

PERIODICAL ROOM
GENERAL LIBRARY
UNIV. OF MICH.

15 CENTS

DECEMBER 2 1939

NOV 29 1939

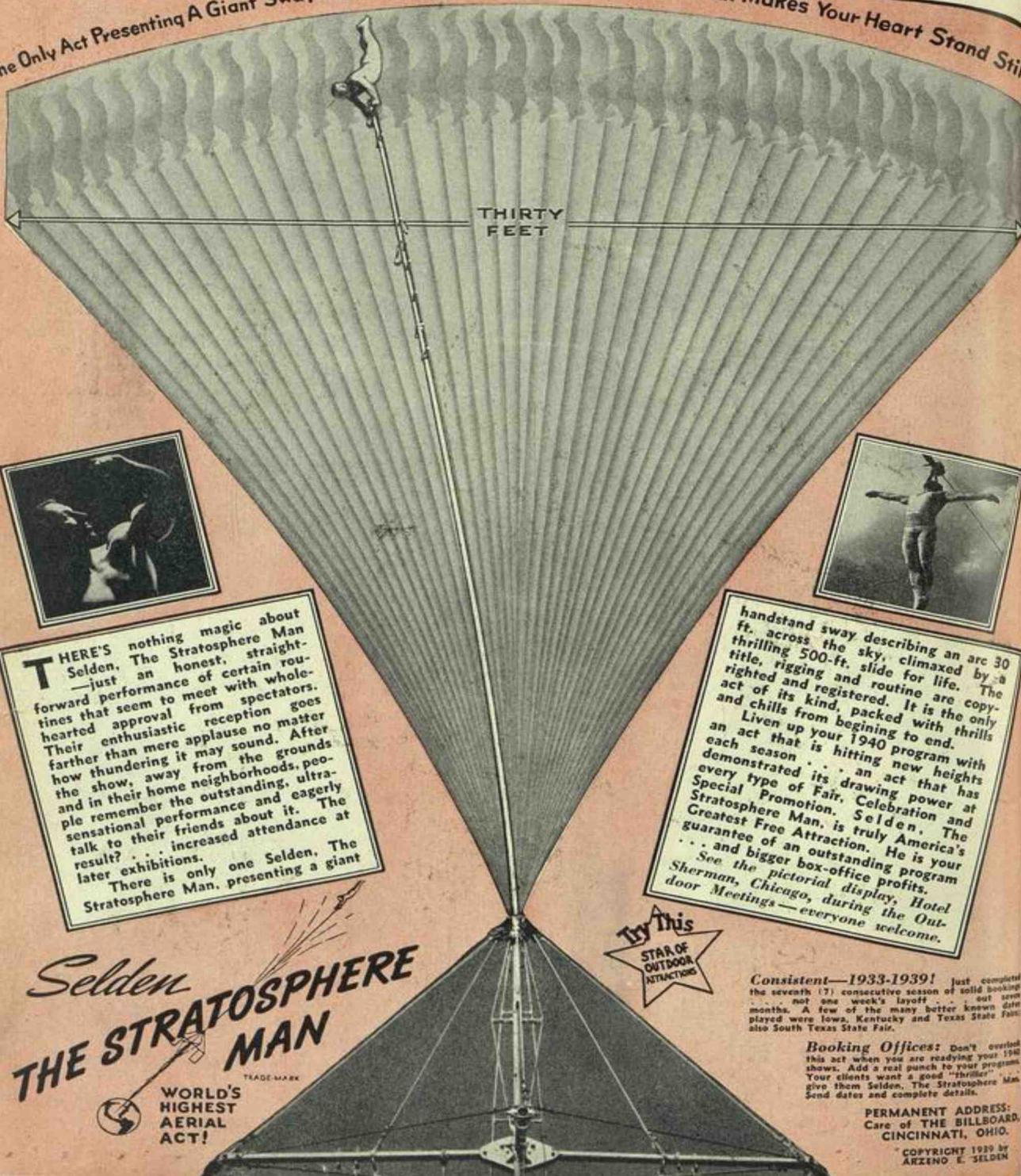
The Billboard

CHRISTMAS NUMBER



The Record-Making FREE ATTRACTION People Talk About... Long After The Show Is Over!

The Only Act Presenting A Giant Sway 30 Feet Across The Sky... A Feature That Makes Your Heart Stand Still



THERE'S nothing magic about Selden, The Stratosphere Man—just an honest, straightforward performance of certain routines that seem to meet with wholehearted approval from spectators. Their enthusiastic reception goes farther than mere applause no matter how thundering it may sound. After the show, away from the grounds and in their home neighborhoods, people remember the outstanding, ultrasensational performance and eagerly talk to their friends about it. The result? . . . increased attendance at later exhibitions.

There is only one Selden, The Stratosphere Man, presenting a giant

handstand sway describing an arc 30 ft. across the sky, climaxed by a thrilling 500-ft. slide for life. The title, rigging and routine are copyrighted and registered. It is the only act of its kind, packed with thrills and chills from beginning to end.

Live up your 1940 program with an act that is hitting new heights each season . . . an act that has demonstrated its drawing power at every type of Fair, Celebration and Special Promotion. Selden, The Stratosphere Man, is truly America's Greatest Free Attraction. He is your guarantee of an outstanding program . . . and bigger box-office profits.

See the pictorial display, Hotel Sherman, Chicago, during the Outdoor Meetings—everyone welcome.

Selden
THE STRATOSPHERE MAN

TRADE-MARK
WORLD'S HIGHEST AERIAL ACT!

Try This
STAR OF OUTDOOR ATTRACTIONS

Consistent—1933-1939! Just completed the seventh (7) consecutive season of solid booking . . . not one week's lull . . . out seven months. A few of the many better known dates played were Iowa, Kentucky and Texas State Fairs, also South Texas State Fair.

Booking Offices: Don't overlook this act when you are readying your 1940 shows. Add a real punch to your program. Your clients want a good "thriller" . . . give them Selden, The Stratosphere Man. Send dates and complete details.

PERMANENT ADDRESS:
Care of THE BILLBOARD,
CINCINNATI, OHIO.

COPYRIGHT 1939 BY ARZENO E. SELDEN

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. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

ONE-NIGHT VAUDEVILLE BOOMS

Financial 00 For 4A Tie-Up

Reis will report on "one big union"—no comment on tele jurisdiction

NEW YORK, Nov. 25.—An entirely new approach to the one big actor union idea was decided upon Monday (20) by the Associated Actors and Artists of America when its international board assigned Bernard J. Reis, accountant, to survey the financial structure of all its branches and recommend a plan of procedure if the all-over union is feasible. Committees previously appointed for this purpose have been dismissed pending Reis' report, for which no date has been set. The board failed at this time to take any action on the television jurisdiction. Postion of American Guild of Variety Artists is undefined in relation to voting power within the Four A's, the new organization has been represented at board meetings.

When asked why, if the Four A's does not challenge the right of Actors' Equity Association to the television jurisdiction, the parent body failed to support the legit group last week when it denied newspaper reports which claimed Equity set the control of the field to a joint administrative committee. Frank Gilmore, president, said he had no power to commit the AAAA on that subject. He said that the international board would have to authorize a statement. When queried, then, whether the board's (See 4A TIE-UP on page 6)

Rose's \$1,000,000 Bid for Reopening Of CGIE Pondered

SAN FRANCISCO, Nov. 25.—Whether Golden Gate International Exposition will be continued in 1940 now apparently depends upon Billy Rose, New York impresario of huge specs, and the expo management. In a telegram to Mayor Angelo J. Rossi on Wednesday Rose declared his willingness to invest \$1,000,000 in reopening the fair provided he is allowed to operate without interference along certain "constructive lines." Telegram came almost at the moment the expo's principal creditors returned an unqualified "no" to the proposition of a fair next year.

When the board of management was apprised of Rose's offer and conditions it indicated it would study the proposal before writing final to the expo. Rose said he would retain all cultural and educational features of the recently closed expo and would seek to build up a series of "startling entertainment features" on the scale of the Aquacade at the New York World's Fair. Philip Patchin, of the board of directors, said the offer would be gone into thoroughly.

Meanwhile, spokesmen for the contractor-creditors took exception to a move of the principal creditors in the lending group for thumbs down on the expo. A letter addressed to Dan London, chairman of the fund-raising committee declared, in part: "It is the unanimous (See ROSE BIDS \$1,000,000 on page 6)

Consistent

NEW YORK, Nov. 25.—Ever since the membership of the Dramatists' Guild adopted the new basic agreement, bigwigs of the major picture companies have been heeding about the sections which allow a show to close during first four weeks of its run. They have threatened, on this basis, to buy no shows under the agreement.

But the sections complained about verbatim copies of suggestions made in writing by the picture representatives themselves when they turned down the Guild's original clauses.

Business Boom In Deep South

NEW ORLEANS, Nov. 25.—With the recent government loan program announced for cotton and war-broom buying of lumber, oil and other resources of this region, the Deep South this fall is enjoying the best era of business in a decade and amusement men are very optimistic. Spot cotton is close to 10 cents a pound and in spite of this price sales in Southern markets are treble those of fall months of last season and domestic-mill consumption expected to break an (See DEEP SOUTH BOOMS on page 112)

Big Stem Danceteria Opens To Draw Small-Change Trade

NEW YORK, Nov. 25.—Calling itself the "world's first self-service night club," Richard M. Decker's Fiesta Danceteria opened Tuesday night, drawing a heavy crowd, although not capacity, which is 3,000. The crowd seemed to catch on to the idea opening night and appeared to have a swell time, encouraging the management (Midtown Broadway Corp.) to feel it has a success on its hands. The idea is something talked about for a long time—a night club for the masses—and Decker seems to have worked out a good layout. Patrons buy a food tab, cafeteria style, for 60 cents at the door, and this entitles them to 60 cents' worth of food or drinks inside. They may buy more stuff if they wish. For 60 cents, they can get a heaping smorgasbord plate, for example. Then they may dance

Mel Dodson Out of Danger In Fight With Pneumonia

BIRMINGHAM, Nov. 25.—Condition of Mel G. Dodson, co-owner of Dodson & Baillie Shows, ill with double lobar pneumonia in West End Baptist Hospital here, was reported on Wednesday as "much improved" and it's the doctors' opinion he's out of danger," by Hospital Superintendent C. L. Sibley.

Dodson was removed from quarters here on November 18 and placed in an oxygen tent in the hospital the following day. C. Guy Dodson, who sold his interests in Dodson's World's Fair Shows recently to J. H. (Jack) Baillie, arrived on Saturday from his home in Savannah, Ga., to be with his brother. Mel's wife arrived Sunday from their home in Miami, Fla.

Higher Film Rents, End of Ams Bring Raft of Pic House Dates

NEW YORK, Nov. 25.—Tremendous mushrooming of small-time vaude throughout New York and other sections of the country—which first became noticeable following the collapse of the European film market and the decline in amateur film market and the decline in amateur and bingo and other game nights—has reached the point where sponsors, RKO and Loew, are giving each other intense competition in trying to grab off business via one and two night stands. In a sub rosa way, the battle is being waged so sharply as to give credence to the belief that the small-time flesh peddling may become permanent. Currently, situation is such as to constitute a very valuable field of employment for lesser value performers who have been finding the going very tough the last five years or so.

European pic market collapse has caused a sharp increase in picture rentals, which in turn has made it almost impossible for many theaters to buy secondary films for double feature policies. In instances, vaude has been given a trial—particularly so in view of the fact that the amateur trend and bingo seem to have lost much of their former box office value.

In addition to these obvious angles for

trying small-time vaude, there is a strong financial incentive in that cheap professional bills can be thrown together for as little as \$50 or \$60 for one performance, a figure comparable to the cost of game nights and giveaways.

Most of the local stuff is being booked into RKO and Loew houses, but bills are so small-time that the regular RKO and Loew bookers—Bill Howard and Sidney Piernont—have nothing to do with the bookings. One-nighters around New York are booked for RKO by Billy Jackson and Irving Barrett. Jackson books the houses in Charles Macdonald's division and Barrett the R. H. Emdee spots. David Stern books RKO Jersey houses. Some of the RKO spots are (See VAUDE BOOMS on page 6)

Lammers Quits As Dickey Gets WF Show Post

NEW YORK, Nov. 25.—Commander H. M. Lammers, chairman Amusement Control Committee of the World's Fair since midsummer, resigned his position on Monday following appointment of Lincoln G. Dickey, general manager of the Aquacade, as head consultant to Harvey Gibson and temporary chief of the fair concession and entertainment personnel. Lammers, who came to the fun zone from the exhibit department, left his office last Monday and his desk is at least temporarily vacant.

Dickey, who has been indisposed for a few days, could not be reached for a statement concerning his plans of procedure toward readying the amusement zone for 1940. Under the present set-up Dickey will devote only part of his time to consultations and supervision of the amusements and exhibits of the fair, remainder of his time to be directed toward the "all new" Aquacade that Billy Rose has announced will hold forth in the big stage amphitheater next (See LAMMERS QUILTS on page 6)

charge, the rest of the evening at no extra cost.

Patrons pick up the food on trays and carry it to the tables, again cafeteria style, thus eliminating waiters' tips. This means a patron can get by on a minimum of 60 cents and the hat-check tip. Add to this the fact that near-by dance halls and ballrooms usually charge between 40 to 75 cents and it becomes clear that this new spot should draw some of the dance hall crowd. The location is perfect for transient trade, the club occupying the second and third floors of the Rialto Theater Building at 42d and Broadway. There's one catch (See DANCETERIA OPENS on page 6)

Outdoor Convention Activities

IN CHICAGO

December 2 (Saturday)—Showmen's League of America president's party in the league rooms, 165 West Madison street.

December 3 (Sunday)—Annual SLA Memorial Service in Dal Tabarin, Hotel Sherman, 1 p.m.

December 4 (Monday)—SLA annual meeting and election of officers, league rooms, 1 to 6 p.m.

Annual meeting of American Carnival Association, Inc., Room 118, Hotel Sherman, 11 p.m., and continuing nightly until business is completed.

December 5 (Tuesday)—49th annual meeting of International Association of Fairs and Expositions, Hotel Sherman.

Sessions of International Motor Contest Association and Middlewest Fair Circuit, Hotel Sherman.

27th Annual Banquet and Ball of SLA, Grand Ballroom, Hotel Sherman, 7 p.m.

December 6 (Wednesday)—Session of IAFPE, Hotel Sherman.

December 7 (Thursday)—SLA installation of officers, league rooms, 8 p.m.

December 2-9—International Live Stock Show, Union Stock Yards.

IN NEW YORK

December 4 (Monday)—Annual meeting of American Recreational Equipment Association, Hotel New Yorker, 1:30 p.m.

December 4-8—21st annual convention and trade show of National Association of Amusement Parks, Pools and Beaches, Hotel New Yorker, in conjunction with AREA, New England Section of NAAFP and Pennsylvania Amusement Parks Association.

December 8 (Friday evening)—Annual Banquet and Frolic of NAAFP in Hotel New Yorker.

INDIAN REGENT BOOKS

Dozen in October, More Expected; Only 8 Less Than NY at Same Time

LONDON, Nov. 18.—Altogether London's blackout was as simple as ever, October proved a brighter month for the legitimate stage than September, due in the main to easing of curfew restrictions. These are still somewhat complex but nevertheless the easement is there and may be further enlarged. Every manager desirous of putting on a show in the West End must get into touch with the managerial organization, which is in consultation with the Police Department; and under the latest order 20 West End theaters may open at night until 11. Not more than that number may be occupied after 6 p.m. All non-stops and twice-nightly theaters have to close by 10 p.m. This staggering arrangement is to obviate assembly of too great a home-going crowd at any one given period.

On October 2 the little Embassy at Sylvia Cottage, a short run westward from the center of London, re-opened with a policy of play revival a week. On October 10 the Westminster staged the first serious play premiere of the war with the production by Michael MacOwan for London Mass Theater (in association with Roy Linnbert) of J. H. Priestley's *Music at Night*. Play was first produced at the Embassy in August of 1938. Current presentation—planned and in rehearsal immediately prior to war beginning—was made possible by the players agreeing to work for Equity's minimum of 3 pounds a week for a share of the box office. So successful has the venture been that they have earned full peccot-time salaries.

Theme is dramatization of thoughts of a group of people sitting round a room listening to a musical composition. General reception by critics was favorable.

The following night saw the post-war London opening at the Palladium of George Black's cheerful opus, *The Little Dog Laughed*. Bringing back the "Crazy Gang" plus some American stars, this looks as tho it would enjoy a record run for Black's. The number, a company of uniforms to be seen at every performance indicates that the Palladium will be the rendezvous for men on leave that the old Alhambra was in the last war.

On October 18 the Ambassadors resumed operations with its new edition of Norman Marshall's *Geoffrey Hamlyn*, the company headed by Hermione Gingold and Walter Crisham showing but little change from that engaged when the play was compelled to shut down. With one or two exceptions the new edition compares favorably with the original.

With a three-shows-a-day policy, the Coliseum reopened October 30 with *Can You Hear Me, Mother?*, an entertainment of the revue type featuring Sandy Powell, star British comic of radio and vaude. The lacking body, its very lightness may appeal to wartime audiences.

At the Criterion on the 31st, for Circle Theaters, Ltd., William Mollison produced *The French for Love*, a comedy by Marguerite Steen and Derek Paterson. Plot, which revolves around the different ideas of love held by the French and English, is on the thin side and at times almost vanishes, but the acting of Delany and Powell has been commended, may well secure for it a good run. On the whole, criticism has been good.

French for Love had a try-out of the week of October 9 at the Richmond Theater where, during the month, two other new plays have been presented, *New Laws for Old*, a comedy drama by

Henry Small (October 29), and a new drama by Hazel Marshall, *Nobody Knows* (October 30). Both proved strong and will probably be seen in the West End at some future date.

After a visit to the new Opera House at Blackpool, the musical show, *Under Your Hat*, featuring Jack Hulbert and Cecily Courtneidge, came back to the Palace on the 31st, reopening to a house well packed in contrast to the meager attendance at the last pre-war season.

(See LONDON SHOWS on page 23.)

Fight Ban on Turn Working

LONDON, Nov. 18.—Grand Order of Water Rate, social and charitable organization representative of stars of the profession, has refused to support a movement to bring about abolition of turn working in London.

They replied it was not desirable to interfere just now with a practice which has been in operation from time immemorial. This affects American acts who have, and still do, quite a lot of turn-working.

Regents on WOR

NEW YORK, Nov. 25.—Ripito Tobacco Co., American Tobacco subsidiary, started a new series on WOR this week featuring Regent ciggies. Ted Steele is featured on the 'once-weekly' shot, which may be expanded if the series clicks. Account, thru M. H. Hackett agency, had been on WIN before.

Sunday Vaude in White Plains Gets \$3,750; Looks Like Click

WHITE PLAINS, N. Y., Nov. 25.—Vaudeville came back to Westchester County to the tune of \$3,750 last Sunday night when Les Rees (formerly of the vaude team of Rees and Dunn) and his co-backers premiered their *Show of the Week* at the County Center here. The SHO sign was out before the curtain was rung up as a throng of approximately 5,000, including 300 standees, packed the huge auditorium to enjoy a two and a half hour bill, including Bunny Berigan's ork, six standard acts and Paul Whiteman's Chesterfield show. Tariffs set at \$1.10, 85 and 55 cents.

This was the first of a series of Sunday night shows scheduled here. Beginning next Sunday a matinee policy will be introduced, with prices scheduled at 75 and 40 cents. In addition to the evening performance, Hal Kemp and the Smoothies, plus Charlie Barnet and his ork, head next week's bill.

It looks like Rees and Co. are in for a solid season of clicks. Crowd was about evenly divided between oldsters who still have a hankering for vaude and youngsters welcoming the chance to hear name bands in the flesh.

Show was presented in two parts, with Berigan and vaude turns comprising the first half and the Whiteman show going out after a 10-minute intermission. Playing on stage, Berigan got things under way with his theme song before introducing Jay C. Flippen as emcee. Flippen handled his duties in his usual capable fashion.

Variety Gambola, three girls and four men, opened with a flashy tumbling and acro routine packed with action. Swell

Brrrrr

BOSTON, Nov. 25.—When Real Admiral Richard E. Byrd's supply ship, North Star, sailed from Boston recently, the expedition just missed having two extra radiomen. Carl Moore and Ray Girardin, of WEEI, defied police guards to slip aboard the North Star for a tour of inspection. They went over the ship and the Byrd snow cruiser, Penguin I, and then decided it was time to go.

When they came on deck they discovered the gang-plank had been taken up. Faced with a choice of jumping several feet from ship to shore or spending four years at the South Pole, Moore and Girardin woeefully studied the icy water between the ship and the pier.

Then they jumped.

Paris Theaters, Clubs Reopening

PARIS, Nov. 18.—Music hall and night life suddenly blossomed into activity here, with the ABC, European, Bobino, Mayol, Le Rideau de Montmartre and Le Tylou reopening in rapid succession.

The Casino de Paris will open before December 1, with Maurice Chevalier and Josephine Baker. The Casino troupe will tour the front before the Paris opening.

Twelve night spots are already operating and many have announced their reopening. Among these are the Bouffes Sur Le Toit, the Jockey and the Paradis.

Complaining of the 11 o'clock closing restrictions, night club owners visited the Military Governor of Paris, requesting the curfew be extended to 2 a.m.

opener, but overlong. Walter Dave Wahl clicked solidly with humorous hand balancing routine and encored easily. Three couples billed as the Hollywood Jitterbug kicked and twisted thru new familiar jitterbug dances to a fair hand. Took an undeserved encore which proved to be their best piece of business. Jerry White offered mugging and screw any night scene was received, his imitation of a woman taking a bath bringing howls and a solid hitting.

Berigan then gave forth with such jammers as *Jim Jam Jumpin' Jim*, with Kay Doyle warbling the chorus, Dan Richards took over vocal honors in *My Prayer*, and group wound things up with their theme *I Can't Get Started With You*, Berigan doing some fancy upper-register trumpeting in each number. Maestro seemed much more at ease while playing than while introducing his numbers. His unorthodox stance and halting introductions make for poor stage presence.

Buck and Bubbles followed to grab off the biggest band of the vaude turns. Got a well-deserved encore during which they had audience singing responses to *Isn't It Necessary So*, and enjoying it immensely. Saul Grauman Co. wound up the first half of the program with the Musical Stratotone presentation. Say for Betty Jane Walters' excellent control dancing and acro bit, number was weak.

Whiteman's after-intermission appearance was favorably received with Joan Edwards, Clark Dennis and the Four Modernaires drawing parts in *Impassable*, and Charlie Teagarden, Al Galodoro, Roy Barry and Mike Pingatore featured in various numbers.

Show was well billed throughout the surrounding cities and turnout showed up paid. Robert Hobbsdon doing a bang-up job as p. s.

Indications are that a policy of name bands supplemented by standard acts will continue. Bob Crosby is penciled in for Saturday, December 2 (no Sunday show that week-end), and Gene Krupa slated to give three performances on Sunday, December 31, matinee, evening and midnight show. Maynard Keuter.

Thru Suga's Domino

DURING the past week two remarkable things happened in the traffic of the amusement industry that swept past our Broadway door. The first, which contains, incidentally, the best natural screen material we have yet had, is the sudden exit from the leading scene of Artie Shaw. To our knowledge this represents the first time in the latter-day history of the show business that a young man who has made a phenomenal rise and has still far to go to reach his trajectory suddenly decides to cast everything aside that other men would risk their very lives to attain and walks off the band stand as nonchalantly as a feller going out for a smoke.

The second remarkable event was the party given by Nicholas M. Schenck, president of Loew's, Inc., to all connected with the Greater New York chain of Loew theaters. This party, we understand, was the most sumptuous function ever held by any party on the industry. But that by itself is not what we found to be unique and unprecedented. What was worthy of being recorded in the annals of our business is the fact that the kibosh was placed on advance publicity and that nobody from the outside was invited. It was, strange to say, a fete held for the sole purpose of giving expression to the gratitude of Loew's, Inc., to its theater men for the remarkable manner in which they worked to overcome the difficulties which have otherwise been a summer slump. Schenck and his colleagues spent several thousands of good dollars on the party but that money was well spent. Not that Loew staged the party with an ulterior motive.

In fact, the very nature of the party is what made it something to warm the cockles of a hard-boiled heart. In other words, it was a gracious gesture of thanks for something that has already been done with not the slightest idea harbored by the theater men that their efforts would receive such recognition. The boys and girls (which means the men, their wives, sweethearts and families) were lavishly wined and dined and went home in the wee hours of the morning with many a fellow man that their agent expects to get for Christmas. We have always had a high respect for the morale of the Loew organization. It is easy to understand why the morale of the company has remained so high during the ups and downs of the entertainment industry when one witnesses a phenomenon like the Waldorf-Astoria party.

Some organizations are cured with the carcinoma known as didoyalty. It seems to be impossible to effect a cure no matter how frequent the shakeups and no matter how violent and far-reaching these are. There are possibly two reasons for this. One is that being that the malignancy trickles down from the top and the shakeups rarely, if ever, affect the top. In the Loew organization the high morale has persisted and maybe one of the reasons is Loew's very manly reaction to a general shakeup. And maybe it's because there never was any cynicism. Aside and apart from theorizing the Loew organization is wonder factory of the industry. It produces good pictures rarely, but it produces good theaters with beautiful efficiency and as time goes on it develops better and better men from its ranks. The Thanksgivng party was a good symbol. Loew has much to which to be thankful.

There's something delightfully amusing about the show fad-out. Amusing insofar as industry reaction is concerned. In the industry the tough guys who think only in terms of balance sheets and simoleons don't hesitate to opine that there might be something screwy about a guy who steps down blithely from the top of the ladder instead of the bottom. Frankly confess that like the George M. Cohan of Pigeons and People and the H. B. Warner of Lost Horizon, maybe

(See SUGA'S DOMINO on page 7.)

SPECIAL PRINTED ROLL OF MACHINES
100,000
 RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — AND ALL ALLIED FORMS
\$20.00
 409 LAFAYETTE ST., N. Y. C.
 162 W. WASHINGTON ST., Chicago.
 615 CHESTNUT ST., Phila.

STOCK ROLL TICKETS
 ONE ROLL \$ 30
 TEN ROLLS \$ 250
 FIFTY ROLLS \$ 1,250
 ROLLS 2,000 EACH
 Double Coupon,
 Double Price,
 No C. O. D. Orders Accepted

Yankee Chain Netted \$142,000 During '38 FCC Survey Shows

BOSTON, Nov. 25.—John Shepard III, owner of WAAB and WNAC, admitted before Federal Communications Commission Trial Examiner George B. Porter, this week, that the now defunct Shepard Stores received tax abatements under the administration of Mayor Maurice Tobin, altho abatements had been denied by former Mayors James Michael Curley and Frederick Mansfield. Shepard was president of the stores until he closed them to concentrate on radio. Abatement point was brought out after questioning regarding alleged attacks on the candidacy of Curley and Mansfield. Later, Shepard and James Gum, counsel for Mayflower Broadcasting, which wants the WAAB wavelength, engaged in a heated argument over a question as to the station owner's salary. "What I get is nobody's business," Shepard declared. Gum was upheld by Trial Examiner Porter. Shepard then disclosed he received an annual salary of \$40,000, plus a 10 per cent out of all profits over \$125,000. Hearing revealed that the Yankee Network made a net profit of almost \$142,000 during 1938. According to the figures introduced at the hearing, the network earned over \$105,000 in the 30-week period ending June 30, 1939.

Shepard's predecessor on the witness stand, State Commissioner of Taxation and Corporations Henry Long, declared he was considering withdrawal of approval of the incorporation of the Mayflower group. Long said he had been informed that the only assets of the corporation were two demand notes for \$50,000. Under State laws, stock must be sold for cash.

A former Shepard employee, Lawrence J. Flynn, told the trial examiner that speeches made by Leland C. Bickford, editor-in-chief of the Shepard-owned Yankee and Colonial Network News Service, had created animosity and made it difficult to get advertising. Flynn is a clerk in the Mayflower organization

and said he expects to manage the new station if the petition for the WAAB wavelength is approved.

In his testimony, Flynn recalled a speech made by Bickford before a women's club at Worcester, Mass., in which the spokesman is alleged to have said, "Legislators on Beacon Hill can be bought for a pound of tea or \$100." Flynn said the speech left "unpleasant tastes in everybody's mouth." The witness apologized for the statement after an objection by Paul Spearman, counsel for WAAB.

The examiner was told that Bickford received about \$100 a week for his services.

Hub Stock Nears Rocks; Grips Walk on B.-O. Layoff

BOSTON, Nov. 25.—Labor almost forced closing of the Copley Theater this week but last-minute arrangements enabled the Allan Grey Holmes Co. to present *Pygmalion* and keep the house open on a tentative basis.

Box-office employees were released Monday morning (20) in an effort to cut down on overhead, but stagehands threatened to walk out and close the show. After a hectic day of conferences, the box-office staff was rehired. The stagehands went back to work, but the scenery was not in place until shortly after 8 o'clock, delaying the opening night curtain nearly half an hour.

Goodbye Apsin has been tentatively booked for next week, but the company apparently will fold. There is some speculation as to whether the house will open Monday (27), the question evidently being whether business is worth another week's gamble.

Stiff competition from road shows wrought havoc with the business at the Copley. Since opening, Holmes has had to buck two new musicals, a new comedy, Paul Muni, *The Hot Mikado* and *Tobacco Road*. He has relied entirely upon the permanent company except for two weeks when Helen Twelvetroes appeared in *Personal Appearance*. Business has increased slightly since the opening, but at no time has the Copley had full houses.

DANCETERIA OPENS

(Continued from page 3)
trance on Broadway and another entrance from the subway station itself. The lower floor has the food counter in one corner, the huge dance floor in the center, tables (no tablecloth) on three sides and rows of chairs on the fourth side.

Joe Marsala's band is featured, with

Antonio De Vera's band doing Latin rhythms for relief. Marsala's hot chart and six men, including several new ones added in Chicago, combine for hot swing rhythms that keep the boys hopping. Instrumentation is drums, bass, piano, guitar, sax and trumpet. De Vera's string bass and conga drum lead his five men thru swell rumba, tango and conga dance rhythms.

The upstairs room has even more dance space, since no food is served there—only soft drinks—and Teddy Powell's 15-man band and two vocalists provide the music and entertainment. Featured at the near-by Paramount Theater a few weeks ago, Powell's band makes a flashy appearance here. It fills up the band stand, looks well and dishes the solid, very danceable rhythms. Pretty brunet Ruth Gaylor vocalizes nicely and Jimmy Blair also turns in good vocals. Six brass and four reeds form the heart of the band.

George Toeti's band did relief for Powell opening night only. Policy, when it settled in Chicago, a name band changed weekly in each of the floors, one relief band doubling between floors. All current bands were set thru MCA. Spot has been given a Class B rating by *Loew's* and *musicians*.

Outside of the new dance floor and walking space being too slippery for comfort, dancing was entirely pleasurable opening night. Surroundings are okeh; ventilation and heating are good. Each dance floor can accommodate around 400 couples.

Spot opens at 5:30 and music starts downstairs at 6 and upstairs at 8 p.m., closing time being 2 a.m. Door ticket is 75 cents Saturday, Sunday and holiday and 50 cents Saturday and holiday luncheons.

No hard liquor is sold, apparently to be better able to handle the young crowds.

Powell's band is set for 10 days. An MBS wire once a week, to plug the place, with the band music being secondary, is being arranged for.

As a combo ballroom-night club that can handle around 3,000 at one time, one of the MBS managers is set for a night club, using only one capacity crowd and that at only the 60 cents minimum. Even at this, it can gross \$12,600 a week, not counting special matinees.

Spencer Hare is the press agent.
Paul Dent.

VAUDE BOOMS

(Continued from page 3)
booked direct by the division managers, the angle being to eliminate all agents and middlemen in order to present a bill as cheaply as possible. Sol Schwartz is one of the MBS managers booking direct. Occasionally house managers set the acts direct, picking up cheap night club revues, dance school shows, etc.

Loew spots around New York are booked thru the WHN Artists Bureau (Leo Cohen), and Warner a night and three day stands are set by Harry Bibben.

In general, the booking of these shows follows no conventional pattern, the chief angle being to get the talent as cheaply as possible without recourse to agents and other middlemen.

In many instances, especially among indie houses, the one-night vaude is not even covered by agreements with the musicians' and stagehands' unions—and shows are presented to piano accompaniment. Musicians' union is trying hard to check up on indie houses, but shows are shuttled from house to house with such rapidity that the unions cannot catch up.

The regular booking offices of RKO and Loew do not book this type of vaude. It is nevertheless regarded as a serious proposition in circuit circles. One Loew executive recently phoned a radio singer asking him not to play an RKO house. The singer refused, pointing out he hadn't worked for Loew in five years.

Acts playing these one and two-night stands are affected in various ways. Many of them are sold on the angle that their act is being given a showcase, even tho the money is peanuts. Some of the comparatively better performers who seek to tide over hard times with this type of work change names continually so as to avoid the stigma of appearing on the crumb circuit. One performer (a ventriloquist) even went so far as to wear a mask—in addition to changing his moniker.

Some RKO houses playing one and two-day vaude are the Greenpoint, Republic, Coney Island, Bushwick, Madison and Kenmore, Fordham, Hamilton, Franklin, Keith's (White Plains), Orplands.

Loew spots using vaude are the Ori-

ental, Premier, Boro Park, Orpheum and the Commodore and Pitkin.

Stern books one-night vaude bills into the Academy of Music here; the Fabian, Hoboken; Lincoln Union City, and Capitol, Passaic, all in New Jersey; and the RKO Franklin and Fordham in the Bronx here. He also books Brook, Bound Brook, N. J., Saturday-Sunday; the Pascaok, Westwood, N. J., Friday-Saturday; Boulevard, Jackson Heights, L. I., Friday and Jamaica, Jamaica, L. I., Friday to Sunday.

Stern also books the Skouras vaude here.

4A TIE-UP

(Continued from page 3)
silence affirmed the first newspaper accounts of Equity's loss of jurisdiction. He said that the story must have been given out by some "underling." Other than working on the wages and hour phase, he said, the unions had made no headway in disposing of television. The problem of administration is still dangling.

There has been no official accounting of the pending strength of A.O.V.A. on the international board. Gillmore on the other hand explained that on the basis of present system of apportionment, one vote for every 300 members, the variety union would command about eight votes. Four A.O. accepting thus far the 500 membership figure reported. At recent Four A meetings, A.O.V.A. has been represented by Mrs. Dorothy Bryant and Jean Muir.

LAMMERS QUILTS

(Continued from page 3)
summer. It is assumed that Commander Lammers' resignation as administrator will be refilled by an executive who will work closely with Dickey in carrying out plans evolved this winter.

Following departure of Lammers, only George F. Smith Jr., Frank D. Shean and Edward Hametz remain on the amusement-control offices. Shean is on vacation this week. Fair circles reported that no one in particular has been mentioned to fill the vacancy made by Lammers' resignation, but that there is a possibility of responsibility being divided between Smith and Shean, former handling sides and latter in charge of shows. Will Yolen is expected to be back in 1940 handling amusement-zone publicity under ACC supervision.

ROSE BIDS \$1,000,000

(Continued from page 3)
opinion of the group that the aggregate of signed subscriptions falls far short of the sum required. Therefore we will consider the incident closed."

In answer to this, a spokesman for the creditor-creditors said, "The decision announced by the lending group by no means seals the fate of the 1940 season for the exposition. The decision merely expresses the unwillingness of one group of creditors to permit the use of present exposition funds in reopening the fair."

Notwithstanding the decision of this group of creditors, the fact remains the president of the United States, governor of California, mayor and board of supervisors, the many counties of the State, business interests and labor groups and the public generally are enthusiastically in favor of reopening in 1940. The ultimate decision on reopening must be made by the Federal Court and not by a particular group of hesitant and reluctant creditors. It will be taken immediately to present the matter to the court. On the showing made by the 1940 committee, there can be little doubt that there will be a fair in '40."

If reference was to the exposition's bankruptcy reorganization which have been held over pending outcome of the present drive but which are scheduled for re-annunciation next Wednesday, London's figures purportedly show that total of signed subscriptions, together with \$1,000,000 promised by the State and \$250,000 promised by the city, added up to \$1,100,000 or \$6,000 more than the minimum laid down by the creditors. But in spite of the finality of the creditors' answer there were many who felt that the fair might go on despite this group's refusal to free their three-fifth share of the \$500,000 in creditor money now in the expo treasury.

WIGS and TOUPES
Improve your appearance by wearing one of our famous toupees. Price with postage free.
LONISARD, BANGOR, ME.
113 Murray St., Bangor, Me.




Natural WIGS
FOR EVERY PURPOSE
Priced from 25¢ to \$25.
HANDMADE
STREET-WEAR WIGS
\$7.99
MOHAIR WIGS
\$1.49
SHAPES TO MATCH COSTUME
Wigs for 1939 costume
and fashion guaranteed or money refunded
GRAND WIG NOVELTY CO.
14 WEST 11th ST. NEW YORK CITY WIGS 9-2570



TICKETS
SPECIAL PRINTED ROLL TICKETS
OR FOLDED MACHINE TICKETS
RESERVED SEAT COUPON TICKETS
STRIP AND BOOK TICKETS
STOCK TICKETS FOR IMMEDIATE SHIPMENT
Write for samples and prices.
NATIONAL TICKET CO.
SHAMOKIN, PA.

WESTERN UNION
CHRISTMAS HINT—HALF THE SATISFACTION OF GIVING IS GIVING WHAT PEOPLE WANT. WESTERN UNION TELEGRAPHIC GIFT ORDERS CAN BE EXCHANGED ANYWHERE FOR WHATEVER THE RECIPIENTS DESIRE. A SUITABLE MESSAGE AT NO EXTRA COST MAY BE INCLUDED. GIFT ORDERS ARE THE PERFECT GIFT.




Film Exhibs Vox Pop Again; Beef on Stars' Radio Shows

HOLLYWOOD, Nov. 25.—Theater operators are squawking again about more stars guesting on air shows. This week several Hollywood names received a letter from the Independent Theater Owners' Association, asking if they would further jeopardize their box-office standings by future appearances on the ether. Duplicates of the letters were sent to producers handling the stars.

Blowoff came after new ether show, *Movie Night*, had its bow, with Claudette Colbert and Henry Fonda plugging *Drums Along the Mohawk*. Producers in favor of the new ether idea said they should be guided by exhibitors as to whether to allow their stars to appear on the air shows. Whether this blast from the indie ops will curtail the practice is dubious, however.

Bill Backer, who fosters the *Movie*

Philly Grosses Okeh; U of P Show's \$22,000

PHILADELPHIA, Nov. 25.—The three shows in town are continuing to do right by their respective box offices, with the Locust, containing *The Hot Mikado*, getting most of the coin shelled out. Much of the gate that would ordinarily go to the Shubert houses, however, is currently going to the Erlanger, which is housing *Great Guns*, the Mask and Whip Club offering of the University of Pennsylvania. This creation, by Dr. Clay Boland, song-writing dentist, and Bickley Belcher, reporter for *The Evening Bulletin*, will gross a hefty \$22,000 for the first half of its two-week run.

The *Hot Mikado* will end the first week of its engagement with \$16,000 in the till. If this show gets similar coin during the next week, it may stay here indefinitely. Bill Robinson is the draw.

With Dorothy Gish forced out of the lead of *Morning's at Seven* by an attack of laryngitis, the Paul Osborn comedy registered only fairish at \$10,000 for the week. Frances Bavier took over the role and was well received by the critics, who also liked the entire opus. *DuBarry Was A Lady* replaces it at the Forrest next week.

Night Idea, is heading east to discuss plans for a new ailer. Both Screen Actors' Guild and American Federation of Radio Artists were not so hot for the idea, some of the officials openly condemning it. Meanwhile, exhibitors were marking time to see the reaction for the stars, if any.

"DuBarry" Click in Hub; "Tobacco Road" Capacity

BOSTON, Nov. 25.—B. G. DeSylva's *DuBarry Was A Lady*, starring Bert Lahr and Ethel Merman, ended a successful two-week engagement at the Shubert tonight. Near capacity houses at all 16 shows.

Charles Walters replaced Johnnie Barnes and Dennis Moore replaced Mabel Todd before the company moved on to Philadelphia for a one-week engagement. Barnes remained with the show for dancing specialties.

The road company of *Tobacco Road* played to capacity houses during the first week of its scheduled two-week stay at the Plymouth. Advance sales were reported good, and the stay may be extended.

SUGAR'S DOMINO

(Continued from page 4)

Shaw has the right idea and maybe all the rest of us are wrong. Whatever is the answer, one fact is certain: Shaw has shown the basis of success in the band business. He has stopped the conveyor belts and assembly lines in a gigantic industry for a few moments—for just enough time to make the boys give a thought to what it is all about. We have no idea what is in Shaw's mind. Whether he intends one of these days to quit flying in the high heavens and swoop down to earth to again pursue the almighty dollar and again give his sweetest smile to the swingers' fan and autograph fiends. We shall venture one guess, however. That if Shaw does return soon he will walk into the greatest natural publicity build-up ever received by any theatrical personality. Meanwhile we are indebted to him for making an inherently interesting business even more interesting.

American Swingsters Rate Well In Javanese Program Schedules

NEW YORK, Nov. 25.—Hendrik Harms, manager of the Netherland Indies Broadcasting Co., Ltd., now visiting here, reports that the sets now in use in the area, particularly Java (pronounced "Yava" Mr. Harms says), has increased from 9,000 in 1934 to 90,000 currently. These sets serve possibly 1,500,000 people, but the field is still practically untouched. Netherland Indies Co. began operating in 1934 and now has 27 transmitters. In addition, there are about 10 independent stations,

of which five are native and five European.

Government does not allow commercial broadcasting on either the ether or the Indies, the industry being supported by a tax on receivers, this tax varying inversely to the number of receivers in use. Fee is now 60 cents. Government collects this, giving a portion of it to the Netherland Indies Co. for maintenance of its production, etc. Indie stations are supported by voluntary subscription.

Net of 27 stations broadcasts 11 or 12 hours a day, about 75 per cent of the time being devoted to music, both classical and swing. Paul Whiteman, Benny Goodman and the well-known dance maestra are popular. Of remaining time, breakdown includes news, lectures, religious services and amateur dramatics. Netherland Indies Co. is controlled by a radio commission of 14, 10 of whom are elected by listeners, two appointed by government and two by the net. Commission meets every four weeks to consider programs and policy, revamping according to fan mail, etc. It considers programs for both European and native listeners, and 10 of the 27 net stations are devoted to Eastern (native) programs. These are mostly native music, with announcements in Malay and a strongly educational slant. Net uses both live and wax programs, filling in with records and transcriptions whenever it cannot obtain live stuff.

Radio sets in the territory are very expensive—the cheapest costing between \$30 and \$60. Most of the receiver trade is in the hands of a Philco subsidiary which distributes thru Holland. In event territory is opened up for cheap sets, listening audience will increase tremendously because tax on receivers drops as the number of receivers increases.

SANTA CLAUS the YEAR-ROUND with a WARD SOUND SYSTEM



YOU'LL think there's a Santa Claus around somewhere every time you announce your show through a WARD Sound System. For you'll see bigger crowds coming your way, more cash flowing into your till. And that goes on year in and year out. There's no special season for this proved business-builder.

It is specially designed for the show business. Simply plug it together, connect with a 6-Volt auto battery or a 110-Volt electric light current—that's all there is to it. When you want to move, take it apart, pack it into your trunk, and you're ready to go! No experience needed! 15-day trial and money-back guarantee!

Find out why so many successful showmen are making more money with a Ward Sound System—why it can truly be a year-round Santa Claus for you. Mail the coupon for FREE catalog.

COMPLETE EQUIPMENT for MICROPHONE PHONOGRAPH AMPLIFIER RAIN-PROOF SPEAKERS

\$109 TO \$140

CONVENIENT TIME PAYMENTS

MONTGOMERY WARD

9 GREAT MAIL ORDER HOUSES MORE THAN 600 RETAIL STORES

MONTGOMERY WARD & CO., Dept. EM-34, Chicago, Ill.

RUSH Catalog showing all the facts about WARD Sound Systems for the show business.

Name _____ Address _____ City _____ State _____

TICKETS

Roll — Machine — Reserved — Coupon Books
NEW EQUIPMENT — NEW METHODS
EXCEPTIONAL QUALITY
EXCEPTIONAL SERVICE
EXCEPTIONAL PRICES

Which, totalled up, means exceptional satisfaction.

WRITE
PREMIER SOUTHERN TICKET COMPANY
230 FINDLAY STREET, CINCINNATI, OHIO

HOLIDAY GREETINGS—

to our friends in the amusement world. You've given us many happy hours. In sincere appreciation we wish for YOU a happy Christmas season.

From the brewers of—

Fox Head
400

brewed for those who make a fine art of living.

FOX HEAD WAUKESHA CORP.
WAUKESHA, WISCONSIN

On Draught or in Bottles Throughout the Country

WHEN IN DETROIT
Stop at the
CLIFFORD APT. HOTEL

A Real Home for Showfolks.

