FRANCISCO, California**

Rex Vending Company  
759 Ellis Street  
Cityway 3348

**SEATTLE, Washington**

Northwest Sales, Inc.  
3144 Elliott Avenue  
(Tel. Garfield 0460)

**SIOUX FALLS, South Dakota**

Gordon Stout  
1131 West 10th Street  
(Tel. 78397)

**SPOKANE, Washington**

Standard Sales Company  
171-173 South Post Street  
(Tel. Malin 4904)

**SYRACUSE, New York**

Rex Amusement Company  
710 South Salina Street  
(Tel. 2-3692)

**TORONTO, Ontario, Canada**

Baldwin International, Ltd.  
620 King Street, West  
(Tel. Adelaide 3995-6)

**WATERBURY, Connecticut**

Waterbury Amusement Machine Co.  
749 Banker Hill Avenue  
Phone: Waterbury 2-6454

**WICHITA, Kansas**

Oreille White Distributing Co.  
621 West Douglas

# ROCK-OLA

## Luxury Lightup

### PHONOGRAPHS

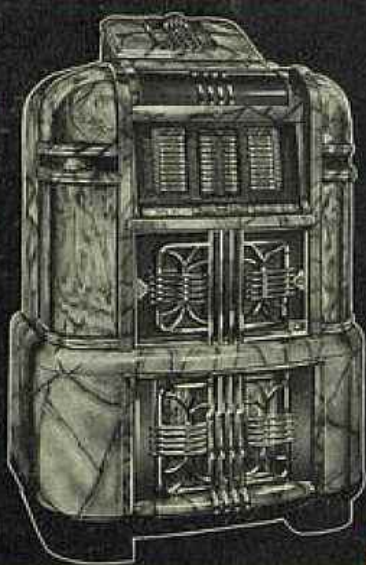
### and

## DIAL-A-TUNE

## Remote Control

### AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

*Rock-Ola  
Super Model  
in exclusive field*



*DIAL-A-TUNE  
Bar Box*

*DIAL-A-TUNE  
Wall Box*



# National Distribution

## ROCK-OLA

MANUFACTURING CORPORATION  
800 North Kudzie Avenue, Chicago



"THE MAGIC FINGERS OF RADIO"

*Eddy Duchin*  
SAYS...

*"My Band and I  
Are 100% Sold on  
**WURLITZER**  
Reproduction"*

**AMERICA'S OUTSTANDING POPULAR  
PIANIST PRAISES WURLITZER'S TONE**

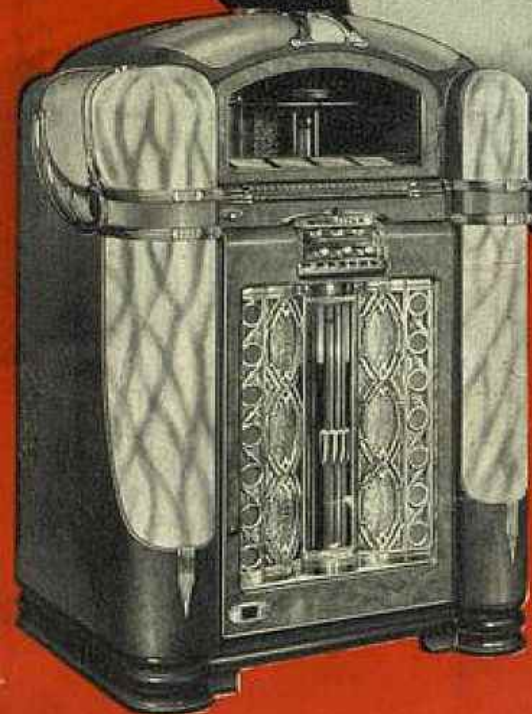
Hailed as society's favorite orchestra leader, Eddy Duchin's magic fingers and marvelous band have rolled up box office records and theatre marks that stamp him a master of modern dance music.

Few men know music as Eddy Duchin does. His appreciation of Wurlitzer reproduction is the kind of a compliment that counts!

As a Music Merchant you can well profit by the praise of professional musicians for Wurlitzer's superior tone. Put Wurlitzers in all your locations and watch your profits mount!

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**



MODEL 800  
SOLD ONLY  
TO MUSIC  
MERCHANTS

**WURLITZER** *Automatic Phonograph*

**PREFERRED BY THE LEADING RECORDING ARTISTS OF AMERICA**