2 and 3-Room Furnished Apartments.
Kitchens with Electric Refrigeration.
Complete Hotel Service — Convenient
Downtown Location.

Also Single Rooms.

Special Weekly Professional Rates.
Rehearsal Hall Free to Guests.
5-Minute Walk from Booking Offices.

2452 Clifford St., Detroit, Mich.

SMASH HIT

50 wk. residential sale at New York's Hotel Empire—at the gateway to Times Square. A fine room with private tiled lavatory and toilet. Wonderful bathroom. \$10.50 per week. Write for details. Miss Ferris, Asst. Mgr., today, CO 5-7400.

HOTEL EMPIRE Broadway and 68th St., NEW YORK

HEARTBEAT ALLEY

Closing of Fair, Fed. Theater Cuts Chances of Radio Entree

NEW YORK, Nov. 25.—Chances for new talent to break into radio—particularly young and inexperienced performers—has reached a low level, owing to factors developing within the last half year. Audition departments are flooded with more applicants than ever, because of the windsups of the World's Fair and the WPA Federal Theater and the fact that neighborhood theaters which once used amateurs are now using inexpensive professional vaude bills—thereby forcing the amateurs to seek radio outlets.

In addition to these factors, it is claimed that because all talent must be paid for rehearsals, producers use experienced performers in order to obviate the need for excessive rehearsals. One net official, while loathe to say that this situation made even narrower the already narrow radio acting field, got around it by saying that the situation could be interpreted as

providing more opportunities for "better acts." General opinion is, however, that this rationalization is six of one and a half dozen of the other.

As opposed to this, however, the AFTRA contract has resulted in spreading the work, because "conflicts" have been minimized owing to directors' demands that actors arrive at the studio on time.

NBC's auditions department has so many people on its waiting list that it will take months before they receive auditions. The place has also become an alley for floaters from the Fair and the FTP.

Nordberg Quits WOR For TBS Sales Post

CHICAGO, Nov. 25.—Ralph Nordberg, WOR, Newark, salesman, leaves that station the end of this month to join the newly formed Transcontinental Broadcasting System in a sales capacity. Deal was set this week by Nordberg and Jack Adams, TBS board chairman, in New York. Nordberg will probably become sales manager. Before joining WOR Nordberg was with WJJD and NBC in executive sales capacities.

NEW YORK, Nov. 25.—S. A. (Steve) Cisher, manager of WQMG, New Albany, Ind., told The Billboard this week that his station is "not obliged, verbally or orally, in any manner to join the Transcontinental network. We were approached," Cisher's letter states, "by TBS but considered its proposition unsatisfactory. WQMG will remain a regular, full-time Mutual outlet. . . ."

SEDALIA, Mo., Nov. 25.—KDRO, which has been in operation only 60 days, will join the new Transcontinental Broadcasting System when the new chain makes its debut January 1. Announcement, which came as a surprise in view of the short time the station had been in operation, was given at a conference in the Hotel Blackstone, Chicago, last week between Robert A. Droblich, co-owner of KDRO, and Elliott Roosevelt, chairman of the board of Transcontinental.

CBS Names Talent V.-P.'s

NEW YORK, Nov. 25.—Herbert I. Rosenthal, general manager; I. S. Becker, business manager, and Murry Brophy, cost manager, of the CBS artists bureau subsidiary, Columbia Artists, were all named vice-presidents this week. Rosenthal was named executive vice-president.

PITTSBURGH, Nov. 25.—Salesman and part-time radio actor Paul Shannon has joined KDKA permanent announcers' staff.

Chi Radio Union Puts Mahosker On Contract Violating Guestes

CHICAGO, Nov. 25.—Wave of guest-shot appearances by legit and vaude performers playing in Chi has hit local air waves recently and has created such a splash that AFTRA has decided to crack down. Under AFTRA's contracts with the nets, a special waiver is necessary before non-AFTRA members are allowed before the mike on net sustainers or commercials. Up to the present, however, the radio union has not objected, but now that the guest gag is being overdone AFTRA has decided it's time to enforce the code.

Reason for previous laxity was the fact that most of the people who had were either members of Screen Actors' Guild or Equity. It was figured as not exactly good policy to get too tough with these people, since these two unions helped AFTRA organize by advancing cash. But situation has gotten to the point here where the stations are not even bothering to ask for a waiver on the guesting. Practice has also become a vicious one

Rest Period

PITTSBURGH, Nov. 25.—During the recent KDKA party dedicating the station's new transmitter, where 100 out-of-city agency executives were guests, p. a. Jim Luntzel was called on to find a wing collar at midnight, dig up a motorcycle to carry a guest who refused to ride in the automobiles provided, carry water to Major Lenox Lohr two minutes before a broadcast in an improvised cup at a place where water, glasses and cups were nonexistent, hand out aspirin, locate the facsimile of a black panther and fill two dozen other requests besides the usual picture-taking and story-writing assignments.

Miner's Hair Help Starts, Ends Series

PITTSBURGH, Nov. 25.—Three years ago Michael Simon was a coal miner in suburban Castle Shannon. He concocted a herb solution, started massaging his hair-miners' bald domes at night in his kitchen. As Pittsburgh Press reporter wrote a feature story about a miner becoming a hair-care expert, particularly since Simon was then doing most of his work gratis.

Months later Simon had quit mining, was employing five girls to help him massage the optimistic hairless and soon moved into a fancy office downtown. Several Sundays ago he became more ambitious, sponsored a half-hour radio program mixing the melodies of Joe Bonnell's musicians with talk about his hedge-growing helper, emphasized by a testimonial from singer Jack Keller. Next week the program was no more, reasons undisclosed.

WICC Picketed

BRIDGEPORT, Conn., Nov. 25.—Socialist Labor Party here started picketing WICC at both the New Haven and local studios this week. Party charges that the station refused to broadcast a speech by a Socialist Labor speaker on ground that it was contrary to station's policy.

Ginny Verrill May Do Daytime Serial Show

CHICAGO, Nov. 25.—Brown & Williamson tobacco firm may spot Virginia Verrill in a dramatic daytime show, first time the chanteuse will do that kind of work. She is now in two B. & W. shows, *Uncle Walter Dog House* and *Showboat*. Russell Reed is the agency, account having been hiking its radio budget lately to a considerable extent.

Chi Radio Union Puts Mahosker On Contract Violating Guestes

for the guests, most of 'em being run to death by one p. a. after another to go on some show. Actors figured it was worth it to build up their own attraction and sell records.

Stations view the guest angle as a pretzle and audience-getter, and will probably consider themselves the heaviest losers when the ban is enforced. Listeners themselves probably won't feel too put out, because most of this type guest shot is pretty inane anyway and done with little preparation. Most of 'em don't get in on the guest airing unless they are steady listeners on the program, because the celebs are shot on so fast that there is little time to get out advance publicity hoopy.

Stars doing the guesting the past couple of weeks included Victor Moore, William Gaston and Sophie Tucker, of the *Lure H. to Me* cast; Edward Everett Horton on two programs, and Roscoe Ates.

Network Artist Bureaus Set on SAG, AGMA Deals

NEW YORK, Nov. 25.—Licensing artist bureaus of both Columbia and National Broadcasting companies by Screen Actors' Guild and American Guild of Musical Artists will probably be completed December 1. According to Henry Jaffe, AGMA attorney, it is now just matter of putting minor adjustments into legal phraseology.

Licensing proposition has been pending since March, when AGMA and the bureaus reached an agreement, which was held in escrow because awarding an AGMA license to a concert bureau is contingent upon that bureau's obtaining the license from SAG also.

Artists' Managers Guild, which recently accepted the SAG contract on the Coast, did not include the radio artist bureaus, which were given to December 1 to come into the fold by SAG and AGMA. This week attorneys representing the bureaus verified the applications which were verbally accepted. The written deal, however, will have to be adjusted because of the physical structure of the NBC and CBS organizations. The regular SAG contract, requiring that an agent's application for a franchise be signed by every stockholder, becomes ludicrous in face of the slew of persons owning CBS or NBC stock. Modifications are being worked program now on NBC, which AGMA's pact can be taken off the ice and both policies will go into effect simultaneously.

Tums Hears Second Cash Giveaway Show

NEW YORK, Nov. 25.—Tums (Lewis-Howe Co.) auditioned another program, built along the same lines as its *Pot of Gold* program now on NBC, this week at WOR. Frankie Masters orchestra and a cash giveaway, based on telephoning people at random, make up the show. *Pot* has been bringing high ratings since it started recently.

Show was tentatively called *There's a Gold Mine in the Sky*. Agency is Stack Goble.

Television Review

Reviewed Wednesday, 8:30-9:30 p.m. *Style—Variety*. Reviewed on RCA Television Receiver, Station—W2XBS.

NBC tele hit all-time low Wednesday (23). Show was strictly from bumper and cannot ever be pardoned on the angle that it's all experimental. Whatever rationalization is used, fact remains that NBC was dead from the entertainment angle.

It was called *Television Variety Hour*, and your reviewer signed off at 9:30 p.m.—having already had more than his fill. The program was still grinding away with endless monotony.

First on bill was Mrs. Nelson Good-year, of the Goodyears, who told about the various inventors in her family—how Charles discovered vulcanizing while Nelson hardened the rubber while grandpapa cured it, etc., etc., until dizzy.

Mabel Cobb then showed pictures from Thomas Craven's *Treasury of Art*, telling something about the pix and artists. Fearfully dull.

Emcee then brought on a chef, who showed how to carve a turkey. This bird act was followed by the Philharmonicers, six boys who play harmonicas with much enthusiasm.

Bob Eichberg then conducted a television quiz with male and female teams contesting. This quiz had no saving grace, other than to show that radio quizzes are not so bad after all.

Ackerman.

New additions to staff of KIDNY, Salt Lake City, include Nelson McMinch and Tom Caffery, announcers, and Mildred Baker, continuity writer.

Blackett Rebukes Elliott Roosevelt

CHICAGO, Nov. 25.—A sharp rebuke was administered to Elliott Roosevelt, president of the recently formed Transcontinental Broadcasting System and the Texas State network, by Hill Blackett, chairman of the board of Blackett-Samuelson, Inc., in a telegram sent Roosevelt regarding the fight between TBS and Mutual. Blackett's wire followed Roosevelt's communication to Mutual and TBS affiliates which had quoted Blackett as saying the agency had not made a proposal to Mutual for a block time buy. Roosevelt's wire also stated he had an order from the same agency to become effective January 1, 1940, when TBS is slated to start.

Part of Blackett's wire read, "Correcting your wire received this morning, we have made no commitment to Mutual but are discussing a proposal. Regarding order for Transcontinental, I told you I did not know anything about the exact nature of the order received by you from our New York office and please conduct your business in regard to orders from our New York office thru Mr. Torrey and Mr. Hummert. Please understand that while our relations are friendly I do not care to become a polemic in settling any family quarrels between networks or stations."

Blackett's apparent impatience with the AFTRA-TBS situation is believed to have developed when his agency became involved in the situation concerning the contract between Mutual and Roosevelt's Texas group. Fred Weber, Mutual's general manager, wrote the agency stating the contract ran until September 1, 1941, and that the network would not tolerate any action breaking it. TBS at first denied the contract was still in force, but later reversed on this stand.

NEW YORK, Nov. 25.—Don Shaw was named executive vice-president of WMCA yesterday by President Donald Flammig. Shaw reports that Flammig negotiated the contract between WMCA and Transcontinental. His new appointment which gives him practically complete control over the operations of WMCA, is regarded in some quarters as confirming reports that Flammig would retire from active direction of the station.

NBC Eats Guest Stars

NEW YORK, Nov. 25.—NBC put on a special events broadcast last Monday, gagging the double Thanksgiving celebrations. This necessitated buying two gobblers to make authentic noises. After the broadcast, the turkeys were sent to restaurant downstairs, cooked and served to those who worked on Thanksgiving Day (23).

This treatment of guest artists, obviously, should be practiced on many other turkeys appearing on NBC programs.

Talking Shop

By JERRY FRANKEN

How To Rate Shows And Alienate People

This means that three columns will be taken care of, presenting opinions on the various radio shows of more or less importance. This column covers the NBC Red Network with CBS next week, and NBC Blue and Mutual week after. Tying the Blue and Mutual should make some people very happy, no doubt. Daytime shows, of course, are not included; and if there are nighttime shows of any nature that are missed, it means either they were skipped or I haven't heard them in a long time or they're really just daytime shows anyhow, or something. It's enough to do this. Lay off guy, once.

Sunday
Spelling Bee, with Paul Wing. Okeh stuff.

Grouch Club. Laughed like the dickens, last time I heard it. Maybe that should give you an idea of what the rest of these opinions are going to be like.

Jack Benny. You know the answer, as well as anyone.
Fitch Bandwagon. Anything but the show it should be. One of the best time spots on the air going to waste, or at least a good part of it. Routine and old band presentations, with much D.C.

Chase & Sanborn. Still potent.
Manhattan Merry-Go-Round. Stinks.
Phil Spitalny. Schmalz, presented with plenty of showmanship and sock.

Monday
Fred Waring. Classy stuff.
I Love a Mystery. You might love a mystery, but not me, bud.
Tummy Riggis. In and out.
Fred Allen. What a great musical show. But after years, you still can't understand the words to the theme.
Doctor I. Q. Another quiz named Joe.

Tuesday
Alec Templeton. Even when he puts on a poor show, well worth listening to. One of the great artists of the day.
Carnation Hour. Irradiated schmalz.
Johnny Presents. Okeh.
Pat of Azera. What a great happened to Horace Heidt and is radio band night here to stay I hope not.
Battle of the Sexes. Quiz corn.
Fibber McGee. Fun.
Bob Hope. The same, but more of it, and a better comedy show. One vote for Jerry Colonna for president.
Uncle Walter's Dog House. Innocuous, but moderately enjoyable.

Wednesday
Hollywood Playhouse. Stinks.
Ned Skelton. A weak comedy program, largely because of ancient and frequently outrageous senile material. Program from that aspect, is typical of radio shows which brings criticism around radio's ears. To sum up: The little man who isn't there.
Fred Allen. Best comedy show in radio and the best comedy mind in show biz.
Kay Kyser. Showmanship, but showmanship; and a darn good show.

Thursday
One Man's Family. You'd never think Carlton Morse wrote this and *I Love a Mystery*, because this one is so good.
Good News. Orate musical except for Fanny Brice, who should be vice-president.
Ring Crosby. Best variety show in radio.

Friday
Cities Service. Okeh.
Wells Time. Musical drool.
George Jessel. Not so hot.

Saturday
Gag Busters. Plenty of laughs.
Arch Oboler's Plays. Best dramatic show in radio.
Death Valley Days. Stick 'em up, pard. And a gun's all that could make me tune in to this one.
Camel Caravan (Benny Goodman). Still king.

NEW YORK, Nov. 25.—Jose A. Riguera, general manager of WYRK-YVIRL of Maracaibo, Venezuela, will replace one of his two 500-watt transmitters with a 500-watt in order to cover Maracaibo and surrounding territory more adequately.
Riguera, now in New York, is making a study of broadcasting methods.

Not Quite the Same

PHILADELPHIA, Nov. 25.—Wayne Cody is WIP's Uncle Wip and conducts a kid program, telling the little darlin's fables, how to behave stories and such. But he's off conducting one-man surveys.

While riding in an elevator in the Gimbel Building, where WIP has its offices, Uncle Wip noticed a little girl. Beaming down at her, Uncle said, "Are you going to visit Uncle Wip, little girl?"

"No," said the lil angel. "I'm going to make shushes."

Para on Mutual

NEW YORK, Nov. 25.—Paramount Pictures bought time Saturday, 10:30-45 p.m., on 55 WOR-Mutual stations to broadcast the premiere of *Geronimo*, alfalfa epic which debuts tonight from Phoenix, Ariz. Radio men believe the deal is significant in view of 20th Century-Fox's two similar buys this year for *Young Mr. Lincoln* and *Kentucky Derby*. Paramount is the first company to follow 20th-Fox.

Radio Talent

New York By JERRY LESSER

WILLIAM S. RAINY, formerly production manager of NBC, has joined Transamerican Broadcasting and Television Corp. as general supervisor of scripts. Bill was formerly actor, director, theater manager and singer, and was with NBC for the past 12 years. He is succeeded by WILFRED (WIFF) ROBERTS, former actor-director, who was granted a leave of absence from NBC to take a fling at the movies with Paramount. . . . **JOHN MOORE** leaves for a tour as leading man with **CONSTANCE BENNETT** in *Easy Virtue*. . . . **KATHERINE ANDERSON** is a new addition to the cast of *Thunder Over Paradise*. . . . Narrator on *One of the Finest* is **LEW STERLING**. . . . Attended a presentation of three one-act plays presented by the Workshop of the Salon Players of Jackson Heights the other night. They were directed by **BUTH HILL JOSTYN**, wife of **JAY (Mr. D. A.) JOSTYN**, and the cast included **ALEXANDER HOUGHTON**, **ARTHUR BROWNING**, **PAUL M. READ**, **DALE HOUGHTON**, **ANNE RUSSELL**, **MILDRED** and **HAROLD UPPDKE**, **JOHN** and **PHILOMEL EVANS** and several other fine players.

Rikel Kent, former casting direc-

Chicago

By HAROLD HUMPHREY

I. J. Q. quizzer stint on NBC-Red, will move over to the DeWitt in Denver, Colo., Monday for a six-week season. . . . Actor **HUGH STUDEBAKER** is writing a tome on his experiences as an Indian trader in the Southwest when native copper-skinned were still running amok. **DAN SUTHER** of *Mr. Moto*. Mother cast, got a traffic ticket for honking the horn on his jalopy without restraint. . . . **ROY SHIELD**, NBC musical director here, and wife left for a duck-hunting sojourn in Arkansas this week. . . . **Spiker DICK POST** is doing some of the announcing chores on the *Smilin' Ed McConnell* show. . . . **SIDNEY STROTZ**, NBC division manager, and **BETTY WINKLER**, star of *Girl Alone*, are scheduled to appear before the Women's Advertising Club to give a word picture of how a radio show is written, sold and produced. . . . Some of the lesser-name band leaders will be glad to know that Fitch has signed another 52-walker for his *Bandwagon* series.

Cornelia Osgood, who plays the secretary role on "Midstream," has to drop the part on account of a conflicting show, and Producer Gordon Hughes has been auditioning for the part three weeks now. . . . **Stanley Waxman** is an addition to the "Rose of Life," starting this week. Commentator **Billy Repaid** and **Ork Leader Harold Stokes** were winners

Food Merchants Vote for Radio As Sales Medium, Survey Shows

NEW YORK, Nov. 25.—A preference for radio as an advertising medium over other competitive media was shown by retail grocers in a survey conducted for WOR, survey being made by Grocery Laboratory. GL is a research organization and survey was made on a proven sample of 322 indie grocers, 28 supermarkets and 28 food brokers-wholesalers in metropolitan New York area, findings presented in a promotion piece titled *Hand to Mouth*, issued this week.

Vote for media to plug well-established products was, among grocers, 77 per cent for radio, 20 per cent for newspapers and small portions for other media; supermarkets gave radio a 72 per cent preference, to 21 per cent for newspapers; middlemen declared themselves 60 per cent in favor of radio to 14 per cent for newspapers, 11 for magazines and the others sharing the remaining votes.

To introduce a new product, grocers went 65 per cent for radio; 15 per cent for newspapers. Supermarkets, 86 per

cent for radio and 14 for newspapers. Middlemen, 61 per cent for radio, 25 per cent for the dailies.

Grocers and supermarket operators agreed that customers most frequently mention radio as an advertising medium; that they stock according to demand stemming from advertising and that radio is most effective in creating such demand. WOB, also got the bulk of food merchants' votes for New York coverage, although grocers gave a larger vote to "any big station."

Survey is considered of considerable importance because the food industry is one of the largest national advertising spenders and is the leading industry in radio budgets. *Hand to Mouth* production was a crackjack production job, using 18th century illustrations to liven up the text. Joe Creamer, of WOR, handled.

GREEN BAY, Wis., Nov. 25.—Haydn H. Evans, formerly commercial manager of WJAX, Yankton, S. D., has been appointed general manager of WTAQ and WIBY here. WTAQ will be programmed for rural listeners, with WBHY continuing its urban slant.

Material Protection Bureau

A Free Service for Readers

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, 9th 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.

PHOTOGRAPHS

Any Size — Any Quantity

SPECIAL OFFER —

50 (1 Picture)

8 x 10 for . . . \$3.00

100 (1 Picture)

8 x 10 for . . . 5.00

One-Half Deposit With Order.

Black & O. D.

ACQUA PHOTO SERVICE

80 West 40th St., New York City.

(Formerly Advertisers Photo Service)

43 YEARS' EXPERIENCE MANUFACTURING

RESERVED — FOLDED ROLL — STRIP

TICKET BOOKS

STOCK ROLL
2,000 -- 50¢
10,000 -- \$2.00
20,000 -- 3.50
100,000 -- 15.00
Double Coupons
Double Price

— IN THE WEST —

ARCUS TICKET CO.

348 N. ASHLAND AVE., CHICAGO, ILL.

— IN THE EAST —

ARCUS-SIMPLEX TICKET CO., Inc.

13 LAIGHT ST., NEW YORK CITY.

SPECIAL PRINTED

10,000 -- \$ 6.95

30,000 -- 8.85

50,000 -- 12.75

100,000 -- 20.00

200,000 -- 34.50

Cash With Order

UNION LABEL — BONDED TICKET PRINTERS FOR N. Y. WORLD'S FAIR, 1939

Progress in Television Production

TO SPEAK of recent progress in television production would seem slightly ridiculous, considering that television as a regular public service is just six months old, were it not that each television week is probably the equivalent of a year, or even more, in older media of entertainment.

The first period in any entertainment medium is probably always one of ex-

ALFRED H. MORTON'S career in radio began in 1919, shortly after he resigned from the United States Army at the end of the World War with a captaincy in the field artillery. After two years with General Electric Co. he joined Radio Corp. of America as manager of RCA's Washington office, in which capacity he supervised the construction of Station WRC, one of the pioneer broadcasting plants in the United States. After two years in Washington Morton returned to New York to become commercial manager for RCA Communications, a post he held until he moved to Paris in 1929 as European manager for the Radio Corp. of America.

Morton's experience with the programming of radio came when, in 1934, he returned to the United States to manage the program department of the National Broadcasting Co. Three years later he became the head of NBC's managed stations, being made a vice-president of NBC while he occupied this position. Morton was named vice-president in charge of television early this year, thus becoming radio's first ranking executive to be put in charge of an American television organization.

Extremely rapid development. In television it has been made more so by the swift accretion of experience within the new industry. In addition to heavy borrowings from without.

All of these elements of production were present in television six months ago. We at National Broadcasting Co. had been operating television intermittently on an experimental basis for nearly three years before we transmitted the first program on a regular public service. Colors and fabrics, make-up and scenic design, play material and actors, lighting and multiple camera pick-up had all been subjects for study and ex-

periment in their relation to the electronic system of television. So when we decided to inaugurate the television service on April 30 we had practically all the knowledge, in rudimentary form, that we now possess. The difference has been supplied by experience.

Still there have been some remarkable about-face movements in and about the studios at Radio City. We began with programs of the variety type, including several acts that had proved themselves on the stage, together with a one-act play with two, three, perhaps as many as five characters. Our first studio telecast, for instance, presented such diverse pieces of entertainment as Fred Waring's Pennsylvania, Marcy Westcott and Richard Rodgers, a film produced by our own department, and *The Unexpected*, a playlet with Marjorie Clarke, Earle Larimore and David More. This was vaudeville with a vengeance, transplanted to the theater of the air.

Our most recent dramatic production, as I write this, was *Jane Eyre*, running about one hour and 30 minutes, with 16 characters and two acts. Whereas the first dramatic sketch was melodrama, the second was a character study. Between the two telecasts, marked by a difference of a few days more than five months, lay a world of experience.

Limits

It must be borne in mind that television production is necessarily bound up with the technical status of the art. Our screen, on which is traced the product of all our efforts, measures slightly less than 8 inches by 11 at its largest. Some home receivers have screens of even smaller dimensions. The problem of television production is to present a clear, flowing story within these confines. Realizing that our theater's stage is still a miniature, we have made television largely a close-up medium; that is, for the time being.

A change in the technical status of television may again change production technique. A new type of pick-up tube, now in the laboratory stage of development, for instance, will give us greater depth of focus and many times the sensitivity of the present Iconoscope. This will undoubtedly have its effect, in turn, on production methods.

In our earlier telecasts our main source of talent supply was the agent who handled recognized vaudeville acts. The reason is not hard to find. We were faced with the necessity of presenting several programs a week with a minimum of staff. The machinery of production, also fairly complete, still needed the oil of experience.

That lubricant could be secured only thru the meeting of a regular schedule. And in meeting it our directors rehearsed each act separately for a period of several hours and brought the talent for the entire program together only for the dress rehearsal. For this type of production, of course, it was absolutely essential that rehearsal should be held to a minimum. The vaudeville act, which to us was then a package unit of entertainment, fitted this need almost

perfectly. All that was to be done was to adapt the act to the limits of television.

Improved Techniques

It seemed impossible at first to produce a dramatic show lasting one hour or more in the short space of 10 days, but it has been done and is now being done regularly. We may attribute this to the better organization of the preliminary work of casting and rehearsal by the directors themselves and to the closer cooperation between director and technical supervisor. The improvement in the end product—the image—I believe, is readily apparent to all who have witnessed telecasts over the period of six months.

In our first days of telecasting there was always the confusion that exists when men, however well each may know his own job, attempt to work together as a unit. The program directors, having studied their camera shots, were nevertheless put in a most trying position when the actual telecast was made. The camera shots of a telecast, of course, are never quite the ones that were made in dress rehearsal. And actors, although they usually give much better performances when they go on the air than they do in rehearsal, nevertheless do some very strange things at times. These were undoubtedly a trial to the director, sitting in the control room, entirely detached from the action on the studio floor. Television is still, as far as the director is concerned, a matter of taking what is delivered to the Iconoscope cameras and making the best of it. With the passage of six months, however, I believe they have pretty well learned the strange craft of television's "cutting room."

The better organization that has been effected in Radio City has affected production in all its phases. With an increase in the number of program directors and their initiation to the body of experience we had accumulated came a system of spacing assignments over periods sufficient, provided work was laid out with the utmost nicety, for the preparation of script, casting, preliminary rehearsal in a hall at Radio City and,

finally, rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

"Donovan Affair" Turning Point

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

As I mentioned at the beginning of this story, our first programs were strictly of the variety type. The turning point came with the telecast of *The Donovan Affair*, directed by our chief of production, Thomas H. Hutchinson, on June 29. This Owen Davis piece ran, as

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.

rehearsal for two days in the television studio itself. The jobs of preparing sets and titles, of course, parallel the rehearsal. So that, I think I may say, production in all its phases grows as a unit from the first rehearsal until an announcer signs it off at the end of the telecast.



SCENE during the telecast of "Art and Mrs. Bottle," the actors being Tom Spidel, Ann Revere and Helen Wynn (left to right). Left cameraman is Edward Cullen, while Walter O'Hara, lights director, may be seen kneeling at the microphone boom, alongside of which Frank Burns is standing. Edwin Stolzenberger is center-cameraman, and Joseph Conn is at the camera on the right. Some idea of the lighting necessary for telecasting may be gathered from the several batteries of lights shown.

perfectly. All that was to be done was to adapt the act to the limits of television.

Improved Techniques

It seemed impossible at first to produce a dramatic show lasting one hour or more in the short space of 10 days, but it has been done and is now being done regularly. We may attribute this to the better organization of the preliminary work of casting and rehearsal by the directors themselves and to the closer cooperation between director and technical supervisor. The improvement in the end product—the image—I believe, is readily apparent to all who have witnessed telecasts over the period of six months.

In our first days of telecasting there was always the confusion that exists when men, however well each may know his own job, attempt to work together as a unit. The program directors, having studied their camera shots, were nevertheless put in a most trying position when the actual telecast was made. The camera shots of a telecast, of course, are never quite the ones that were made in dress rehearsal. And actors, although they usually give much better performances when they go on the air than they do in rehearsal, nevertheless do some very strange things at times. These were undoubtedly a trial to the director, sitting in the control room, entirely detached from the action on the studio floor. Television is still, as far as the director is concerned, a matter of taking what is delivered to the Iconoscope cameras and making the best of it. With the passage of six months, however, I believe they have pretty well learned the strange craft of television's "cutting room."

The better organization that has been effected in Radio City has affected production in all its phases. With an increase in the number of program directors and their initiation to the body of experience we had accumulated came a system of spacing assignments over periods sufficient, provided work was laid out with the utmost nicety, for the preparation of script, casting, preliminary rehearsal in a hall at Radio City and,

I remember it, about one hour and 20 minutes. It had 15 characters, where previous playlets had had only from three to seven. It forced the director to use long shots sparingly, to concentrate on one member or a small group, then on another. This production definitely proved that fairly large casts could be handled by television provided the proper technique was used.

Since that time we have had many productions of the longer sort: *Missouri Legend*, with Dean Jagger; *Hay Fever*, with Isabel Elsom and Dennis Hoey; *Dial*, with Helen Claire and Tom Powers; *Brother Rat*, with many members of the Broadway hit's road company; *Art and Mrs. Bottle*, with the Barry Players; and *The Butler and Egg Men*, with Theodore Levitt, Anthony Blair and Florence Sundstrom.

There remains the extensive field of musical productions, including variety. Admittedly, we have failed so far to find a perfectly satisfactory formula for this type of program. As *Others See Us*, an original television revue by Norman Zeno and Lew Daly, achieved success, partly due to the integration afforded by the script and partly because of the youthful zest of the participants, some of Broadway's younger stars.

The Gilbert and Sullivan pieces, *Pirates of Penzance* and *H. M. S. Pinafore*, have been among our most pleasing studio productions. Here the appeal is one of colorful costume, interesting and traditional stage business, and glorious music. That is hard to beat, and I am sure we shall have more Gilbert and Sullivan before long.

Need Formula for Variety

But for variety, strictly speaking, we are still at a loss for a satisfactory formula. Recognition of that shortcoming is in itself, I suppose, an indication of progress. The one or two integrated variety shows we have built have been highly successful; the ones built merely of good acts failed. Apparently our variety shows, if they are to measure up [See Progress in Television on opp. page]



A SCENE in the NBC television studio during the telecasting of "Pirates of Penzance." Standing off stage at the left is Alma Kitchell. Before the camera, in costume, are Mary Dawn, Ray Heatherton, Mildred Rose, Paula Henningsham and Carol Dela. The left cameraman is Robert Trautcher and center cameraman is Edwin Burrell. Operating the lights is Reinhold Werrensrath Jr. Cameramen wear the helmets shown in the picture as protection against the strong lights used in television production.

Program Reviews

Advertisers, Agencies, Stations

By PAUL ACKERMAN

EST Unless Otherwise Indicated

Ken Martin

Reviewed Tuesday, 7:30-8 P.M. Style—Musical. Sustaining on KVM (Philadelphia).

Talent on this session ranges from mediocre to superior, with Ken Martin and his KVM house band showing up first. With improved production and script, program should develop into a Grade A variety show. Lack of nationally known names will confine its listening audience.

Martin's Oak has some good arrangements, his tunes being selected from the infectious variety. He provides some noticeable dispensations with these lieder. Standout of this occasion was the single appearance of the two-piano team of Martin Gaboring and Irving Leskner playing the former's arrangement of *Life of Capri* in classical style. They got much sparkle into their bit.

Also passing muster is Arthur Hynett, hot organist of the station, and Andy Arant, accordionist, who selects tunes which require intricate fingering and does well by them.

Weak spot is the chanting of Bonnie Stewart, who leans toward the heavy side with her tear-in-her-voice ballads. Her style of singing does not fit in with the essentially light caliber of the rest of the program.

Harry Woods keeps his chatter on the airy side. Cohen.

Anson Weeks

Reviewed Sunday, 1:30-1:55 p.m. CST. Style—Music. Sponsor—Chamberlain Lotion. Agency—L. W. Ramsey Co. Station—WBBM (CBS partial net).

Formula used here is almost identical with that used by other makers of tenuous beautifiers. Just why it is necessary for this type of sponsor to have a honey-dripping theme built around a band is more than this reviewer can fathom, but it's the vogue or something. Show caught had Weeks and the orchestra playing a medley of tunes highlighted in the past couple of decades. Announcer Don Hancock throws in a

continuity around each yesteryear hit, placing it by the world events taking place at that time. An interview with the show's "Lovely Lady of the Week" is another feature. Hancock poses questions at the victims, all very complimentary and pointing out the accomplishments of the interviewee. Personage in this case was Mrs. Loyal Davis, veteran stage and radio actress, known as Edith Davis. One redeeming blam on the whole big was the fact that Hancock did not ask if Mrs. Davis used the product.

Weeks' Band listened okay, but was under heavy wraps all the way through, stuff knocked out being extremely sweet, soft and delicate. A couple of product plugs were as long and icy as is usual in these shows, and whole big reminds of eating in one of those "tea shoppes" frequented by ladies who hold their cups with the small finger pointing toward the North Star. Humphrey.

"It's the Tops"

Reviewed Wednesday, 4-4:30 p.m. CST. Style—Music, comedy. Sponsor—Alpenbrau Beer. Agency—Direct. Station—KWK, St. Louis, Mo. (Illinois-Missouri Broadcasting System).

We can't recall having heard a more infectious laugh than that which belongs to Desanna Craddock, who teams with Al Sarli's Orchestra and baritone Dave Wright to present *It's the Tops*. When this lass gurgles her pipes the gentry sit up and take notice. It isn't that she has such a fine singing voice—she hasn't—but she sounds a lot like the kind of a girl you'd like to meet.

With that as competition, Dave Wright does well with a truly fine voice, while Al Sarli's group, tho' small, file the bit exactly. When caught, Craddock was responsible for most of the humor and her irrepressible kidding of the rest of the cast was clever. Singing definitely isn't Deanne's forte, but she got away nicely with several tunes.

Commercials well handled, with the title *It's the Tops*, figuring strongly in the short, snappy commercials. Taylor Orant announces. Jackson.

NEW YORK:

NBC-RCA television execs seem to like that society groove. Gents are participating in the annual charity function of the Goddard Neighborhood Center at the Waldorf-Astoria next month. It will be the biggest NBC tele promotion thus far, with NBC supplying a band, talent, a battery of television receivers, and, of course, a flock of those snappy young NBC admirals who talk. Program will be televised, while the announcer explains. RCA will have no salesmen around, but figures it a very good idea to introduce the sets to the debbies. . . . Charlie McCarthy and Mortimer Snerd were sent to the hospital minus one arm and one pant leg after tussling with a baby panda while making publicity pictures for Charlie McCarthy's movie. . . . J. Walter Thompson's Clem Hathaway back from Canada, where he spent a month on Procter & Gamble business.

Dave Eiman, trekking to Milwaukee for his hobby show, will visit Fargo, N. D., his home town. . . . His *Bob Rodin*, sax playing manager of *Bob Crosby's Band*, took a hurried flight to Kansas City, where his niece died. *Matty Malneck* will carry on in the meantime. . . . Stanley Allen

is handling National Radio Sports Review. . . . *JWT's Dick Mack* to Hollywood for the new *Bergen-McCarthy* picture. . . . *Jessie B. Flannery* added to the WARC sales staff. . . . L. P. Yendell, of RCA, has been assigned temporarily to NBC to supervise commercial short-wave staff.

CHICAGO:

LOCAL AFRA office is still negotiating with NBC and WGN-Mutual on spicier contracts, but webs don't want to budge into arbitration over matter of pay for announcers on local commercial shows is settled. . . . CBS Columbia Workshop was switched back to its regular time over WIND this week, making it live instead of transcribed. . . . Henry Hunter, scripter on *Girl Alone* and *Affairs of Anthony*, is planning to grab a few days off around Christmas and fly to the Coast to spend some time at his home in San Fernando Valley. . . . Louis Terkel, actor and writer, is driving to New York this week to peddle some of his shows. . . . Add producer yarns: After scrutinizing a letter dictated to his secretary, said producer cracks, "Say, you spelled this guy's name wrong—Bussie's his name—got two s's—It's plural!" H. H.

From All Around

KSL (Salt Lake City) Notes: E. J. Bromdon, account exec, shelved with a bad cold. . . . Lynn McKinlay and Merle Cavanaugh scripting for a new late evening program. C. Richard Evans, engineer, installing a new mike set-up for the Mormon Tabernacle broadcast. . . . Clint Blakely, announcer at WAPI, Birmingham, visited his former home in Hendersonville, N. C., to bring his parents back to Birmingham for a week-end. . . . Thad Holt, WAPI president, back at home after a business trip to St. Louis, Mo. . . . Hazel McGuire, traffic manager at WQAM, Miami, to Birmingham, on a vacation. . . . Bob Helchenbach, formerly of sales promotion department at KXK, Los Angeles, is in the same department of KMOX, St. Louis. . . . Hugh Aspinwall, formerly of WCCO, Minneapolis, has joined KMOX, St. Louis, as a feature announcer.

Lou Henkle has joined WAAT, Jersey City, as manager of the artists' accompaniment as is the case on this program.

It's been over a year since the last 15 minutes and is of extreme simplicity, Gary and his accompaniment being the works. Some five or six numbers are given.

In view of small talent budget, this simple quarter-hour layout is probably doing a solid selling job. Commercials are not too annoying. P. A.

There is certainly no visible reason why WOR's *Author*, *Author* has not grabbed itself a sponsor. Program Monday sparkled, with emcee JOHN LAPLAN and the four authors—HEYWOOD BROWN, SAMSON RAFAELSON, HENRY F. PRINGLE and MAURICE DE KOBRA—throwing out plenty bon mots. De Kobra, introduced as the French Edgar Wallace, took top honors as a wit with an exuberantly funny explanation of a plot problem. Latter, with screw twats, are submitted by listeners and dramatized into sketches. Then the brain trust offers explanations. Authors then become actors, doing a sketch which listeners attempt to solve.

Giveaways are books and money. If WOR can keep the level of *Author* *Author* up to the standard of this show, the program should find a sponsor, and should do very well—particularly for a product slanted for class audiences. P. A.

PROGRESS IN TELEVISION

(Continued from opposite page)

to the dramatic hours, must be built with a high regard for unit. A franchise such as we use in *The Magnolia Flooding Theater* would seem to be essential if we are to hold our audience's interest while we effect the transition from one type of act to another.

Summing up, I would say that television production has made enormous

progress in its short six months of existence. In part, it has been due to improved equipment, in part to the sharpening of the tools of production so laboriously fashioned during a three-year experimental period.

But there has also been the improvement that comes of a willingness to discard preconceived notions as to what makes good television. I cite here the change from the short, action-filled dramatic sketch to the longer and more contemplative pieces. And we must not forget the corresponding change in camera technique, from one of rapid switches, from one angle to another, to the slower but more effective method of using one angle until its possibilities have been exhausted. Camera technique has been made to serve the needs of dramatic emphasis.

We have made the step away from the mere recording of the simplest type of action to more complex productions of larger scope. We have had our successes, and we cheerfully admit to a large percentage of failure. We have met with problems without number. We know the character of some of them. But progress there has been, and I believe we can announce the beginning of television as an art form.

Illness has knocked the staff at WIRE, Indianapolis. Al Beveridge has been out of the news room for a fortnight following a minor operation. Harry Bacon, music director, is convalescing from head injuries sustained in an auto accident. . . . KFAB, Lincoln, Neb., sees two girls married this month, Lyle Bremser, announcer, and Bob Bellamy, tenor. . . . KFAB-KFOR studios in the Lincoln Hotel, Lincoln, Neb., will be moved soon, but the new location is unselected. . . . Harry Johnson, KFAB sportsman, is again back in St. Joseph's Hospital in Omaha, suffering from aneurism. Waverly House has published Paul Garrigus' "What's the Answer." Show is broadcast by WEEI, Boston. . . . Whitney Ford, of KDKA, Pittsburgh, denoted his 25th birthday (24) theories on how to pick the bones of a turkey.

Comment

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

On Sunday (12) EDGAR BERGEN trotted out MORTIMER SNERD for the second time in two weeks, but he paled in contrast to the brilliant McCarthy. Show caught had Weeks and the orchestra playing a couple of weeks back reports were that Bergen had been keeping the gummy as an ace in the hole. But according to indications so far Snerd will need a much better script before he can measure up to McCarthy. Both dummies were used on this program, and the contrast decisively proved this.

Program also marked the first of a series of appearances by RUDY VALLEE, erstwhile Fleischmann's Yeast peddler, doing a singing number. Vallee showed to good advantage. He sings no better than usual, and he still retains a certain amount of stiffness, but his manner undoubtedly holds both distinction and charm. It is along here he did some toning up with DOROTHY LAMOUR and chatter with Charlie McCarthy. In addition to holding down the DON AMECHE spot, Program's good warbler is Lancing Halden, baritone with solid vocal ability. Song time, clicking both times.

VERA VAGUE (Barbara Joe Allen), femme comic who has been appearing on the show recently, did an impressive turn with Vallee straightening. Material is of the dumb-bona type and is pretty screwy, particularly when contrasted with Vallee's straightforward talk. Her delivery is excellent.

Guest was JEAN ARTHUR, who appeared with Alan Marshall in a playlet adapted from A. A. Milne. Fair stuff, P. A.

Replacement on the Lucky Strike Hit Parade of LANNY ROSS by BARRY WOOD brings a singer whose style is better adapted to the show. Wood is an

engaging warbler and was on top of the ball throughout his debut, although the introductory script was really from Dixie. Scripts are usually too talky, between the build-ups for the leading songs and the commercials.

It seems like only yesterday that Luckies started the *Parade* and the oracles declared it couldn't last; the repetition of the song hits and the overly brass style and the music didn't make for listening. Well, the show is now about four years old, goin' strong and is still pretty close to the original pattern. The first pops of the day are rated one-two-three, The Billboard's *Sheet-Music Leaders*, *Songs With Most Radio Plugs* and *Record Buying Guide*, regular weekly features, being used in compiling these favorites. However, the brassy music has been smartened up to a great degree and there is instead a brand of highly effectively arranged music that rates among the best of the pop offerings. When the show started, leaders were changed every 13 weeks, but MARK WARREN'S work on the podium has reservedly earned him the job permanently.

BEA WAIN is the gal vocalist, punching her assignment effectively, while the HI Paraders, a chorus do okay background. ANDY BARTON and BOB and BASIL RUYSDAARD do potent work on the commercials. J. F.

SID GARY, baritone who warbles nightly for *Sticks Quality Furniture* over WABC, is of reasonable and solid tone quality. Reviewer thought, however, that Gary might have varied his selections more than he did, so as to get out of the schmalts groove somewhat. Voice, tho', is particularly suited to sweet music, especially with organ

HEAR . . .

DE LLOYD MCKAY

and her
SENSATIONAL PIANOLOGY
at the **HICKORY HOUSE, N. Y.**

TELEVISION POSSIBILITIES—New, 4, 1939. Suggested by *The Billboard* editorial staff. *De Lloyd McKay*, a celebrated and successful television pianist.

DE LLOYD MCKAY—colored pianist and vocalist, classy performer.

Billboard

Omaha's Vic Schroeder Dean of The Territorial Band Routers

Bannered trailer-sleepers for barnstormers—books six weeks only—dates 12 months ahead—bus best band ad—office grossed \$1,000,000 since '33

OMAHA, Nov. 25.—In the territorial band routing field in the upper Midwest, the name of Vic Schroeder stands out—arriving at the percentor profession by a route which included being a promoter of chewing gum, a trumpet player, researcher in a rubber plant, wholesaler, and even oil field mechanic. Schroeder's office is unique in many ways. He handles only six bands, wants no more and no less. Every band he books travels in big trailer-sleepers (he leased the first trailer-sleeper when he had only Lawrence Welk's Band). He never takes commission from bands outside his office, yet throws them dates often to help them along, believing the good will will pay him off later. He has his orchestras booked currently all the way thru 1940 for as many as four dates a week, and the others will fill in later.

Schroeder bands—Paul Moorhead, Jimmy Barnett, Gene and Leo Pieper, Skippy Anderson and Wally Wallace—can be had as low as \$75 a date with percentage arrangements, and up to \$150 flat. Bands of his leaders run \$6,500 annually, and none run under \$3,500.

Where many bands and buyers swear at the booking office, the Schroeder outfit swears by him. His relations with bands and hall room managers is strictly personal, and he has the office set up on a wholesale house basis. He has preached at all times that dancing is basically a romantic business, not an athletic event, so has worked to discourage jitterbugging with remarkable success.

His average dance promoter is a man who operates one or two nights a week, with another. To these operators, the sleeper-trailer has come to mean almost as much as the band, because the big, lumbering streamliners impress more than any other kind of an ad that a shindig is in prospect. Sleepers usually make a couple of swings around town before hauling up in front of the dance, just to create that effect. With all the miniature trappings of a circus, the buses are unloaded, the kids (future dancers) talked to, gals helloed and guys snuggled.

Schroeder believes in no formality, and most of the musicos, to fit his scheme, have come from small towns and are under instructions not to hide it. His is probably the only office in the world where the band leader and his bus have equal billing on the window cards.

Many a traveling name maestro, making the territory for the first time, has been mystified by having a hall room manager bring him to a trailer-sleeper truck into hiding or nobody will take to the dance, thinking it's a tin-can outfit. Schroeder's streamliners are the reason, because in the hinterlands a man's music is known by the bus he brings in.

Salvation of Schroeder's long-time understanding of date books is having sold definite dance dates to given operators, so the tarp sessions for given towns are the same night each week. By this and his ability always to have the dates in sequence he's able to book far ahead and give his orchestra leaders something to go on. He works out budget plans with all his boys so they can face their contingencies, the out for taxes, and allow for maintenance on a definite schedule. There is no margin for hit-and-miss operation in this territory, if there's to be survival.

Schroeder's office has done \$1,000,000 gross business since its start in 1933, which was the lowest depression year and the start of the Midwest droughts which shortened amusement money.

A Grand Day for Lyman

CHICAGO, Nov. 25.—Gress Court, of the William Morris office here, lined up 10 one-nighters for Abe Lyman following his closing at Coney Parce here December 6. Band will get \$10,000 in guarantees for those dates, scattered in Wisconsin, Michigan, Illinois and Missouri, en route to New York for run at the Strand Theater, opening December 30.

Chi Band Agencies Move to Radio Row

CHICAGO, Nov. 25.—By the end of this month all of the leading band booking offices here will be boasting classy Michigan avenue addresses. Both Consolidated Radio Artists and General Amusement Corp., remaining Randolph street stalwarts, announced this week that they are moving closer to the offices of radio advertising agencies located on the avenue.

CRA will vacate its old premises this week, while the GAC office, will change its address in a couple of weeks. Their Michigan avenue neighbors will include Music Corp. of America, the oldest tenant, and Frederick Bros. Music Corp., which has been in the Windy City for almost a year. William Morris Agency is only a short block away from the Michigan lane. Exodus was started by several music publisher reps, who left the Woods Building environs to be closer to both the agencies and radio networks.

MCA Goes Electric

NEW YORK, Nov. 25.—Music Corp. of America this week got a corner on the electric rock market—in fact, a monopoly. Office signed the only two large juke and sock-et bands known to be around. Buddy Wagner and Tom Adrian Graefart. Latter outfit will be fronted by Paul Sabin. First step taken by MCA upon acquiring the group.

Who Killed Cock Robin or Why Shaw Left Band Biz or Did He?

NEW YORK, Nov. 25.—Speculation has been rife and rumors are running riot as to the whys and wherefores of Artie Shaw at the height of his career, walking out on his band last week at Hotel Pennsylvania and putting his clarinet away—for the time being at least. Unfortunately for almost everybody, and fortunately for a few, they say, Shaw has continued to cloak himself in silence and all the explanations for public prints always come from some party of the second part. And even then there hasn't been a full agreement. When they said he went to Boston he was still in New York. And the day after he was supposed to have left for Mexico—to convalesce?—he was still in New York.

The lovely jitterbug, inviting Shaw's antagonism to that specie, has had to shoulder the blame for his temperamental outbursts against the band business and for his subsequent actions. However, those close to the source and in the know—which may all come out of the wash by the time the tempo is set for a new year—say that it was chronic contractitis which became very acute in recent weeks that caused Shaw to crumble like his musical empire for the time being.

When Shaw was supposed to be already enjoying the sunny climes of Mexico—a sick man!—it was reported that he was huddled with an attorney in a Broadway office building making plans to wipe his contractual slate clean and start all over again with a new band.

Noble-ss Oblige

HOLLYWOOD, Nov. 25.—While no one has yet accused Ray Noble of possessing glamour, at least it was proved this week that he can attract it. Ray's music brought Marlene Dietrich to a dance floor for the first time in Hollywood history, when she terped with Jimmy Stewart, her co-star in the forthcoming *Destiny*. *Rédex* Apollo at Noble's current stand, the Beverly Wilshire here.

Ray's *Oberon* also held more than its share of fascination for it in Dietrich, with the star requesting it six times during the evening. (It is unreported how the rest of the patrons felt about the monotony.) Climax was capped the next day when Marlene had her secretary call Noble to ask for a record of the tune. That she got it—and autographed—is anticlimactic.

N. Y. Rules Musician Not Liable for Tax On Unemploy't Ins.

NEW YORK, Nov. 25.—Ruling in favor of the American Federation of Musicians was handed down this week by the Appeals Board of the Unemployment Insurance division of the State Authorities announced that buyers of non-name bands must pay the unemployment taxes here. Decision explained that, except for name band leaders, stick-wavers were only employees. The law itself specifically prohibits employees from assuming responsibility for the tax. (In other States, both employer and employee contribute to unemployment insurance.) Union regulations also forbid musicians assuming the employer role for taxing purposes.

Appeals Board upheld the musicians on ground that bands receiving the union's minimum netted the leader no profit. To pay a tax on that would have the leader earning below scale. Board held that a night club contracting for a band sold music service just as it did beverages and food, and that, therefore, music was the employer's enterprise. That musicians supplied their own uniforms and instruments made no difference to the board, which held that carpenters and bricklayers do the same.

Decca Sales Increase 47%

Firm shows three-million profit this year—great increase over '38

NEW YORK, Nov. 25.—Decca Records, Inc., this year shows an increase of 47 per cent in sales over last year, with net earnings for the fiscal period ending August 31, 1939, amounting to \$378,000, as compared to \$207,122.23 for the previous fiscal period. Total sales this year came to \$3,640,999.14, more than \$1,000,000 increase over 1938's sales total of \$2,642,505.17.

Artists' fees and cost of recording master records for original catalog amounted to \$103,931.60 during the past year. Decca financial statement will in the future follow the fiscal period covered by the calendar year, except because of duty called August 31 being felt necessary to reflect a more normal condition of the company's position, since catalog recordings and inventory accumulations in August, in order to meet increased sales needs, mean an outlay of cash greater than under average conditions.

Feather Builds a London Sextet for Native Disks

NEW YORK, Nov. 25.—With the Quintet of the Hot Club of France disbanded because of duty called August 31 being front—recordings of the group being a favorite of record fans in this country since importations several years ago—Victor waxwork is getting together a Sextet of the Rhythm Club of London for its Bluebird label. Leonard Feather, British swing critic here, is organizing the gang. First session on Friday (1). Feather also providing the ditties.

Selected six, the all members of the local musicians' union and having been on these shores for many years, are all either British subjects or schooled in British ordom. Sextet will be directed by clarinetist Danny Polo, who, with guitarist Albert Harris and bass player Peter Barry, played with Bert Ambrose's London band. Remaining three hail from Trinidad, West Indies. They are Hazel Scott at the piano, Pete Brown on alto sax, and Arthur Herbert, Coleman Hawkins' drummer boy.

Donahue's Ritz \$885 Dandy

BRIDGEPORT, Conn., Nov. 25.—Al Donahue, always a prime fave here, attracted a nice crowd of 1,337 persons last Sunday (10) at Ritz Ballroom. Admission was six bits for the men, with a dime shaved off for the ladies, adding up to a nice gross of \$485. Jimmy Dorsey is in next Sunday, with Ceil Golly repeating the following Sabbath.

Beloit, Wis., Cosmo Opens

BELOIT, Wis., Nov. 25.—Orlo Halls opened the dance season at his Cosmo Ballroom here last Saturday (18) with Jess Doolittle first in for the musical honora.

"Vol Vistu" Explained

NEW YORK, Nov. 25.—It was bad enough trying to figure out what a flat foot floogie with a froy floy might be when along came Slim Gaillard with another sticker in the screwball song cycle, *Vol Vistu Golly Star*. Lennox Avenue sadder-abouts advise that the words comprising the title are nothing more than jive-talk (double-talk to Lindy loungers) used by the street's brummsels every time they play the numbers game. Being further into the center of Marlene's, the mysterious words "iam baylo" in the song comprise the name of the voodoo god of chance.

Music Items

Songs and Such

RANNY WEEKS' theme song, written by the maestro and Bernie Mollen and titled *Just To Be With You*, gets a Robbins' publication. When *Love Flashed Out on Me* goes to Mills Music from the pen of Johnny Broderick, of the Arren and Broderick vaude duo.

Christmas Reserie, new Christmas song, is introduced to the public in a new way, thru the pages of the December issue of *Better Homes and Gardens* mag. Tune, authored and composed by Marguerite Gode and William Samzell, is published by the Gamble Hinged Music Co., Chicago.

Richard's Al Bernard is releasing his own brainchild, quaintly tagged *The Pants That My Pappy Gave to Me*. A new waltz by Hugo Bubens, Charles French and E. P. La Fontaine, *Love After Midnight*, is the latest Roy Music publication.

Among the newest creations of Matt Pelkonen are *The Beautiful Givers of Lucy*, collaborating with Chester Rice and Ed. McMillan. Also, a new waltz by Daniel Music Co., *I Cupid Were My Uncle*, with Roscoe Barnhart, also a McDaniel release; and *When It's Twilight in Hawaii*, with Joe O'Toak, Bernie Kaal and Ray Mearny, issued by Golden Gate Publishing Co., Oakland, Calif.

One of the first efforts of the recently incorporated music house named Colonial Music Publishing Co., New York, is a new dance rhythm, "Jumps." Two "jumps" have already been recorded by Leon Steiner for Victor. According to the publishers, a jumps is neither polka, waltz, tango, fox-trot, rumba nor conga, and they claim you have to hear it to understand just what it is.

Publishers and People

BENNY CAIRNS is now representing Miller Music in the Cleveland territory. He replaces Lew Entin. Charles Baum, maestro at St. Regis Hotel, New York, is arranging a native Venezuelan dance number, *Joropo*, which he will introduce in the hotel's ballroom. Del Courtney, band-stand incumbent at Hotel Ambassador, New York, has written a tune, *So Comes the Rain*, for national radio publication. Ork leader Harry Seltzer is readying his original theme song for the radio show, Mr. District Attorney, for a publisher.

Charles Fulcher, batonner at Hotel Richmond, Augusta, Ga., has two of his tunes on the market now, *Little Boy*, with Joe Davis, and *Rabbit Foot*, with Dave Hingle.

Songs seem to be playing a prominent part in the current European war. "South of the Border" is a reigning hit among the soldiers on the Western Front. "We're Going to Hang Our Washing on the Siegfried Line" is England's biggest seller, and now dispatches reveal that Oscar Straus, Viennese "waltz king," is composing a series of songs for Allied soldiers to sing as they march against the nation that absorbed his native Austria. Also in Paris the manager of the A-B-C vaude show is offering cash prizes for the best and second best war songs presented during the next month. Soldiers will vote on the winners.

More of the Same

MMURRAY WIZELL is now contacting for Mercer and Morris, Inc. Stansy Music Corp. is bringing out a volume of Tex Fletcher's original composes. Fletcher is known for his singing-cowboy work on the national network and in movies. Moe Jerome and Ed. McMillan are back in Hollywood after a visit to New York. Warner contract tunesmiths' first act upon returning was setting their *The American Way* in a forthcoming WB Technicolor short, *Boyz n' Beatz*.

How Was I To Know? will be heard in Universal's *Charlie McCarthy, Detective*. Tune was penned by Eddie Herkese and Jacques Press. Feist is planning a big campaign on *The Little Red Fox and His Tail*, from the Red Kyer pic, *That's Night, You're Wrong*.

Whitney Blake Music Co. has *You're a Great Little Girl*, by Alice and Kenneth McNaughton, of Los Angeles. Edwin Boyce, of the Blue Ark, is releasing his own song, *Better Get Your Loving, D. R.*

JANESVILLE, Wis., Nov. 28.—Eddie Curtin opened his new Bockers Hotel near here this week, featuring Bob Daly's String Quartet. Spot was formerly the Colonial Club.

Sheet-Music Leaders

(Week Ending November 25)

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

Position	Title
Last Wk. Title Wk.	
1	1. South of the Border
2	2. Scatterbrain
3	3. Blue Orchids
4	4. My Prayer
5	5. Lilies in the Rain
6	6. Oh, Johnny, Oh
7	7. Over the Rainbow
8	8. El Rancho Grande
9	9. Mar With the Mandolin
10	10. What's New?
11	11. Last Night
12	12. In an 18th Century Drawing Room
13	13. Are You Having Any Fun?
14	14. I Did Not Know What Time It Was
	It Was
15	15. Good Morning

WPEN Renews With ACA; Dickers on With AFM

PHILADELPHIA, Nov. 25.—Contract between WPEN and the Philadelphia local of the American Communications Association has been renewed for another year. New pact provides for increases in salary as well as a closed shop, and takes in all station employees except executives, janitors, telephone operators, announcers, engineers and technicians come within the pale of the pact. AFM is still negotiating with Arde Bulova, station owner, and Arthur Simon, general manager. Saul Waldman, attorney for ACA, and Simon issued a statement declaring that no difficulty exists between them.

802 Instructs Leaders

NEW YORK, Nov. 25.—Continuing its drive on traveling bands using out-of-town musicians, Local 802, AFM, this week led Benny Goodman, Andy Kirk and Del Courtney appear before the trial board to receive instructions on the local's regulations in this matter. Three leaders were not singled out for any particular reason other than that they come under the society's scrutiny on this angle. The local has made it a practice in recent trial board meetings to summon leaders before it for instruction. Drive is being made to clamp down on non-802 men walking into local jobs.

Songs With Most Radio Plugs

"Help" Debuts on Top To Share Lead With "Border"

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, November 24. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk. Title Wk.			
1	1. Can I Help It?	Bernick	26 17
2	2. South of the Border	Shapiro, Bernstein	26 17
3	3. Scatterbrain	Bregman, V. & C.	25 16
4	4. My Prayer	Skinner	25 16
5	5. Lilies in the Rain	Robbins	25 9
6	6. I Didn't Know What Time It Was (M.)	Chappell	23 28
7	7. At Least You Could Say Hello	Feist	22 8
8	8. Melancholy Lullabye	Paramount	21 2
9	9. Last Night	Feist	20 13
10	10. Are You Having Any Fun? (M.)	Crawford	19 12
11	11. Merry Dreams Ago	Harms	16 7
12	12. Moonlight Serenade	Robbins	13 16
13	13. Speaking of Heaven	Miller	13 6
14	14. El Rancho Grande	Marika	13 5
15	15. Blue Orchids	Marika	12 13
16	16. What's New?	Witmark	12 11
17	17. Good Goodbye	Olman	12 10
18	18. Bless You	Words & Music	12 8
19	19. Who Told You I Cared? (F.)	Witmark	11 6
20	20. It's A Hip Hop Happy Day	Famous	11 6
21	21. Stop It's Wonderful (M.)	Spier	11 5
22	22. In an 18th Century Drawing Room	Circle	10 10
23	23. Good Morning (F.)	Chappell	10 7
24	24. Tomorrow Night	Berlin	10 7

Leading the Band

Exploitation, Promotion and Showmanship Ideas

The Romance of the Dance

THE American public takes its dancing for granted, with little or no interest in the dance as an expression of human emotion. Many ballroom operators throughout the country have found that an educational campaign in the dance per se spells steady patronage as the interest heightens. Of course, none expect the steppers to become avid students of the dance form, but there's nothing like creating a spark of interest among your ticket buyers so that they may seek for themselves greater enjoyment and relaxation in the dance.

Along these lines, management of the Roseland ballroom in New York and Brooklyn has been distributing an interesting booklet to its patronage. And the important thing, it's both easy to read and at the same time informative. Called *The Romance of the Dance*, it goes down thru the ages in presenting the expression of the dance, starting with the Greek dances, which were a rigid part of their youth's education to develop endurance, poise and agility; the minstrel of early American dancing, characterized by its grace and decorum; the barn dance, the only means of recreation for the farm folk; and your present-day fox-trot, a healthy form of recreation and relaxation—the jittersburg, of course, having no part in this discourse. In addition, the Oriental, Hawaiian, Japanese and Spanish forms are given appropriate commentaries.

In keeping with this educational slant, office of Meyer Davis, the society maestro, offers an enlightening piece of literature in behalf of "Wedding Music"—bridal receptions being an important phase of the club dating field and most lucrative when the appeal is to the society ball-goer and the bride. This booklet, which for the first time reviews the marriage customs of the various races in respect to the music played and, carrying down to the present-day blendings, tells of the type of music Davis carries in the books for both the reception and the ceremony.

Capitalizing on the theme on every score, back cover carries a reprint of a news story in the "New York Post," "Music May Save Your Marriage, Expert Says"—the expert, as you might suspect, being Davis. Also included is a list of notable weddings played by the Davis Ork, the Dupont-Roosevelt wedding featuring off this page of social registries.

Acce

AN ATTRACTIVE sample of stationery for mailing purposes comes to this desk from Bernard Besman Orchestras, Detroit hand booking agency. It's "poker hand" paper, a reverse cut for the letter-

head showing a "hand" of playing cards—four aces. Each ace indicates a bandster in one of his recent mailing pieces. Instead of selling a song, card publicizes an information desk—"whatever you're in a hole, use this ace." Vogel invites the trade to take advantage of his lifetime in the music business and to call upon him when in need of any kind of information concerning old favorites or copies of the grand old songs. And in the same breath he gets in a gracious plug for his own old song catalog.

Music publisher Jerry Vogel also dipped into the deck for the ace of aces in one of his recent mailing pieces. Instead of selling a song, card publicizes an information desk—"whatever you're in a hole, use this ace." Vogel invites the trade to take advantage of his lifetime in the music business and to call upon him when in need of any kind of information concerning old favorites or copies of the grand old songs. And in the same breath he gets in a gracious plug for his own old song catalog.

Leaning on State spirit as a selling aid—aiming for a greater percentage of five-cent pieces into the music machines for a particular recording in this instance—Decca is depending on a localized campaign to build Russ Morgan's recording of "Johnny Beep" Slicker. Decca has been posted on all machines in Eastern Pennsylvania, especially in the Scranton area, ballyhooing the platter as native stuff. Ditty is labeled Pennsylvania's own song, written and played by native sons. Song was penned by a couple of Scranton lads 22 years ago and has been making the rounds in that territory all these years, hardly being grabbed up by a New York publisher. And, making the triangle complete, Morgan is a Scranton homesteader. Decca figures on building in this manner another "Beer Barrel Polka," which became the No. 1 selling song in the Detroit area for a long time before it got under everybody's skin—and skin—Nationally.

Cafeteria Style

AIM OF every enterprising maestro is to have the name of his band, literally, on everybody's tongue. Word of mouth helps loads, but a napkin to the mouth smacks the riser with greater force. Stunt used effectively by many is a paper napkin deal with a tunebook, cafeteria or drug-store counter in the immediate vicinity of the theater or ballroom where the band is putting in a stand. And it serves to best advantage at this time of the year when more folks get out of their homes for holiday shopping and have their noonday snacks in town.

It's an inexpensive proposition printing up your ball on two or three thousand paper napkins and handing them over to the near-by eateries for table service. Theater managers will usually share the expense when it also means getting in a plug for the screen show.

New Decca Album Series At 50 Cents Per Record

NEW YORK, Nov. 25.—New series of Decca disks (designated by the serial number 18,000) has been upped from 35 to 50 cents per disk. Series will be issued only in albums, although platters can be bought individually, as with all Decca album items. New series is not part of the waxworks' 75-cent "Personality" series, but will contain things out of the ordinary popular or personality classifications.

First two album releases are a Calypso volume and a collection of Congas, played by Eddie LeBaron. Calypso disks are by Wilmoth Houdini and his ork.

PHOTOGRAPHIC XMAS CARDS
 30 Exclusive Designs for Professionals. To Be Used With Your Own Photo. Write for Free Catalog.

Mass Photo-Reproduction Service
 133 West 46th Street, NEW YORK, N. Y.

MUSICAL GLASSES
 Most wonderful, sweet tones produced by a touch of the finger. Improved design. Best sound. Ideal for entertainers. Send stamp for Free Catalog.

CLYDE A. BRAUNHEIS
 9512 109th St., Richmond Hill, N. Y.

The Trianon-Aragon Ballroom Cavalcade

By ANDREW KARZAS

IS THIS man insane? Who's building this place, anyway? That's what people were saying in Chicago 17 years ago. The place they referred to was the Trianon Ballroom, then under construction, and the "who" was Andrew Karzas.

I hope I was not exhibiting too much ego in assuming I was not "insane," and not too much lack of resolution in hoping that I wasn't.

It is easy to understand the none-too-flattering remarks that were being made then, even in my presence. The date was 1922. All "dancing places" in Chicago meant the "common garden variety" of dance-hall and soft-drink parlor. One who would build a beautiful structure just for dancing and build it at Cottage Grove and 62d street, then the outskirts of the city, must have appeared foolish indeed.

As a matter of fact, my reasons for believing that the public would support a dignified, architecturally perfect ballroom were based not on a sudden inspiration but on experience—10 informative years of it.

As a Theater Manager

Back in 1912 I built the DeLuxe Theater. This enterprise gave me my first opportunity to test a lifelong



ANDREW KARZAS, one of the most prominent figures in the ballroom field and operator of the nation's leading ballrooms, the Trianon and Aragon in Chicago.

theory that the public rewards those who serve it best. Of course, moving pictures in those days were crude affairs, but my brother and I surrounded our programs with all the extra services available. We installed a ventilating system, something almost unknown in theaters of the day. Indirect lighting was another innovation. We had the first pipe organ installed in any Chicago theater.

Almost as great an attraction as the picture itself was an automatic ticket machine. One must remember that this was long before machines were vending everything from sanitary combs to soft drinks. When customers handed their admission money to the cashier they were amazed to see, instead of the usual ticket roll suspended from a hook, a machine which popped their tickets back at them by an unseen hand. Many actually bought several tickets just to see repeat performances at the automatic box office.

Despite our indirect lighting, pipe-organ and mechanical marvels, we suffered from the universal conception of movie theaters as "peep shows." It wasn't quite "the thing" to attend a movie. Any number of people actually looked up and down the street to make sure they weren't being observed before turning their steps to the DeLuxe Theater entrance. Even though I knew there was nothing pretentious about the house, I was a little amazed at this reaction. Apparently mere management,

providing a wholesome attraction with a pleasant environment, wasn't enough to overcome the prejudice against this new amusement called moving pictures.

The result of this "snub" was the building of the Woodlawn Theater in 1917. It was the first large theater ever constructed in Chicago and was the beginning of the era of super-colossal movie houses. It not only was "a nice place," but it looked like "a nice place." A 30-piece orchestra was employed, the admission price was 30 cents and the response was immediate. Our best customers were the "carriage trade."

Dancing as Recreation

What did this have to do with ballrooms? It had always appeared a queer paradox to me that the dance was one of the oldest of recreations and yet, in America, facilities for this expression of personality were almost wholly inadequate. I began to wonder if the reason for this was not the same one which caused people to look both ways before entering the old DeLuxe. Certain it was that most of the dancing places in those days were on a lower par than the movie houses.

Dancing comes almost instinctively to everyone. It is as truly an expression of the finer things in one's personal life as is music. Perhaps it was restrained only by the "dance-hall" stint of Chicago dance floors. A "ballroom"—not a "dance hall"—gigantic in proportion, modern and tasteful in every detail, might fill a very real need. My theater experience said "yes."

By the time I had finished dreaming and brooding over the project I had every detail of an ideal ballroom firmly implanted in my mind. When I finally reached the point of calling in an architect, however, I gave him only the idea. It had to be the "World's Most Beautiful Ballroom." He was startled when I told him it was to be a two-story structure, the entire ground floor to be utilized only for checking and restroom facilities. Unbelievable! But he caught the spirit of the venture, and between us we worked out the final plans of the Trianon.

Building the Trianon

BUT there were other problems. Even the mundane matter of coat checking was a serious problem. To check the hats and coats of 5,000 or 6,000 people and to get them back to their rightful owners without any confusion or mistake was almost an enigma. In those days the old box system was used. When a hat and coat had been jammed into one of those cubicles for a couple of hours the owner was never sure whether someone had pulled a practical joke on him or whether his check had been mistaken for a lottery ticket on an old clothes raffle. So keenly did I feel the inadequacy of the system that when I heard that a ballroom operator in Providence, R. I., had worked out a new system of checking I immediately sent my secretary to Providence. The "new" system turned out to be a slight variation of the old one.

Necessity is the mother of invention. We worked out our own system. It is the one universally used today, with coat hangers.

A more acute problem was that of music. On one of my trips to New York I had come in contact with J. B. Lampe, general manager of the Remick Music Co. and a musician of many years' experience. I had decided that the Trianon should have its own band and that Lampe was the man to build it. I outlined my proposition to him, offering him \$25,000 a year to become my musical director. He was impressed, but not sufficiently impressed to throw aside 14 years with Remick. I gave up, returned to my hotel and prepared to leave for Chicago, but my problem unexpectedly was solved the next morning

when Lampe telephoned that he had decided to return to Chicago with me.

Grand Opening

THE REALIZATION of all I had been striving for finally came to pass on the night of December 5, 1922. It was truly a gala event. Paul Whiteman and his famous orchestra were engaged for the opening week at \$15,000, and the first night's box-office gross was \$32,000, all of which was given to charity. Extra squads of police had to be called out the first night as thousands were turned away from the new South Side ballroom. The Potter Palmer's, Gen. John J. Pershing and many other notables of Chicago's "400" attended. I remember how anxious I was to hear the various reactions of the people that night. I had a short wait. All agreed that it was a beautiful and magnificent place, but hastened to add that surely it would be a failure. Who would come regularly to such a fine spot merely to dance? In nearly everyone's estimation it was wasted on such people as attended "dance halls" in those old Side ballrooms. After the first thrill of the opening had passed I was almost ready to believe what the calamity howlers were predicting. The medium and low-income people—the ones for whom the Trianon was built—weren't coming. I soon discovered the reason. They had been frightened away by the big names and formality of that opening week.

Making for Mass Appeal

WE IMMEDIATELY tried to counteract this in all our publicity and advertising. We coined a phrase which swept the city: "The Discriminating Girl Dances at the Trianon." We meant that. The adjective "discriminating" could apply to all classes—to everyone who feels within himself the urge to dance—and that meant everyone, from bank president to factory laborer. The people we wanted came. The Trianon Ballroom had been built for them. A dream had become a reality.

The sophisticated but wholesome environment of the Trianon eliminated many of the problems many operators have had to face in maintaining discipline among dancers. For a place as large as the Trianon we had little trouble from unruly cliques or individuals who sometimes used to infect ballrooms with the sole purpose of disturbing others. I do not believe one can find anywhere better mannered crowds than those we cater to at both the Trianon and the Aragon. The reason becomes obvious when one steps into either place. One is quickly impressed by the beauty of the ballroom and he is immediately struck, usually subconsciously, by the fact that he

tactily has been placed on his good behavior as a condition of his presence.

Shortly after the opening of the Trianon we had many women's groups send representatives to investigate the moral atmosphere of the ballroom, and invariably letters of commendation resulted. Fraternal, civic and church groups



Grand Opening Tonight

Music by PAUL WHITEMAN (himself) and his original New York orchestra

Admission price at all times as follows:

On Tuesday, Wednesday, Thursday and Friday, one hour earlier—\$1.00
On Saturday, Sunday, \$1.25
On Monday, \$1.50
On Tuesday, \$1.75
On Wednesday, \$2.00
On Thursday, \$2.25
On Friday, \$2.50
On Saturday, \$3.00
On Sunday, \$3.50

Dancing Always Informal

TRIANON BALLROOM

REPRODUCTION of the full-page advertisement carried in all the Chicago newspapers to herald the opening of the Trianon. The bandstand attraction for the grand opening was "Music by Paul Whiteman (himself) and his original New York orchestra."

planning dances selected the Trianon as a matter of course.

Management and Policy

TO MAINTAIN this reputation, of course, we had to enforce many minor restrictions. For example, we had to prohibit women from smoking, because in those days any woman who smoked was, prima facie, of questionable character. Also, the closing time was set at not later than 12:30. This allowed the younger set to get home at a decent time, prevented them from wearing themselves out and ruled out parental objection to the ballroom. On no other basis could we have stayed open six nights a week. Free dancing instruction by the best teachers in the country was offered.

The matter of price was another prime



INTERIOR shot of Trianon Ballroom, Karzas' first ballroom enterprise located on Chicago's South Side.



INTERIOR shot of the newer Aragon Ballroom, Karzas' North Side dancer.

factor for continuous consideration, but our policy has changed very little through the years. From the start it was decided that after a couple had paid admission at the door they should not be taxed on the inside for wardrobe and other essentials. All these incidentals were lumped under the general admission price of \$1 per person. The big point of policy, too, was that of the quality of our principal product—the dance music.

After Whiteman's opening week we played bands like Roy Barge and Isham Jones, but I still wanted to build a band of our own for the Trianon. Lampe organized such a band, with his son, Dell, as conductor. From this original group came such present-day names as Wayne King, Charlie Agnew, Harold Stokes and Walter Foster.

Now came a real innovation—a singer with the band. No one had ever heard of such a thing. When we found someone who could sing as well as play an instrument the musicians' union was mystified. Lay off a "straight" musician to hire a singer? Who had ever heard of a dance band wanting a singer?

A Sister Ballroom

THIS and many other little troubles which beset us at the start were eventually ironed out, and things ran along smoothly. It was a logical sequence that we began thinking of a sister ballroom to the Trianon, one that would serve the North Side of Chicago. Definite ideas as to what it should be took shape rapidly, and since most of the pioneering already had been done, it was a fairly simple matter to get construction of the Aragon under way. Two things, however, had to be very different—the appearance and atmosphere of the new ballroom.

The Trianon had taught me that the distinctive atmosphere of the ballroom had done much to make it a success. The Aragon had to be equally good, but entirely different in style. So it was the Spanish motif was employed, with an ever-changing sky effect for the ceiling. The Aragon was opened July 16, 1936,

Walter Barnes

(Reviewed at the Windmill, Natchez, Mississippi)

BARNES fronts a band that seems destined to go places. Swinging out in the best approved style, the orchestra is strictly hot but indulges in some sweet stuff now and then. Leader plays fine clarinet and sax, sells himself nicely on both instruments and sings: His vocal specialty is hot warbling, with Ellis Wittz (trumpet) handling the romantic stuff and John Reed (sax) scattering. Barnes' front work is adfable and personable, maestro making himself liked by complying with all requests.

Thirteen men are divided into five reed (including the leader), four brass and four rhythm. Books boast plenty of special arrangements, the work of Clyde Higgins, sax, and Frank Greer, trumpet. Dues combine to make a splendid outfit for five sidemen. Case.

Wendell Phillips

(Reviewed at Oriental Gardens Cafe, Chicago)

GRADUATING from the ranks of an intermission and cocktail combo, this familiar local leader has augmented his original four pieces by two and added a gay vocalist. Set-up now includes one reed, one brass and three rhythm, besides Wendell on the accordion.

Result is only fair, boys pushing out possible dance rhythms but without

and the first hand to take the stand was the Oracles. Ted Pio Rito and Danny Russo were in that orchestra then.

The Aragon was a phenomenal success from the start, proving again that dancing is important enough as a recreation and entertainment to merit the building of expensive palaces for its full enjoyment.

Policy Has Varied Little

THRU the years of operation of the Trianon and Aragon the policy has varied little, and, if anything, is simpler today than before. I have never gone in for fads, such as dance marathons, derbies, endurance contests and the like which have had certain popularity from time to time. These "tricks" may prove financially success-



DELL LAMPE, the original Trianon maestro. In this shot of the ballroom's first band beside Lampe with the baton are Wayne King, third sax man from the left; Charlie Agnew, first trumpet man on the maestro's right; and on the far right playing the accordion, Harold Stokes, now musical director at WGN, Chicago radio station.

ful for a while, but eventually they have a detrimental effect on the establishments that foster them. Invariably they attract an element which one wouldn't prize as steady clientele. Speaking of steady patronage during all these years that we have been operating the Trianon and Aragon, we have never tried to see how much money we could make in a year, but how many years we could make money.

In building the Trianon and Aragon my purpose was to provide the right atmosphere for dancing as an expression of human emotions and feelings, of joy and gaiety, longing and even sorrow. And, basically, the forms of dancing don't change very much. We have room for the new forms, but we preserve the old. The waits night idea has remained popular at the Trianon and Aragon, and the idea is sound, as Wayne King has well proved. Our rooms are for dancing and we see no purpose in using them for anything else.

Music of Prime Importance

SINCE these rooms are and always have been for that purpose, I consider the music of prime importance, and it has always been our policy to produce better music for better dancers and thus attract better dancers with better music. Typical of this policy even today is the music of Dick Jurgens, whose orchestra is regarded currently as one of the finest in the country and destined for tremendous popularity. In



WILLIAM KARZAS, brother of Andrew and vice-president of twin ballroom corporation, at left shown presenting ballroom tickets to a young couple for a "Romance Party," something new in ballroom entertainment, introduced at the Trianon in 1935. Party was intended for all married couples that originally met in the ballroom and carried on their sweetheart days dancing there.

recent years I have experimented with many of the big name orchestras and I intend to continue offering my dancers the cream of these bands. But essentially I intend to stick closer to my original idea of having bands that blend and conform more with the style and atmosphere of the two ballrooms.

One reason for this policy is that it would be impossible to play all the good bands as they round the corner of success. It is simpler and more to the purpose to build our own bands or to obtain new bands and train them to suit our ballrooms. Such a policy caters to the tastes of our patrons. All of them are good dancers. They come to our ballrooms to dance and for that alone. I feel that it is better to have a band that knows the tastes of my customers and can please those tastes than to show how many bands I can bring into the Trianon and Aragon in a year's time. Our dancers are more interested in the kind of music they want than in the names of bands.

When the Trianon and Aragon were built they shattered all precedents. Their role in creating a new permanent recreation field is now well established.

The future? We have been dreaming all our life, and we probably will continue to dream.

Judy Conrad

(Reviewed at Turnpike Casino, Lincoln, Nebraska)

FIVE years in the Fox-Tower, Kansas City, Mo., Conrad is now out doing one-nighters with a good entertainment assembly. Clowning is on the suave side but rammed at the audience with sparkle and sells. Conrad himself is one of the tallest leaders in the business, stretching up to six feet five inches and indulging in no stooping. Has been in the big for 15 years.

Virginia Barrie, a mike charmer on the voluptuous side, has a voice equally smooth for radio and room, her delivery on the wheedling side, helped in sale by eye, face and subtle sway. Kenny Smith, comic, and Major Rhoads, sax, violin and vocal, also put the mike and audience on their side. Nummy Grosking handles the novelties and it's he who carries the load at drums on four-beat basis. Irwin Manday, Indian bass, is forte. Set-up is three in each section. Oldfield.

Glenn Miller

(Reviewed at Mendocubrock Country Club, Cedar Grove, N. J.)

EXCEPT for an enlargement of his brass section, Miller has made no changes in his style or set-up. Addition of one trumpet and one trombone now makes for a brass contingent totaling eight. Glenn's ensemble included. Five (See REVIEWING STAND on page 18)

The Reviewing Stand

much lift. Literary is mixture of oldies and modern pop hits, played with stock arrangements. Phillips works out all of the time on the squeeze-box, but does not add much to the goings-on. Maxine Martin warbles the ditties in a straightforward manner. She could throw more inflection into her voice, however. For a small spot, where the band is not necessarily featured, this combo is all right. Humphrey.

Joe Rines

(Reviewed at 174th Armory Hall, Buffalo)

RINES' melodic music on a large and pleasantly varied repertoire appealed to both young and old dancers here, even the outfit was definitely handicapped when called upon to blast and stomp in a large hall. Showing friendliness, a desire to please, good appearance and seasoned showmanship, Rines is the perfect front, working hard and keeping interest centered on the combo always. His forte is fiddle, but he does equally well playing a smooth baritone. Occasionally he uses a sax or clarinet.

Breakdown is three sax, three brass, three rhythm and one fiddle, with a four-fiddle arrangement for string waltzes. Altho the orchestra is equipped to handle whatever music the individual type of crowd requires, the musicians

do their best work when sticking to the sweet rhythms. They're a clean-cut bunch and readily sell themselves and their musical product.

Fred Steele, saxman, takes care of most of the vocals, employing a fine quality baritone on both sugary and hot stuff. Also works with Rines in a novel ventriloquist stunt that had the patrons enthusiastic here. Warner...

Royce Stoenner

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

YOUNGSTERS all, this band. Bass player, Ward Bowling, is the only member old enough to vote. Of Kansas City origin, Stoenner's outfit started two years ago co-op, then came under his name only recently.

Face is sophisticated swing, according to the literature, which excuses the outfit from the more raucous beatings yet provides a neat basic rhythm for dancing. Four-man brass and reed sections, led by three on rhythm. Stoenner himself working on almost all the numbers with brass help. Arrangements, not bad, are fingered by Jimmy Kircher, piano, and vocals are from the second and hot trumpet man, Bob Davis. Curtis Haas and Max Fisher do the novelties. It's a modest band, nicely dressed, plentiful on youthful personality. Oldfield.

A Music Publisher Opens Shop

By LOU LEVY

I KNOW music publishers and their staffs well. As personal manager of the Andrews Sisters, my dealings with them have been more than social, and as a result I know their trials and their tribulations, their joys and their sorrows. I've been with them when they've hit the depths of despair at not making the "sheet," that revealing and cold-blooded barometer of a song's radio standing, and when they've explored the seventh heaven of 40 or 50 plugs in one week. I know the worries and the headaches that are the normal accompaniment of the evolving of not merely one successful song, but the whole succession of them that goes to make up a valuable catalog and therefore a successful music publishing house.

I know all that and yet, despite the fact that I am considered more or less reasonably sane, I am a music publisher myself now, with an active membership in the American Society of Composers, Authors and Publishers to prove it!

Without minimizing the almost insurmountable barriers to success, in the various forms of hard work, luck, competi-

LOU LEVY enjoys the distinction of being Tin Pan Alley's youngest music publisher, either in or out of the American Society of Composers, Authors and Publishers. As it happens, Leeds Music Corp., which he heads, was recently admitted to active participating membership in the society upon its initial application for membership after the required length of time (18 months) in operation.

Levy's entrance into the publishing field came after he had established a name for himself in the trade as personal manager of the Andrews Sisters and before that as manager of Sammy Cahn and Saul Chaplin, writers of *Be My Beat Du Schoon* and *Please Be Kind*, among other successes. He is no longer associated with Cahn and Chaplin, but continues to hold the managerial reins for the Andrews girls.

Import of Recordings

I WON'T publish a tune unless it's first been recorded or I have assurances that it will be before regular copies are ready for sale. I try to pick tunes that I believe are suited to certain artists, whether band leaders or singers, with valuable introduction and featuring by them a natural follow-up. Band performance counts mostly with me—and that rules out of the Leeds catalog the majority of the run-of-the-mill rhythm tunes and ballads that find their way to a publisher's piano.

Leeds is building for the future. No more than any other music house will we turn over to charity the money to be made on an enormously successful sheet-music seller, but copy sales of several hundred thousand are not our goal just now. If they happen, great; if they don't, we're not crying in our beer barrel polka. A strong foundation of constantly performed songs interests us a great deal more than the flimsy structure erected from quick but brief profits on a hit or two of the moment.

Toward that end has been established our "For Dancers Only" series, an outgrowth of the acquisition of the tune of that title recorded by Jimmie Lunceford some months ago. The series further includes the three songs mentioned awhile back, *Cabana Blues* and *Woody Herman's* great swing number, *Woodchopper's Bell*. And they are only the beginning; the list will grow and with it Leeds' reputation as the provider of the material that makes swing bands swing.

I admit I have watched closely and studied the methods and ideas of the leading publishing houses and have adapted some of them to the operation of my own company. Why not? The big boys didn't get there because they handled everything all wrong, and if their ideas were good enough to achieve outstanding success in the field they're good enough for Leeds, too. Perhaps it's presumptuous to add that I have also tried to analyze their mistakes, and to attempt not only to avoid them, but to rectify them as well. Again, why not? If I were in business for my health it definitely wouldn't be the music business!

Imitation in itself means nothing, but adoption of principles blended with some degree of originality in execution is a different proposition. Folios are an old and highly remunerative story to several topnotch publishers. Leeds is going in for folios also—but they'll be far different in content from what is available now. Example 1: a volume of 15 unpublished photograph record hits, some hill-billy, some folksongs, all of them real American music that a public which has taken them to its collective heart via (See *MUSIC PUBLISHER* on page 18)

The Songs of The Islands

By ABE OLMAN

ALTHOUGH radio listeners and night club habitués on the West Coast are more conscious of Hawaiian music than people in the East, the popularity of island rhythms in the East is increasing, as indicated by Ray Kinney's phenomenal success in the Hawaiian Room of the Hotel Lexington, New York. This singular example reveals the musical preferences of an important group of music addicts, which is multiplied in the lesser stratum of music buyers and cafe patrons. Further evidence of the widespread appeal of Hawaiian music is the recent newest addition—the Hawaiian Maisonette in the swank St. Regis Hotel, New York.

Despite various musical fads that have dominated radio and recordings the past few years, there is no doubt that there are as many people who have taken to Hawaiian music, in certain spheres, as there are people who wear by swing.

That the American public, weaned on syncopated music, should take to native Pacific rhythms is quite natural. For one, Hawaiian music lends itself perfectly to modern dance interpretations. Just as jungle rhythms are considered the basis of hot jazz, so native island rhythms are even more adaptable to newer dance music. But perhaps the major reason for Hawaiian music, when compared to other popular forms, is its full, rich use of melody notable for originality.

Commercial Value Enhanced

As in other branches of the industry, when a new sort of music or vogue comes into permanent fashion, its commercial value enhances the business considerably. Ragtime put to work thousands of musicians in the jazz field, the development of serious music made America a mecca for symphonic concerts, and the rejuvenated phonograph industry has hyped revenues for music publishers and automatic music machines.

Similarly, Hawaiian music has opened several new channels for cafes, composition, music publishing, dance orchestras, hotels and among musicians themselves. In California there are at least a score of major cafes that specialize in Hawaiian atmosphere, food and music. The success of these spots has inspired entrepreneurs in other cities to follow suit. In New York, in addition to the two large Hawaiian rooms, many of the cocktail bars and lounges are featuring the languorous music of Hawaii. In near-by major cities, as in Philadelphia at Hotel Adelphi, this fad is rapidly becoming a commonplace feature.

The acceptance of this music has also given new employment to musicians who previously were handicapped because of the specialized use of the instruments. Today the increased sale of guitars and

ABE OLMAN is managing director of the Big Three music firms—Robbins, Feist and Miller. Supplementing the vast array of popular hits and rhythm music published by these firms, Olman is overseer for the largest library of Hawaiian music, published thru Miller Music, Inc. His experience and close contact with men and music in this field have won for him a reputation as an authority on the subject.

other instruments indicates that a greater demand for this music may result in a shortage of musicians capable of offering authentic Hawaiian music. Even modern dance orchestras have shown the influence of Hawaiian music.

Altho Horace Heidt, Kay Kyser, Sammy Kaye, Blue Baron and other such stylized dance orchestras are far from being Hawaiian units, their use of the guitar and the application of special syncopated rhythms are apparent adaptations of certain rhythmic principles, basically Hawaiian. Their tremendous success in the dance field is sufficient testimonial to the worthiness of this music.

Composers and Songs

Probably of greatest importance is the new, distinctive group of composers who have won due recognition in creating the best in Hawaiian music. To the untrained ear their efforts may sound simple and without form, but there is warmth and sincerity in the music, which is the essence of every great music work. Such names as Queen Liluokalani, King Kalaikoa, Princess Likelike, Johnny Noble, Harry Owens, Ray Kinney and Lelelika have become comparable in Hawaiian music to the Gershwin, Berlin and other American contemporaries in our own native music.

Many Hawaiian songs like *Aloha Oe*, *My Little Grass Shack*, *On the Beach* at *Waikiki*, *Hawaiian War Chant*, *Mahini Mele* and others have rivaled our own ballads in sheet-music sales. Some lesser known native tunes such as *Kiua Kamehameha*, *Kilima Waltz*, *Drossy Waters* and *Paradise Isles*, while perhaps not known by titles, are among the most popularly performed Hawaiian melodies.

In folios the collections by Ray Kinney and Johnny Noble are books which have sold excellently, increasing with the popularity of the music. Orchestration sets of Hawaiian music have spurted during the last two years, due to the fact that these traditional and original melodies have been arranged for modern dance orchestras. When they become popular enough thru the medium of jazz, they (See *SONGS OF ISLANDS* on page 18)



LOU LEVY, head of Leeds Music Co., lends an attentive ear as Don Ray, staff-writer at the piano, goes over the finer points and counterpoints of a new ditty.

tion and the all-round aggravation of a business which deals with intangibles. I felt I had an even chance to build a publishing house if I brought to it one concrete line of thought and a carefully mapped-out plan of action, rather than the haphazard type of campaign that dooms any enterprise to a perennial life on the small time.

Performance Value of Songs

IN HIS short career Leeds Music has produced, successively, *Undecided*, *Tell What You Do* and *Well, All Right*, among others. It is no trade secret that these songs have not been sensational sheet-music sellers. But—and to me it's a very important but—they have, and will continue to have, a performance value that I believe is worth far more than the few quick dollars I might have made on copy sales if they had been that type of hit.

It's my opinion that these tunes, as well as other swing items in the Leeds catalog, are in a fair way to becoming standards. They are numbers that bands like to play, numbers that the public likes to hear bands play, and I see no reason for that condition to change, long after current best sellers are just a flock of memories. And when you have this sort of song in your catalog you're building a catalog (and a music firm) that means something in the trade and that pays off handsomely in that very important matter of ASCAP availability.



"WELL ALOHA RIGHT," says Abe Olman (center) to maestro Jimmy Dorsey at Meadowbrook Country Club, Cedar Grove, N. J. His companion is Buddy Robbins, son of Jack Robbins, major domo at the Big Three.

Music in the Air

By DANIEL RICHMAN

Pubs' Nemesis

IF ANYONE in the music publishing business should accuse JULIE WINTZ (*Top Hat, Union City, N. J., WOR*) of conspiring toward restraint of trade they wouldn't be far from wrong. A Wintz remote caught this week seemed to be carrying banners, however invisible, proclaiming to the world the battle-cry of "death on song pluggers." Of eight tunes played, but two were in the so-called popular vein, and of the pair one was slightly outside even that pale by having its birthplace a current musical comedy. *I Didn't Know What Time It Was*, the musically modern, and *It's Funny to Everyone But Me* were the only standard bearers for the contact men.

For the rest Wintz gave listeners weary unto death of the same old menu of Hit Parades a real treat with items such as a weird instrumental novelty titled *Penguin's*, a tone picture labeled *Coral Serenade*, the organ for *Nobody Knows Your Name*, and *It's Funny to Everyone But Me*, ditto; a tango and Ray Noble's *Cherokee*. Despite the unusual line-up, it was all done rhythmically enough to make dialers so inclined roll back the rugs and indulge in a bit of humming and its untold pleasures. The pattern made the program a genuine joy for jaded eardrums. Tin Pan Alley toilers may look askance at Julie, but he gets three cheers from this corner and undoubtedly from a lot of other dial twisters as well. And it's the latter that counts.

Nonconformist No. 2

A LEO FOSTER to judge from a program heard this week, to succumb to the blandishments of music row, LEO REISMAN (*Shelmer, Newark, N. J., WABC*) is much to be complimented for offering listeners a remote that could well be listened to. Altho without weird acknowledgments, the show was practically dedicated to Cole Porter, what is the Reisman theme being *What Is This Thing Called Love?* and *Night and Day* and two Porter tunes from his new show, *DeBussy Was a Lady*, spaced at intervals of one to two minutes. It's no news that Porter music has always made good listening.

Reisman's only concessions to the boys who seek the plugs were *The Lamp Is Low* and *In an 18th Century Drawing Room*. As with Wintz, the remainder of the list was made up of familiar bits like *Limousine Blues*, *Honolulu* and a medley of fast-tempoed Strauss waltzes. Typical of Reisman was the aura of smartness and sophistication surrounding the program (a distinct novelty on late-hour broadcast), which was spot only by the maestro's own announcing in a careless, indifferent and downright annoying manner. A sturred "all right, boys, let's go, one, two" before each and every number hardly befits a program of the general musical and listening excellence of this one.

Quantity Record

CHUCK FOSTER (*Billmore Bowl, Los Angeles, WJZ*) apparently is out to establish a record for the number of songs that can be crammed into one 30-minute dance remote. One of his shows this week produced 16 (count 'em) which takes quite a bit of doing and also quite a bit of listening. Broken up into 10 pop tunes and half a dozen oddies of varied type, it could have been a record for boredom as well if Foster were not so alert to showmanship as this program indicated.

Except for more or less thin "style" based on "talk more or less thin" style as against singing titles) which calls for the maestro's making conversation about a song's title wherever possible, Foster puts on a show that at times amounts to a production in its use of the special tricks and general kidding, particularly from the leader himself. Despite the short arrangements (necessary because of the almost overwhelming number of tunes done), each tune before he has time to realize the last one is over, this remote had a definite abundance of listenability in a sort of breathless way. It was a case of never knowing what was going to happen next. In itself a distinct departure from normal remoting.

ASCAP "Police" Wreaks Havoc On Pennsy Song Bootleggers

SCRANTON, Pa., Nov. 25.—With the thickly populated mining sections in this territory giving rise to numerous beer gardens and other spots where music is disseminated for commercial purposes, "bootlegging" songs is not an uncommon practice and one that keeps the American Society of Composers, Authors and Publishers agents busy checking up on offenders. Local Federal Court last week produced three hearings as a result of performance of ASCAP music without license.

Policing system set up by ASCAP recently is bearing fruit around these parts, and pretty complete check-ups are being made by agents operating out of the Pittsburgh office, under the supervision of William J. O'Brien. Agents come across violations practically every day, which sets the ASCAP wheels in motion without delay. Letter from the Society to the offender is the first step, with ASCAP calling attention to the offense and urging the offender to take out a license in the interest of bigger and

Sandusky Sold on Name Bands for Next Season

SANDUSKY, O., Nov. 25.—Following successful introduction this season of name band attractions at Cedar Point-Lake Erie, managers of the new ballroom at this resort are contemplating a similar policy for next season. The only summer ballroom in the State with a weekly policy of name dance orks, the spot during the 1939 season used Don Doster, Sleep Fields, Russ Morgan, Ozzie Nelson-Harriet Hilliard, Blue Barron, Eddie DeLange, Clyde McCoy, Glen Gray, Vincent Lopez, Buddy Rogers, Bob Zurko-Rihel Shutta, Henry Busse and Wayne King.

New Des Moines Dansant

DES MOINES, Nov. 25.—Jack Hall, manager of Pla-lan Ballroom here, has taken a long-term lease on a new site for dance operations. New ballroom, set to open Thursday, will be known as the Castle. Workmen are remodeling the location to provide 7,000 square feet of floor space at a cost of \$8,000. Castle will have public dancing on Tuesday, Thursday, Saturday and Sunday nights. Dance class will be held on Thursday and Sunday.

Musical New Year's, Maybe

CALGARY, Alta., Nov. 25.—Dance halls and cabarets in this Canadian town will be allowed to operate immediately after midnight on Sunday, December 31, if city council approves a recommendation of its own committee. Under city by-laws, dancing places are required to close at midnight Saturdays and remain closed until 9 a. m. the following Monday.

Park Ballroom Goes Niterly

COSHOCTON, O., Nov. 25.—Drastic change of policy at Lake Park Ballroom here, operated by Helen and Dick Johns, is planned for the 1940 summer season. Park for several seasons has been playing district bands and occasional names. Next season will find the pavilion operated on a night club plan with regular floor shows. Patrons will be seated at tables cabaret style.

Band Leaders' Paradise

BUENOS AIRES, Argentina, Nov. 18.—Probably the only man in the world whose normal cares of career and business are unhampered by the old bugaboo of competition is Luis Gardolfo, who enjoys the distinction of being the sole piano player in all South America. This No. 1 (and only) Pan-American contact man tells for Ralph B. Todd's *Comar Co.*, which represents prominent American music publishing firms here, among them the Warner music group, *Santley-Joy-Select* and *Mills Music*.

Todd is a music publisher himself, and that's where Luis' work comes in. And he's got a clear field to work in.

better entertainment. Fees range from \$50 to \$2,400 a year, depending upon type of spot, seating capacity and sundry other conditions.

If a particular spot persists in violating the copyright laws the alternative is Federal Court action. The 1926 Federal copyright statute provides for damages from \$250 to \$5,000 for each offense, plus costs. Usually the Society is willing to settle for much less, unless the offender happens to be particularly obstinate. Minimum damages are almost always asked, and this amount is sliced if the guilty party agrees to take out a license. Judging from the number of suits filed in the Middle District here, ASCAP agents are doing a pretty thoro job of checking.

Barth Plans Promotions At New Miss. City Aud

NATCHEZ, Miss., Nov. 25.—Harry King Barth, local maestro and ex-bass player with Ted Lewis, Vincent Lopez and other name bands, plans on promoting name band dances at the new \$100,000 City Auditorium here. Has already negotiated with the booking offices for open dates on bands.

Practically all dance promotions here have been cancelled since several promoters here bringing the colored bands to town at regular intervals.

Dallas Plantation Adds

WINTER TO SUMMER SEASON. DALLAS, Nov. 25.—The Plantation, local outdoor dance club, is being converted into a winter spot by owners Dick Wheeler and Joe Landwehr. Revamped club opens Wednesday (29) with Gus Arnheim for the opening week's music. The refurbishing job was a tropical motif, with 6,000 square feet of dance floor and facilities for 1,250 persons. Club will shutter Mondays and Tuesdays, operating five nights weekly. Name bands will be used, but no floor shows.

COCK ROBIN

(Continued from page 12)
share of earnings on that band, and he figured it best to stick to his original intentions and try his hand at band leading on his own. If the Shaw band decides to carry on it's a safe bet they will vote for George Auld, tenor sax ace, to carry the name.

Report that the Shaw is permitting the band to keep his music library also isn't so. Rather, the library goes to Shrimman in consideration for moneys due him and will undoubtedly serve as a starter for Pastor's set of books. Shrimman, however, is permitting the Shaw band to hold on to the books for the next week or so to give them time to build a library of their own.

If the Shaw band continues, boys will play the scheduled four weeks at Hotel Sherman, Chicago, starting February 9. With or without Shaw, Sherman management still wants the band and price was shaved down accordingly. All other theater and single-night dates remain at the disposition of the buyer with General Amusement Corp. showing the financial figures for those still wanting to go thru on their contracts.

When the news broke last Monday (20) that Shaw had left the band officially—for the records, he walked off the stand the previous Wednesday (13)—the hotel was literally flooded with managers and money-men desiring to buy the band. Tommy Dorsey flew in from Chicago and made a cash offer to buy the band, intending to put Dick Stabile in front of the band, this and others were turned down. Andrew Weinberger holding on to the property instead.

For the time being, Pastor is the only member leaving, boys turning down individual offers from other band leaders. Jerry Gray, bands arranger, got a call from Glen Miller, and Helen Forrest, vocalist, was sought by Benny Goodman.

Review of Records

Piano Platters

MARY LOU WILLIAMS, mainstay of the Andy Kirk clouds of joy whose Steinway borders on the swing-sensational, gives her legion of fans and followers a holiday treat with four Decca blues sides that are musts. Neatly cased between drums and bass, Mary Lou hits the keys to a pulp with standard, curiously enough passing up her own originals, and pounces out her familiar Kansas City rock-and-roll fingerings for *The Pearls*, *The Rocks*, *Mr. Freddie Blues* and *Sweet (Patootie) Patootie*. Pianist also Tompkins makes grand concert style in the Victor came grand *Night and Day*, but it's his waxed musical caricatures that catch the ear. This one, *Three Little Fishies*, also belongs among the classics, his mimicry of a Dr. Walter Damrosch music appreciation broadcast being the kinda stuff that makes people flip the dials and buy a package of needles.

Also on the distaff side are the pianist Dickie's Count Basie as his band makes lightness on the swing-recital with *Song of the Islands*. And the plattermate rates a slot for this disk on the collector's shelf since it gives Basie at the bellows, pounding out the blues like organ for *Nobody Knows*, with James Rushing adding the original blues wordage. And digging the Decca race records, there's some fine pianology supporting the sinful singing of Georgia White for *How Do You Think I Feel* and *It Again*.

Yodelin' Jive

IT'S smart platter showmanship and insurance-fire merchandising that Decca makes possible in testing Bing Crosby and the Andrews Sisters. And for good measure, giving the customer more than his share. There's Joe Venuti and his hot fiddling to set the tempo for this congregating. Arresting attention from scratch is *Yodelin' Jive*, a bit of yodeled jive based on *Rock-a-Bye Baby*, with Ciribiribin making the complete complete. That sort of cause making can't miss even tho the plates don't give that free and easy feeling as when Crosby matches voices with Connie Buouell.

Coleman Hawkins, the tenor sax king of a generation, rather invites listeners' rage if his first Bluebird paring is a right example of the superior blowing the swing critics claim this country has been missing all these years because the master was partial to the European continent. One wailing of *She's Funny That Way* and *Meet Doctor Foo* and you can't help but feel that the need for a good five-cent cigar was by far more critical. The *Foo* side leaves just that kind of taste while its ballad mate is a fine mill improvement in which consciousness sets in. Thelma Carpenter's vocal right on the first chorus adds emphasis to that setting and makes you feel that maybe all those out-of-tune race records are philharmonics after all.

One wailing of *She's Funny* for a yellow basket. And she hasn't found it in Coochi-Coochi-Go, sounding slicker for the *It's My Turn* Noie ballad that makes for a Decca doubler.

(See REVIEW OF RECORDS on page 138)

Attractive
DRUCE
ORCHESTRA
★ ★ ★
AN IDEA FOR YOUR NEW BILL
50 opportunities of billing come by an American's leading
books, including Ray Kaye, Wayne King, etc.—MAILED FREE
Ella Fitzgerald, etc.—MAILED FREE
CENTRAL on motion. Write 100¢ for date book and samples.
CENTRAL SHOW PRINTING COMPANY
New York, N. Y.

PLAY A SAW!
Produce wonderful results in 3 days
—quickly play popular and classical
music—no previous experience necessary—
100% success guaranteed. Shows
100% success. Includes 100% success
manual, 100% success manual, 100% success
manual, 100% success manual.
MUSSELL & WETZEL
100 W. WASHINGTON, Adams, Wis.

100,000 TICKETS
Printed to Your Order
Cheapest GOOD TICKET on the Market
100,000 for
Keystone Ticket Co., Dept. B, \$17.50
Shamokin, Pa. 10,000 .66.00
20,000 .80.00
30,000 1.00.00
Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

Do You Want To Write a Song!

By MILTON BERLE



MILTON BERLE pleads and prays for a bazooka plug on his latest belated, but the supplication is so much sandman to Bob Burns.

HAVE you a potential songwriter in your home? Well, who hasn't? Have you been tempted by ads reading, "Fame and Fortune Await You! Write America's Songs! Why Be Satisfied With Ten Thousand a Year? Make Millions as a Song Writer! Fill Out the Attached Coupon and Receive Our Book, 'How To Make Millions as a Song Writer'! Get This Course of Instructions Absolutely Free! No Musical Knowledge Required! Read How Irving Berlin, Jerome Kern, Cole Porter and Many Others Became Song Writers! Let Our Experts Guide You Absolutely Free! Just send thirty dollars to cover cost of handling and mailing."

Often, when I see ads of this nature, I

MILTON BERLE, one of America's foremost comedians and also a dramatic actor by virtue of his excellent performance in the George Abbott production, "See My Lawyer," is also a songwriter. "The Billboard" readers might be surprised to learn.

One of Berle's dearest friends in radio and show business is Nick Kenny, radio editor and columnist of "The New York Mirror" and unquestionably one of America's foremost songwriters with many hits to his credit. Brother Charles Kenny is his collaborator. While Berle gently ribs Nick Kenny in the accompanying article—all of which was written by Berle in great place—he sincerely believes the songwriting columnist to be one of the outstanding composers of the day, with an honest and forthright simplicity in his melodies and lyrics that will live for a long time.

have been tempted to take pen in hand and write, asking "If your experts can write songs, why don't they just go about their business of earning a million dollars thru their songwriting efforts instead of philanthropically offering to teach others free—just send thirty dollars to cover cost of handling and mailing?" I've never given in to this temptation, however, for fear that they MIGHT have a logical reason why everybody should become a songwriter.

People know me as "Milton Berle, the comedian," by virtue of my employment in night clubs, vaudeville, movies and musical comedy. Others call me "Milton Berle, the actor," because I am appearing in George Abbott's play, "See My Lawyer." But the my heart yearns to be called "Milton Berle, the songwriter," people refuse to take me seriously in this respect. Who knows?—perhaps I might develop into a second Irving Berlin or a second Jerome Kern or a third Nick Kenny. (His brother, Charlie, is

the second Nick Kenny, so I'll have to be satisfied with third.)

"Little Skipper"

I HAVE written songs. This may come as a shock and a surprise to many of you, but it is true—I have written songs. Some years ago there was a popular tune called *Lord, You Made the Night Too Long*. A fellow named Fred Whitehouse was my collaborator on a parody.

We wrote a little masterpiece titled *Sam, You Made the Pants Too Long*. Using the same music as *Lord, You Made the Night Too Long*, with special permission from Shapiro, Bernstein & Co., the publishers, Sam was a soulful little ditty that told about a fellow who bought a suit that fitted perfectly except that the pants were too long. In it were expressional lines like, "You made a peaked lapel mighty swell, you made the lining strong, but, Sam, you made the pants too long," and "My fly is where my tie belongs, 'cause, Sam, you made the pants too long."

I used this little epic in vaudeville and, doing so, almost terminated my career as a songwriter. People insisted upon laughing at this ditty, which was written in complete seriousness by myself and Mr. Whitehouse! I no longer sing that song. I leave it to that great baritone, that famed delineator of everyday life, Joe E. Lewis, to give it the type of soulful interpretation that I unfortunately was unable to render. I know Mr. Lewis does well by it. His rendition of Sam has caused strong men to weep, women to swoon and tailors to picket. It has given me courage to go on.

"Cathedral in the Pines"

RECENTLY I was sitting in a night club with a songwriter—an idol of mine named Jerry Livingston—when the band played a tune that caused people to stand up and cheer. Even Jerry Livingston got up. I was already on my feet because the tune was so potent that you couldn't resist rising and cheering as soon as you heard the first few bars. "Did you write that?" I asked Livingston. "No," he regretfully replied, "but I wish I had." The tune was a little item titled *The Star-Spangled Banner*, and it's going places, believe me. If there ever was a tune that could bring people to their feet, cheering no less, then that's it!

Last year, after I returned from Hollywood, I decided to turn to songwriting in earnest. I had been in Hollywood making pictures for RKO. The only reason I went was that they promised me I would be allowed to play the part of a songwriter in a picture. They let me, too, but my soul wasn't in it.

being able to trot out a few povelities on occasion, in which, for Allah be praised, is conspicuously absent. Miller's frosting has become easier and more assured. Richman.

MUSIC PUBLISHER

(Continued from page 16)
recorded versions cannot now procure in sheet-music form. Example 2: a folio entitled *Songs for Alleged Gentlemen*, a group of smart songs, bordering perhaps on the raque, whose Rabelasian quality is, however, whitewashed by genuine cleverness.

Unknown Writers Welcome

INASMUCH as I am a newcomer to the publishing business, I obviously am inclined to feel a newcomer has a chance or else I wouldn't have gone into the business. Feeling that way, it would be hypocritical on my part to bar works of unknown newcomers. Unlike most publishers, I look for the efforts of unknowns. Vic Schoen, my one-man arranging staff, was virtually an unknown

"Running Thru My Mind"

I PLAYED the part of a songwriter all right, with Jack Oakie as my song-writing partner, but a fellow named Bob Burns got all the gravy. You see, Oakie and I were supposed to be two songwriters with very little talent—a base canard, believe me—while this fellow named Bob Burns (he worked his way thru correspondence school playing a bazooka, to give you an idea) was the songwriter with talent, except that he was a "deaf writer." By that I mean that he could only write songs while he was in bed sleeping and if somebody copied them down. He never remembered the songs after he got up. I suggested a good ending to the picture—that Bob Burns marry a musical stenographer with insomnia and they would live happily ever after on his songwriting earnings. But I was shushed.

The picture didn't help me too much. While it made me out to be a songwriter, it looked as if I would have to go around the same time Nick Kenny wrote a little ditty titled *White Sails or Little Skipper*, with the result that my tune didn't receive the reception it should have gotten, because *White Sails or Little Skipper*—I don't remember which—was receiving all the buzzes.

Nothing daunted, I got in touch with another promising young songwriter named Rudy Vallee. He, like me, was highly misunderstood. He, too, wanted to write songs more than anything in the world.

But people kept calling him a singer and a band leader. Truly he did a little band directing and singing, but only to keep the wolf from the door, mind you, only to keep the wolf from the door. As a matter of fact, the first thing we did when we got together was to compare wolves. Mine had a silver star on his forehead.

Vallee and I wrote a song called *You Took Me Out of This World*. My phono-

graph operator friends might like to know that it was recorded for Brunswick by Jack Marshall and for other companies by other bands. This gave me the stimulus I needed. In rapid-fire succession I wrote *Shave and a Haircut*, *Shampoo*, collaborating with a full-union-due-paid barber, and *Sammy Kaye*, who needed a haircut at the time, recorded it for Victor, my phonograph operator friends might like to know, too.

"White Sails"

THEN I wrote *So Good Night* with a songwriter named Art Kassel, who is erroneously identified with Art Kassel, the band leader, altho they are both the same fellow. A couple of fellows with mustaches named Cahn and Chaplin—the fellows were named Cahn and Chaplin, not the mustaches—accidentally got into a phone booth with me as I was waiting to get my nickel back because the publisher wouldn't answer the phone, and from that collaboration came a tune titled *Give Her My Love*, which the Ink Spots are recording—or have already recorded for Decca, my phonograph operator friends might like to know.

Then Jerry Livingston collaborated with me to write *I'd Give a Million Tomorrows*, which shows great promise of being published. More recently, Walter Kent and I wrote a small epic titled *We're Back Where We Started Again*.

I think that soon my labor will be rewarded. The other day Nick Kenny and I were walking down Broadway when I heard a gink say, as he glanced in our direction, "There goes that famous songwriter." My heart swelled with pride. He must have meant me. Everybody knows Nick Kenny is a radio columnist!

little quotation in a frame near my desk that manages to help me over some of the rough places. It reads: "They said it couldn't be done, but he, poor fool, didn't know it; so he went ahead and did it."

SONG OF ISLANDS

(Continued from page 16)
will undoubtedly revert to their original forms.

Plaster Popularity

The increased use of Hawaiian recordings is attributed to a large extent to automatic music machines. Such names as Sol Hoopii, Ray Kinney, Andy Iona, Charles Kama and others are becoming more prominent on the music machines as a result of the increasing favor toward Hawaiian music.

Because Hawaiian music is comparatively new to our ears, it appears to be foreign in nature. But its enlarged use in coming years will become so common that it is destined to become a part of our own musical character.

REVIEWING STAND

(Continued from page 15)
saxes remain as it. Likewise the rhythm quartet, Reed strings have been a Miller trademark and the original and highly effective sax-clarinets scoring in only one of the musical thrills produced by this group.

Ock continues to amaze in the versatility and flexibility of its work. Hot swing, sweet swing and out-and-out sweet stuff are delivered equally well, with classics of arrangement and execution found in each varied category. Lift drive, musical finesse, listenability and danceability are all here in superabundance. Faced by the terrific benefits of, in particular, Clyde Hurley's powerhouse trumpet, Wilbur Schwartz's fine clarinet and Tex Benke's hot tenor, this is one group in which patron interest cannot possibly lag.

Marion Hutton and Ray Eberle still hold down the vocal chores, with the blond Hutton curls and cute delivery giving the rhythmic ditties the proper pizzazz and Ray doing a capable job on the more romantic wadgets. Band isn't lacking in showmanship either,

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

Orchestra Routes

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

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

Adkins, Paul: (Erie) NYC, nc.
 Agnew, (Belmont) Miami Beach, Fla., nc.
 Alexander, Van: (Town Hall) Phila., Dec. 1.
 Alarcia, Belmont: (Arborea) NYC, nc.
 Andrews, (Note: (Book-Cadillac) Detroit, h.
 Andy: (Show Bar) Forest Hills, N. Y., nc.
 Angelo: (Berlitz) NYC, nc.
 Anshuld, Ed: (Los Angeles) Los Angeles, nc.
 Arnold, Ramon: (Landon Chop House) Detroit, h.
 Armstrong, Louis: (Cotton Club) NYC, nc.
 Armstrong, (La Conga) NYC, nc.
 Ayres, Mitchell: (St. George) Brooklyn, h.

B
 Baker, Bruce: (New Kennedy) Albany, N.Y., h.
 Baker, Bobby: (Ten Eyck) Albany, N. Y., h.
 Baker, Charles: (Arborea) NYC, nc.
 Baroni, Jackie: (Oasis) W. Palm Beach, Fla., nc.
 Baroni, Dick: (Bill Green's Casino) Pittsburgh, nc.
 Barron, Blue: (Edison) NYC, h.
 Barron, Joe: (Park) NYC, h.
 Basile, Joe: (Six Day Race) Madison Sq. Garden, NYC.
 Basile, Joe: (Chateau Moderne) NYC, nc.
 Becker, Howard: (Edgewood) Albany, N.Y., nc.
 Becker, Maxmillian: (Vermillion) NYC, nc.
 Beckwith, Henry: (Astor) Brooklyn, Dec. 2, h.
 Beckwith, (Edison) NYC, h.
 Blake, Ted: (New House) Pittsburgh, h.
 Blake, (Edison) NYC, h.
 Bond, Richard: (Statter) Cleveland, h.
 Boone, Lee: (Black Cat) NYC, nc.
 Booth, (Walton) NYC, h.
 Boswell, Charles: (Wine) NYC, h.
 Boylan, Will: (New Kennedy) Albany, N.Y., h.
 Boyle, Jerry: (Show Bar) Forest Hills, L. I., nc.
 Brandt, Eddy: (William Penn) Pittsburgh, h.
 Brandt, (New York) NYC, h.
 Branson, Irving: (Dutkin's Rathskeller) Phila., re.
 Branson, Leo: (Devine Eagles) Milwaukee, nc.
 Brown, Peter: (Onyx Club) NYC, nc.
 Brown, Roger: (Club Olympia) Columbus, O., nc.
 Brown, (Blue & White Tavern) Albany, N. Y.

C
 Bruno, Anthony: (Latin Quarter) Boston, nc.
 Bruno, Nat: (Park) NYC, h.
 Buton, Benny: (Bill Green's) Pittsburgh, nc.
 Buton, Eddie: (Heron Sea) Hollywood, nc.
 Byrne, Bobby: (Roseland) Brooklyn, h.

Campbell, Jack: (Northwood Inn) Royal Oak, Mich., nc.
 Casy, Fernando: (Colony Club) Chi., nc.
 Casy, (Blue & White Tavern) Albany, N. Y.
 Casy, Joe: (Westwood Supper Club) Richmond, Va., re.
 Casy, Marty: (Belmont) Miami Beach, Fla., nc.
 Casullo, Danny: (Chez Paree) Chi., nc.
 Casullo, Carmen: (Statter) St. Louis, h.
 Casullo, Hal: (La Maze) Los Angeles, h.
 Casulo, Harvey: (Gay Parlor) Chi., nc.
 Chester, Bob: (Nicollet) Minneapolis, h.
 Child, Reggie: (Rustic Cabin) Englewood, N. J.
 Chisoleto: (El Morocco) NYC, nc.
 Clarke, Buddy: (Pegasus) Rockleigh, N. J., nc.
 Chisman, Mill: (Chi-Am Casino) Westfield, N. J., re.
 Chison, Larry: (Starry Hartford, Conn., 30-1, N. Y., re.)

Cole, Morrison: (Old Mill) Salt Lake City, nc.
 Coloban, Claudine: (Montparnasse) NYC, nc.
 Coloban, (La Salle) NYC, h.
 Coleman, Emil: (Waldorf-Astoria) NYC, h.
 Collins, Jay: (Sherman's) NYC, re.
 Collins, (New York) NYC, h.
 Courtney, Dell: (Ambassador) NYC, h.
 Court, Mickey: (New Yorker) NYC, h.
 Court, (Lansing) NYC, h.
 Crosby, Bob: (Community Center) White Plains, N. Y., Dec. 3.
 Courtney, (New York) Detroit, h.
 Cousins, Bernie: (Netherland Plaza) Cincinnati, h.
 Cousins, Ben: (Rainbow Room) NYC, nc.

D
 Daly, Duke: (Canary Cottage) Forham Park, N. J., re.
 Damer, Bob: (Gay '90s) Chi., nc.
 Damer, George: (Troc) NYC, h.
 Daska, Jascha: (New Russian Art) NYC, nc.
 Dave, Eddie: (Larus) NYC, re.
 Day, Bobby: (Pool Club) Jamaica, L. I., h.
 De Leona, Pepe: (Troc) NYC, nc.
 Deary, Jack: (Ries) NYC, h.
 Deary, Sammy: (Pewagon Club) Detroit, nc.
 Deary, Tom: (9-Clock Club) NYC, nc.
 Debarth, Al: (Strand) NYC, h.
 Dewey, Tommy: (Palmer House) Chi., h.
 DeWitt, Cholly: (Madison) NYC, h.
 DeWitt, (Park) NYC, h.
 Duffy, George: (Commodore Park) Toledo, h.
 DeWitt, (Twinsler) Birmingham, h.
 Dams, Russell: (Crescent) NYC, h.
 Darada: (LA Conga) Hollywood, nc.

E
 Eby, Jack: (Royal Palm) Miami, nc.
 Eby, (Pastor's) NYC, nc.
 Eberle, Roy: (Howard) Washington, D. C., 1-1, h.
 Egan, Duke: (Coronado) St. Louis, h.
 Ellis, Joe: (Green Mary) NYC, nc.
 Ellis, Sidney: (Victor Hugo) Beverly Hills, h.
 Eiler, Bobby: (Bankhead) Birmingham, h.

F
 Fanny, Willie: (New Gobel Inn) Albany, N. Y., re.
 Faron, Charles: (Lyrie) Bridgeport, Conn., h.
 Filer, Max: (Hollywood Plaza) Hollywood, h.
 Filer, Johnny: (Plaza) San Antonio, h.
 Fildes, Shep: (Stanley) NYC, h.
 Fin-Rio Ted: (Prabody) Memphis, h.
 Finck, (Old Vienna) Cincinnati, re.
 Fisher, Jack: (Heron Sea) Boston, re.
 Fisher, Art: (Club Minnetta) Chi., nc.
 Fitch, Buddy: (Troader) Evansville, Ind., nc.
 Fitch, Eddie: (Savoy Plaza) NYC, h.
 Fitch, (Memorial And) Chattanooga, re.
 Fitch, (East) W. Palm Beach, Dec. 3.
 Fitch, Chuck: (Biltmore Bowl) Los Angeles, re.

F
 Fotin, Larry: (Willow Grove) Phila., p.
 Fox, Jody: (Marta) NYC, nc.
 Frazer, Ike: (Kilt Cat Club) Scranton, Pa., nc.
 Gailford, Slim: (Rendezvous) Phila., c.
 Gamble, Jack: (Lincoln Terrace) Pittsburgh, h.
 Garber, Jan: (Topsy's) Los Angeles, nc.
 Garz, Glen: (Henry Grady) Atlanta, h.
 Gardner, Dick: (La Martingale) NYC, nc.
 Gearty, Tom: (Riviera Lake Geneva, Wis., h.
 Gerard, Fred: (Schneider's Tavern) Cleveland, h.
 Glass Sisters, Four: (Gold Front) Cheboygan, Mich., nc.
 Golden, Ned: (Arlington) Binghamton, N.Y., h.
 Golly, Cecil: (Aragon) Cleveland, h.
 Goodman, Benny: (Waldorf-Astoria) NYC, h.
 Gordon, (Felic Club) Albany, N. Y., c.
 Gordon, Gray: (Beverly Hills Newport, Ky., c.
 Graf, Johnny: (Anchorage) Phila., nc.
 Graf, (Fulton) Support, Missa, nc.
 Gray, Glen: (Palace) San Francisco, h.

H
 Hahn, Al: (Chez Paree) Omaha, Neb., nc.
 Hallett, Mal: (Palace) Chicago, h.
 Hamilton, Dave: (Oriental Club) Lansing, Mich., nc.
 Hamilton, Johnny: (Tristan Club) Santa Fe, N. M., nc.
 Hamilton, Bob: (Majestic) Long Beach, N. C., nc.
 Hamp, Johnny: (Roosevelt) New Orleans, h.
 Harcey, Bob: (Flamingo) Boston, nc.
 Harson, Lem: (Loce & Eddie's) NYC, h.
 Hauser, Harold: (Mayflower) NYC, h.
 Hawkins, Coleman: (Kelly Stables) NYC, nc.
 Hawkins, Drake: (Savoy) NYC, h.
 Heama, Bob: (Blackstone) Chi., h.
 Heam, Bob: (Blackstone) Chi., h.
 Heam, (Horace) (Cocoanut Grove) Los Angeles, h.
 Henderson, Horace: (5100 Club) Chi., nc.
 Henry, Chock: (Paris Inn) Los Angeles, nc.
 Herbert, Jack: (Edgewater Beach) Chi., h.
 Herman, Wood: (Famous Door) NYC, nc.
 Hill, Tiny: (Madura's) Chi., h.
 Hines, Earl: (Grand Terrace) Chi., nc.
 Holmes, Herbie: (Broad Palace) Denver, h.
 Holt, Ernie: (El Morocco) NYC, h.
 Hopkins, Lem: (Chateau Laurier) Ottawa, Ont., nc.

H
 Hordon Girls: (Mayfair) Wilkes-Barre, Pa., nc.
 Higgins, Dave: (Berkley Catered Asbury Park, N. J., h.)

I
 Idlers, Three: (St. Moritz) NYC, h.
 Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
 Irvel, Jack: (Gramercy) Chi., h.

J
 Jahns, Al: (Biltmore) Providence, h.
 James, Sonny: (Barney Rapp's) Cincinnati, nc.
 Jank, Eugene: (Melody) Union City, N. J., nc.
 Johnson, Johnny: (Shelton) NYC, h.
 Jones, Bill: (Cory Center) Detroit, nc.
 Jones, Jerry: (Larus) Salt Lake City, p.
 Jones, Emperor: (Brick Club) NYC, nc.
 Jordan, Louis: (Elk) Randersville, NYC, nc.
 Jurena, Tommy: (Show Boat) St. Louis, nc.
 Jurena, Dick: (Chase) St. Louis, h.

K
 Kardos, Gene: (Hungaria) NYC, nc.
 Kasst, Art: (Bismark) Chi., h.
 Kavelis, Al: (Texas) Ft. Worth, Tex., h.
 Kaye, Sammy: (Commodore) NYC, h.
 Kaye, Frank: (Open Door) Phila., nc.
 Kazda, Sonny: (Stork Club) NYC, nc.
 Keen, Peter: (Congress) Chi., h.
 Keen, (New York) NYC, h.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Ambassador East) Chi., h.
 Kist, Sam: (Hawaiian Paradise) Los Angeles, h.
 Kern, Koblers, Theo: (Darling) Wilmington, Del., h.
 Kuhn, Dick: (Astor) NYC, h.
 Kohn, Lee: (Philadelphia) Phila., h.
 Korte, Jack: (Erie Press Club) Erie, Pa., nc.

L
 Lamb, Drexel: (Club Leda) Jackson, Mich., nc.
 Lando, Jules: (St. Regis) NYC, h.
 Lane, Jimmy: (Mandulay) Los Angeles, nc.
 Lane, Ted: (Club Cavalier) NYC, h.
 Lang, Sid: (Hi-Hat) Chi., nc.
 Lapp, Horace: (Royal York) Toronto, Ont., h.
 Lapp, Eddie: (Rainbow Room) NYC, nc.
 Leonard, Bob: (Sports Circle) Hollywood, nc.
 Leonard, Harlan: (Century Room) Kansas City, h.
 Levant, Phil: (Trianon) Chi., h.
 Light, Knock: (Tati) NYC, h.
 Little, Little: (La Salle) NYC, Chi., h.
 Lombardo, Joey: (Roosevelt) NYC, h.
 Lopez, Vincent: (Jung) New Orleans, h.
 Long, (Deli-Shes) Oak Park, Ill., nc.
 Loster, Dick: (Broadway) Oakland, h.
 Lowe, Bert: (Lenox) Boston, h.
 Lucas, (Thea) (Trotter) Washington, D. C., re.
 Lucas, Clyde: (Laragon) Chi., h.
 Luce, Jimmie: (Bouthland) Boston, c.
 Lynch, Al: (Chez Paree) Chi., nc.

M
 McCoy, Clyde: (Orpheum) Minneapolis 30-Dec. 4.
 McGuire, Bill: (Carlton) Washington, D. C., h.

McDonald, Billie: (Florentine Gardens) Los Angeles, nc.
 McElaine, Jimmy: (Westminster) Boston, h.
 McIntire, Dick: (Bula) Hollywood, nc.
 McKinley, William: (Fusion) Detroit, nc.
 McLean, Jack: (Chase) St. Louis, h.
 McLean, Constance: (Kilt Kat) NYC, nc.
 McPeters, James: (Torch Club) Los Angeles, re.
 Melias Bros.: (Havana Casino) Buffalo, nc.
 McShann, Jerry: (Continental) Kansas City, Mo., re.
 Magee, John: (Donahue's) Mountainview, N. J., re.
 McKay, Coyne: (Saks Show Bar) Detroit, nc.
 Makula, Jean: (Gawcho) NYC, nc.
 Mandella, Frank: (Henry) Chi., h.
 Mangel, Don: (Big Galbraith) Peoria, Ill., nc.
 Marcelino, Jimmy: (Wildfire Bowl) Los Angeles, h.
 Mariani, Hugo: (El Chico) NYC, nc.
 Marjono, Tom: (Transit Valley) E. Amherst, N. Y., re.
 Marsella, Joe: (Pista) NYC, h.
 Marshall, Bill: (Trianon) Cleveland, h.
 Martin, Eddie: (Arcadia) Detroit, h.
 Martin, Felix: (St. Francis) San Francisco, h.
 Martinko, Pedro: (El Chico) Hollywood, nc.
 Martone, Johnny: (Rainbow) Denver, h.
 Masters, Frankie: (Essex House) NYC, h.
 Math, N. J.: (Newwood Club) Little Rock, Ark., nc.
 Maya: (La Conga) NYC, nc.
 Mayson, Earl: (On Henry) Chi., h.
 Melvine, Jack: (Brown Derby) Boston, nc.
 Meera, Marie: (Pastor's) NYC, nc.
 Meenan, Johnny: (McAlpin) NYC, h.
 Meenan, (New House) Columbus, O., h.
 Miller, Glenn: (Meadowbrook) Cedar Grove, N. J., re.
 Molloy, (La Conga) NYC, nc.
 Monchoito: (Stork Club) NYC, c.
 Moore, Glenn: (Tara) Sangakut, Mich., nc.
 Moore, Ray: (Essex) (Luxure Gardens) Springfield, O., nc.
 Morgan, Russ: (Frog Hop) St. Joseph, Mo., re.
 Morrison, (Cosmos) 30: (Ostron) Phila., City, La., Dec. 3; (Tromar) Des Moines 3, h.
 Morris, George: (Whirling Top) NYC, nc.
 Morry, (Lewy) St. Paul, h.
 Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
 Murray, Charlie: (Mon Park) NYC, nc.

N
 Nance, Skipper: (Beverly Garden) Little Rock, Ark., nc.
 Nevins, Rudy, Aristocrat: (El Chico) Miami Beach, Fla., nc.
 Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., h.
 Nichols, Red: (Dayton-Biltmore) Dayton, O., re.
 Noble, Leighton: (Statter) Boston, h.
 Noble, Ray: (Beverly-Whitely) Los Angeles, h.
 Norris, Stan: (Grande) Detroit, h.
 Novak, (Beverly-Whitely) Phila., h.
 Nottingham, Gerry: (Bai Tabarin) San Francisco, nc.

O
 Oakes, Billy: (Main Central) Astory Park, N. J., h.
 O'Brien & Evans: (Louis Joliet) Joliet, Ill., h.
 Oiler, Fred: (Warwick) NYC, h.
 Olmas, Val: (Beverly) Buffalo, h.
 Olsen, Phil: (Mayfair Gardens) Detroit, nc.
 Olsen, George: (Biltmore) NYC, h.
 Olsen, Don: (Colony) Chi., re.
 Ovando, Manuella: (Dempsey's) NYC, re.
 Owens, Harry: (Roosevelt) Hollywood, h.

P
 Page, Don: (Palm Beach) Detroit, nc.
 Pabo, Paul: (Madura's) Hammond, Ind., h.
 Palermo, William: (La Marquise) NYC, nc.
 Palmy, (Beverly) (Beverly) Rochester, N. Y., h.
 Parker, Jackie: (Casa Saville) Franklin Square, L. I., nc.
 Park, (Cincinnati) NYC, nc.
 Parke, Bob: (Syracuse) Syracuse, h.
 Peaker, Ken: (Bessborough) Rockatone, Sask., h.
 Peck, (Cotton) Cincinnati, h.
 Perry, Ron: (Bossert) Brooklyn, h.
 Perry, Russ: (Village Brewery) NYC, nc.
 Perry, (Cotton) Cincinnati, h.
 Pierre: (New Russian Art) NYC, nc.
 Pollock, Ben: (Sherman Cafe) San Diego, h.
 Powell, Teddy: (Pista) NYC, h.
 Prima, Louis: (Hickory House) NYC, nc.

Q
 Quastel, Frank: (Colosmo's) Chi., nc.
 Quastel, Don: (El Chico) Miami Beach, Fla., nc.

R
 Raeburn, Roy: (Melody Mill) Chi., h.
 Raines, Chuck: (The Place) NYC, nc.
 Ramon, David: (Ciro's of London) NYC, nc.
 Ramon, (Fusion) NYC, Dec. 6, h.
 Ramon, Ramon: (Ambassador) NYC, h.
 Rand, Lionel: (International Casino) NYC, nc.
 Randolph, Johnny: (Lookout House) Covington, Ky., nc.
 Ray, Arthur: (Roosevelt) New Orleans, h.
 Rayburn, Nick: (Coc Rouge) NYC, h.
 Reisman, Joe: (Pebody) Memphis, h.
 Reiser, Bill: (Cotton) NYC, h.
 Reiser, Leo: (The Place) NYC, nc.
 Reiser, (Merry-Co-Round) Newark, N. J., nc.
 Reiser, George: (Greenwich Village Casino) NYC, nc.
 Rice, Joe: (Book-Cadillac) Detroit, h.
 Rice, Bill: (State-Lar) Chi., h.
 Rick, Gus: (Ritz) Bridgeport, Conn., h.
 Roodes, Denny: (Pavilion) Omaha, h.
 Roberts, (Comopolitan) Denver, h.
 Roberts, Chick: (Taty) Albany, N. Y., nc.
 Roble, Chet: (Ye Old Cedar) Chi., nc.
 Rodigo, Nanc: (Havana-Madras) NYC, nc.
 Rodgers, (New York) NYC, h.
 Rogers, Buddy: (Drinks) Chi., h.
 Rogers, Ed: (Belvedere) Brooklyn, h.
 Rolland, Adrian: (Piccadilly) NYC, h.
 Rotgers, Ralph: (Pennsylvania) NYC, h.
 Ruggers, Larry: (Montparnasse) NYC, nc.

S
 Sachs, Coleman: (Pickwick Yacht Club) Birmingham, Ala., h.
 Sanders, Joe: (Blackhawk) Chi., c.
 Sanders, (Montparnasse) NYC, re.
 Sanders, Red: (Club Delta) Chi., h.
 Savitt, Jan: (Paramount) NYC, L.
 Sawyer, (New York) NYC, N. J., re.
 Schreiber, Carl: (Baker) St. Charles, Ill., h.
 Shaw, Arlie: (Pennsylvania) NYC, h.
 Sid & His Boys: (Marina) NYC, h.
 Siegel, Irving: (Kosher) Miami, Fla., nc.
 Sible, Noble: (Diamond Horseshoe) NYC, nc.
 Sisk, (New York) NYC, h.
 Solari, Phil: (Dunes Club) Narragansett, R. I., re.
 Sorensen, (Child's Spanish Gardens) NYC, nc.
 Sousa III, John Philip: (Faxon) Omaha, h.
 Sousa, (Eli's Garden) Milwaukee, h.
 Spittley, Phil: (Paramount) Omaha, h.
 Spratt, Jack: (Club Jay) Lexington, Ky., re.
 Spaulding, Dick: (University Mich.) Ann Arbor, Dec. 1.
 Stern, Sammy: (Coca) Detroit, nc.
 Steiner, (New York) NYC, h.
 Strasser, Ted: (Pete's Monte Carlo) NYC, nc.
 Strong, Henry: (Park Plaza) St. Louis, h.
 Stuart, (New York) NYC, h.
 Stuart, Nick: (Claridge) Memphis, h.
 Study, Joe: (Book-Cadillac) Detroit, h.
 Stylio, Don: (Berlitz) NYC, nc.

T
 Tan, James: (Kautman's) Buffalo, nc.
 Thompson, Lang: (Top Hat) Union City, N. J., nc.
 Tito: (Lincoln) NYC, h.
 Tovero, Pedro: (Henry) Pittsburgh, h.
 Trace, Al: (Vrbanok) Chi., nc.
 Trogio, Salvatore: (Branca) San Francisco, re.
 Tucker, Orrin: (Mark Hopkins) San Francisco, re.
 Tucker, (Murray's) Tuckahoe, N. Y., re.

U
 Underwood, Allan: (Becker's) Evansville, Ind., nc.
 Unell, Dave: (Club Alabam') Chi., nc.

V
 Vallee, Judy: (Victor Hugo's) Beverly Hills, Calif., h.
 Valli, Pedro: (Club Gaucho) NYC, nc.
 Varrell, Tommy: (Barrel of Fun) NYC, nc.
 Varnoe, Eddie: (St. Moritz) NYC, h.
 Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., re.
 Vera, Fede: (Adelphi) Phila., h.
 Vissert, Billy: (Club Woodland) Huntington, W. Va., nc.
 Vento, (New York) NYC, h.
 Vocallans: (Marine Grill) Detroit, nc.

W
 Wallace, Don: (Vesta Del Lago) Wilmette, Mich., re.
 Waller, Pat: (Sherman) Chi., h.
 Walsh, Jimmy: (Del Mar) Santa Monica, Calif., re.
 Wanda & Her Escorts: (Elis-Carlton) Atlantic City, h.
 Wardlaw, Jack: (Eridolberg) Jackson Miss., h.
 Warner, Leo: (Monte Carlo) NYC, nc.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Watson, (Gony) NYC, nc.
 Weeks, Ranny: (International) Casino) NYC, nc.
 Weis, Anson: (Trianon) Chi., h.
 Weik, Lawrence: (Minnesota Terrace) Minneapolis, nc.
 Weis, (Italian Village) Allentown, Pa., re.
 Wharton, Dick: (Bellevue-Stratford) Phila., h.
 Whelan, (New York) NYC, h.
 Wilmer, Gus: (Cotton) Cincinnati, h.
 Wild, (Comopolitan) Denver, h.
 Williams, (Astor) NYC, h.
 Williams, Griff: (Slovens) Chi., h.
 Williams, Chick: (Gay '90s) Phila., h.
 Wilson, (Golden Gate) NYC, h.
 Windsor, Reggie: (Radwell's) Phila., h.
 Winton, Barry: (Rainbow Grill) NYC, nc.

X
 Young, Ben: (Northend Inn) Detroit, nc.
 Young, Eddie: (Broadmore) Denver, re.
 Young, Roland: (Lombard's) Bridgeport, Conn., re.

Z
 Zikes, Leslie: (Chez Ami) Buffalo, nc.

EXTENDING SEASON'S GREETINGS TO ALL BROADWAY HOTEL
 315 TREMONT STREET AT BROADWAY, BOSTON, MASS.
 Conveniently Located in the Heart of Boston's Theatrical and Shopping District.
 ATTRACTIVE PROFESSIONAL RATES.
 WEEKLY, WITH BATH, \$8.00 UP.
BOSTON'S HOME FOR TRAVELING BANDS
 COURTESY AND HOSPITALITY.
 PIO PINI, MANAGER

The Champagne Music OF



LAWRENCE WELK
AND HIS ORCHESTRA

NOW PLAYING
ADOLPHUS HOTEL
Dallas, Texas

Featuring
BOB PACE
JAYNE WALTON
JERRY BURKE



FREDERICK BROS. MUSIC CORP.

PANCHITO
and His Rhumba Orchestra

2nd Year
VERSAILLES, N. Y.
Dir.: WM. MORRIS AGENCY

Dick Kuhn
and his Music

SONALS BY MARCELLA HENDRICKS

57th Week
HOTEL ASTOR, N. Y.
Mutual Network 3 Times Weekly
DIR: MUSIC CORP. OF AMERICA

Merry Xmas FROM Happy New Year

THE FIDDLERS THREE
NOW PLAYING
Extended Engagement **HOTEL ROBIDOUX**
ST. JOSEPH, MO.



ORCHESTRA LEADERS & TRAVELING UNITS

Get your traveling costs by owning your own bus. A large assortment of good, dependable used buses usually on hand and available at bargain prices. Also new equipment designed to meet your requirements. Write, phone or wire.

The FitzJohn Coach Co.
Muskegon, Mich.

Orchestra Notes

By M. H. ORODENKER

Broadway Band Stand
SUCCESS OF JOE SULLIVAN with a mixed band at Cafe Society has encouraged MEZZ MEZROW to try all over again. . . Mezz is building a new band with no discrimination as to color lines and will be handled by International Attractions, stem's newest agency headed by JOHNNY GREENHUT. . . IA also has CHARLIE BARBER and will perform the personal management functions for LEE HENLEY, CRA continuing to book the shuffle maestro. . . MCA puts Park Central Hotel on its books for the first time, with PANCHE taking over the stand this week. Her (GAC) Manes building a band around FRANK CHASE, w. k. sax tutor builder-upper will be entirely on was, with Manes putting the band in the commercial field only if the public demands. . . with the Fiesta danceria in full swing, it's a cross between a cafeteria and ballroom), JACK JENNEY is penciled to follow JOE MARSAIA, and HENRY BUSSE a maybe to come in for TEDDY PAT BELL. . . JOHNNY GREEN, the Phillip Morris master, set for his metropolitan ball at Paramount Theater next Wednesday (6). . . CASPAR REARDON, swing harpist, makes his local case debut at Le Ruban Bleu. Her (GAC) Manes building a band around setting. . . GEORGE RENARD is the new music maker at Greenwich Village Casino. . . and for the Village Barn, TOMMY BLUE comes in from Cleveland to replace HOWARD WOOD. . . Onyx Club lets JIMMY MUNDY out and brings in a jam band headed by PETE BROWN, sensational alto saxer. . . JERRY BRAININ moved in at the Show Bar, Forest Hills, with BOBBY DAY moving over to Jamaica's new Pool Club, both spots along the Long Island shore. . . DON MARIO into the New Russian Art Restaurant for the rumba relief. . . HENRY JENNEY and his Stepping Stones work into their 10th week at Child's Paramount Restaurant.

Along the Calif. Coast
RUDY VALLEE followed HARRY JAMES into Vicor Hugo's, Beverly Hills, remaining until BENNY GOODMAN makes good his return date here early in January. . . which means that despite the success of Susan's Swing Dress in New York, Benny will put in only six weeks with the show as per his contract. . . and by the time he strikes out for this Pacific point, he may be set for some flicker fodder. . . deal in on fire for Goodman to be featured in forthcoming Universal reels, casting with GLORIA JEAN, moppet who hit a high mark her first time on celluloid in Underpup. . . Same studio has also set BENNY LUSH in Candy. . . Coco, of course, for the barroom sequence in My Little Chickadee, Mae West axer. . . lads will give their all for a Willie of the Valley wisp of a hold-over holdovers go to JAY GARBER, remaining until January 14 at Topsy's in L. A.; HARRY OWENS stays put for 10 more weeks at Hollywood's Hotel Roosevelt, and BEN POLACK has until the 24th to go at Sherman's Cafe in San Diego. . . December 12 is the starting time set for HORACE HEIDT at the Cocoanut Grove, Los Angeles, remaining thru February 4, with GUY LOMBARDO already set to follow the following party for a stand that holds good until March 17.

Along the Atlantic Coast
GEORGE WALD, former Phil Levant warbler wielding a wand of his own, draws a long-term ticket at Brown Hotel, Louisville, running until next June. . . band is managed by ALLAN BREXLEY, his brother Jim at the one-night desk for MCA in Chicago. . . American Amusements, new Richmond, Va., agency, takes on WOODY CALIGAN as full-time arranger for bands working out of the office. . . First assignment calls for the building of a Musical Maniacs combo carbonizing the Schenckelfrizers. . . EDDY ROGERS draws 10 more weeks at Hotel Belvedere, Baltimore. . . BUDDY CLARKE into the Sun Beau Room of the Pegasus, Folsom, Calif., Book 1, N. J. . . TOMMY BRYNDOS, Cy Shritbman's new swing hope to follow in the foot steps of stalemated Woody Herman and Artie Shaw, adds Charlie Barnett's vocal corps to his band at State Ballroom, Boston, starting January 1. . . TONNY and LARRY TAYLOR joining up to give voice to the wardrobe.

Cocktail Combos
SWING diva JERRY KRUGER, topping the FOUR TOPPERS, opened this week at the Chanticleer, new Baltimore lounge. . . JOE COSTA and his GENTLEMAN OF NOTE draw a second holdover ticket at Monticome Hotel, New Orleans, remaining until January 19, when Bob Opta's VERSATILIANS return to Zig Baltus's THREE CAPTIVATORS, finishing up a 28 week stroll at Powell's Club, Antio, Wia. . . THE DENVER for an indef run at the Embassy Club. . . after six months at the 19th Hole Club, St. Simons Island, Ga. Rudy Neyns jumps to Miami Beach, Fla., for a stand at El Chico Club. . . THE CAMPBELLS take rest at the Ko-Ko-Mo Club just across the Florida line at Dothan, Ala. . . Jack Kurtz's KOL-LICKERS, current at Erie (Pa.) Press Club, finish a three-year binder with MCA thru DICK STEVENS, handling the cocktail combos out of the Chicago office. . . O'BRIEN and EVANS, following a long stay at Louis Joliet Hotel, Joliet, Ill. in indef stroll at Tod Hotel, Youngstown, O.

Midwest Musicals
AL KAVELIN into Commodore Perry Hotel, Toledo, on the 23rd for four weeks at least. . . Caginnati's Gibson Hotel gets JOHNNY HAMP the same night for a similar stretch. . . Blatz's Palace, Grand Rapids, Mich., gets in EARL HOFFMAN for a fortnight. . . WOODY HERMAN included in the Hotel Sherman, Chicago, buy from GAC, the blues band coming in March 8 for four weeks. . . RAY DEARL into Rainbow Ballroom, Denver, January 13 for a month. . . "SKIPPER" NANCE and his Southerners set for the third successive winter at Beverly Gardens, D. O. KIRKLAND's suburban Little Rock, Ark., nitery. . . CHUCK BENNETT also used to warble the words for Al Kavelin, Chic Scroggin and Ralph Webster, building a band for himself at the University of Colorado campus. . . ACE BRIGODE and his Virginians put out for December touring, returning New Year's Eve for another indef stretch at Merry Garden Ballroom, Chicago. . . GEORGE W. LANTZ has lined up bands to tie him over the new year at his Merry-Goround Club, Dayton, O. . . CARL DEACON MOORE follows BUD SHILLING on Monday (4), remaining only a week, with THE COQUETTES, all-fem fare, coming in the following Monday (11) for a four-weeker.

Notes Off the Cuff
ROGER BRUCE has his option taken up for the fifth time, carrying over the holiday season at Club Gloria, Columbus, O. . . GRAY GORDON has taken over the contract from PAUL WHELAN on RITA-RAY, 17-year-old Pittsburgher hailed as another Judy Garland. . . gal is singing with the tie too toolers, joining at Beverly Hills Country Club, New York, Ky. . . Gray has also added JOE DALE to his trumpet section, replacing FLOYD LAUCK, who is planning to organize a band of his own. . . TONY ZIMMERS, former Artie Shaw saxer, joined JACK JENNEY at Famous Door, New York, with ART GILMORE doing house duty at Station WDEV, Waterbury, Vt. . . PAUL DAVIS, marking six months at Martin's Tavern, Lima, O., continues for a seventh. . . When VINCENT LOPEZ returns to the stage, notes December 8 from Palace Hotel, San Francisco, he will launch a new audience participation show. . . calls it a "Court of First Dates" with the calendar's recent romances. . . dating twosomes enjoying their first date together will be interviewed before the mike and off-the-air recordings of their dialog presented to them as a Lopez souvenir platter. . . ANDY ANDERSON, organist and formerly musical director of Fox Educational films, building a band around his Hammond electric pumpings at the organ. . . CLYDE LUCAS set for a three-month term at Hotel Sater, Detroit, starting January 1, and so we send our cuffs to the cleaners.

Bands on Tour

Advance Dates—

ROY HICKS: Augusta Military Academy, Fort Defiance, Va.; Dec. 1; State Teachers' College, Farmville, Va.; 2; Norfolk (Va.) Country Club, 21.
GEORGE HALL: White Plains (N. Y.) Country Center, Dec. 3.
BOB BOYDIN: Odd Fellows Hall, Richmond, Va., Dec. 2.
BEN BERNIE: Arena, New Haven, Conn., Dec. 2.
ANSON WEEKS: Junior League Charity Ball, Hotel Fort Des Moines, Des Moines, Dec. 2.
JIMMY DORSEY: Roseland Ballroom, Brooklyn, Dec. 3; Stanley Theater, Pittsburgh, Dec. 8 week.
DICK MESSNER: Women's College, Newark, Del., Dec. 5; Berkshire Country Club, Reading, Pa., 30.
JOHNNY GREEN: Paramount Theater, New York, Dec. 6 for two weeks.
BOB CROSBY: Flatbush Theater, Brooklyn, Dec. 7 week; Windsor Theater, Bronx, N. Y., 14th week.
GLEN GRAY: Paramount Theater, Los Angeles, Dec. 2.
JACK JENNEY: Loew's State Theater, New York, Dec. 7 week.
HAL KEMP: Paramount Theater, Springfield, Mass., Dec. 7 week.
DICK STANLEY: Raynor Ballroom, Boston, Dec. 8, 9, 12, 13-16.
HENRY BUSSE: Adams Theater, Newark, N. J., Dec. 8 for five days.
JOHNNY DAVIS: Chicago Theater, Chicago, Dec. 8 week.
EDGAR HAYES: Howard Theater, Washington, Dec. 8 week.
BILL LOREN: Junior Class Dance, University of Richmond, Va., Dec. 8; Hampton Armory, Hampton, Va., 9.
RAMONA: Sunnybrook Ballroom, Potomac, Md., 9.
VAN ALEXANDER: Century Theater, New York, Dec. 10-11.
JERRY BLAINE: Century Theater, New York, Dec. 12 for two weeks.
CARL SCHREIBER: Morrison Hotel, Chicago, Dec. 13; Virginia Room, Chicago, Dec. 14, 17, 21, 24, 28; Oak Park Club, Chicago, 27.
CLYDE MCCOY: Adams Theater, Newark, N. J., Dec. 15 for five days; Paramount Theater, Springfield, Mass., Dec. 22 week.
SHEP FIELDS: Paramount Theater, Springfield, Mass., Dec. 15 week; Adams Theater, Newark, N. J., 22, for five days.
TUBBY OLIVER: Jefferson Hotel, Richmond, Va., Dec. 21.
SILM GAILEY: Howard Theater, Washington, Dec. 22 week.
COUNT BASIE: Kreuger's Auditorium, Newark, N. J., Dec. 22; Sunnybrook Ballroom, Potomac, Pa., 25; Strand Ballroom, Philadelphia, Jan. 1.
GENE KRUPA: Auditorium, Worcester, Mass., Dec. 24.
ORRIN TUCKER: Orpheum Theater, Minneapolis, Dec. 24 week.
OVIE ALSTON: Century Theater, New York, Dec. 24 for two weeks.
(See BANDS ON TOUR on page 27)

Quiet . . .
A Favorite on the "Gold Coast" . . . Convenient to the "Loop"



Rates from \$2.50
135 ROOMS WITH BATH
100 to 150 per day
Wm. S. Mitchell, Manager

MARYLAND
HOTEL
900 RUSH STREET
CHICAGO
INTERSTATE MANAGEMENT CORP.

SPECIAL RATES FOR THE PROFESSION

DANCE & ORCHESTRA CARDS — ALL NEW
LOWEST PRICES — WRITE FOR SAMPLES
U. S.
PRINTING & ENGRAVING CO.
1640-42 CENTRAL ST., KANSAS CITY, MO.

Announcing

the opening of the artist management and agency offices of

INTERNATIONAL ATTRACTIONS, Inc.

Mayfair Theater Bldg., 701 7th Avenue, New York City
Medallion 3-1234

JOHN GREENHUT

President

LEONARD OBLER

Vice-President

PHIL COSCIA

Theater Department

KIRK TORNEY

Band Department

BOBBY SANFORD

Producer

AL FREEMAN

Club Booker

HENRY DANIELS

Band Department

FRANK LAW and RAY BURGESS

Publicity Directors

INA

Philly Sadie Hawkins Ball a Neat \$7,500

PHILADELPHIA, Nov. 25.—Sadie Hawkins Day Ball, sponsored by The Philadelphia Record last Thursday (16), drew a crowd of 10,000 to Convention Hall, largest dance floor here, for a total gate hovering around \$7,500, a neat figure. Music was by Larry Clinton, Al Donahue and Louie Jeno Donath.

This is the largest dance promotion ever undertaken around these parts. A fair was heavily billed thru full-page ads and feature yarns in the sponsoring Record and via radio. Sponsors encouraged attendance in hillbilly costumes, prizes being awarded for the best impersonation of any character in the comic strip, "Li' Abner." Beneficiaries were the Philadelphia Health Council and the Salvation Army.

Rines a Hit at Vets' Ball With 3,900 \$1 Per Dancers

BUFFALO, Nov. 25.—Joe Rines, on hand for the big annual of the Veterans of Foreign Wars at 174th Armory last Saturday (11), played for 3,900 persons. Duets sold for \$1, and gross receipts were about \$3,900 for the stand. Band, first time here, went over very big, and the mixed crowd of patrons was enthusiastic.

This dance, first to be given by the Erie County Council, will be a regular annual affair from now on. Heavy profit of \$2,500 will go to charity funds of the Veterans' org. James Carlin was the general chairman of the ball. A pageant preceded the dancing.

It's Still Sugar

NEW YORK, Nov. 25.—Erskine Hawkins, back at Savoy Ballroom after a Southern one-night trek, couldn't boast of a bank roll to choke a horse but had enough chicken feed to flood a farm. Before jumping here he played a date in Beaumont, Tex., taking \$923 for his share of the gate. But Erskine had to pocket his pay in 663 silver dollars.

Say It Isn't So

LINCOLN, Neb., Nov. 25.—It's not bad business that worries Mrs. Matt Kobalter, who operates Pia-Mor Ballroom here. Her granddaughter is in school for the first year, and Mrs. Kobalter is worried about the approaching Christmas season.

She's afraid some smart youngster will tell that granddaughter there's no Santa Claus.

Free Food Woos Jammers For Omaha Jam Sessions

OMAHA, Nov. 25.—One local nitory has turned the Monday night jinx into a profitable business by handing out free meals at 2 a.m. to all musicians who care to join for an impromptu jam session.

Ralston Terrace calls it "Spook Night" and usually finds a crowded house to watch the musicians go thru their antics. Monday night is usually an open night for the territorial bands, and with quite a number of them headquarters in Omaha, the Terrace makes an ideal stopping spot for the musicians, what with the free meal tossed in.

"Pinafore" in the Groove

SCRANTON, Pa., Nov. 25.—Two North-eastern Pennsylvania boys have taken the bulges out of the score of the Gilbert and Sullivan operetta, *H. M. S. Pinafore*, and have streamlined it into a swinger opus. Composing cast are Frank Morris, of Kingston, and Don Dobbie, of Pittston, now at Penn State College.

Skating Rink Waxes Floor

CEDAR RAPIDS, Ia., Nov. 25.—Pia-Mor Ballroom opened its winter dance season last Friday (15) with Ralph Webster in for an extended run. Operator Larry Neilsen, who ran Pia-Mor as a skating rink during the summer, refinished the floor and redecorated the balcony for the opening. Ballroom will operate every night except Monday.

Bullish Market for Bands as N. Y. Ballroom Battle Is Waged

NEW YORK, Nov. 25.—If band employment figures show a material increase locally, credit must go to ballrooms hereabouts and particularly to the Golden Gate and Savoy dancehalls in Harlem. With the entrance into the local ballroom field of Jay Faggen's Golden Gate last month, bands are finding this town a profitable haven of one-night dates. The Faggen terp palace is located only two blocks away from the Savoy, Moe Gale's stronghold of the dance, and the resultant competition has set both spots off on a band buying spree, each trying to outdraw the other with super-colossal music attractions.

Golden Gate policy calls for two house bands and a nightly "extra added at-

traction." Andy Kirk and Teddy Wilson are currently holding down the resident stands, and since the spot's opening Faggen has brought in Louis Armstrong, Buddy Wagner, Don Hedman, Lee Brown, Hot Lips Page, Rudolf Friml Jr., Henry Busse, Teddy Powell and Ben Bernie, among others, for the added name lure. Savoy has countered with Tiny Bradshaw, Benny Carter, Al Cooper's Savoy Sultans, Woody Herman and Jimmy Dorsey, with Glenn Miller slated for Christmas Eve. Best illustration of the increasing employment for musicians, both white and colored, as a result of the Gale-Savoy feud is the booking on October 29 of nine well-known orks for both places, resulting in the use of almost 120 muskies, 73 of them at the Gale.

Lincoln Ballroom Crosses For Week-End Only Fairish

LINCOLN, Neb., Nov. 25.—Crosses were mixed over the week-end (17-19). Louie Panico, priced at 35 cents per person last Friday (17), brought only \$310 in the Turnpike Casino, which about broke the house even, according to Manager R. H. Paulsey.

Judy Conrad, same price next night at Turnpike, and bargained at two-bits per on Sunday (19), got \$425, which was okeh. Royce Stoener, at the Pia-Mor Ballroom, at 25 cents per (18-19), drew \$450, okeh.

BRIDGEPORT, Conn., Nov. 25.—Newly opened Lyric Theater here playing burly has a pit crew which includes three former ork leaders. Charlie Ferron, fiddler, for many years pit maestro with the Marcus show, and who also played with Al Donahue, is conductor; Tony Deano, who piloted the band at the Coconut Grove here, handles the trumpet and banjo, and Bob Weller, who led the house band at Ritz Ballroom here, plays sax. Other members of the crew are pianist Elliott Eberhard, who did the arranging for Al Donahue, Jimmy Sentenary and Eddie Antolek at trumpets and Bobby Keenan, drums.

Harlem isn't the only spot affording ballroom dates here. Local Roseland and Arcadia have long been oases for one-night stands of name crews, and the two similarly named dancehalls in Brooklyn are also in the band market in a way to bring smiles to the faces of local 10-percenters. Opening of the Fiesta, in Times Square, also marks further decrease of unemployment in band ranks, spot planning three orks continuously. Two of them names to be changed weekly. Teddy Powell and Joe Marala lead off this week.

Whistle While You Score

HOLLYWOOD, Nov. 25.—An innovation in orchestral interlude, as being tried by Alfred Newman, 20th Century-Fox musical director now working on a special score for the studio's *The Blue Bird*, Shirley Temple starrer. Idea calls for a group of 15 whistlers harmonizing, along symphonic lines, and was suggested by whistlers Marion Darling and Bill Puntenney, who have been secretly rehearsing their whistling ork for some time. The only puzzling angle to the whole thing is why secrecy?

Names, Bands For Newark, Springfield

NEW YORK, Nov. 25.—Al and Bella Dow, local bookers, have set name bands and attractions for the remainder of the year at the Adams, Newark, and the Paramount, Springfield.

Following Will Osborne and George Jessel, who opened Thursday (23), Adams has International Casino show penciled in for November 30; Henry Busse and Ink Spots, December 8; Clyde McCoy and Johnny Downs, December 15; Shep Fields and Rufe Davis, December 22, and Cab Calloway, December 29.

Osborne goes into Springfield, November 30; Hal Kemp and the Smoothies, December 7; Shep Fields and Rufe Davis, December 15, and Clyde McCoy, December 22.

Martha Baye is booked for Newark, January 19, and Springfield, January 26. Also the Adams is playing vaude in Newark. Downs are issuing contracts for Newark marked for either the Adams or the Paramount (both operated by Adam Adams).

No Blank ASCAP License For Milwaukee Auditorium

MILWAUKEE, Nov. 25.—Joseph C. Grieb, manager of Milwaukee Auditorium, advised that ASCAP had returned the Auditorium's \$150 check for renewal of the blanket music license fee it has been paying for music by its tenants.

William G. Bruce, prez of the Auditorium Corp., said the society intends this year to tax the individual tenants

REMEMBER

The Salvation Army
In Your
Christmas Giving



REMEMBER

The Salvation Army
In
Your Will

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

LESLEY WOODS—Chicago radio actress caught recently in a Radio Theater play titled *In All Directions*. Has plenty of possibilities as a character actress in films, scoring handsomely in the show caught with a characterization of a flighty divorcee. Has looks and perfect stage presence, and knows how to read lines.

For LEGIT MUSICAL

PIN OLSEN—Danish comic who played *Loew's State*, New York, recently with the Benny Davis unit. An eccentric comedian who sings, dances and mugs, the combined effect making up a brand of humor very unusual on this side of the Atlantic. Act still needs some polishing for American audiences, but his work is outstanding and he should go places.

instead. Members of the board of directors of the Auditorium have indicated there is nothing they can do about this new proposal.

Talent Agencies

MCA opened a branch office in Detroit November 7, placing Merle Jacobs, of the Cleveland office, in charge. Will be more or less a service branch for the Cleveland boys who heretofore were forced to make too many trips to the Motor City.

RAY S. KNEELAND, Buffalo, reports better business than at any time this year. His band-booking activities include Benny Kruger Band, Alfred University, December 2, 11, 18 and 25. Also reports booking acts for Saturday night shows at Buffalo Athletic Club, and 20 acts for Shrine's Ceremonial affair at

The Broadway Beat

By GEORGE SPELVIN

BENNY GOODMAN will stay with *Swingin' the Dream* for the show's first six weeks only; after that he's pulling out and heading for the Coast. . . . According to Webster a scarab is a gem or seal cut in the form of a beetle, but according to Al Flores a Scarab is his new name. That's the name of the make, and Al's a record to appear in America, the first being owned by P. K. Wright. It's a radically streamlined item, with the motor in the rear and a spare tire in the forward compartment where you'd ordinarily expect to find the motor. The driver's seat faces forward, tho'. . . . The trophies of the Ted Fio Rizo stables were sealed by another blue ribbon when Tobacco Road, one of the maestro's thoroughbreds, took a first at the California Horseman's Show. . . . Incidentally, Tobacco Road (the play, not the horse) belatedly celebrated passing the long-run mark set by *Able's Irish Rose* last week. The record was actually broken in May, as everybody knows by now, with the "Road" management crediting "Able" with more performances than it actually played by following the figures in Burns Mantle's annual; but, as everybody doesn't know, the error was finally corrected by referring to *The Billboard Index*. . . . The church organ effect that Jimmy Dorsey gets into his arrangement of *My Prayer* is achieved thru use of trombones and string bass, which scoring caused a tempest in a teapot so far as Jack Ryan, Dorsey bass thumper, was concerned. The poor guy had to go out and buy a bow for his bass fiddle.

BILL BALDWIN, p. a. for Rufe Davis, has built up a sure space-grabber. In each town, Baldwin has a babe of hay and other rustic trappings moved into Davis' hotel room, explaining to the newsmen that it's one of Rufe's superstitions. It's worked all over, so far—but Rufe hasn't yet announced how he likes rooming with a babe of hay. . . . Hendrick Harma, executive of the Netherlands-Indies Broadcasting Co., which operates some 25 stations, is in town. He heard the Uncle Jonathan show, and went hook, line and sinker for the phony commercials, which plug phony products of sponsors in a fictitious city. . . . Jack, the genial and capable host at the Village Cellar, not only remembers performers years after they've played the spot, but even sets up free drinks for them. . . . The American Federation of Radio Artists now has about 150 shows in New York, 53 in Chicago and 25 in Los Angeles.

THE Big Babs Problem: Charlie and Little Ryan, the male two-thirds of the Smoothies trio, have discovered that marriage is enough to drive a vocal group bumpy. Back when the original Babs-Charlie-Little combination first hit the upper brackets with Fred Waring, the then Babs upped and left to marry a jockey, Ariene Johnson, who has held down the Babs post for the past two years, recently turned in her notice in order to marry a Cincinnati radio exec. The boys scouted around for a replacement, lit upon Peggy Watson, wife of Jan Savitt's arranger, rehearsed her ardently for five weeks—and then were told that she wouldn't be able to join them after all. Her husband decided he wanted her to stay at home. So now the boys are back where they were, frantically scouring the field for another Babs.

MAESTRO Ran Wilde can also tell you something about marriage and music. He uses a fern harpist in his band, and practically every time he stops off to play the location the harpist in the moment of the moment of the moment that way in the past three years, and now he's wondering where No. 7 is going to find the man of her dreams. . . . The West End Theater, one recent Sunday, advertised "Two Killer Diller Chillers for 20 Cents." . . . Ted Maunts, former chief of the FTP's space-grabbing department, knew when to time his union affiliation. His application was accepted by TMAAT the day before the initiation fee jumped two hundred bucks.

IN AN effort to find out if the younger generation is becoming surfeited with jazz, five and jump, Jeno Bartal, Hotel Piccadilly baton welder, splits the evening's music between hot stuff and modern rhythms for the polka, quadrille and waltz, then interlards dancing and singing with the music. . . . Wences, the ventriloquist, was a topnotch matador in Spain some 20 years ago. He still has scars on his neck and arms to prove it. . . . Mildred Bailey, who is one-eighth Indian and was born in Tekoa, Wash., has been asked by the Coeur d'Alene Indians, who are settled in Tekoa, to compose and sing a tribal song for them, which they'll preserve on a record.

Buffalo Statler Hotel, December 5. . . . WALTER J. GLUCK, Buffalo, is publicity man and booker at the new Kaufmann's and the Glen Park. Cash supply has weekly-changing shows of six to eight acts. . . . SID R. GLUCK, New York booker, visiting his brother, Walter, booked Lyda Wing into Lavin's Cafe, Buffalo. He has established himself in the business during the last year.

ARTIUR R. CUNNINGHAM, for years connected with the Sanger Theater Corp. of New Orleans, has opened a booking agency in Shrewsbury, Conn. He handles acts, bands and stage units for theaters, night clubs and cocktail lounges. He is also booking road attractions into the Municipal Auditorium. AL BORDE, of CBS Artists' Bureau, has booked Hildredie, Gail, Gail and Estelle Leroy into the Colony Club, Chicago, for one month beginning December 11. JACK HART, New York agent, has joined the firm of Leo Morrison and Jack Curtis. BOBBY SANFORD has joined the new International Attractions, Inc., New York, office. . . . DAVE JONAS, of Bill Miller's office, New York, got married last week. . . . BUD IRWIN, executive with the Comerford Circuit in Wilkes-Barre and Scranton, was in New York last week looking over attractions. TAYLOR TROUT, whose City Theatrical Agency has just entered its second year in Miami, Fla., reports that he has added a booking department and plans to go after the Southern fair business. Trout says things look good for Florida this winter. ABNER GRESCHLER, who has booked the Laurel-in-the-Pines, Lakewood, N. J., for six years, booked Benny Fields, Al Bernie, Moore and Revel and Rose Marie

into the show which opened Thanksgiving. Pere Kara's Orchestra handles the dance assignment.

IRVING CITIZEN is booking occasional shows into the Riverville Ice Palace, Riverville, N. J., which opened two weeks ago. Policy is hockey games and ice skating for patrons, with shows on important week-ends and holidays. RAY KNEELAND, Buffalo, has added the Jamestown Hotel to his books for Saturday night bands, and the Hay-Loft Bar and Restaurant for two acts steady. Both in Jamestown, N. Y. Also booked Gray Gorton's Band for the Police men's Ball, November 22, at the 174th Armory, Buffalo.

BANDS ON TOUR

(Continued from page 20)

LARRY CLINTON: Nazareth College, Rochester, N. Y., Dec. 28.

GLENN MILLER: Trianon Ballroom, Cleveland, Dec. 29; Arena, New Haven, Conn. 30.

CHARLIE BARNET: State Theater, Hartford, Conn., Dec. 29 week.

CAB CALLOWAY: Adams Theater, Newark, N. J., Dec. 29 for five days, Coliseum Ballroom, Greensburg, Pa., Jan. 16. BUNNY BERIGAN: North Hempstead Country Club, Port Washington, L. I., Dec. 30.

CLAUDE HOPKINS: Od Club, Bradford, Pa., Dec. 31.

HARRY JAMES: Shea's Theater, Buffalo, Jan. 1 week.

KAY KYSER: Washington and Lee University, Lexington, Va., Feb. 2.

EDDY DUCHIN: Tampa (Fla.) Municipal Auditorium, Feb. 6; Davis Field (Fla.) Coliseum, Feb. 7.

HOW DOES IT SOUND IN THE BACK OF THE HALL?

ON THE SIDEWALKS OF NEW YORK

THINK how much depends on that—
THINK how little more it costs to have a modern Webster-Chicago Sound System that you can depend on ALWAYS—

And think, too, of how much bigger the band—and the singer—will go over if there's a real full-length floor-stand for the mike, always packed underneath the amplifier, ready to set up anywhere!

WEBSTER-CHICAGO

THE WEBSTER CO., Inc., D-12
5622 Bloomington Ave., Chicago.
Send your complete catalog No. 139
and name of local distributor.

"The Sound of Tomorrow"
Send Coupon Now
There's a Webster-Chicago Sound System for every need. SMALL systems at trifling cost. SUPER-HIGH-FIDELITY systems for wide-range symphonic reproduction. Ask for catalog No. 139.

London Shows Doing Well; New Plays on Broadway Production Starts Again

GUILD

Beginning Monday evening, Nov. 20, 1939.

THE WORLD WE MAKE

A play by Sidney Kingsley, based on Millen Brand's novel, "The Outward Room." Reopened by Sidney Kingsley. Settings designed by Harry Morner and executed by Studio Alliance. Press agent, Bernard Simon. Stage manager, Ronald T. Hammond. Assistant stage managers, Albert Veas and Randolph Preston. Presented by Sidney Kingsley.

Dr. Schuler	Rudolph Forster
Helen	Lucine Huntington
Nurse Regis	Dagmar Hampt
Virginia McKay	Margo
Mrs. McKay	Zora Talamo
Mr. McKay	Carroll Ashburn
First Laundry Truckman	Frank Richards
Second Laundry Truckman	Erwin Edwards
Third Laundry Truckman	Jerome Thor
Modesto	Nick Dennis
Morris, the Marker	Solen Burry
Jim Kohler	Bonnie Roberts
John Kohler	Joseph Payne
Louis, the Foreman	Herbert Rudley
	Harold Gay
	Albert Veas
	Ruth Sherrill
Rosebud	Billie Hayward
Pearl	Katherine Murphy
John	Paula Hammond
Mary	The Yuclo
Mrs. Zubrinski	Kasia Orzawski
Mr. Zubrinski	Harold Stone
Neighbors	Prof. Phoebe
Resting Agent	Louise Huntington
Sally	Lee Harrell
Danny	Eve March
	Buddy Swan

(Continued from page 4)

performance, when galleries were invited to come down into the stalls.

At the Little, Parjeon's *Little Revue* has continued, but with performances altered from twice in the afternoon to a matinee and night show each day. *Me and My Girl* also altered times at the Victoria Palace from two afternoon shows to matinee and early evening. The Windmill staged a new edition of the non-stop *Revueville*, while the other existing non-stop shows, *Gaieties* at Montmartre, has continued successfully at the Prince of Wales. *Tommy sees a Horse and Playboy of the Western World*, which opened respectively at the Comedy and Dickens in September, have attracted sufficient business to defy their carrying on.

On the last day of the month 12 theaters in the heart of London were open, and there is every prospect of this number being considerably increased during November. A number of shows produced and tried out in the provinces are now scheduled to open, including *Saloon Bar* with Gordon Harker, which is going to Wyndhams; *Murder for Money*, produced by Leslie Henson, back from South Africa, due to go into the Aldwych; the musical, *Ruassaway Love*, to the Saville, and Fifth Shepherd's production of Douglas Furber's *Shepherd's Pie*, a light-hearted concoction with the stars of *Sitting Pretty*, to be war-time successor of the latter at Prince's.

On October 30 Ivor Novello's farcical comedy, *Second Helping*, had its premiere at the Garrick, Southport, and after a provincial tour may come into the West End.

It is anticipated that before the end of November, at least another dozen small End theaters will be functioning again.

The Lyric production, with most of the original cast, of Clare Booth's *The Women*, began a tour of outer London and the provinces at Streatham Hill on the 30th. Several other pre-war London

successes are doing well in big provincial towns, notably *Little Lads* and *Evelyn Williams' The Corn Is Green*.

One result of the war is that Bernard Shaw has written a new and more pointed ending to his dramatic-political *Geneva*, which renewed contact with London at Gaiety Green Hippodrome on October 23.

During the month British Equity decided to lay before the government for financial support a plan somewhat akin to the American Federal Theater scheme—one for setting up federated entertainment bureaus all over the country, particularly where there are large numbers of evacuees, such bureaus to provide entertainment and cultural effort of every sort, such as plays, concerts, exhibitions, lectures and demonstrations, and the setting up of traveling theatrical companies.

By and large, if things continue as they are, wartime prospects for the stage in London appear to be not too bad. Already there are indications that people are preferring death and blood to pix for relaxation from war worries. They are finding that getting about in the blackout, while it presents difficulties, need not prevent them from enjoying themselves. It is a sign of the times that many new productions planned are of the lighter kind.

EUGENE BURR

From the Front

By EUGENE BURR

The boys who peer out at you from behind the wickets of the box offices (seen from that angle almost all of them look distressingly like the third baboon on the north side of the Monkey House in Central Park) are probably a much maligned race of men.irate customers accuse them of everything from chronic sourliness to acute rudeness; managers blame them for all the evils of tea, box-office abuses and almost everything else.

Having worked with certain of them, this corner has upon occasion rushed to their defense. Without doubt there are evils and annoyances and even less savory things in the process of distributing theater tickets to the general public. But not even the theater's best friend could accuse it of being in any sense a well-conducted business (if, indeed, it can be called a business at all), and it has been my more or less constant contention that the box-office boys were generally more annoyed against than sinning that they became the natural butts of the spleen of the general public and the peccadilloes of the managers. Until you stood behind a wicket yourself you can have no faint idea of the stupidity, nastiness, gaucherie, spite, deafness, dumbness and general foul odor of the public.

It may be, however, that my deductions were based on a faulty premise, since they were the result of experiences with treasurers and assistant treasurers connected with the Frohman, Miller, Ames and Guild organizations, all of whom were ladies and gentlemen in the face of terrific odds. It may be that other treasurers are not quite like them. At any rate, from the results of an impromptu survey by a friend, it would seem that approximately two-thirds of the present treasurers are not in the least like them. And if the results of the survey are really representative then for the good of the individual managements and the theater at large, two-thirds of the present treasurers ought to find themselves suddenly landed on the Broadway pavement.

The friend in question who has no connection with the theater, wanted to be sure of a good number of shows during Christmas week, so she sent letters requesting seats—with checks and self-addressed, stamped envelopes inclosed—to three Broadway theaters and the Metropolitan Opera House. She sent them on or about October 15; perhaps there was a difference of a day or so one way or the other.

Two days later she received an answer from the Met; it was impossible to tell in her name unless she would be on the night she selected, but two seats would be held for her.

On the same day as the Met reply (as a matter of fact, in the preceding post) she also heard from one of the theaters—the Music Box, where *The Man Who Came to Dinner* is playing. Her tickets were inclosed.

The other two theaters—the Biltmore, which is housing *See My Lawyer*, and the Hollywood, which was then preparing to receive the *Scandal*, which is now its tenant—maintained a dignified but somewhat inexplicable silence.

About two weeks later my friend wrote to the Biltmore and the Hollywood again, wisely asking whether they had received her checks, and suggesting that an acknowledgment was in order.

Both houses maintained their imperturbable calm. No answer was received. Finally last Saturday (November 18), more than a month after the first letters and checks were sent out, my friend's patience broke. She called the two box offices in question. The boys at the Biltmore said that the show might move to another house early in December, and what did she expect them to do about it. The boys at the Hollywood said that they had had no time to take care of her request, but would send out her tickets when they got around to it.

It seems hardly necessary to point out that, whether or not *See My Lawyer* is moving to another house, the boys at the Biltmore were responsible for the check sent them—or that over more than a month seems ample time to write an answer, even for such overworked lads as those at the Hollywood, particularly when a patron's money is involved.

The whole thing is disgraceful. Union or no union, such fantastic misconduct should not be tolerated. The Music Box and all the other houses with competent and courteous staffs cannot for a moment take away the bitter taste created by the disgraceful actions of the other theaters. And if the latter are actually in the majority, then no good patrons forget about the whole thing and go instead to the neighborhood movie.

Janch Eric Roberts
 Al James O'Keefe
 Neid Walter Wood
 Laundry Workers: Florence Redd, Eloise Bouldin, Mildred Truppo, Dagmar Hampt.
 Prolog: Greendale Sanitarium, Spring, 1939.
 ACT I: Scene 1: The World We Make.
 Several Days Later: Scene 2: John Kohler's Flat, That Night. Scene 3: The Same, Next Morning.
 ACT II: Scene 1: John Kohler's Flat, That Evening. Scene 2: The Same, Summer. Scene 3: The Same, Fall. ACT III: Scene 1: John Kohler's Flat, the following Evening. Scene 2: The Same, Late That Night.

This corner, which makes a practice of reading no best seller until it is at least 10 years old (at which time it becomes apparent that 999 out of 1,000 of them aren't worth reading anyhow), hasn't read Millen Brand's *The Outward Room*; and therefore it is impossible to tell you how carefully the book is followed in *The World We Make*, Sidney Kingsley's dramatization of it which, directed by Mr. Kingsley, was presented by Mr. Kingsley at the Guild Theater Monday night. And perhaps, in the case of a play like *The World We Make*, it's just as well. In such a piece, delicate but powerful, sensitive but courageous, simple but marvellously provocative, it is better to have one's judgment unclouded by comparisons or charts. A play like *The World We Make*, whatever it achieves as a piece of art, should stand upon its own merits. It deserves to.

Usually, when a play's author is also its director and producer, you can expect the worst. But in this case Mr. Kingsley has given us of the best in all departments. The script is as lovely, and at the same time as powerful, as anything that we have had in many moons; the direction is splendidly effective, smoothly unobtrusive, and based upon all of the grand directorial hoke that is frowned upon these days; the acting, when done correctly, is the ultimate in excellent staging; the cast, collectively and individually, does the best playing seen so far this year; and the sets, by Harry Horner, are as excellent as the terrific *Green Set* set. And Mr. Kingsley's cheap melodrama, *Dead End*, into a popular success. In this case fortunately no such coup is necessary.

The story concerns a neurotic rich girl, her mind clouded by fears that have been raised by the atmosphere of hate in her home and the death of her brother, which she attributes to her parents' lack of love. She's afraid of life, but she wants to taste it, so she escapes from the parental sanctuary in which she's confined. After starving for a few days she gets a job in a laundry, is annoyed by the foreman, and, for protection and because she's at the end of her rope, goes home with another lad in the shop, a nice, and he doesn't molest her; in gratitude, the next day she tries to fix up his tenement flat; and in the end they live together.

Slowly the problems of the poor tenement girl becomes the girl's problems, she slowly becomes a girl, she gets from the lad ease her mind; but she steadfastly refuses to marry him because of her "illness." When war comes and all the world seems to go mad, she feels her own sanity returning and calls the sanitarium. But her man, meanwhile, loses his own brother and she finds a sense of her own usefulness in comforting him; while the doctor from the sanitarium, seeing her and hearing of her from the private nurse, who she has finally made her adjustment to the world. The security born of love, a sense of the problems of others, the confidence that comes from helping others, and the realization that the world itself is murderous, mad, and each individual must adjust himself as best he can to be of any use, all combine to help her find her footing. Marriage seems to be in the offing as the curtain falls.

None of this synopsis obviously can give any real idea of the tenderness and insight, the warm humanity and deep sympathy that have gone into the writing of the play. It is pulsing, glowing, altogether beautiful job, shot thru with the colors of beauty, strong with love of an ering, pitiful human race, lifted frequently upon gusts of friendly humor and altogether fine in its subtleties and details. Mr. Kingsley, in writing it and staging it, has made beautiful use of effective hoke—and this is one of its greatest assets. For hoke can give us the theater at its worst or at its best, according to (See NEW PLAYS on page 25)

Review Percentages

Included below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" notes are counted one-half "yes" and one-half "no," rather than being thrown out altogether. "No opinion" notes are given with eight "no opinion" notes 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 review 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.

"The World We Make"—38%

YES: Atkinson (Times).
 NO: Whipple (World-Telegram), Anderson (Journal-American), Brown (Post).

NO OPINION: Mantle (News), Coleman (Mirror), Watts (Herald-Tribune), Lockridge (Sun).

"Aries Is Rising"—0%

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

"Very Warm for May"—50%

YES: Whipple (World-Telegram), Anderson (Journal-American).
 NO: Watts (Herald-Tribune), Waldorf (Post).

NO OPINION: Mantle (News), Coleman (Mirror), Lockridge (Sun), Atkinson (Times).

"Ring Two"—25%

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

Broadway Re-Lights Main Street

By FORTUNE GALLO.

THIRTY years ago in Salina, Kan., I checked the baggage of the Pertulli Italian Band (specialties: Quartet from Rigoletto, Sextet from Lucia), said good-by to the players, took a train for Denver and, with the aid of several thousands of dollars I had laboriously saved from my salary as a traveling "tail-grass" theatrical agent, bought into an itinerant opera company stranded in Denver and thus began my career as an impresario of the lyric arts.

Shortly thereafter the stranded opera company in Denver blossomed forth as the San Carlo Opera Company, named in honor of the historic shrine of Orpheus in Naples, near which I was born. Today, almost 30 years later, the San Carlo Opera Company has the proud, and I hope deserved, distinction of being America's oldest road show in point of continuous service in purveying the brain children of Verdi, Wagner, Puccini et al. to music lovers of the hinterland.

With the advent of mechanical entertainment—the radio and motion pictures changing the entertainment habits of a nation—it was to be expected that touring attractions would lose their luster for small-town audiences; that vaudeville would pass as one of the cleanest and grandest forms of entertainment, and that even music, with its appeal to only a limited segment of the population, would suffer in the shuffle.

Opera House Gone

With grand opera, we were prepared for the worst. However, to our surprise and, incidentally, profit, public interest in the lyric arts increased a hundred-fold; and I saw that with the creation of magnificent auditoriums in almost every city in the land, many of the old traditional business methods of touring theatrical attractions must be discarded. The old-time "copy" house had to go. My first step was to reduce admission prices, which ample capacities enabled us to do without in the least impairing the quality and character of our repertory performances.

Public appreciation was instantaneous, and the San Carlo Opera Company today continues to enjoy top-line business in all the major cities from Coast to Coast, as witness the recently completed (September 28 to October 8) engagement at the Center Theater, New York, where more than 45,000 music lovers paid \$43,000 to hail the San Carlo Opera Company in an 11-day Fall Opera Festival. The success of the San Carlo Opera Company re-enforced my belief that if some plan were devised which would be feasible and workable for the restoration of the theater as a valuable part of community life, I would be invited to participate as a producer and executive director, as well as be a major principal in the operation.

BORN in Italy, near Naples, Fortune Gallo came to New York at the age of 15. For more than 25 years his name has been identified with the San Carlo Opera Co., which has toured the United States from Coast to Coast. About a year ago he joined with Arthur M. Oberfelder to form the Legitimate Theater Corp. of America.



which is sending four plays to 150 cities. The 11-day season of the San Carlo at the Center Theater, New York, in October, was the opening of his company's 30th annual trans-continental tour.

CITIES BOOKED BY THE LEGITIMATE THEATER CORP. OF AMERICA

Shows Perf.

2	2	Ableton, Tex.	Hardin-Simmons University
4	4	Akron, O.	Colonial Theater
2	2	Allentown, Pa.	Lyric Theater
4	4	Amarillo, Tex.	Municipal Auditorium
4	4	Appleton, Wis.	Rio Theater
4	4	Asheville, N. C.	Municipal Auditorium
4	4	Beatsville, Okla.	Civic Center
3	3	Bartlesville, Okla.	Auditorium
3	4	Billings, Mont.	Fox Theater
4	4	Birmingham, Ala.	High School Auditorium
4	4	Boise, Ida.	Pinney Theater
4	4	Butte, Mont.	Broadway Theater
4	4	Canton, O.	Palace Theater
4	4	Cedar Rapids, Ia.	Paramount Theater
4	4	Charleston, W. Va.	Municipal Auditorium
1	1	Charlottesville, Va.	Jefferson Theater
4	4	Cheyenne, Wyo.	Lincoln Theater
1	8	Cleveland, O.	Hanna Theater
4	4	Colorado Spgs, Colo.	Chief Theater
1	1	Columbus, Miss.	Mississippi State Col. for Women
1	1	Dallas, Tex.	Melba Theater
1	4	Dayton, O.	Victory Theater
1	1	Denon, Tex.	College Auditorium
4	12	Denver, Colo.	Auditorium
4	4	Des Moines, Ia.	Shrine Auditorium
3	24	Detroit, Mich.	Wilson Theater
4	4	Duluth, Minn.	Orpheum Theater
1	1	Durham, N. C.	Duke Auditorium
3	3	Eau Claire, Wis.	State Theater
4	4	El Paso, Tex.	Liberty Hall
1	1	Emporia, Kan.	College Aud. (Kansas State Teach.)
4	8	Evansville, Ind.	Graud Theater
1	1	Fargo, N. D.	Festival Hall (N. D. State College)
4	4	Ft. Wayne, Ind.	Palace Theater
4	4	Ft. Worth, Tex.	Municipal Auditorium
4	4	Ft. Falls, Mont.	Grand Opera House
4	4	Green Bay, Wis.	Bay Theater
4	4	Greensboro, N. C.	College Auditorium
1	2	Harrisonburg, Va.	Madison College
1	1	Hartford, Conn.	Badinell Memorial
4	4	Helena, Mont.	Marlowe Theater
4	8	Houston, Tex.	Musie Box Theater
4	4	Huntington, W. Va.	Keith-Albee Theater
4	4	Idaho Falls, Ida.	Paramount Theater
1	1	Indianapolis, Ind.	English Theater
1	1	Jackson, Miss.	Jackson Auditorium
4	4	Joplin, Mo.	Fox Theater
3	3	Kalamazoo, Mich.	Kalamazoo Civic Auditorium
15	15	Kansas City, Mo.	Musie Hall
4	4	Kenosha, Wis.	Kenosha Theater
4	8	La Fayette, Ind.	Mans Theater
4	4	Laramie, Wyo.	University of Wyoming
4	4	Lexington, Ky.	Auditorium
3	3	Lima, O.	Ohio Theater
1	1	Little Rock, Ark.	High School Auditorium
3	3	Logan, Utah	Capitol Theater
4	4	Long Beach, Calif.	Auditorium
12	12	Los Angeles, Calif.	Philharmonic Auditorium
4	4	Louisville, Ky.	Memorial Auditorium
2	2	Lubbock, Tex.	
1	1	Manfield, O.	Madison Theater
1	1	Manassas, Va.	Cecil Theater

Shows Perf.

4	12	Memphis, Tenn.	Memphis Auditorium
1	1	Middletown, N. Y.	State Theater
2	8	Milwaukee, Wis.	Pabst Theater
4	12	Minneapolis, Minn.	Alvin Theater
4	4	Missoula, Mont.	Wilma Theater
1	1	Montevallo, Ala.	College Auditorium
1	1	Montgomery, Ala.	High School Auditorium
2	2	Nashville, Tenn.	University of Idaho
2	2	Nashville, Tenn.	Ryman Auditorium
1	3	New Haven, Conn.	Shubert
4	9	New Orleans, La.	Municipal Auditorium
1	1	Norristown, Pa.	High School Auditorium
1	1	Oakland, Calif.	Auditorium
4	8	Oklahoma City, Okla.	Shrine Auditorium
4	12	Omaha, Neb.	Paramount Theater
4	4	Oxford, Wis.	Strand Theater
1	1	Oxford, Miss.	Fulton Chapel, Univ. City, Miss.
1	1	Ontario, Calif.	University Auditorium
4	4	Pasadena, Calif.	Civic Auditorium
3	3	Pendleton, Ore.	Auditorium
7	7	Peoria, Ill.	Shirley Mosque
4	4	Phoenix, Ariz.	High School Auditorium
4	13	Portland, Ore.	Mayfair Theater
4	4	Providence, R. I.	Albee Theater
4	4	Pueblo, Colo.	Auditorium
1	1	Pullman, Wash.	Auditorium
1	1	Raleigh, N. C.	Auditorium
4	4	Reading, Pa.	Rajah Theater
4	12	Richmond, Va.	Lyric Theater
4	4	Roanoke, Va.	Academy of Music
4	4	Rochester, Minn.	Chateau Theater
4	4	Rockford, Ill.	Coronado Theater
1	1	Rock Hill, S. C.	Auditorium
4	4	Rock Island, Ill.	Fort Theater
1	1	Saginaw, Mich.	Auditorium
1	12	St. Paul, Minn.	Orpheum Theater
4	8	Salt Lake City, Utah.	Paramount Theater
2	16	San Francisco, Calif.	Curran Theater
4	4	San Jose, Calif.	State Theater
4	16	Seattle, Wash.	Metropolitan Theater
3	3	St. Louis, Mo.	Orpheum Theater
1	1	St. Paul, Minn.	Coliseum Theater
4	8	Spokane, Wash.	Orpheum Theater
1	2	Springfield, Mass.	Auditorium
4	4	Syracuse, N. Y.	Empire Theater
4	4	Tacoma, Wash.	Temple Theater
1	2	Tallahassee, Fla.	Auditorium
4	8	Topeka, Kan.	Grand Theater
4	5	Tucson, Ariz.	Temple of Music and Art
4	8	Tulsa, Okla.	Convention Hall
4	4	Utica, N. Y.	Stanley Theater
4	12	Vancouver, B. C.	Empress Theater
1	1	Waco, Tex.	Waco Hall
2	2	Walla Walla, Wash.	Auditorium
4	4	Waterloo, Ia.	Paramount Theater
1	1	Wellesley, Mass.	Auditorium
4	8	Wichita, Kan.	Orpheum Theater
2	2	Wichita Falls, Tex.	Memorial Auditorium
4	4	Winston-Salem, N.C.	Reynolds Auditorium
4	4	Yakima, Wash.	Liberty Theater
4	4	Youngstown, O.	Park Theater

Concertizing the Road

Many panaceas have been discussed with this objective in view, but nothing tangible eventuated from the plans until Arthur M. Oberfelder, Denver impresario, conceived the plan to concertize the legitimate theater and tear a page from the book of one of the most successfully continuous forms of the show business—the concert field.

The plan provides for the sale of New York stage hits, using the original production and casts, to concert managers, theatrical managers, concert organizations, Junior Leagues and other organizations on a block-booking basis; i. e., the entire cycle of four plays with few exceptions was sold outright.

That our plan appears to be the answer to many ills of the theater is reflected in our being able to organize a national circuit comprising almost 150 cities. This really is a revival of the road, and it brings back for the first time the theater to communities which in many instances have not had a touring attraction in more than 15 years.

25 Years' Experience

The resources of the San Carlo Opera Company have re-enforced the work of the Legitimate Theater Corp. of America,

and perhaps the most valuable contribution has been the knowledge of touring which we have acquired over a period of more than 25 years.

An interesting sidelight in the bookings of the corporation is indicated in the booking of all four plays by 93 major theater owners through the United States. Several important newspapers have purchased the plays, and many dates have been sold to leading colleges and universities.

The first season of the Legitimate Theater Corp. of America should be considered in the main a pioneering work. Many mistakes will be made, but all these are subject to correction in future seasons. The problem of routing is our major difficulty, since we were beset by so many restrictions as to preferential play dates.

However, we have been able to set a combined total of 80 weeks on the four shows, which certainly is an achievement.

We have expended more than \$100,000 to demonstrate our faith in the restoration of the so-called "road" and, as one producer who has never left the road, we all hope that our faith is justified.

Nashville Censors Ban "Road" Shows; Mrs. Naff Seeks To Ban Censors

NASHVILLE, Tenn., Nov. 25.—An application for an injunction to restrain the City of Nashville and members of the Board of Censors from banning the showing of Tobacco Road here was filed by Mrs. L. C. Naff, manager of the Ryman Auditorium, after the Board of Censors had informed her that the Broadway hit would not be allowed to show locally, although it had played here while on tour last year.

In the application for injunction Mrs. Naff challenged the authority of the Board of Censors to ban an attraction. A hearing has been set before Special Chancellor John J. Hooker this week. The mayor's power to appoint a Board of Censors was rendered invalid when the Tennessee Legislature abolished the commission form of government in 1923, it was claimed in the injunction plea.

Philly EMA Election in Dec.

PHILADELPHIA, Nov. 25.—Election of officers of the Entertainment Managers' Association, has been postponed until the first week in December. Florence Bernard, current prez of this body's organization, has declined to run to succeed herself. Roy Cross, now vice-president, will probably be named president.

Oil Man Says No More Palm Greasing at International; Giving It That Class Angle

NEW YORK, Nov. 25.—International Casino, the country's largest night club, will go completely streamlined when the new show opens December 21, with the elimination of the chronic "night club eyes"; a change of name which went into effect several months ago, but was not taken seriously on Broadway; and a general policy of removing the night club "stigma."

All of these decisions have come about since the Canning, New England oil man, who put up the money to reopen the Casino earlier this year, took over the active management after Alex Flum went back to operate his Club Mayfair, Boston.

Canning seems to feel the word "night club" is repulsive and is assisted too much with "guy joints," and wants to get away from the word entirely and try to palm off the International as a theater-restaurant, hence the new name, International Theater Restaurant. Word "Casino" tagged onto the name has the connotation of gambling, he feels, and as such keeps people away. The 400-foot electric sign on Broadway, however, is still blazing, and will not be changed under the new policy. The word "Casino" will cost \$40,000 to erect a new sign.

The plan to remove all extra curricular cost concessions, such as tipping in the washrooms, programs, sale of novelties and flowers, may suggest a new method of operation in class night clubs, especially in the Broadway district. Canning feels customer good-will can bring back trade that will make up for what the nitery may lose in concession rentals. Oscar A. Markovitch, who operates the concessions at the International, for which he pays \$60,000 a year against a percentage of the club's gross, says he hasn't been officially notified of the impending change but that doesn't mean that Mr. Canning isn't contemplating such a move.

Markovitch said if this plan were to go thru he would play ball with Canning because he felt that a reasonable arrangement could be made.

Part of the plan to rub out the "night club odor" and make it an "honest saloon" is also to eliminate extra tips to waiters for good tables and removal of all "nuisances" from the show floor. Nudity will also become extinct and, with the new show, the International will take on the respectability of Radio City Music Hall.

Canning has hired some of the Music Hall staff to produce the show, including Russell Markert, Leon Leonidoff and Gene Snyder, which implies the Rocke-

efeller interests may have put up some money. This was vigorously denied at the Casino, despite reports that the Rockefellers would like to operate another show spot fitting in with their standards. It was also said that Rene Racover, head producer of the new show, has bought into the International and will be active in the management after December 21.

Policy on prices is being worked out now, along with a plan to make the Terrace Room, a turkey ever since the spot opened, a success. The bar, which was also in the losing class, began to show the first signs of life several weeks ago, after the 50-cent lunch policy caught on.

AGVA Hopes To End Cafe Mixing

CHICAGO, Nov. 25.—Local office of the American Guild of Variety Artists is planning a drive against enforced mixing, according to Leo Curley, AGVA rep. A mixing clause is now inserted in contracts submitted to cafes, calling principally for acts to leave the spot after the last show if they wish to do so. It is pointed out that a number of clubs hold entertainers after working hours to sit with customers until they are ready to depart.

Curley states that eventually the union will ban mixing of acts at all hours. Negotiations for closed-shop agreements are now under way with several North and South Side spots.

Rogers Band Atlanta Sock

ATLANTA, Nov. 27.—Buddy Rogers and orchestra, playing a return at the Rainbow Roof of the Ansley Hotel week ending Thanksgiving night, set records. Rogers escaped injury in a Birmingham plane crash Friday a week ago and opened on time at the Ansley succeeding Doc Long.

Happy Felton and his band, featuring the Callahan Sisters, opened at the Rainbow Roof Friday.

Palo Alto Show Is Out; Duncan Sisters for S. F.

SAN FRANCISCO, Nov. 25.—Frank Mendosa's Clover Leaf Club, near Palo Alto, will drop floor shows, but retain band. Acts, however, will be brought in for week-ends. Jack Marshall, comic, leaves spot after 12 weeks.

Music Box is desiring for the Duncan Sisters to bolster a new show.

New Carroll Floor Show

NEW YORK, Nov. 25.—New show at the Earl Carroll night club in Hollywood goes in December 15. Acts set so far include the Sterner Sisters, Bob Bromley and his puppets and Red Williams and Red Duet. All for four weeks with an option.

Des Moines Club Revamps

DES MOINES, Ia., Nov. 25.—Gene Merritt, operator of the Gene Merritt Tavern and the Stag, has placed a \$25,000 order with A. J. Stephens & Co., Kansas City, Mo., for complete revamping of his new spot, The Lounge. Alterations will include air-conditioning, booths, bar and novelties.

New Club in Girard

YOUNGSTOWN, O., Nov. 25.—Blue Crystal Club has opened at near-by Girard, with the Messers Wittkater and Parilla at the helm. Importing floor show talent, and regional bands. Current acts Sevier and West, musical comedy duo; Al and Sallie Russell, dance team; Merrill Sevier, emcee, and Ernie Naples ORK.

Corelli Split on AGVA; One Pickets; Other on Board

CHICAGO, Nov. 25.—The Corelli clan has been split by union factionalism.

Whereas Alan is a national board member and staunch supporter of the American Guild of Variety Artists, his brother—known here as Joe Grebe—is picketing the local AGVA office. Joe, who used to be on the AGVA pay roll as an assistant in the outdoor division, is reported to have been fired following an argument with Paul Sanders.

Opens 1,200-Seat Buffalo Nitery; 10c Cover, No Min.

BUFFALO, Nov. 25.—Harry Altman, owner of Glen Park in suburban Williamsville, has decided to keep his summer dance hall open all year. By converting the hall into a beautiful giant nitery, he has been able to attract a great deal of night club business. Seating 1,200 persons, the hall was redecorated and a raised stage-like dance floor added. Altman reports that business is fine, and that customers come from a 12-mile radius. Week-ends have seen capacity and near capacity houses, with weekdays bringing a good crowd of about 500 patrons.

The apparent popularity enjoyed by the Glen Park Casino is mostly attributed to the fine talent used. Even the Altman has refrained from using a minimum charge (a 10-cent entertainment charge week-ends) he presents good talent. His current bill features Frank McCormick, emcee and comedian. Other acts are Ruth Kidd, Art West, Vera Wilcox, Little Joe Little, Leney Gale, Eddie "Nuts" Brady, Emil Jones. Eight jitterbug champions of Western New York are an added entertainment feature. George Saplenza's continental band, well known for its stay at the Silver Grill in Hawaiian Room last year, handles the music.

Irving Fox is the cafe's manager. Walter J. Gluek is p.a. and booker.

Stick-in-Mud Gag

SHEYBOGAN, Wis., Nov. 25.—The Esquire nitery, on recent Wednesday night announced "National Stick-in-the-Mud Night" and declared that "all qualified home stickers, office sitters and various and sundry varieties of maladjusts have our special permission to come in tonight and hear Julius Pelletier (NBC entertainment treat of the year)."

Many sun dodgers accepted the invitation and business was brisk.

Tacoma Club Expands

TACOMA, Wash., Nov. 25.—With a big floor show, Rau's Club, night spot located on the mountain highway eight miles from here, celebrated opening of its new wing. Club is open every night but Monday. Allen Rau, chef and owner, is assisted by wife, Hilda. New wing doubles capacity.

Houston Club Reopens

HOUSTON, Nov. 25.—Moved to new and larger quarters, Joe and Louie Club opened its season Friday (3). Al Vinn and ork in for indefinite period. Seating capacity, 400.

Pullman Club Remodels

PULLMAN, Wash., Nov. 25.—W. A. Wing, operator of the Grandview Cafe here, is spending about \$12,000 for a new air-conditioning plant and modernized fixtures. Order was placed with Washington Refrigerating Distributors, of Spokane, for air conditioning. Installation of other fixtures subtlet to A. J. Stephens & Co., Kansas City, Mo.

No Vaude for Garrick

LONDON, Nov. 25.—Instead of non-stop vaude, a musical show, Sue on Parade, starring Albert Burdon, will replace the Garrick's vaudeville. During the month of Willsden, Hippodrome and Clapham Grand are to reopen with vaude.

Algonquin and Others Opening New York Clubs

NEW YORK, Nov. 25.—For the first time in its history, the Hotel Algonquin will house a nitery, to be known as the Algonquin Supper Club. Only entertainment at the spot, which opens November 29, will be songstress Greta Keller, and Cy Walter and Norbert Faconi, musical accompaniment.

Another novel addition to Broadway night life will be the Crystal Bay, an all-glass nitery on the floor below McGinnis of Sheephead restaurant, on the site of the old Parody Club. Nitery, constructed of glass, is said to cost \$80,000. Entertainment will be the "World's First Electric Story Teller."

The Cotton Club's long postponed revue is finally scheduled to preem November 30, with Louis Armstrong and Maxine Sullivan headlining. Both will double from the latter's Swingin' in Dream. Also included will be Alan and Anise, Avis Andrews, Stump and Stumpy and Bobby Evans. Saul Chaplin and Sammy Cahn did the musical score.

Sonny Meyers, former operator of the Post Lodge in Westchester, N. Y. went into Paul's restaurant this week as the partner of Joe Paul. The two had formerly been rivals.

Only night club casualty of the week is the Casino Gamique, which made a quiet exodus after ruining a few weeks.

Seattle Club Adds 1,000 Seats for Sally Rand Date

SEATTLE, Nov. 23.—By grace of Sally Rand's engagement held for third week, the Show Place has had to add a terrace seating 1,000 more people. In the current third week, Miss Rand was polishing her revue to take to Portland, re-vamping it with new chorus dances, new arrangements and scanty satin costuming.

More Clubs for New Orleans Area

NEW ORLEANS, Nov. 25.—Pete Herman opened former Club Plantation, with change to Pete Herman Club, October 26. Earl Dantin's Ork, with floor show including Helen Savage, singer, and Vernon and Vanoff, dance team.

Johnny Panessa, operator of La Lune Club in Vieux Carre area, is first of town's nitery owners to sponsor a basketball team. Team has gold emblems of La Lune on its sweaters.

An addition to Vieux Carre night spots will be the Moulin Rouge, operated by George McQueen, emcee, and Band Leader Sharkey Bonano. French atmosphere will be featured, with French singers and novelties.

New Clubs in Manitowoc

MANITOWOC, Wis., Nov. 25.—The Ship, new nitery, opened here November 13. Spot features Cliff Bennett and back of the bar every night, featuring Jean Bolander and Cleone Hoyer.

Also unshuttered is the Variety Club, which reopened on the same night under direction of Aldena Behrnt.

Actor Pickets Joe E. Brown For 15-Year-Old "Debt"

CHICAGO, Nov. 25.—Joe Hallen, of Hallen and Fuller, old-time vaude act, is using all methods to collect money he claims Joe E. Brown, the movie star, owes him. Hallen states that over 15 years ago, when Brown was doing an act billed as Prevost and Brown, he borrowed some \$250 from Hallen.

Repeated requests for payment failed, Hallen says, so last week, when Brown played the Palace Theatre at the Chicago Theater, Hallen told the customers of the unpaid debt by means of a picket sign. Management, however, soon put a stop to that. Brown denies owing Hallen any money.

War Booms Night Clubs, Ballrooms On Canada Shore

ST. JOHN, N. B., Nov. 25.—Night club business is pepping up thruout the maritime provinces, due to war-time conditions. Industries are working full time, and plenty of soldiers, sailors and aviators willing to spend most of their pay in entertainments.

All three branches of the War Service are helping to improve business for night clubs and dance halls here and in Moncton, Halifax, Woodstock, Sydney, Dartmouth, Charlottetown, Amherst and Truro.

The Club Loyale, established recently here for two nights a week, is now open six nights weekly. Ork music two nights and records the other four.

At the Venetian Ballroom here, there is music five nights a week. Prior to the war, the dancing had been three nights a week.

At the Studio, there is dancing three nights a week instead of two.

Suburban niteries, usually closed for the season in September, are still offering dining and dancing to ork music two to three times a week.

In most cases, the local fair plants have been turned into barracks. Indications are for continued improvement during the winter for night spots.

Entertainment At St. Regis

By GASTON LAURYSSEN

Executive Director, St. Regis Hotel, New York City

YOUR request that I write an article on entertainment at the St. Regis puts me on the spot. I feel somewhat like the father who tells his son about his experiences in the war and, after finishing the story about his heroic activities, is asked, "But, daddy, what did the other soldiers do?"

There really is no secret about our entertainment policies.

Out of the five restaurants at the St. Regis operates we always present enter-

so. The second is that the public likes something novel and original.

The management and entertainers always must believe in their work and its quality. They must feel that they want to give their best to the audience that is spending money to see them and that wants to be amused. That is sincerity. As for originality, we have found that when there is as much night club entertainment as there is in New York, we must have all the assets, other places have, plus a new and different note.

That is why we built an ice rink in the Iridium Room more than a year ago. Comparatively a new form of entertainment in hotels, an ice show is still a novelty. Last year our "Entertainment on Ice" was a novelty for a class-type of hotel. This year we had to have something even better. *The St. Regis Rustles* is a new combination floor and ice show—something that, to our knowledge, has not been done before.

Dorothy Lewis, whom we discovered and built up last year, is our star again this year. Instead of the acrobatic figure skater Dorothy was a year ago, we now present her as a "dancer on ice." With her on the program are the Hesley Twins, Bob and Jack, whom we imported from Hollywood and who are new faces in this part of the country. Also on the program are the Paramount starlets whom we have taught to skate. They appeared as dancers in the *The St. Regis Rustles* on the Viennese Roof last summer.

Believing that dancers can be taught to be better "dancers on ice" than figure skaters, we trained the Paramount starlets for our present ice show. James Mitchell Lelsen, Paramount producer-director, staged the show. As a result, we now have the most lavish production numbers presented in a hotel night club.

When it came to finding an original entertainment feature for the Roof last spring, we conceived the idea of having an elevator stage, to rise thru the floor with the entertainers on it and to provide a stage setting for each set. I went to Hollywood last winter and conferred with Le Roy Prinz, dance director of Paramount, and selected the six Paramount starlets, as well as Mary Parker and Billy Daniels, whom we trained to be the starring dance team in the *Rustles*. Mr. Lelsen staged that show also, and seeing that Billy Daniels had an eye for choreography, we left that job in his hands, since we believe in giving everyone an opportunity.

Mr. Lelsen also designed the costumes, and the result was a very beautiful show. Judging from the overwhelming number of patrons we had all summer—a season when business is apt to drop from the height reached during the winter—*The St. Regis Rustles* was a success. Its originality was one reason, I am sure.

It was also a new idea to have entirely different shows at dinner and supper on the Viennese Roof. People came in for dinner and saw the dinner show and then stayed for supper, knowing they would see a different entertainment program at that time. Naturally enough, the longer they stayed the more profitable was their patronage, especially at a season when supper crowds are smaller because there is not so much after-theater business due to the decreased number of plays on Broadway.

Our *Maisonette Rustle* had been a popular restaurant for four years, but last winter we decided it was time for a change. At that time the present war had not commenced and the international situation had nothing to do with the decision for a change of the type of room.

A Hawaiian room was suggested and created. It wasn't a new idea. There

are many rooms with the Hawaiian theme. We decided that ours must be different, so I flew to Hawaii and toured the islands by plane, searching for talent and ideas to make our room original. In Honolulu I found Elmer Lee and his orchestra, the Walkiki Beach girls and the sensational comedienne, Clara Inter (Hilo Hattie). They had a popular following among the type of people who patronize the St. Regis, and all but one of the girls had never appeared in the United States. I booked the entire troupe and it is now performing in our new Hawaiian *Maisonette*. I designed the room and James Ingham executed the plans for redecoration.

It is a little too soon to determine how great the success of the room is, but to date we have had unprecedented crowds. We feel confident that its charming atmosphere, decorative simplicity and authentic entertainment are qualities that make Hawaii itself irresistible.

The St. Regis does not operate its night clubs merely as diversions for its hotel room guests. True, the guests of the hotel and transient patrons use them. But we must also have a local clientele for each restaurant. That is why each is a separate unit that must be built up by itself apart from the regular hotel business. We attempt to do this thru individual advertising, publicity and promotion.

However, the fact that the restaurants are in the hotel does influence one factor about them. That is, that our entertainment budget is necessarily more limited than that of a night club operating without any connection with a hotel. We cannot afford to book large-salaried stars. But we do feel that by having good backgrounds, tasteful presentation and, above all, talent, we can build up entertainers who have not reached the point where their salaries are beyond our means.

We cannot afford name talent. But we can afford talent, and that is what I believe we offer. We never refuse auditions and are always in search of new talent. I believe that the St. Regis has started many stars on the path of success. Class, distinction and first-rate service are a part and parcel of the hotel and they stamp their mark on every phase of hotel life as well as on the performers. In themselves, they are a build-up for newcomers in the entertainment world.

It is not our policy to tie up with agents or bookers. We select our entertainers and orchestras with care, trying to keep in mind what the public has shown preference for in the past. Of course, we never can tell just what the public likes until after we've given it, what we think it might like. Sometimes we are wrong. We try to judge the public taste, but it is one thing of which we can never be sure.

We try varying popular entertainment forms so as not to miss a bet. Last year we booked a colored swing band into the *Maisonette Rustle*, because that was the craze at the moment. We found, however, that our customers preferred the sweet society type of dance music, and, acting on their complaints, made the change accordingly. It wasn't that we didn't want the band; our clientele didn't want it, and it is their tastes we must cater to.

Once we have selected entertainers or orchestras, we go thru whatever measures are necessary to procure their services. If they have bookers or agents we work thru them. If they are independent we book direct. But we are not under contract to any individual agent or corporation. It is a free policy, and I consider it a fair one.

Another entertainment principle of ours is that no show should last more than about 20 or 30 minutes. In a night

club where dining, wine and dancing are the more important elements the floor show should not be too long. It should be brief, entertaining and "nothing but the best," as well as in excellent taste.

In summing up, we can point to the few factors that have been responsible for the success of our rooms—originality of ideas, fine and consistently good service and the presentation of talent that will rate with the reputation of the St. Regis.

Walton Roof and Liquor Board Tiff

PHILADELPHIA, Nov. 25.—Because of the illness of Ivan Burroughs Fontaine, listed as owner of the Walton Roof, operated by Jack Lynch, hearings held by the Pennsylvania Liquor Control Board to determine if that spot is to retain its liquor license was given a continuance.

At a preliminary hearing two agents testified that they had bought drinks there as late as 3 a. m., this being a violation of the law which demands that all licensed establishments close midnight Saturdays. However, the agents gave the spot a plug when they admitted they were in company with many persons of prominence, who were also violating the law.

Golfmore, Michigan City, Burns; Loss 120G

CHICAGO, Nov. 25.—Golfmore Hotel, summer resort near Michigan City, Ind., which last spring was sold to a Chicago syndicate headed by Albert E. Berger, burned early Monday. Loss was estimated at \$120,000.

Open during summer seasons only, floor show and band entertainment were used in the Commodore Club of the hotel. No rebuilding plans have been announced as yet.

Plantation in Detroit Folds; May Reopen Dec. 1

DETROIT, Nov. 25.—Plantation Club, leading local black-and-tan, closed Monday on account of poor business. Spot has been using an expensive floor show.

Plans call for reopening December 1. Closing is attributable to slump due to Chrysler strike and other industrial uncertainty in the city.

Dallas Clubs Merge

DALLAS, Nov. 25.—Another change in Dallas nightlife is the consolidation of Pappy Dolson's Club Sixty-Six with Abe Weinstein's 25 Club. The new club, using the 25 Club's location, opened Friday night with Don Purcell's Ork and A. G. Prentice's colored revue. Under the joint management of Dolson and Weinstein, club has been renamed—Abe's and Pappie's.

Henderson Point Reopens

HENDERSON POINT, Miss., Nov. 25.—Bradley's Club opened its season last week, as influx of thousands of Northerners to Mississippi Gulf Coast adds impetus to entertainment patronage. Spot has booked Zito's Cocktail Ensemble.

ONTARIO HOTEL

Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

HOLD AUDIENCES SPELLBOUND WITH STROBLITE

Luminous colors that glow in dark. Produce spectacular effect at outdoor shows. Lobby Displays, Night Club Decorations, etc. STROBLITE CO., Dept. B-12, 35 W. 52, N. Y.

GASTON LAURYSSEN

Belgium and studied commercial law at the University of Ghent. When he was 22 he decided to go into the hotel business. He received his training and accumulated his experience abroad and in this country, where his connections have included the Ritz-Carlton, the Savoy Plaza and other prominent New York hotels.

During the World War he was an officer in the Belgian Army and among his decorations for valor and courage is the Croix de Guerre.

Among his hobbies are photography, horseback riding and aviation.

One of the youngest executives in the hotel industry, his success, achieved so early in life, is due to a flawless knowledge of his profession, his executive ability and a gracious and impressive personality. A flair for showmanship has made him a valuable asset to Vincent Astor's St. Regis Hotel, where he has been in charge for two years. Progressiveness, plus diplomacy and keen understanding, are a few of his assets which have helped to increase the business and prestige of the St. Regis Hotel.

tainment in two of them at the same time. In so doing we have made various discoveries and formed certain principles. We have two cardinal rules. The first is that it is sincerity that makes a room

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.
208 N. Wabash Ave., Dept. 16, Chicago, Ill.

14" x 22" CARDS
ONE SHEET \$4.50
FOR \$2.50
THREE SHEETS \$5.50
STANDARD POSTER CO.
PITTSBURGH, PA. ATLANTA, GA.
P.O. BOX 133 P.O. BOX 3

SCENERY

The Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SCHELL SCENIC STUDIO, Columbus, O.

Rainbow Room, New York

John Roy's new floor-show concoction is a pleasant affair. It has Raye and Naldi, in a triumphant return engagement; Senator Ford, in his second date here; Adele Girard, a veteran here, and Lois January, in for the supper show only.

The show opens with Miss Girard, a handsome woman, at the piano on the revolving floor. She is zipping thru snatches of pop melodies. As an emcee, she asks patrons to call out four notes and then extemporizes a melody, leading off with the notes as called out. An interesting stunt. She is followed by Senator Ford, who played here last year without any great success. He is in much better form this time, providing "unconventional slants on timely topics" in quiet, conversational style and without the mike. Most of the emceeing is based on puns rather than on gags, but he drew a few hearty guffaws and plenty of light laughter. Refreshing.

Mary Raye and Naldi, who played here 40 weeks the last time, are smoother than ever and making better use of spectacular lifts, spins and pictorial effects than before. Offered a charming waltz, a snappy tango and their novelty dance to a recorded poetic reading of *Sylvia*, and encoored with a fast paso doble; a soft, sliding dance to Beethoven's *Moonlight Sonata*, and a flashy fox-trot for a lively finish. They did too much opening night, but nevertheless the cumulative effect of such sock numbers in intelligent sequence was a delight.

Miss January, an attractive brunet now featured in *Yodel-Go*, is making her supper club debut here and, on opening night, pleased without causing any undue excitement. Opened with a fair rendition of *Liliac in the Rain*, following with a swinging version of *I Like To Make Music* and closing with the waltz aria from Gounod's *Romeo and Juliet*, done straight and to swing tempo. Has a good voice but lacked an outstanding delivery.

Ben Cutler introduced the acts and his orchestra provided excellent accompaniment. Cutler's band is much smoother than when he opened here a few weeks ago and Cutler himself does a bit of pleasant singing. His vocalist is Betty Haddon, a stunning beauty with a good style.

Eddie LeBaron's band is still dishing out toe-tapping waltzes, tangos, rumbas and conga and singing Latin tunes in ingratiating tempo. He leaves this week for a Washington radio date, a substitute band filling in until he returns. Dr. Sydney Ross, table entertainer, is back.

Edward Seay is still doing his solid job handling the press. Paul Denis,

Benny the Bum's, Philadelphia

Since his reopening, Benny Fogelman isn't complaining about biz. For one thing, he is shelling out with a heavier talent budget and this new policy is apparently paying.

Current bill is headed by Frances Faye, piano thumper par excellence, with a set of pipes hefty enough to go with her simply padded chassis. The gal gives out with such redoubtable authority her numbers from the torchier that she is delivering them in applause-winning man-

ner. She starts out with *Faint Heart You Do*, and continues with *What's New and Signs of the Wolf*. *All Right*, a tune of her own creation. On night caught, she refused to grant encores since she was suffering from a yanked tooth.

Laughs of the evening are provided by Jerry Bergen, with Nina Versa stooging. Emcee Billy Gray palms her off as an operatic diva and Bergen is given a similar build-up as a conductor. The disparity of their sizes in itself gets laughs. However, Bergen keeps the galeys going with a fancy assortment of mugging, while the femme goes thru the motions of singing seriously. They return to do a burlesque of the quartet from *Hipolito*, with the assistance of the emcee. Get a swell response.

Gary Leon and Tut Mnce, in their fourth week here, are several notches above average in their dance routines, and make a nice appearance. They start with a waltz and wind up with a graceful tango. During their turn the gal does a single with a neat high kicking and acro number which winds up with a fast series of cartwheels.

The opening is by the Vanderbilts, a male pair who start with a fast tap. They surprise by switching to straight acro. Their grind has improved considerably since their last appearance here this summer.

As emcee, Billy Gray throws a fast line of chatter, a lot of which shows little respect for the audience or the boss. His personality makes the house like it. His own contribution is a lacy sort of rap, occasionally interrupted by quick steps to prove he can dance if he wants to. Nicely received.

There is a line of 12, The Proletettes, of which half are used for atmosphere. They break up the proceedings with three numbers, an opening rap, a tango and a Conga finale. In spots they do shoddy work, but do well generally.

Joe Frassetto does a capable job in supplying the musical background as well as dishing out pleasing conversations. He and Alberto are taken care of by the Vocalists (3), George Oliver and Nina Hinds.

Food and service okay. Milt Shapiro signs the checks for the press.

Joe Cohen.

Iridium Room, St. Regis Hotel, New York

James Mitchell Lelien has staged this ice show, which is successfully different and a worthy successor to last season's ice show in this same room. Last time, it was Dorothy Lewis, with the Simpson Sisters, and this time it is Dorothy Lewis, supported by Jack and Bob Heasley and six girls featured in the roof garden the past summer.

The new show is a peach. It runs only a half hour, but it is packed with pictorial effects, good musical background, excellent skating stunts and good performance run off to lively tempo. Miss Lewis stands out like a lighthouse. She is a charming girl, who produces an amazing amount of unusual graceful stunts on the small ice floor. The Heasley Twins, young and handsome, are excellent skaters on their own and also as partners to Miss Lewis. The six girls, all young and pretty, in Harlet Haddon, Marie De Forest, Lucille Lamar, Norah Gale, Bernice Stewart and Tecla Horn. Frank Baker, young tenor, precedes the ice show with pleasant singing about the "good old days" which provides a background for the opening production number in old-time costumes. He also sings *Moonlight Madonna* for the second production number which has the girls out in flowing white gowns. The final number is flashy, the cast wearing phosphorescent costumes in the dark to create butterfly effects.

All in all, the show is just right for this elegant room catering to the conservative leisure class. Charles Baum, at

Night Club Reviews

the piano, leads the orchestra for excellent accompaniment and first-rate hotel style dance music. Don Marton's smaller band handles the relief assignment.

Costumes for the show are designed by Lelien and executed by Eaves.

Gaston Laurysen, executive director of the hotel, deserves credit for the combination of tight music, entertainment and atmosphere that makes this room such a fine dining and dining place.

Barbara Temple is on the job, handling the promotion. Paul Denis.

Royal Palm Club, Miami, Florida

Adhering to his open policy of turning up with something different, Art Childers, owner of this club, reopened his bay-front spot with a pair of bears, a clever artist act, a drunk on a tight rope, Chester Hale's females and Joan Abbott.

Childers has that vast type of room which can easily accommodate a Flying Yaocopi troupe or two, so something like a couple of bears is a pushover. The animals, the Palmbeach performing brains recently shown here with the Ringling outfit, tickle the house immensely with their somersaulting and bike-riding antics. Ringriders, who had been scanning the Palm's ad publicity, succumbed.

The other outstanding sawdust act is Hubert Castle, limy comic. Castle plays drunk on a tight-rope wire, at best a job for a sober hand. Encores plenty.

The Chester Hale girls appear in a trio of colorful routines, which their fan number is outstanding. Girls are personable and excellently trained.

Red Thornton, the artist, plays emcee, but is really tops with his chalk act. Invites guests to make a mark on his blackboard in the name of which their fan number is outstanding. Girls are personable and excellently trained.

Red Thornton, the artist, plays emcee, but is really tops with his chalk act.

Invites guests to make a mark on his blackboard in the name of which their fan number is outstanding. Girls are personable and excellently trained.

Joan Abbott sings and has some fine special arrangements.

Hubert's well handled by Mannie Gates and Alberto's rumbach.

Ditto publicly by Sally Silyn.

Lee Simonds.

McVan's, Buffalo

With 17 successful years in the same nitery business behind her, Lillian McVan keeps on giving her customers a lot of entertainment for their money. This unendingly is the main reason for the club's sustained popularity. The things that have consistently been filling the rather unpretentious spot are amply gratified every time by superb productions.

Lester Montgomery, producer at McVan's for over two years, manages to inject unusual touches into the floor shows that definitely raise them above the average. Miss Faby, costume designer, does her part by dressing up the performers far more individually and luxuriously than is customary.

The line, eight versatile and smooth-working damsels, all shapely and good-looking, includes Frances Lee, Dorothy Hannauser, Peggy Rowan, Hilda Turney, Wilma Bush, Irene Robinson, Dorothy Dawn and Edna Simms. A *French Maid* number in the show opener, a Tahitian extravaganza the finale, with a *Confidential Parade* and a *Popsy the Sailorman* comedy stunt in between. The latter was especially praiseworthy for its hilarious effect. It enacted the cartoon strip, with masks completely covering the heads and arms of the performers. Three sailors, three gals resembling Olive Oil and three villains, plus whiskers and fierce sneers, went thru dance routines and acted out the story, splash and all.

McConnel and Moore, a mixed pair of excellently fine jugglers, put their featured spot over with a bang. Tossing various gadgets all over the place, they not only displayed unusual skill, but injected a showmanship that is always a crowd pleaser.

The three Crandyle Sisters produced equally pleasing effects when chiming in harmony and when tapping out fast dance routines. Their presentation of *Alexander's Ragtime Band*, *Baron Street Blues* and *Tahitian-Hawaiian medley* were accepted enthusiastically and were reminiscent of the Andrew Sisters' style. Being young, attractive and talented, they look like real comers.

June and Jerry Rich, young and peppy dance team, offered a swinging, fast ballroom routine that was good, but outdone by their jitterbug number. Doing a South Sea dance in the finale, they

showed smoothness and rhythm.

A dark, slender and enticingly suave emcee, Charles, did an authentic looking Spanish dance clad in white fringe and lace. In a Polish folk dance, she accented a gay and coy mood, and in a tula, sexy grace. Got a big hand every time.

Ben and Parker, two boys who do taps and comedy, put everything into their work. Tireless in their efforts to get chuckles from the crowd, they deserve praise. Straight tap terping went off well. However, the lads, with one dressed as a gal, excelled in their hilarity act. Their song and dance routine, too risqué, was clever. Impersonated an Indian drum boy and a wiggly snake dancer in the finale.

Here for over two years, Dorothy Taylor, fast on-the-draw emcee, still holds a crowd. She pulls plenty of funny acts that are not so clean, but the old geezers love it. Her very inaudible songs always go over, and when caught, she gave forth with *Are You Haven' Any Pen?* and *Every Husband Has a Wife*, But the *Iron Man Has His Wife*.

Seating capacity is 400 to 500. Edward Bain is manager (married to Lillian McVan). Three shows a night, lasting about 70 minutes. Minimum \$1. Productions are of the highest quality.

Frank Terry's Chicago Nightingales, a 10-piece colored band, are well suited to this spot. Eva M. Warner.

Russian Kretchma, New York

For folksy and down-to-earth Russian gypsy flavoring, this 14th street institution has nothing to be desired. Transplanting the merry-making of the old country to a corner of the new world, emphasizing the galeys and care-free spirit of the bitter-sweet songs and music of the Slavic races, rather than aiming at artistic performances, the Kretchma is as down to earth as the atmosphere-seeking bon vivant would care to have it. Decors, while not pretentious, are all in excellent taste.

There is a plenty of color and verve. Simcon Karawief, an engaging chap, paces the proceedings and is liberal in tapping out the native dances. Mischa Tadonoff is handy with the knives, pitching them out of the corner of his mouth—the dagger dance being as much a part of this atmosphere as borscht; and Nastia Poliakova sings the gypsy folk songs.

Rather than the specialists, while still well received, it's the production efforts that attract the attention. Emcee Karawief joins forces with Michel Michon, a baritone formerly with the Moscow Art Theater; Gypsy Rita, a dashing gypsy dancer, and Nadia Mirova, Russian scold, to re-create a familiar but still new type of song and dances. Their street flirtation in the village square, a religious Caucasian sketch and a gypsy songster leave nothing to be desired.

Native dance music, tinged with the pop style, is the main attraction, as by Volk, *My Red Oak* (two fiddles, piano and accordion). Fiddler Mischa Novoy also adds to the floor goings-on with pashy gut strappings.

Dorothy Ross and Seamon Jacobs still doing the publicity. M. H. Orodener.

606 Club, Chicago

To use a bad steal of an ancient gag, send this to Ripley and he'll return it saying "I don't believe it." But it's true that business in this small South Wabash club is so big, every night that it takes little imagination to run a record of the madhouse that is the club. And the floor-show policy is directly responsible. Nothing else rates credit. Only drinks are served, and the idea is to get as fast a turnover as possible.

Unusque fare predominates on this small floor, but is surrounded with several other contrasting specialties to give form of a well-rounded revue. It is the girl angle that brings in the visitors by the scores.

Billy Carr, bouncing little emcee who stays here by the year, still pitches in a great job. It is quite a task to hold up the interest of a show that lists some 15 acts (most of them of the stripping variety) and he comes thru with admirable result. On his own, he gets in a good deal of comedian manner, bringing back proven favorites.

Margaret Faber's four-girl line still opens and closes the bill, this time with doll and Indian acrobatics. Kay Nore, attractive Ella Logan style congress, starts with such swingage as *Jumpin' Jive* and *It Ain't Right*, each vibrating with rhythm and color. Kid can easily develop an individual brand.

ANN SUTER

Dynamic Comedienne
and
Mistress of Ceremonies

Permanent Address:
P. O. BOX 245,
Santa Monica, California

HELD OVER!!
SECOND WEEK

Walter Nilsson, Winter Garden, New York

Thanks to Chic and Ole, "Hellzapoppin"

Para Breaks Turkey Record In B'way Lift

NEW YORK.—Thanksgiving week-end, which meant a four-day holiday for a many people, gave the Broadway presentation houses a tremendous lift at the box office. Patronage was at its height Thursday (28) with the houses playing to standees all day. House managers were looking forward to a terrific week-end.

Paramount Theater, after serving "pre-holiday turkey" for two weeks, grossing a poor \$27,000 for the second week of *Follow the Sun* with Martha Raye and Bob Zurke on the stage, equalled an eight-year Thanksgiving Day record Thursday, taking in \$11,000. (Rudy Vallee's gross in 1932 was \$11,500). Inclusions, which opened Wednesday, include Tony Martin and Jan Savitt on the stage, with Bob Hope and Paulette Goddard's flicker, *The Cat and Canary*, on the screen. Gross for the first two days totaled \$18,000 and the house expects to do close to \$50,000 in the first week.

Second week of Cagney's *The Roaring Twenties*, at the Strand, came thru with an excellent \$41,500, and will run for a third week. Bob Crosby and band on the stage.

Russie Hall continued to smash thru with the second week of Garbo's *Ninotchka*, earning \$97,000 with the third week looking even stronger because of the holiday. First week of the run accounted for \$106,000. Stage show consisted of the regular MGM ensemble with Betty Bruce, Nicholas D'Amico and Hilda Zekler and Jeanne and Frances Gray.

Loew's State laid an egg with a poor \$17,000 last week. Heading the show were Jack Durant and Happy Felton's *Band*, plus Con Colleano, and Sims and Bailey. Picture was a smeller, *Traveler Afloat*.

Weems Starts Well At Shubert, Cincy; Andrews Gals Off

CINCINNATI.—Favored by fair weather and with the school kids on holiday, Shubert's current bill, an entertaining layout highlighting Ted Weems and orchestra, with Perry Como, Elmo Tanner, Earl Maxwell, Red Lyle, Ormond Downes, Paul Winches and Patsy Marr, with Arren and Broderick in as an added attraction, got away to a good start, with the house expected to hang up a net of \$13,000 for the week ending November 23. *Little Accident*, a C screen offering, won't help.

For the week ended November 23, the Andrea Sisters and Mal Hallett Ork, and a supporting bill comprising Collins and Bennett, Gross for the first three days of second week was \$3,000.

For the week of December 1, Cincy's vaude shifts to the more spacious RKO Albee to accommodate the Eddie Cantor show, the Shubert reverting to a straight picture policy, resuming with vaude December 29.

Bennett Good 15Gs in Clevel

CLEVELAND.—RKO Palace, with Constance Bennett, did \$15,100, a trifle better than one grand above house average, for week ended November 16.

Pic, *Nurse Edith Cavell*.

Vaudeville Okeh In Kansas City

KANSAS CITY.—Tower went slightly above average for week ended November 16, with a gross of \$6,300 as against average of \$5,000. Bill included Harrison and Wilde's *Bullheads*, Audrey Barnett, Patsy Potts, Alita Lee and Kay Hutton.

Pic, *Too Busy to Work*.
For the previous week, ended November 9, the Tower grossed \$6,150, with Patsy and Wilde, Pauline, Frankie, Penny, Bob Hopkins, Erroy King and Alita Lee. The week before that the gross was \$6,100.

Vaudefilm Grosses Spitalny 16Gs Gross Terrific In Minneapolis

MINNEAPOLIS.—Orpheum, with Phil Spitalny Band heading the stage show, boomed to a gross of \$16,000 for the week ended November 16. Average with-out stage show is \$4,400. Pic, *Dancing Co-Ed*.

Minnesota Theater, with Mill Herth Tylo and Eddie Peabody, jumped to \$7,500, an against average of six grand. Pic, *Covered Wagon Trail*.

"Hello, Paree" SRO in Springfield

SPRINGFIELD, Mass.—The Court Square Theater hung out the SRO sign for the first time in many months when it presented *Hello, Paree* and which closed Saturday (18). At many performances long lines waited in cold weather to get in, and at some shows many were turned away. It was the first musical revue to be presented in this city for many years. The theater has decided, as a result of the reception given, to alternate vaudeville with unit revues.

Featured team of the revue was Sylvia and Christy, a picturesque semi-adagio and ballroom dancing team that won great favor. Also featured were Herby and Bobby Ray, comedians, ably aided by Bert Grant, straight; Wales and Brady, sro dancers; the Stenards, a marimba team; Buddy Orlando, tenor soloist; the Del Ray brothers, aerialists, and Irma Vogele, ingenue. Herby Ray was a featured dancer. His imitation of a strip-tease artist brought down the house, and his buck, soft shoe and tap routines were excellent. The chorus was well trained, well costumed and well presented. The entire show was smooth, fast and full of audience appeal. Picture, *Big Town Carr*.

Hall Band and P. A. S. Do Okeh

PHILADELPHIA.—The weather last week kept many from the local show-shops, spring days being mixed with days on which snow flurries appeared. Earle got by with a fairish \$10,000 with a bill containing George Hall's Ork, Dolly Dawn, Hoot Gibson, Johnny Downs and Paryakarko. House par is \$18,000.

Pic, *Return of Dr. X*.
Earle's bill held to \$6,500 with Sunya (Smiles) Stane featured. Surrounding talent included Harry Levan and Lottie Boles, Rodney, Joan Brandon, Bobby Lane and Edna Ward. Three Heat Waves and the line (16). *Those High Grey Walls* on screen.

The Carman bill was held over because of the draw of *Hollywood Cavalcade*. The talent staying with the pic consisted of the Goldenes, Three Arnolds and Ross and Bennett. Gross for the first three days of second week was \$3,000.

Kemp, Davis Okeh 25Gs at Stanley, Pitts

PITTSBURGH.—Hal Kemp's Band, Rufe Davis, Jeanne Blanche and the Smoothies pulled Stanley back into blue with a gross of \$25,000, (week ended November 25 after theater's two-week lull from stage shows).

On the screen, *On Dress Parade* (WB).

Calloway Jumps St. Louis Take

ST. LOUIS.—Fox Theater, with Cab Calloway, jumped to a gross of \$14,700 for week ended November 16. Average is \$11,000.

Pic, *Cat and the Canary*.

LaRue Unit Under Expectations at Orpheum, Seattle

SPOKANE, Wash.—Pickings were off last week-end at both local houses booking stage shows. Despite an outstanding show and big build-up, Jack LaRue and acts at Orpheum, November 16 to 18, grossed far below expectations. Manager W. R. Seale said business was only fair, and was at a loss to know why, altho pointing out biz was very bad all week. Bill included Tyler St. Clair, Bill Terry, Sterns and Dean, Morrell Sisters and Baby Beverly, plus pics, *Hidden Power* and *Hidden Staircase*.

Post Street, with Ma and Pa Hagen, Arnie Hartman, Mary Marlo Lowe and Roshe and Ira Millette and company, plus *Back Door to Heaven* and *Within the Law*, grossed \$1,800 for three days ending November 19, \$50 above house average but a couple hundred under the average for the past six weeks.

Weaver Bros. 6th Tulsa Visit Pays To Fewer Patrons

TULSA, Okla.—Weaver Brothers and Elyry, with their company of 35 rural entertainers, was the first vaude attraction to play Tulsa in over six months, and their draw was less than on any of their previous five visits.

"We do not make grosses public," Tom Herick, of Ralph Talbot theater, said, "but they played to fewer than on any previous Tulsa visit."

It was a better show this time than last he added. The first two days the company played four-a-day, then settled down to a matinee and two night performances. *Dancing Co-Ed* was the film.

Burnette Breaks Washington Record; Admission Hiked

WASHINGTON.—Smiley Burnette, playing a four-day stand at the Atlas Box shortly after finishing *South of the Border* with Gene Autry for Republic, broke the house box-office record, according to manager C. H. Olive. Burnette went in November 15. House has been on double feature policy, but changed to single for the engagement. Admission was hiked 5 cents.

On the bill with Smiley, who missed the date earlier in the season, were Lou "Baby Me" Handman and Florrie.

"Ice Follies" Pulls 29G in Springfield

SPRINGFIELD, Mass.—*Ice Follies* of 1940, playing six evening performances at the Eastern States Coliseum here, grossed over \$29,000, according to Oscar Johnson, co-promoter of the show. Final performance was given Friday (24). Attendance the first two nights wasn't up to scratch, but last four nights pulled capacity business. Take was considerably better than last year's here. Admission prices were scaled at 55 cents, \$1.10, \$1.25 and \$1.65, with standing room going for 55 cents.

Marcus Unit Under Average

OMAHA.—Paramount, with A. B. Marcus unit and pic, *\$1,000 a Touchdown*, did \$11,500 for week ended November 16. House average is \$12,500.

Indianapolis Fair

INDIANAPOLIS.—Lyric did \$6,600, above average, week ended November 17, with Borrah Minniewick Bascula, Bob Williams and Red and Aida Brown, Masters and Rollina Balabanow Five and pic, *Peck Up Your Troubles*.

Dick Powell, Glamour Unit Good Chi Draws

CHICAGO.—Dick Powell, in his first personal appearance since turning movie star, is boosting the gross at the Chicago, week of November 24, to a dandy \$49,000, flooding the house with femme and kid trade. He has strong support in the screen's *Drama Along the Mohawk*, starring Claudette Colbert, and several acts. Last week ended November 23, Teri Weems and the Ink Spots, plus *Curlew of the Sea*, grossed a pretty good \$39,000.

State-Lake's business picked up considerably in the last several weeks, topped week of November 17 by Cab Calloway's terrific \$19,500. Cab is credited with this plum, for screen companion, second run of *Wurse Edith Cavell*, didn't mean much at the b. o. House, opened nicely November 24 with the glamour unit featuring Toby Wing, Marie Wilson and Rita Rio's Band, and the week points to a plenty good \$17,000.

Screen has *Those High Grey Walls*, prison drama.

Oriental this week (24-30) is playing Harry Rogers' *Mikado* in Spring for its third Loop run, and gross will top the average \$14,000 take. Title has been given wide publicity here and show has been sold on its two previous visits. *Screen's Legion of Honor* is not of much help. Week of November 17 had Lottie Myer's underwear ballad on stage and *Here I Am a Stranger*. Nice \$14,800 take.

Biz Starts Well At Wash. Stands

WASHINGTON.—Attractions at the two local vaude-film houses are booked for eight days this week, opening on the new deal Thanksgiving Day. Good weather and absence of big-time football swelled grosses on first day at both houses, sending business off to excellent start.

Loew's Capitol for week ending (30) anticipates \$22,000, showing a Grade B picture, *Daytime Wife*, and featuring Harriet Hooter, Sam Jack Kaufman, Everett Marshall, The Actor, Martin Bell, the English Brothers and the Rhythm Rockettes on stage. Last week ended 21st, Marx Brothers' *At The Circus* brought in \$10,000.

Warner Bros., Ezrie is doing an SRO bill with Paul Muni's *We Are Not Alone*, and the Eddie Lee Baron unit on stage. Shea and Raymond, Melinda De Mayo, Linda Marshall, Ted Rodriguez and the Eight La Conga Girls comprise unit. Attendance is likely to ring up \$19,000. Last week, ended 21st, second week of *Shebeth and Essex*, registered \$12,000.

Clifford Spook Show \$750 Spfd Midnight Show

SPRINGFIELD, Mass.—Capitol Theater's first stab at stage shows in many years drew about 1,600 people and an unofficial \$750 to the box-office Sunday night (19) for a midnight performance of Clifford Spook Show. The theater raised its price from 35 and 50 cents to 50 cents for all seats.

Jack Clifford's presentation of magic and control of the spirits had audience appeal. The crowd was with him all the way, altho he had a little trouble in getting started owing to a loud audience. The spook show, which lasted about four minutes, was a flop. Hired help, with luminous paint on their hands and faces, roamed the aisles in total darkness to "scare" the audience.

The picture was mediocre, *The 13th Guest*.

Ritz Bros. 6Gs Above Average

SAN FRANCISCO.—Golden Gate, with the Ritz Brothers heading the vaude, boomed to a take of \$21,000 for week ended November 17. Average is 15 grand. Pic, *Three Sons*.

37,000,000 Patrons And What They Taught Us--

By W. G. VAN SCHMUS
Managing Director of Radio City Music Hall, New York

WHEN a man is going to paint a house he tries his colors in advance. He knows from his color chart what he is going to get. The engineer has his plans, his blueprints; his bridge emerges exactly as to specifications. The same thing holds true for architects. The tailor has his yardstick—but in the case of the theater and the motion picture industry

precisely the later response of the general public to the same film?

A "Music Hall Picture"

One of the questions listed on the preview report card is: "Do you think this is a Music Hall picture?" It is always interesting to note the answers to that question, and to the one which follows: "Why?" It is gratifying, indeed, to know that the phrase, "a Musical Hall picture," has found its way into the Hollywood studios and is used as a trade term to designate that a film comes up to a certain high standard of excellence and good taste.

In addition to this "advance gauge" and cross-section preview reports, we have installed at the Music Hall a sort of stethoscopic apparatus whereby the temperature of box-office receipts can be

the influx and exodus of out-of-town visitors here, and thru them, too, we learn of conventions which bring thousands of potential theatergoers to Manhattan every year.

Getting the Facts

In reality, what we have established is a system of "accumulating accurate facts" pertinent to the operation of the world's greatest theater, and it is a system not unlike one of the business principles upon which Lloyd's of London was founded. In the early days of Lloyd's signals were flashed in primitive style from one place to another, and we have merely incorporated into this system all the contrivances of modern business.

While collecting accurate facts for our use in the Music Hall's business operation, I hope it will not seem immodest

ing patrons to believe the impossible, I believe we have won and hold the complete confidence of our audiences.

The Music Hall is, of course, not only a picture theater. To turn for a moment to the other elements which go into its successful operation, the question probably most frequently asked is how a theater of its size is able to present week after week a complete change of stage spectacle in which so many performers and artists are involved.

That is best explained by the experience and highly specialized training of my associates at the Music Hall. Each Friday at noon we convene at luncheon in the theater's studio dining room. A new show has just premiered Thursday, so we are ready to go on with our plans for the new one.

Setting the Show

Each person present has his own tasks. Each department head has his or her separate unit in gear, ready to run at top speed on signal. The idea or the theme of the whole show is discussed, and set—music, machinery, dance numbers, costumes, settings, properties, publicity, lighting, theater management—these are some of the separate units.

From that Friday luncheon each department head returns to his own department—Leon Leonidoff, senior producer; Russell Markert, producer and originator of the Rockettes, and Florence Rogge, associate producer and director of the Corps de Ballet, go to their tasks. Erno Rapee hurries to his music staff of composers, arrangers, librarians and musicians. Hattie Rogge rushes to execute the costume designs of Marco Montedoro and Willis Van. Bruno Malin and Nat Karson go into a huddle on the scenic designs. Gene Braun and his cohorts map out the lighting arrangements. Gene Snyder and Markert begin a new Rockette routine, and Florence Rogge supervises the new ballet choreography. Outside acts are auditioned by the show's producer, and the wheels are set to running.

Five days later these separate units, each one in expert state, are dovetailed. They come together, each fitting into its proper place. The separate wheels become cogwheels, each working smoothly with the other. It is a matter of organization, of highly trained specialists, each knowing his own duties.

Deciding Theme for Stage

The matter of setting the type of stage spectacle we are to present for a particular week is largely decided by the type of film booked. If we are to play a costume picture, say, we would pro-

WILLIAM G. VAN SCHMUS, managing director and president of the Radio City Music Hall Corp., was born in Bensonville, a Chicago suburb. His career has been varied, and while his activities now are largely in the field of theater operation, motion pictures and radio broadcasting, he has been successively a book publisher, department store executive and advertising man. In New York City he was instrumental in organizing the firm of Van Schmus, Mc Dermid & Crawford, in-

dustrial engineers. As an executive of the last named organization, Van Schmus had Rockefeller Center as a client, this connection leading to his present post as managing director of the No. 1 theater in the United States. In addition to his theatrical activities, for many years he has been a trustee and chairman of the executive committee of Kent Place School in Summit, N. J. He is also a member of the United League Club, Monday Night Club and others.

Washington and Jefferson College has conferred upon him the honorary degree of Doctor of Humanities (L. H. D.) in token of his accomplishments in the fields of culture and entertainment.

generally, and the Music Hall specifically, the only gauge is the public itself.

There used to be an old saloon taken quite seriously by some individuals in the motion picture business that the average mental age of the film public was nine years. Can you imagine today such a completely ridiculous premise?

Naturally, such a premise led to entirely false conclusions. What we have learned, from the 37,000,000 patrons who have visited the Music Hall, is that the movie patron is the best judge of a picture; that he is discriminating and intelligent and that you cannot insult that intelligence by proffering childish entertainment.

Here at the Music Hall we have devised a rather unusual method by which it is possible to obtain an advance gauge of a picture's worth. We have borrowed a little from the painter with his color chart, the tailor with his yardstick, and we have instituted a series of previews held every evening at 8 o'clock in the Music Hall's private screening rooms.

Here, assembled every night, are members of the theater's personnel of 584 employees—executives, electricians, Rockettes, members of the Corps de Ballet and the Glee Club, neoclassicists, stagehands, carpenters, musicians, singers, scenic and costume designers, producers, page boys, secretaries, stenographers, accountants. At the end of the screening they all make out their preview report cards. They write their honest reactions. From such an audience, representing varied tastes, we obtain—in advance—an invaluable cross-section of our American public's reaction to the photoplay. And do you know, this advance gauge is an accurate reaction and generally parallels



A ROUND-TABLE luncheon presided over by W. G. Van Schmus is held every Friday in the studio apartment of Radio City Music Hall. From this luncheon emanate plans which result in the new stage spectacle on the Music Hall stage the following week. Reading clockwise from Mr. Van Schmus, who sits in center background, the Music Hall executive and department heads are: Florence Rogge, director of the Corps de Ballet and associate producer; G. S. Fessell, secretary of the Radio City Music Hall Corp. and right-hand man to Mr. Van Schmus; Russell V. Downing, treasurer; Fred A. Cruise, house manager; Marco Montedoro, costume designer; Hazel Flynn, publicity director; Maurice Baron, staff composer; Leon Leonidoff, senior producer; Erno Rapee, director of music; Bruno Maine, scenic designer; Robert Henderson, stage director; Eugene Braun, director of lights; Russell Markert, originator and director of the celebrated Rockettes, and Hattie Rogge, in charge of the costume department.

charted. Hourly reports on the number of persons entering the theater are closely computed.

At the same time, the remarks pertaining to the stage-and-screen performance by patrons leaving the theater are jotted down on "Comment Sheets" by page boys, ushers, doormen and assistant managers. These comments, in which patrons express their casual and frank opinions to their companions as they exit from the theater, make most interesting, illuminating and helpful reading.

To stick to the stethoscopic simile, our apparatus also includes thermometers and barometers—the weather always having been an important factor in show business. The United States Weather Bureau is extremely useful to us in allowing us a reasonably accurate prediction of what weather we may expect.

Holidays, too, are closely checked and compared with previous hourly grosses on similar days, whether legal, school, religious or week-end holidays, and it is sometimes possible to judge in advance exactly what effect each hour of every holiday will have at the ticket wickets. From friends of my former department store days, we learn of activities in their organizations, for it is one of my favorite clichés that whether it be merchandise or movies it is the quality of your product that counts.

From hotel men of New York and from railroad, steamship and airplane officials, we are enabled to keep a close check on

to point out that we also have seen fit to dispense only the truth. Our ads disregard the shrieking, colossal adjectives and refrain from the spectacular circus type of copy that blankets everything with outlandish description. By not ask-



MEMBERS of the Rockette Troupe of the Radio City Music Hall being fitted in one of the theater's large costume rooms. The costume department, under the supervision of Hattie Rogge, executes costumes for stage productions of the Music Hall. From 300 to 400 costumes are made for each show, and each costume must be fitted individually. Forty seamstresses are kept busy and frequently 25 additional hand sewers are called in.

ably contrast it with a sophisticated stage style of stage show. The same thing would be true if we were to play a historical romance, a period picture or screen spectacle. If we are to play a modern domestic drama, a suave comedy or a realistic drama of today, then we go in for the fantastic and imaginative sort of stage spectacle. If the mood of a picture is deep, then we relearn it by a bright, light stage show and start it off with a lively overture.

Music plays an important part at the Music Hall. We have discovered that there is a vast public for the finer things and there is never a question of "playing down" to the audience. As to the matter of scoring the entire stage show, Mr. Rapp has a corps of assistants and associates, as well as Maurice Barton, staff composer, and lyricists. The music must be cut and cued and this is all done in our own music library.

At present we have three sets of producers working constantly on the shows. Mr. Leonidoff usually works with Bruno Maine as scenic designer; Russell Markert has as his scenic associate the young designer, Nat Karson, while Florence Rogge, who directs the ballet, also frequently produces the entire show. These producers confer with the artists and costume designers, Marco Montedoro and Willa Van, and settings, colors, sequences and movement are definitely decided.

With this fairly accurate draft of the coming show Gene Braun and his lighting men prepare a light chart in advance and from their vast previous experience they can foresee approximately what will be required of them.

Rehearsing the Show

The Rockettes, Corps de Ballet, Glee Club and Symphony Orchestra have all rehearsed separately from Saturday, and on Wednesday morning there is a company rehearsal on stage without costumes, without scenery and without the orchestra. The producer has this one opportunity of seeing his show and feeling it out in rough form. Meanwhile the cast is selected and selected whatever "outside" talent is needed for the show—two or three acts that fit into the show theme and can be tastefully presented as an integral part of the whole. We have presented such varied acts as Escudero, the concert dancer; Mary Ray and Naldi, Gomez and Winona, Harrison and Fisher, the Hartmanns, Georges and Jima, Fowler and Tamara, Mario and Floria, Jack Cole and his Balinese Dancers, Paul Haakon, Paul Draper, Veloz and Yolanda; Kay, Katya and Kay, and many other dance acts; Cardini, Tommy Trent and his Puppets, Frank Paris and his Marionettes, Joe Jackson, Ben Dova, Gloria Gilbert, Lucille Page, Paul Remos and his Toy Boys, Boy Foy, Bob Hipp, Dean Murphy, Boy Foy, A. Roberts, Max and his Gang, Maximilliana and Co., Dr. Ostermer and his Educated Horses, Fanny the Horse, Gertrude Nelsson, Sunny Rice, the Titans, Walter Dare Wahl, Stan Kavanagh, the Wallonds, Con Colleano, Rolf Holbein, Bob Williams and Red Dust, the Britants, Sylvia Manon and Co., Bob Neller, June and Cherry Preiser, Eddie Peabody, Three Where Brothers, Jack Powell, Art Frank, Moore and Revel, Paul Sydes and Spotty, Harold Avena and his Pyroclastics; Tip, Tap and Toe, Norma Gallo, Novello Brothers, Auntie Brothers, Gaudsmith Brothers, Chuck and Chuckles; Buck and Bubbles; Buster Shaver with Olive and George; Alice Dawn, Jim Wong and Co., Harold Arlen, Nitraks, Hudson Wonders, Joe and Moe, Tamara, George, Tamira, Harold Sojka, Tamara, George, Tamira, Harold Krutzberg, Raphael, Les Juvelys, Roletta Ortega, Duval the Magician and many others.

Speedy Rehearsals

On Thursday morning the show is being and there is an early light rehearsal. All the advance preparations have come to great advantage—light men, property men, carpenters, stagehands, artists and musicians all knowing their respective tasks perfectly.

It is not a case of rehearsing in a vacant theater for four or five weeks before the show emerges, as on the legitimate stage. Here it is a case of continual operation, and Thursday morn-

ing, even as the company assembles on stage for its first and final dress rehearsal, street lines of patrons will be forming at the office. The company arrives at 9 o'clock that morning and at 11:30 o'clock the rehearsal must be finished, the show in shape and all in readiness so that the theater may be opened to admit the lines.

You ask about temperament with such creative work going under such high pressure? Well, I'll tell you a little secret. I just say I don't understand temperament—we haven't time for it, and anyway temperament is too expensive. We have no place for any little side shows—the big show is the thing and the place for the big show is the stage.

Each new show is a new adventure. And the appreciation of the public makes it worth while—for need it be added, "to combine art with income is an achievement in any age."

Mag'ic

By BILL SACHS
(Communications to Cincinnati Office)

CLAUDE H. (KID) LONG, now handling the managerial reins for the King Rock magic show, typewriter from Kansas City, Mo.: "We have hit gold up in them thar hills in the West and we are now on the way back east to lose it. Well, the folks that business for Rock was great on the coast, but he just got a new germ catcher on his chin and looks very much like the manager of the opera house at Empty Shell, Ky. We expect to play the Tower Theater here Christmas week. . . . RAY-MOND posts from Florida that he has just concluded a 40-week season with John R. Van Arman's Radio Funmakers under canvas. . . . DR. HENRY RIDGELY EVANS, biographer of Houdini and author of many magic books, was tendered a surprise dinner at the Occidental Hotel, Washington, November 18, which was followed by his initiation into the Society of Oahira, of Baltimore, with the title of Past Kher. . . . Hob. Evans has been an honorary member of Oahira for a number of years. . . . ELDORADO is booked solid in Michigan high schools and night clubs until January 1, according to his agent, King Balle. . . . JOHN W. FRYE, who recently concluded a stay in the Viking Room of the Hotel Chalmers-Hilton Hall, Atlantic City, is working dates in the Philadelphia area. . . . BECKER THE MAGICIAN (William P. Becker) writes in to say that he has the holiday season pretty well booked up, that he expects to launch his 1940 season late in January. "See by your column that Dante (Harry Jansen) has returned to the States," pipes Becker. "I took a course of lessons in sleight-of-hand from Jansen, back in 1907, when I was part of the firm of Halton & Jansen, magic shop, in Chicago. . . . ELMER SKIMP (Morris), hillbilly magish, recently completed a stand at Mens Grill, Mens, Ark, and he is set to rejoin Dick Huddleston, of Laim 'n' Abner, fame, winter warmer, launches his new unit in December. . . . OTIS MANNING, now playing Florida clubs, contemplates launching an under-canvas magic attraction in the spring.

CARDINI left New York last week for South America. . . . JOAN BRANDON, who played Fay's, Philadelphia, week of November 17, has returned to New York before picking up her Chicago dates late in December. . . . AL DELAGE & Co. booked up their first act, which will bring up their fifth holdover week at the Grand Maurice, Montreal. . . . VIROIL THE MAGICIAN, now in Louisiana with his show, winds up the pre-holiday season December 20, in joining with his company to Florida for a two-week vacation. He resumes his trek soon after the new year boys in. . . . GREAT MAURICE is keeping busy on club dates in and around New York. . . . DEL MONICO AND RICH-ARLEN, who have been getting in some good heels on private and night club dates in the Pittsburgh area in recent weeks, have just finished a hold-over week at the Plaza in the Smoky City. . . . ROY HOWARD, young Pittsburgh magician, set for the holiday season in the toy department of Hearnes' department store in his home village. . . . GLEN POPE is in his second week of fooling the customers at the St. Moritz, New York. . . . JEAN POLE, Pittsburgh holdover, set for the six to eight week extra week at Hollywood Inn, Altoona, Pa. He goes from there to Boston. . . .

2-Week Minimum Clause Again Argued by BAA and Operators

NEW YORK, Nov. 25.—The minimum of two weeks employment was subject for discussion at a meeting between the Variety Revue Managers and the Board of Censors at the Hotel Astor Theater, the meeting took no definite action on the issue. It is reported that all subjects discussed were tabled for further disposition. Rumors that J. P. X.

Masterson would retire to devote all his time to his magistracy's post, were spiked. Masterson presided at Tuesday's meeting. Complaints against Herbert K. Minsky's Triboro Theater as having distributed passes whereon were pictures of nudity were received from church authorities. No disciplinary action was taken.

Two-week minimum clause was again a bone of contention, the Brother Artist Association insisting upon the letter of the law. Matter came up first five weeks ago, when several of the operators tried to organize a circuit which would include out-of-town houses. BAA blocked the enterprise because it called for one-week stands in this jurisdiction. Recently the BAA complained to the VRM on other grounds of this clause, naming the violations in two instances. Union held Triboro in two instances. Union held that the uptown house had booked Mary Joyce and Amy Fong, individually, for one week each. Theater answered that both were billed as "extra attractions" to Union in its program. "extra attraction" interpretation of the Phillips, president, holding that the girls were part of the regular show. If allowed to get by on these, Phillips maintains, operators would be able to carry the "extra attraction" program and obtain a two-week minimum becomes useless.

English Vaude Looks Up in Spite of War

LONDON, Nov. 20.—Agent George Foster is achieving new fame as an author. Just published, his book, *The Spirit of Life*, tells the story of his 65 years' connection with the theatrical world.

Clare Luce going to France with Sir Seymour Hick's concert party, others accompanying her being Dorothy Ward, Tom Webster, Deven the conjurer, Lane Fairfax, Three Exquisite Ascots, Jimmy Blades and Billy Russell.

When London Palladium reopened with *The Little Dog Laughed*, principal artists agreed to accept salary cuts. So successful has show been that George Black restored full salaries and paid back all cuts.

Vaude houses, theaters and cinemas all over the country, except in Central London, now are allowed to remain open until 11 p.m., unless police object. As a result, most two-a-nighters are beginning first show at 6:30 and doing better business.

Vaude Catching On in Seattle

SEATTLE, Nov. 25.—Now that three local houses are featuring vaude, there are between 50,000 and 60,000 persons each week in Seattle attending vaude entertainment, according to Basil Gray, business manager of the local stagehands' union.

Moreover, several other local movie theaters feature occasional main bands, short musicals and revues, along with screen fare, which indicates the Seattle public's steadily increasing interest in flesh fare.

Sherman Adds Two Full-Week Houses

NEW YORK, Nov. 18.—Two more new weeks of vaude were added to Eddie Sherman's books this week with the restoration of vaude policies at the Century Theater, Buffalo, which hasn't played flesh in years, and the Roxy, Atlanta, resuming vaude next week. P. & M. Stageshows booked the Atlanta house last year. The Buffalo house was recently taken over by the Basil-Dipson Circuit and has been using on and off attractions.

A. N. BOESI (Francis A. Nickolas) and wife, who opened the season in Louisiana schools several weeks ago with their sentimental turn, info that business has been fairly steady since heading towards Florida. They are featuring an original four-bowl production, which Boesi recently perfected and which he plans to market soon. . . . WILL ROCK and London He, whose company were honored guests at a steak dinner and impromptu magic show staged by the Los Angeles Society of Magicians at Cook's Cocktail Lounge, that city, November 18. Some 500 magic enthusiasts took in the affair. Those participating in the program were Jack Wilson, Al Pringle, Gerald Kosky, Frank Perkins, Bill Bailey, Ernest Mickle, Dr. J. W. Wilson and Arthur Vanl. Following the show, all journeyed to the new club rooms of the Pacific Coast Showmen's Association to continue the hi-jinks. . . . LEWIS GERBER and Ace Wilford, Cincinnati trixater who recently combined to present their wares in Indiana schools, spent Thanksgiving with the homefolks. They are coming with their Hoosier school dates this week.

Warner, Union Still Deadlocked In Philadelphia

PHILADELPHIA, Nov. 23.—The Barle, sole center of vaude house, may be closed to vaude or relegated as a second-run house, according to Warner and Local 77 of the AFM. The contract between the two, which has until December 15 to go has not been renewed, and the musicians' union is prepared to claim a lockout by Warner's and will picket every Warner house in town.

The local is seeking a renewal of last year's contract, which calls for the expenditure of \$175,000 for music in all Warner spots. Warner, according to Ted Schlanger, wants to hire acts only where a vaude policy is pursued. The Barle, and the Alleghenny and the Oxford, where flesh is shown on Fridays and Saturdays, are the only spots where Warner wants to place musicians. It is believed that the union today is in a financially stronger position and could afford to hold out longer. The terms of the Warner spots would start December 2.

Sherman Adds Two Film War Holds Up Atlanta Vaude

ATLANTA, Nov. 27.—Roxy Theater failed to open Thanksgiving with a vaudefilms policy as scheduled. It has been closed since June.

Second-run Warner films were booked with 30-day protection. Lucas & Jenkins chain immediately began showing first-run Warner pictures where possible, to "starve" out the new competition.

No stage attractions have been billed as yet either. The theater is to be managed by J. H. (Jimmy) McCoy, Assistant manager of the Pacific Coast Showmen's Association is James Thielen.

The Roxy, completely done over last winter, is the second largest theater in town. Formerly it was known as the Georgia.

London Revue Hits the Road

LONDON, Nov. 20.—George Black's intimate rag, *Black and Blue*, so successful at the Hippodrome here until war began, started a tour of Great Britain and Moss houses at Manchester Palace Monday (6). Frances Day plays her original roles and Billy Bennett took main comedy lead in place of Vic Oliver, booked for Black's relief. Charlie Mathey, one time straight man in team of Mandy and Roberts, "The Messenger Boys From Broadway," has joined MPM Entertainments Corp. Ltd., whose proxy is Leslie A. Macdonnell. Mathey has just completed three and a half years with agents George and Harry Foster.

Loew's State, New York

(Reviewed Friday Afternoon, Nov. 24)

State was playing to standees when tonight and should take a good gross this week, according to early indications. Stage bill has Lennie Hayton Band, Three Sailors and Beverly Roberts, film *Public Hearing*.

Lennie Hayton, on stage, is a danceable swing outfit, remaining in the groove and exchevring the schmalts music. Hayton plays piano excellently and fronts modestly, paying strict attention to the show as a whole. Music is good. Vocalist Linda Keene is just fair.

Bob Robinson and Virginia Martin, mixed dance team, do tap and acro tap with a ballroom flair. Some of the routines are interpretative and a few are well out of the ordinary. Most interesting was their last, done to the music of *Three American Joes*. Went off nicely.

Larry Adler, harmonica virtuoso, did a strictly sock act. Played *South American Way*, *Night and Day*, *Tiger Rag* and *Liza's Second Hungarian Rhapsody*. Adler's arrangements are terrific and his technique exceptional. Had to beg off. Beverly Roberts, presented by Al Siegel, did a singing turn of uneven quality. As a straight warbler Miss Roberts scored okay, despite some horseness owing to a cold. Some of her tunes, tho, were built up into production numbers, with much recitative between the snatches of melody. Stuff was not so hot, particularly a flag-waving opus. This type of material, however, always gets a hand, owing to audience susceptibility. Miss Roberts would do well to adopt a more orthodox singing turn.

Three Sailors, standard hoke and knockabout act, closed. Boys walked out in their usual camel routine, and followed with hoke singing, chatter and slapping. Hoke left were dance and acro satires, robust humor.

Pic. Babes in Arms.

Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 24)

The young and unemployed females and the holidaying school kids mobbed this strong hold this morning to greet the crooning Dick Powell, the former emcee, who in the last few years has been building up his gold mine in Hollywood. Essentially, he is the same Powell, possessor of a winning, youthful personality and a warm, commercial voice. He has had stage presence and selling powers long before Warners snatched him and hasn't lost any of those qualities while away from a live audience. When caught, the customers wouldn't let him go, holding him for a crop of songs (most of them of the popular variety), a talking ditty about Hollywood, among other specialties, and a curtain speech. Commendable performance.

In addition, Powell is surrounded by a sock show, well played by Adrian and the house band. Goodrich and Nelson in straight strong-arm work prove themselves entertaining hand balancers. They work clean and fast, and appearance in silk shorts is far above the average.

Class Dailey, comedienne, wastes little time in getting across her unique wares. She is funny all the way, the crazy antics embellishing her songs being strictly

Princess and Baby

WYONE

"PSYCHIC WONDERS"

"A NEW YORK OFFICE SENSATION" 413 DOC. M. IRVING

4313 Roosevelt Blvd., N.Y. 24

The

Golden Pair

(True and Trudy Wilkins)

ONE OF THE MOST UNUSUAL NOVELTY
HANDBALANCING AND CONTROL ACTS
APPEARING BEFORE THE PUBLIC TODAY

Just Completed 5 Weeks

ROYALE-FROLICS CAFE, CHICAGO

PERM. ADDRESS: THE BILLBOARD, CHICAGO

her own and they are always hilarious. Another show-stop.

Still another ace offering was the polished tap work of the Three Samuels and Harriet Hayes. Their act is close to perfection, routines a standout both in design and presentation. The military number is still one highlight few competitive turns have been able to ape.

They were hurrying things at show caught due to the long line outside waiting to get in. Screen has a winner in the Claudette Colbert-Henry Fonda vehicle, *Drums Along the Mohawk*.

Sam Honigberg.

RKO-Boston, Boston

(Reviewed Friday Afternoon, Nov. 24)

Del Casino headed a well-balanced bill that brought in good business despite two poor pictures. Casino, fresh from over a year on the West Coast and radio broadcasts, delivered *South of the Border* and Cole Porter's *Begin the Beguine* in excellent style. He was called back for two encores, giving Old Country Dues and an Italian folk song, and left his audience waiting for more.

A sparkling young dance trio, Jack Lenny and the Statler Twins, opened the bill with a tricky tap routine that made a decided hit. Twins are eye-filling hoofers whose style made a great hit. Good opener.

Second spot went to Chick and Lee, billed as Double Dynamite. Boys deliver a comedy radio routine that is good in spite but still needs ironing.

Will and Gladys Ahern, rope-spinning dance team, held down fourth spot to good advantage. Will delivers patter on Will Rogers' style while spinning lariat, and couple later does a piece inside the spinning rope held by Will.

Casino was spotted fourth and was followed by the Five Maxellos, presenting a fast equilibratic novelty. Pics. *The Escape* and *Tallpin Tommy in Danger Flight*.

Norton Kaplan.

Paramount, New York

(Reviewed Thursday Evening, Nov. 23)

With only three acts aside from the band, house this week drops the confusion that has surrounded its stage bills here for the past few shows and presents one of the most entertaining performances it has harbored in weeks.

Almost complete credit for the bill's superlative quality must go to Jan Savitt and his Top Hatters Ork, making their first stage appearance and turning in a job that many veterans couldn't hope to top. From start to finish there isn't a moment the band has much greater opportunity to display itself than recent orks here, and it makes the most of every moment.

The repertoire includes a couple of swingers, notably *Top Hat Shuffle*, an original featuring drums and trumpet; a medley of well-chosen current tunes, highly effective in its toned-down melodic line against the Savitt style of shrill rhythm and in its trick lighting of each section or soloist carrying the melody; four numbers from Bon Bon, septa vocalist who works with a great style all his own (a great arrangement on *Scatterbrains* in particular made it pretty tough for the next act), and the cute delivery of Oh, Johnny Oh, from Peggy Hope, attending to the fan decor for Savitt only during his date here.

In routing, pacing, showmanship and general musical excellence, Savitt does one of the finest jobs seen here in recent months. The bill, fully equipped equals that of the band and the specialties, emceeding easily and unselfcon-

sciously (rare among maestri) here and conducting in a way that shows he knows what's coming next in the arrangement, also a new departure. Leader brings out his fiddle for one pop tune chorus. All in all, it's an orchestral high water mark for this show. Sharing headline honors with Savitt is Tony Martin, his second appearance here within a year. Pic star's voice is still powerfully ear-compelling, and fortunately good enough to cover up his lack of poise between numbers. Martin is completely at ease when singing, but jumps from one song into the next with hardly any talk. A few conversational remarks (such as the couple of laughs sent his radio show and his wife, Alice Payne, as the band disappears into the pit) would have his fans eating further out of his hand and would make this one of the best personal appearances around.

Jan and Jane McKenna produce their usual night with superior burlesque of an adagio tempo. Pair is handicapped in its routine by the microscopic so-called stage, but still manage to crowd as much humor as usual into it. Joe's drunk bit is likewise still a nice bit of comedy.

Ruth Barnes supplies footwork, making a cute appearance and following up that lead with expert tapping tied in with a little more humor and a few more tricks than this type of routine customarily runs.

Show runs 50 minutes. Screen has *The Cat and the Canary*, Paramount remake of the famous stage chiller, featuring Bob Hope and Paulette Goddard. House jammed Thanksgiving night.

Daniel Rohman.

Colonial, Detroit

(Reviewed Monday Evening, Nov. 13)

The only Detroit theater presenting a stage show, the Colonial is producing a show that must cater to sophisticated, keen vaude fans who know what's good—and this crowd does plenty of heckling. Arty stuff and pure hokum alike fall to the wayside. And the producers have learned to give good popular talent.

Al Trenton and his Personettes, opening with a string puppet number, is as classic a number as the crowd will stand. Trenton leads his characters, about two to the grade. And the producers have learned to side by highly effective lighting. Skillfully done.

Jack and Jane West, a presentable ballroom team, open with an animated tap, going into some well-learned tricks in which the man holds his partner aloft in adagio poses. They return in a more popular comedy number in rube costume, featuring high kicks.

Gladys Barr, "the original television girl" in a all blonde, sings some romantic numbers, then recites a poem in Mae Westian style, later doing a regular West impersonation. She can handle dialog— and hecklers—a la West, and the dialog goes over better than the songs.

Poor Murphy Sisters, totalling about a half ton, have amazingly tiny voices and a lively and delightful dance style. Aided by effective short, little-girl dresses, they are one of the best bits on the bill. Have unexpected chance an acro skill plus some good-natured clowning.

Eddie Nelson, doing a blackface in a style reminiscent of Jolson, has a powerful dramatic tenor and a good presence in straight minstrel style dialog. He delivers a remarkable effect in the house with *Woponwinks* and the sentimental strains of *I'm Falling in Love With Someone*.

Freddie Bernard as emcee has a properly restrained style, and lets go once in an animated Latin-American ballad, getting a good hand.

Karl Spaeth and his band fill the music bill, and there are a couple of numbers by the chorus of six.

H. F. Reeves.

Stratford Empire, London

(Reviewed Monday Evening, October 21)

Bill features two American acts scheduled for new Black Hippodrome opus, *Black Velvet*—Vic Oliver and Stafford and Louise. Both justify their prominent billing. Oliver (major headliner) getting outside belly laughs for a wealth of cheeky gags and his fiddle scraping.

Stafford and Louise put across three dance routines of the exhibition ballroom type—one in waltz tempo, faster crocheting, and a foxtrot, and a new Black Tango. Artful and refinement

of their work meet with plenty of appreciation.

Les Terrianos, male acro duo, open program with their always well received, clean routine of lifts and balancing.

In second spot are Campbell and Wise, man and woman comedy team. Their strongest bit being a quiet stepping novelty. Good hand. Stafford and Louise come third, followed by comedian George Betton, opening and closing with song and filling in time between with quick-fire patter. First half closes with bulky Teddy Brown playing popular and classical stuff on the xylophone, interspersed with comedy and some hectic moments on a drum outfit.

During interval, house ork under Michael Lewis renders selection from *Frim's The Firefly*.

Second half opens with Campbell and Wise, this time a domestic argument on rather hackneyed lines.

A reception equaled only by that accorded Oliver and Teddy Brown is the bit of Hutch (Leslie Hutchinson), colored songster at the piano. He pipes four established favorites and a new number, *Lords of the Air*, dedicated to British Air Force. Open spots, and his laughter, in next spot, and bill has strong closing in juggling and balancing act of Frank Marx and Iris.

Edward Graves.

Roxy, New York

(Reviewed Friday Evening, November 24)

Offering this week is something that the Miami Chamber Orchestra might be proud of, but the mild reaction of the customers showed a different sort of appreciation. Flesh is very thin, with its entertainment possibilities utilized only to a slight extent, save for the graceful legerity of Georges and Jaine and the flashy badminton tournament with Ken Davidson and Hugh Forgie.

Introductory numbers are left in the hands of the Variety Singers, four boys and three girls separately introducing the production numbers. When they sing together they sound harmonious and rhythmic, but separately their voices are too thin. Three Gae Foster routines depict the winter joys of the Southern city, such as dancing around on high steps in bathing suits, romping and dancing on the terrace in bathing suits and evening gowns. Miami scored a victory.

First on the bill are the Gaumont Brothers, whose comedy duo act still manages several laughs despite a plodding routine. Act is full of hoke and professional timing and their appearance is a natural for laughs, but a repetition of tricks with the dogs spoils the effect.

Show begins to take on signs of life

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY

15 Monologues, 7 Acts for Two
1 Act for Male Partners, 15 Parodies,
15 Ventri-Act, Female Act, Ties, Quar-
rels for Dance Partners
16 Minirel First-Part, Overtures and
Preludes, 48 Monologues, Blackouts, Letter
Punch, 1000 Hints, 1000 Hints, 1000
Jokes and Gags, 20 Hints, 1000 Hints
1000 Hints, 1000 Hints, 1000 Hints
will send you Bulletins Nos. 10, 11, 12, 15,
16, 17, 18 and 20 for \$4.50, with money-
back Guarantee.

WM. McNALLY
81 East 125th Street, New York

Paper HATS
Noisemakers
Decorations
Xmas
Masks.

Happy
New Year

DANCE CHECKS. Also
known as IDENTIFI-
CATION TAGS. For
on writ. For Men, on coat
lapels. Cannot be removed
after once worn. \$1.50
Per 1,000

No. 4-Assorted Party Hats \$2.00 per 100
No. 5-Novelty Metallic Flat and
Ribbon \$2.50 per 100
No. 6-Assorted Noisemakers \$2.00 per 100
No. 7-Decorative Party Hats \$1.50 per 100
Serpentines, 1,000 Rolls \$1.25
175 Depots, Bal. C. 500, 1,000
Xmas Mice, Decorations, Tricks, Jokes, etc.
GORDON NOVELTY CO.
533 Broadway Dept. B, New York, N. Y.

10 SURE FIRE PARODIES, \$1

With attentional riot, complete punch lines on "South of the Border," "Tillie's Brain," "The Cat and the Canary" and other party hits. Stick a dollar in an envelope and send for these sure laugh producing "100% HITS" for \$1.00. No money back unless they are the best you ever bought at ANY price. Also working black-out ideas for \$1.00. Hints for 1000 Hints, 1000 Hints, 1000 Hints for \$1.00. Also Special Material written to order. HARRY PYLE, 804 W. 185th St., N. Y. City

with the Davidson-Forge badminton match that is full of exhibition tricks such as the audience on edge. Their announcer, Joe Tobin, did a straight commentary without utilizing chances for humorous lines, but nevertheless, handled himself in a smart manner. George and Jaina, exquisite-looking couple, offered a polished Viennese waltz, a Polish mazurka and a ragtime routine to the strains of *Darktown Strutters' Ball*. The diversity of routines was sufficient proof of the versatility. They performed with perfect unison and rhythm, a series of trick steps executed with showmanship and fine artistry.

Picture, Tyrone Power's *Destiny* wife, had the house packed opening night. *Sol Zell*.

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 24)
Rita Rio's all-girl unit is great front-house exploitation but weak in talent. On paper it looks big, for in addition to the orchestra, feature Marie Wilson, of the movies; Toby Wing and Pat Bacon. Each name is some sort of a draw and together spell box-office power.

While the overflow from the Chicago (near) Dick Powell is making a personal appearance) is of considerable help, it is safe to assume that the unit played a big part in drawing capacity business opening day. Whether or not any unwholesome word-of-mouth-advertising shall get can hurt business for the rest of the week remains to be seen.

Band opens with a medley of tunes, fronted by Rita Rio, Mexico's human jumping bean, who works with an abundance of showmanship. Arrangements are not strong but passable. Next is a hot rendition of Cab Calloway's *Jessie's Jive*, strutted by the peppery leader.

Maudie Hilton, veteran vaudevillian, furnishes most of the comedy, coming on early with her straight woman, Patsy Bell, her stalling, talking act, and reappearing later to bolster Miss Wilson's turn. Maudie modified part of her routine but it still lacks enough fresh material. She can put across lines and should get some new ones for stronger laughs.

Toby Wing again tries to get by with three talking songs which she did during her last State-Lake appearance. Girl doesn't display any talent and only thru sheer forcefulness do her versions of *My Blue Heaven*, *I Traveled in the Hood* and *You Can't Have Everything* get some mild response.

Band takes the spot next with a new take-off of *Fee Go To Get Hot*, used in an old George White show. Vocally, tone is badly done, but musically it affords some of the girls opportunity to impersonate famous band leaders in okeh fashion.

Pat Bacon parades thru a moth-eaten fan dance that has lost its punch long ago. Any other type of nude specialty would certainly be an improvement.

Marie Wilson carries on with Dumb Dora answers to Miss Hilton's questions, but entire session is devoid of entertainment. Movie starlet is a good looking miss but should limit her activities to the screen.

Sylvia and Clemence proved the only strong act with their humorous song and dance antics. Outfitted in bellhop costumes, they clown thru a mirthful session of low-brow nonsense.

Screen has *Phoebe* and *Grey Walls* (Columbia). *Sam Hounberg*.

JOHN KIRBY

and his Orchestra
Now Playing Third Month at the Smart Set's Pumproom, Ambassador East, Chicago

Broadcasting NBC 6 Nights Weekly.

Latest Vocal Flirtat: "Royal Garden Blues," "Blue Skies."

DIR. MUSIC CORP. OF AMERICA

CLARENCE LEVERENZ

14th Month
HAYDEN'S CAFE-BAR

Evansville, Ind.

Management MCA

Tower, Kansas City

(Reviewed Friday Afternoon, Nov. 24)

Program this week is tagged *Gobs of Joy*, with the eight-girl line going thru a top routine in blue and white sailor costumes to the tune of *Sailing, Sailing*. The ork is on the stage.

Novalyne Payne, house chirper, comes to the mike next with a caddisome delivery of *Barbara*, *The Soldier*. Ensee Don Harris makes his appearance here to introduce Al Spiller and his trained seal act. The educated seal performs acrobatics and feats of juggling with canes, hats and rubber balls. A few laughs are garnered by the seal's weird vocals and its mugging for applause.

Frank Vrooman Jr., child star, takes a straight version of *South of the Border*, which he handles well, considering his high soprano voice.

A pantomime team, Maroni and Coralee, go thru a routine of fake falls and contortions which, while technically well done, fall to go over with the audience. The chorus line returns to the tune, *In a Persian Market*, to dance in flowing

Ensee Harris next takes the opportunity to announce his departure next week after 11 weeks here, and sings two farewell songs, *Lilies in the Rain* and *There's a Million*.

Sammy White, recognized in the films *Shambo* and *Cain and Abel*, heads the show. His first offering is a take-off on opera mixed with swing, and combined with eccentric dancing. For an encore, he presents a side-splitting caricature of Sally Rand's fan dance, which proved exceptionally clever.

Frank Tracy produced the show, with Barney Joffe as manager. Jack Wendover and Herb Six are responsible for the arrangements. *Bob Locke*.

Earle, Washington

(Reviewed Thursday Evening, Nov. 23)

Silence—just silence—greets the Earle stage fare this week as Eddie Le Baron and his La Conga revue find themselves out of place in vaude. Their entertainment, it is plain to see, is flawless, but unfortunately is designed for night clubs and not for theater.

June Day, local singer, sits in the pit to sing *Last Night* during Joe Lombardi's overture. Her voice is low-pitched, rendering the number adequately but no more.

Le Baron's Band is on stage and plays Spanish numbers almost thruout. Linda Marshall, singer, lacks showmanship to put over her jitterbug theme *Hep Hep*. Ted Rodriguez, dressed in tails and looking like a partner, surprises by doing his tap number solo. Despite his excellent rhythm he barely gets a hand. Melinda De Mayo sings something indistinguishable, but it sounds Spanish. Her voice seemed weak, even for the mike.

Eight Le Conga girls, costumed strikingly in a Caribbean manner, do a sinuous and sensuous routine which also features Rodriguez's interpretation of La Conga. It fails to click and it is doubtful whether a dozen hands applauded. The nearest thing to a sensation that the show produced was by Shea and Raymond, two youngsters now vaude veterans. The boys' eccentric dancing, the contrast in their stature and the dead pan on Raymond put them over for four calls.

Variations of *El Rancho Grande*, by the Le Baron boys, brought the entire company back for the finale. Manhattan cafe society doesn't attend the Earle, and the mistake seems to be that no thought has been given to tastes of local vaude audiences. More respectability is required for a variety public. Le Baron spoke very little, leading his band in the Ina Ray Hutton manner, which is swell when there's little to wear and more to show.

Fortunately, the Earle has Paul Muni's *We Are Not Alone* to cause an SRO biz. *Edgar Jones*.

Palace, Youngstown, O.

(Reviewed Tuesday Afternoon, Nov. 21)

Well-rounded stage show, without a sock draw, but above the average entertainment that holds the audience all the way. Mary Carlisle and Jack Haley and Jack Teagarden's Band divide spotlight honors. Opening show Tuesday got away by big business, with indications house would be okeh.

Halevy, funny guy of movie tough luck notes, is more at home on the stage than in many of his recent flicks. Mary Carlisle, who can't sing and speaks and sweeter love songs from the screen, stars when she is on the Hollywood sound

stage, tells Haley how it is done while they share a microphone.

Teagarden is a swing bandman, his arrangement putting emphasis on rhythm. He also plays the tunes for Haley's singing, which includes choruses from the songs he sang on stage and screen.

He also addresses a melody to Miss Carlisle to climax their boy-meets-girl-on-sound-stage patter, the latter drawing repeated loud laughs. The pairing produces livelier amusement than most touring movie stars bring to town.

In tempo with his swing band, Teagarden also offers a jitterbug novelty with emphasis on laughs in his surprise "second team." Howard Nichols, a hoop juggler with a group of dexterity exhibits that is a treat for the eye.

Mary Carlisle starred in the screen half of the program, *Call a Messenger*. *Rex McConnell*.

Orpheum, Spokane

(Reviewed Thursday Afternoon, Nov. 16)

Strong on talent and novelty was this Paul Savoy bill direct from Los Angeles, headlining Jack LaRue, of films. In tempo with his swing band, LaRue got away from conventional cyclone act with an original and copyrighted dancing puppet doll which hammered out original doll dance and other catchy tunes.

Stearns and Dean followed with a different eccentric dance act, opening with a stiff-body, wax-model, dead-pan number and then throwing off long clothes and going into clever toy soldier and page girl doll dance.

Ernest Bill Terry also came thru with the unusual, a burlesque radio jolt bit in which he imitates Sing Sing inmates putting on "mike" program, announcing next number as *Saving It*, for example. Wisecracks a bit and goes into drunk pantomime, winding up in hilarious imitation of girl making up.

LaRue wrapped audience around finger with original dramatization titled *His Last Breakfast*, impersonating condemned youth confessing his crime to priest. Effective climax has him in spot on way to chair and his dead sister's voice heard in distance singing *Aie Maria*. His real sister, Emily, a pleasing eye-fil with haunting, husky pipes, also sings *Comes Love* and exchanges gags that are new.

Morrell Sisters and Billy wound up with fast roller routine, including skate taps. Six-year-old Baby Beverly abandoned skates, sang, gagged and went into her original Hawaiian hula that was really terrific.

Les Taylor's house band in pit. *Pix, Hidden Power and Hidden Starcase*. *Walford Conrad*.

Adams, Newark

(Reviewed Thursday Afternoon November 23)

Will Osborne and orchestra plus George Jessel opened the Adams holiday season today. The unit offers nothing that either Jessel or Osborne hasn't done before. (See ADAMS, NEWARK, on page 45)

ANNOUNCEMENT TO OWNERS OF: BALLROOMS, PARKS, SKATING RINKS, NITE CLUBS AND HOTELS

The (New-Improved) Myriad Reflector, World's most novel lighting system, is now available to you in a JUNIOR MODEL priced complete at

\$98.50

The Myriad Reflector is a spectacular lighting system that will instantly transform your hall into a glittering palace of music, lights, and has the effect of entirely redecorating your hall.

Write for Full Particulars.

MYRIAD REFLECTOR CO.

218 Post Square, CINCINNATI, O.

LEARN

Piano, Harmony, Advanced Composition, History of Music, Public School Music, Violin, Cornet, Guitar, Trumpet, Mandolin, Tenor Saxophone, Accordion, Saxophone, Clarinet, A COMPLETE CONSERVATORY COURSE—HOME STUDY METHOD. Monthly payments. Write today for descriptive catalog, stating course preferred.

UNIVERSITY EXTENSION CONSERVATORY

Dept. 52-U, 1525 E. 53rd St., CHICAGO, ILL.

	<p>NEW MINSTREL JOKE BOOK Price: ONE DOLLAR Bachelors, Gals, Comedy, Act 2 Bill, Sock Parade, Recitations—Wanted!—Paris, Radio—N. O.—Theatre, LUCK MAYO Lucky Slips, Nashville, Tenn.</p>
--	--

Holiday Greetings

CINCINNATI STAGE EMPLOYEES, LOCAL NO. 5

JOE MALL AMUSEMENT OFFICE

Can you Vaudeville Acts for Theatres, Nite Clubs, Strollers and Singers for Cocktail Bars. Write, Give Full Details. 457 HIPPODROME BLDG., CLEVELAND, O.

7 BLACK-OUTS, \$1

Specialty written for Night Club floor shows. Every one contains new business with riot surprise ending—make a dollar for these laugh-producers NOW! Money-back guarantee. Also 10 Blue-Fire Parodies on hit pop songs: "South of the Border," "Swingin' Brain," etc., \$1.00. Six sensational monologues, \$3.00, and 10 Comic Recitations for \$1.00. Send for this sensational new material right away. It means more money for YOU! *MARY PYLE, 804 W. 180th St., N. Y. City.*

GIANT BLOW-UPS, \$6.00

In all colors, size 40x60. Become outstanding, have a photo of yourself, act or show in the lobby! Frank, Vaudeville Acts, Bands, Dancers, Radio Stars, etc. Send film or good photo with order. Frames for above, \$1.00. Photos for Girl Shows, etc. J. SELLERS THEATRICAL PHOTO STUDIO, 28 Howard St., NEW BEDFORD, MASS.

NIGHT CLUBS---HOTELS---THEATRES

"WE SERVE THE SOUTH"

Top-Flight Acts, Strollers, Entertainers. No show too large or too small for us to handle. The South's Greatest Amusement Center.

TAYLOR TROUT CITY THEATRICAL AGENCY
274 HALCYON ARCADE, MIAMI, FLORIDA.

SPECIAL PRINTED ROLL & FOLDED TICKETS
100,000 SINGLES, \$16.50. P. O. B. COLLINSVILLE, CASH WITH ORDERS.
DAILY TICKET CO.
COLLINSVILLE, ILL.

ROAD THEATRES
1270 SIXTH AVENUE
RADIO CITY-NEW YORK

Reviews of Units

A. B. Marcus' La Vie Paree

(Reviewed Friday Evening, November 10 at the Paramount Theater, Omaha)

A. B. Marcus soon reopened the Paramount on a vaude-film basis and got house off to a good start. Show is typically Marcus, with scads of gals, glitter and glamour. It replete with spectacular production numbers, which fit well on house's big stage. Spectacles have balance, move smoothly and indicate a finished show. Bits break in at the right time for gags and songs, both of which could stand plenty of laundering.

Featured are Leon Miller, tapster; Roberta Jonay, heavily billed as Mrs. Roosevelt's protégé; His Chas. San, gold mine dancer; No. 100, a gag and eccentric tapper; Harold Boyd and Jigsaw, hokum comedy; Flagg and Arnold, strong-arm act, and Janada, South African control artist.

Plenty of nudity prevails in production numbers but handled on an entertainment rather than sexy plane and went over big here. Song of India spectacle and Miss Jonay's peacock dance are the best of the lot.

Eight jitterbugs who practically tear down the stage get a nice hand. Rio Brothers' pull a hilarious poker game that topped the hits.

On the screen was Paramount's \$1,000 A Touchdown. J. A. Scott.

Hellzfire

(Reviewed Friday Afternoon, November 10, at State-Lake Theater, Chicago)

On a smaller scale, a couple of Chicago unit producers aped Olsen & Johnson's Hellzpoppp's box-office hit. There is almost as much activity in the aisles as on the stage, aboves of all shapes and sizes running wild during the show's 60 minutes. While some may resent the carbon copy of a proven drawing card, this type of entertainment should actually help the original show rather than hurt it.

On its own, it is pretty good entertainment, harmless at any rate, and a laugh dish for a bargain-priced house. Benny Meroff and the Southern Gentlemen Band top the proceedings, and in the employ are such acts as Rex Weber and Ken and Roy Paige.

The orchestra boasts of a group of good commercial musicians. They are backing Benny all the way and in many

situations prove the life-savers. They open in front of a crazy quilt curtain and after several audience plant bits swing out a hot one and bring on the Co-Eds. A lively sax quartet, for a bouncing tumbling session. Line is augmented by another quartet of cuties in Benny's Follow the Leader number, a nice novelty. Then comes a screwy session of beach take-offs and, for contrast, a modernistic design by the dancing octet, fronted by the lanky Dolly Bell.

Ken and Roy Paige do neck-breaking knockabout work, greeted with customarily good applause. Rex Weber scores with his Frank, ventriloquist singing. Goes straight for Brother Gus You Spare a Dime and uses Lee Leonard for his Charlie McCarthy, piping For All We Know. The man is funny and talented.

Benny's familiar one-man show precedes the jam session finale. Listed among assistants are Billy Monday, Cliff Hudson, Murray and Payne, Buddy Green and the Winn Twins.

Business held up second show opening. On screen, Warner's Nancy Drew and the Hidden Staircase. Sam Hontigberg.

Nelson Vs. "Gone"

ATLANTA, Nov. 27.—Ozzie Nelson and his orchestra will open a week's engagement at the Paramount Theater December 13. The band will be playing in opposition to the premiere of Margaret Mitchell's *Gone With the Wind*.

Providence Okeh

PROVIDENCE—Play, for week ended November 9, grossed \$7,100 with Aquatic Octet, Don Brown, Burns Canary Circus, Al Verdi and Company, Renna and Company and pig, Mr. Wong in Chinatown.

House average is \$6,500.

Vaudeville Notes

LYNCHBURG, VA., witnessed the gathering of the clan Sunday, November 12, when Max Terhune and Polly Jenkins and her Klopowsky, who had just completed engagements at the Isis and Academy theaters there respectively, spent the day in town, with Dick Tracy (Ralph Byrd) jumping in from Beuna Vista, Va. Gene Durnal and his Rio Grande Rangers were also in Lynchburg for the day as was George Peek, agent for Professor Schmitzel and his Hobbes.

SAM WAIRD, press agent, is back in the employ of A. B. Marcus, with whom he worked for ten lands some three years ago. Currently publicizing his *Comedie Francaise* unit. . . . BILL BLOOM and (See VAUDEVILLE NOTES on page 43)

All Lawrence, Kan., Houses Playing Vaude

LAWRENCE, Kan., Nov. 28.—This is the hottest vaude town for its size in the Middle West, or maybe the U. S. Home of Kansas University. Up to this week the town had four theaters. Now it has three. All three are playing vaude.

The fourth was closed by Stan Schwann, manager of all four houses, because of increased film rentals. Since the picture industry lost some of its foreign markets, higher rentals have been adopted to maintain the standards of production. Schwann now says he finds it cheaper to run flesh than the second half of a double feature, and considerably more profitable.

At the Granada this week was Charles Lee's WHB Kansas City *Kiddies' Revue*. At the Varsity was George Wongwall with his musicians, his first stage appearance in seven years. Later in the week the Varsity staged a goat-milking contest. At the Patee Theater was presented the *Singing Strings Revue* with Doris Holcum and company.

Embassy, San Fran, Has Reopened

SAN FRANCISCO, Nov. 25.—Embassy Club, managed by W. W. (Tiny) Naylor, reopened last night. Naylor, operator of a string of restaurants throughout the State, is associated with William Coups in this new venture. Spot has been closed eight months.

Club features continental dinners at popular prices and a floor show produced by Ray and Bee Goman. Dick Sheer acts as host the entire staff of the Press Building at Treasure Island have been engaged for service.

Fisher Books Two Connecticut Spots

NEW YORK, Nov. 25.—Arthur Fisher, local booker, is booking vaude Friday and Saturday into the Strand, Stamford, Conn., and Sunday vaude into the Lyric, Bridgeport, Conn. Each house uses six acts.

Lyric is a burlesque house six days of the week.

Vaude for Des Moines?

DES MOINES, Ia., Nov. 25.—BKO's Orpheum Theater may have flesh acts shortly and be only local house with stage show.

In This Issue

	Pages
Advertisers, Agencies and Stations	11
Broadway Beat, The	22
Burlesque	35-37
Carnivals	64-89
Circus and Corral	40-45
Classified Advertisements	90-93
Coin Machines	124-126
Entertainment Shows	38
Fair Exhibitions	53-61
Final Curtain	120
General News	3-7
General Outdoor	113-119
Hartmann's Broadcast	113
Legitimate	23-25
Letter List	121-123
Lists	94
Music	33
Music	12-22
Night Clubs	26-31
Non-Theatrical Films	39
Notes From the Crossroads	113
Orchestra Notes	20
Out in the Open	113
Parks-Pools	45-52
Pipes	108-112
Possibilities	8-22
Radio	9
Radio Talent	9
Repertoire-Tent Shows	38
Rinks-Skaters	62-63
ROUTES: Orchestra, page 19	43
Units and Attractions	50
and 118. Dramatic and Musical	118
Carnival, 118. Circus and Wild West	118
Miscellaneous	118
Show Family Album	91
Sponsored Events	95
Television Reviews	3
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	95-112

SPECIAL ARTICLES

	Pages
PROGRESS IN TELEVISION PRODUCTION	10
THE TRIANON-ARAGON BALLROOM CAVALCADE	14
A MUSIC PUBLISHER OPENS SHOP	16
THE SONGS OF THE ISLANDS	16
SO YOU WANT TO WRITE A SONG!	18
BROADWAY RE-LIGHTS MAIN STREET	24
ENTERTAINMENT AT ST. REGIS	24
37,000,000 PATRONS AND WHAT THEY TAUGHT US	32
CIRCUS AIR-CONDITIONING PAYS	42
CIRCUS MENACES	44
ENTERTAINMENT AT PIER DRAW	48
FAIRS ARE "BIG" BUSINESS	58
SHOWMEN'S LEAGUE—HOSPITALIZATION	84
THE GREAT LATIN AMERICAN MARKETS	86
CHRISTMAS MERCHANDISE THRU THE YEARS	92
NEW HIGHER COURT DECISIONS AFFECTING ITINERANT MERCHANTS	110

Act Shortage In Chi Area; Bookers Yell

CHICAGO, Nov. 25.—Bookers, particularly those with week-end accounts, are complaining of the most acute shortage of good acts seen in the Midwest in more than a season. Since vaude folded at the BKO Palace, and B&K's Chicago and State-Lake have turned to bands and units, few acts have ventured into this area to pick up sporadic vaude dates.

Max Turner, of the B&K office, booking week-ends for the Great States houses, finds a way out of this situation by playing the best attractions or Chicago-bound units available for one and two-night stands. Charles Hogan, indie booker, ranking second in importance with several week-end dates, has to comb all the agent lists and fight tooth and nail to line up decent five-act shows. John Benson, with only two one-day shows in De Kalb and St. Charles, Ill., on his books, states that it is getting awfully hard to patch weekly bills together.

Only rays of light in the picture are the three-week stands booked out of the local William Morris Agency. While money is none too good, houses are being cultivated to up their budgets for the flesh layouts. Topping the parade is the Riverside, Midwest (managed by Sam Bramson), and the Minnesota, Minneapolis, and Tower, Kansas City (served by Leo Salkin). The boys figure that eventually these dates will attract acts from the East, together with the possibility of getting booked on the Bert Levey West Coast circuit thru Thomas Churchill, his local representative.

Vaude Agents Forming Group To Meet AGVA

NEW YORK, Nov. 25.—An invitation to all booking agents who might come under the licensing jurisdiction of the American Guild of Variety Artists to attend an opening meeting Thursday (30) at 4 p.m., at the Hotel Edison, has been issued by I. Robert Broder, attorney for the new agent organization being rounded out.

Group has temporarily adopted name, Artists' Representatives' Association, following a meeting of representatives of the "big" booking offices at Broder's office yesterday (24). Purpose of agent organization is to obtain "a fair and equitable agreement" with A.G.V.A. Broder maintains the agents are willing to work with the union, but feel that the license proffered by the union is to the disadvantage of the performers.

Club Talent

New York: CUBAN CASINO is presenting a series of dance lessons Wednesdays and Sundays by the teachers of the Ruvel School of Ballroom Dancing.

Chicago:

AL ZIMMEY has returned from Australia. . . . SIS AND BUD ROBERTS moved in with Joe Sanders into the Blackhawk Cafe. . . . RADIO HAMBLES has returned to play an indefinite run at Harry's New Yorker. . . . GRAY AND BERGEN follow NTG's Hevue at Colosseum's.

Here and There:

CAPY BARRY ENSEMBLE goes into the Hollenden Hotel, Cleveland, November 13, and debuts the next day on WOB network for Kellor Products. . . . DON RICHARDS still emceeing and singing at the Chase Hotel, St. Louis. McCONNEL AND MOORE are being held over for five weeks at the McVean night club, Buffalo, N. Y. VIRGINIA CIMINI, with the Hodgins and Gordon unit, was given a party at the Club Boulevard, St. Louis, on the occasion of her 30th birthday. . . . STUART AND (See CLUB TALENT on page 43)

ROLL TICKETS

OTHER PROFITABLE ITEMS FOR JOBBERS

ATTRACTIVELY PRICED

AMERICAN TICKET CO.

515 Greene Ave., Brooklyn, N. Y.

The Hide Away Big Time

WANTS Standard Act, 5 weeks' immediate dates. Give open time, full description and billing first letter.

Bill Stewart Attractions

8 Dundas St. E., TORONTO, CANADA

Acts, Plays, Skits, Minstrels

1940 New Minstrel Show, 50, No. 3 New Comedy Collection, \$1. 24 Brand-New Parodies, \$1. 12 Comic Recitations, \$1. 5 New Talking Acts, \$1. New Minstrel, \$1. Musical Comedy, Opera, Operetta, Radio Skits, Orchestral Skits, Comedy Material.

E. L. GAMBLE, Playwright, East Liverpool, O.

SERVICE IS OUR ADVERTISEMENT!

SAM JANSON TRANSFER

1723-1725 Baymiller St., CINCINNATI, O.

Phone: Main 0788—Cherry 5925.

SPECIALTY TEAMS

Youthful Line Girls, Piano Player, Musicians, Advance Agent, Stage Unit. Write.

CHAS. JOY GRAMLICH

IMPERIAL HOTEL, WILSON, N. C.

Boston Burly 4G Take First Reopening Week

BOSTON, Nov. 25.—Gayety Theater resumed burlesque Monday (26) after a week's suspension ordered by City Censor Spencer.

The new show, featuring Tangia, was a sellout opening night. Better than average business held throughout the week. Show grossed about \$4,000 for the week.

Company included Sonny Lovett, Peg Reynolds, Kenna Vinton, Herby Payne, Bert Carr, Bert Grant, Jack Shaw and Buddy Orlando, with a line of 30 girls. Screen had *Fire Came Back* and *Behind Prison Gates*.

Blue Noses Cause Shift

BOSTON, Nov. 25.—When the Gayety here was closed for a week thru complaint of the Watch and Ward Society, E. M. Loew, manager, sent the principals and chorus intact to two of his other houses, the Spring, Pawtucket, R. I., and the State, Springfield, Mass., to split the week.

Two last-mentioned spots may continue burlesque policy if conditions warrant.

HAL WHITE, emcee at the Red Raven, Cleveland, recently had one of his stories published in pulp magazine. But altho he successfully cracked the market, White claims he would rather be a burlesque comedian than anything else.

NEW YORK:

GINGER BRITTON again featured on her second trip around the Midwest Circuit. . . . SALLY KEITH leaves the Old Roumanian club to open December 14 at Fay's Philadelphia, after which she goes to Globe, Chicago.

FRANK HUFF, former burlesquer, back at the Club Holland after a three-month vacation at her home in Greenfield, S. C. . . . HARRY STRATTON, comic, rounding out his 15th month at the Kearney, San Francisco, where co-principals are Frank Mackey and Pat McCarthy. . . . INEZ GRAY, Republic dancer, was birthday-partied November 20. Event was featured by a cake by Audrey Allen, producer. . . . N. KANEER, dancer, placed by Solly Shaw for two weeks at the El Chico club, Binghamton, N. Y. . . . MAC (GOOGLES) BARBON, comedian, filling a lengthy stay at the Esquire Club, Baltimore, with co-principals Wal-Budd, Jean Andrews, Paula White, Ann Davies and the Kolker Brothers. A musical act, tendered a birthday party to Fay Budd, at the club, November 15. . . . TIRZAH, dancer, who made elaborate improvements in her wine bath apparatus, was gifted with gifts dog by Mrs. Max Michaels during a recent engagement at the Globe Boston. . . . JEAN CATON, forced to leave a Hirst Circuit show because of ear trouble, is now under medical treatment at her Brooklyn home.

NICK THE GREEK rounding out 10 weeks at the Eltinge, all enthusiastic over crashing a Winchell column recently. . . . BEVERLY GARR back to the Republic as producer, replaced Audrey Allen. . . . JUNE TAYLOR, Bob Layton, Christine Nielson and the two Bob Carney daughters constitute the female end of the cast of the new Hirst Circuit show that opened at the Lyric, Bridgeport, November 13. . . . EDDIE GREY and Sunny Harlowe, former burlesquers, are now at Murray's Inn, Albany, N. Y. . . . MORGAN SISTERS and Max Coleman opened November 24 at the Star, Brooklyn.

ALLEN GILBERT, producer, doubling between the Star, Brooklyn, and the Adams, Newark, N. J., latter now a presentation house with 32 girls. Eleanor Cook assisting at the Star and Jimmie Merlin at the Adams. . . . EDDIE DUNN, former straight, is now a comic at the Republic. . . . JACK PARR has under management Sally Keith, Shirley Herman and Tyrone. . . . CESSY LEE has left the Triboro to open in Union City, N. J., with the Ann Corio show on the Hirst Wheel. . . . JEAN CARROLL moved into the Century, Brooklyn, November 24, following a lengthy stay at the Republic. Jerry Dean and Trish became new principals November 17. Century to make an entire change of cast once every fortnight, according to latest plans of Operator Sam Briskman. . . . TINY FULLER, comic, now wears a putty nose in the Zorita-Gardner show on the Hirst Circuit. Says it helps get laughs. . . . CARMEN RAND, dancer, to the Gaiety, November 17, from the Star, Brooklyn.

LOIS DEFEE, after a week at the Star, Brooklyn, returned to the Gaiety November 17. A prior contract with the Gaiety prevented a larger salary offer to open at the Adams, Newark. . . . SAM BRISKMAN'S annual equine entry in the National Horse Show, His Majesty, captured fourth prize in the three-gaited class November 11. . . . TAMARA, dancer, shifted from the Triboro to the Eltinge. . . . SUNYA SLANE left the Gaiety, November 15, to open the following day at Fay's, Philadelphia, for a week and then return to the Gaiety. . . . WALTER STANFORD, Shirley Herman, Joey Shaw, Lillian Harrison and the Romano Brothers are principals of the new stock show at the Century, Brooklyn. Joined November 10, when Virginia Jones changed from a blonde to a brunette. . . . MARCELLA MANN, now at the Republic, birthday-partied November 5 and was gifted with a white bunny by a magician friend. . . . EILEEN SHERIDAN back to the Eltinge, November 10, after two weeks at the Triboro. . . . SMILING BOBBIE LEWIS promoted to chief usheret at the Republic. **UNO.**

CHICAGO:

RIENNE, The Three Lunatrix, Eddie Haywood, Sam Raynor, Dorothy Wahl and Gloria Kay, current stars at the Rialto here. . . . RED MARSHALL, Joe DeRita,

Jack Buckley and Frank Scannell joined the *Night at the Moulin Rouge* company at the Grand Opera House. . . . GEORGE YOUNG, operator of the Roxy, Cleveland, lost his father last week. . . . ARTHUR CLAMAGE was in to report that business is holding up fine at his Grand Opera House, St. Louis. The George Lewis show is playing there this week. . . . PAT FERRY and George Corwin, who have closed on the Midwest Burly Circuit, were married in Minneapolis last week. . . . MILT SCHUSTER has placed Trudy DeRring into the Aurora Hotel, Aurora, Ill.

ALBANY VAUDE-RADIO TIE

ALBANY, N. Y., Nov. 25.—Faban's Grand here will run half-hour broadcasts of its amateur stage bills via WABY on Tuesdays until June. Fabian chain has bought the time and will plug its houses, including Palace, Bleecker Hall and Leland.

Arrangement has radio audience choosing the winners.

JANE WITHERS, back in Hollywood for 20th Century-Fox work, resumes vaude after the first of the new year. Max Shagrin is agenting her and asking \$5,000 a week.

EMPRESS, DETROIT, CHANGES

DETROIT, Nov. 18.—Additions to the cast went into the Empress Theater, managed by Joseph Elul, this week, with Josephine Matthews as new producer. Additions are Eddie Dale, comic; Jack Pershing, straight; Alma Robinson and Irma Wagner, featured.

WHALEN & WOOD

THE LONG AND SHORT OF IT
Comedy Sensations Plus Singing and Talent.
Now on the West Coast.
Mgt., TONY PHILLIPS, Bond Bldg., N. Y. City.

MARLENE

THE ORIGINAL
GOLDEN GODIVA

IS NOW
PLAYING THE
GAYETY THEATER
DETROIT, MICHIGAN

OTHER ACTS HAVE ALREADY
ARISEN ON THE HORIZON
USING THE BILLING
"THE GOLDEN GODIVA"

"IMITATION IS THE SINCEREST
FLATTERY."

C. C. COLTON (1780-1832)

Direction
SAMMY CLARK
CONSOLIDATED RADIO ARTISTS, INC.
Chicago.

Personal Mgt.
LEE SLOAN

BERT SMITH REVUE WANTS

Outstanding People in all lines for fifty people musical comedy show script and review bills. Featured Leading Woman, Straight Man, Dance Teams, Hoofers, Novelty Acts, Stock and Road. People previously in my employ, contact. 24 CHORUS GIRLS, SALARY \$30. Ability, appearance essential. State age, height, weight, previous engagements. Will return photos. GLADSTONE HOTEL, 9th and Oak, Kansas City, Mo.

* ACCLAIMED *
BIGGEST BOX-OFFICE
ATTRACTION
of the CURRENT SEASON

LOIS
DE FEE

"Queen of the Amazons"

6'4" of FEMINE CHARM
AND PERSONALITY
FORMERLY ONLY GIRL
BOUNCER IN AMERICA

Personal Mgt. by MURRAY BURT
Permanent address, Billboard, N. Y. City.

WANT CHORUS GIRLS
Exceptional Dancers and Show Girls, salary
\$12.00, one day off. Write or write
GEORGE YOUNG
ROXY THEATRE, CLEVELAND, O.

BURLESQUE PEOPLE
All come, write or wire. Those who write or wire
before, write again. This is stock.

JACK KANE
Grand Theatre,
YOUNGSTOWN, OHIO

Wallace Players Stick to Canvas

EATONTON, Ga., Nov. 25.—Joseph M. Wallace, veteran Southern showman, has leased the top and show equipment of the Florida Orange Blossom Shows, which recently canceled its canvas season to move into theaters for the winter, and plans on keeping his Wallace Players going thru the South all winter. Provisions have been made to heat the tent on cool nights.

Jimmy Mason is operating the Wallace set-up, with the show's lineup of acts including The Sallibrows and Al and Wanda Vale. The company winds up a six-day engagement here tonight and opens November 27 at Gordon, Ga., for a six-day stretch.

Business for the Florida Orange Blossom Shows during the tent season just ended is reported to have been very spotty.

Manager Wallace, in a recent visit here, announced that he would enter the Georgia 1940 gubernatorial race. The *Macon Telegraph*, commenting on Wallace's decision to run for the governorship, stated: "Joseph M. Wallace, proprietor of a tent show, has announced his candidacy for governorship of Georgia on a platform of two or three free shows every day and a promise to run the State on the Ed Rivers plan 'but on a sounder basis.' The Mass has nothing against Mr. Wallace. He may be the best showman in the State, but he has nothing to recommend him as a governor. In the past Georgia already has elected some governors who were better than the showman, but there isn't a ghost of a chance that Wallace will be elected."

J. B. Rotnour in 10th Season On Illinois Merry-Go-Round

CHICAGO, Ill., Nov. 25.—J. B. Rotnour Players are in their 10th season of circle stock in this territory, with this town as the base. The Rotnour company operates the year round, laying off only a week between the tent tour, which takes the troupe into Wisconsin and Michigan, and the indoor season.

The Rotnour unit plays under a merchant's tie-up five nights of the week. Remaining two nights the show plays on its own. According to James Lawler of the company, business has been highly satisfactory so far this season. In the Rotnour roster are Dorothy LaVerne, Ducky Verrum, Ruby Lang, Jewel Townsend, Jimmy LeRoy, James Lawler, Art Verntum, Ken Lang, Jimmy Parsons and Ethel Conley.

Carl Elder Frames Circle For Paducah, Ky., Sector

PADUCAH, Ky., Nov. 25.—Carl Elder, repertoire veteran, who retired from the road four years ago to teach school in Paducah, has resigned his position here to organize 10-circle company to play a circuit of high schools and auditoriums in and around this city. Elder contemplates taking the troupe under canvas in the spring.

Rehearsals are under way here on three popular bills with the following people already signed: Mary Givens, comedienne; Irene Miller, ingenue; Bessie Brown, characters; John Barker, heavies; Russell Courney, comedian; Warren Leifer, live leader; Charles Blackburn, general business, and Carl Elder, characters. Two more people are to be added.

Bette Graf Cracks Sheet

CANTON, O., Nov. 25.—Don Totten, special correspondent for *The Akron Beacon Journal*, in the paper's November 12 issue told of the experiences in the theater of Bette Graf, daughter of Mr. and Mrs. Harry Graf, appearing with her parents' company, the Madge Kinsey Players, at the Grand Opera House here. The story told of Miss Graf's stage debut in the lead and her experiences with the Madge Kinsey Tent Show, with which she has toured for many years. The feature carried with it a four-column picture of Miss Graf. Yarn also related the interesting history of the Kinsey repertoire troupe over a period of more than 50 years.

CURTISS SHOPPRINT

QUICK SERVICE—LOW PRICES

"Tent Show Headquarters Since 1905"

CONTINENTAL, O.



AL PITCAITHELY and daughter, Marina, who with Mrs. Pitcaithley (*Jane Jordan*) were with the *Morgan Healey Show*, which concluded the season at Henderson, Tex., November 11. Pitcaithley is now working Midwestern circuits with his contortion turn.

Frank's Aim Was Bad— But Law's Was Better

CINCINNATI, Nov. 25.—Willard J. Bayley writes from New York to tell us about the time he was with the North Bros'. Comedians a few years back and how on one occasion, a few days before Christmas, he, Frank Carter and another member of the company decided to do a bit of hunting near a little Texas town. After parading all day without spying nary a thing to shoot at, a cottontail crossed their path just as they were nearing a barnyard. Carter lifted his musket, took careful aim and banged away. However, his aim was bad. Instead of knocking off the bunny, he bagged a fat turkey perched on a nearby fence. The boys took it on the lam, leaving the gobbler behind.

The next day, the sheriff, with a Simon Legree complex, marched on the show (SEE *FRANK'S AIM BAD* on page 45)

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Charles Walpert Resumes On New L. A. Location

LOS ANGELES, Nov. 25.—Sponsored by American Legion Post No. 394, Charles J. Walpert opened his second show here in as many months Thursday night to a near-capacity house. Playing in an old Mack Bennett sound stage on Glendale boulevard, show is broadcast three times daily over Station KMET. Vaude acts are presented nightly by the Walk-a-Show Stock Co. under the direction of Norman Hobaugh. Music is furnished by Jimmie Cherry's Orchestra.

Among those who started were Whitey Helms, May Gower, George Bernstein, Leona Barton, Jean Hobaugh, Joe Naily, Gloria Wears, Billie Steele, Maxine Lang, Jo and Margie Van Raam, Gordon Haring, Jackie Parr, Florence Carr, Buttons Slaven, Mario Alessandro, May Walker, Sammy Allen, Fatsy Gallagher, Charles Loeb, Gene Forrest, Tex Smith, Lina Walker, Schnoetze Roth, Gloria Harris, Bernie Darrell, Betty Jo Ruston, Bill Answorth, Gwynne Sears, Jimmie Bentley, Peggy Ruston, Harold Thayer and Rosemary Richardson.

Staff includes Charles J. Walpert, manager; Frank J. Morgan, auditor; Danny Brammer and Monte Hall, emcees; Ernie Bernard, floor manager; Sally Gibson, nurse; Bob Gibson, Klemm; Red Long, trainer; Bill McDaniels, chief usher; Edith Walpert and Millie Brammer, cashiers; Sam Brown, bar and grill manager; Sol Grant, concessions manager, and Jack Robinson, artist.

Chi Walkie Holds Up Well With 12 and 4-Carrying on

CHICAGO, Nov. 25.—Lid Cohen's All-American Championship Walkathon, which opened in the Coliseum here September 22 with 40 couples, is down to 12 teams and four solos. Staff remains

Rep Ripples Ends Canvas Trek

BEVERLY SUTHERLAND and Jimmy Murphy have severed their connections with Dick Berget's circle in Montana. . . . TOBY BEIHLE Players are in their sixth consecutive season of circle stock in Nebraska. . . . HARVEY WOLFE, long identified with the Ted North Players, underwent a second operation recently in a Wichita, Kan., hospital. . . . LEW AND BABE ECKLES, former Midwest rep performers who have headquartered in New York for the last 10 years, were in Kansas City, Mo., recently with the road show, *On Borrowed Time*. . . . NIG AND JESSIE ALLEN have closed with Harvey's Comedians in Colorado and will return to their own circle soon.

GOODEY AND IDA GOODEY left Kansas City, Mo., recently for San Bernardino, Calif., where Goodey will direct a local band. . . . HEBBERT WALTERS' Comedians brought their long under-canvas season to a close at Wapetone, Okla., recently. Mr. and Mrs. Walters and daughter will winter in Kansas City, Mo. . . . ROI LARENZO, with George Robertson Players the past summer, sojourned briefly in Kansas City, Mo., recently en route to the Lone Star State. . . . ED C. WARD, after closing the summer tour with his Princess Stock Co., is now playing houses in Southern territory. . . . MONTE MONTROSE, after closing his season with Morgan Healey, stopped off in Kansas City, Mo., recently en route to his home in Iowa.

LARRY HAGGARD, after a long canvas season with the Princess Stock Co., is sojourning with the homefolks in Missouri. . . . MR. AND MRS. HERBERT WALTERS and daughter, Shirley, of Walters' Comedians, having recently closed their season in Southern Oklahoma, moved into Kansas City, Mo., last week. . . . HARVEY HAVERSTOCKE Comedians, after many weeks in Oklahoma, have invaded the Lone Star State. . . . ELDON JOHNSON is a recent arrival in Kansas City, Mo. . . . JUDY MCGREEN Players, terminated their long under-canvas season in Arkansas last week. . . . HARRY AND JUANITA GOLDIE hopped into Kansas City, Mo., last week after the closing of Ted North

Kreko's Kavalkade Ends Canvas Trek

ELDRIDGE, Ala., Nov. 25.—Harry Kreko's *Kavalkade* closed its tent season in Arkansas November 10, after a swing thru Illinois and Kentucky, Missouri and Arkansas. The season, as a whole, was spotty, producer W. E. (Billy) McQuage reports, but the show managed to close on the right side of the ledger. This was the first under-canvas venture for Kreko, who for a number of years had his own magic show on the road.

Bruce McLaughlin, advance agent, has been contracted to return next spring. He and his wife, Dortha, who this season handled the banners, will spend the winter in Miami, Fla. Billy McQuage, who this season did the producing in addition to blackface in the concerts, also has been engaged to return next season.

In the roster this season were Harry Kreko, manager; Mrs. Kreko, secretary-treasurer; Bruce and Dortha McLaughlin; Riley Woodfork, billposter; Bill Walters, assistant; Billy McQuage, Elmer Stoddard, characters; Emma Stoddard, character; Uncle Abner and his Radio Gang, of Station WOMB, comprising Elmer Stoddard (Uncle Abner), Bob Baker, bass fiddle; James Jones, guitar; Morgan Higgs, violin; Cliff Wedding, mandolin; Melvin Paul, piano, and Phyllis Lee, singer.

Players in Kansas. . . ROSE CITY PLAYERS, after several weeks in Oregon, have invaded California for a 12-week stay with the following folks: Don Taylor, Bill Hill, Audrey Swanson, Chester Kelly, Eleanor Delwers, Phil LeGrand and Ray Lenhart. . . . RALPH MOODY, since closing his Hazel McEwen Players, has his own program on Station WJWB, Topeka, Kan. . . . WILLIAM J. KNAPP closed his season in Colorado, recently joined Harvey Brandon's merry-go-round in Colorado. . . . BUDDY LEAVELL, after several weeks in a Dallas hospital, has rejoined the cast of the Merry Madcaps, managed by Melvin Paul, piano, and Phyllis Lee, singer.

intact. Show is broadcast twice nightly over Station WIND.

Contestants remaining are Phil Arnold and Jo-Jo Sprech, Eddie Tompkins and Bernice Pike, Bozo Gilardi and Tillie Davis, Duval and Joan Leslie, Hughie Hendrixson and Angle Hamby, Cherry Pie Crowder and Roma Terry, Skippy Skidmore and Chad Alvin, Jimmy and Minnie Purnell, Phil Rainey and Jennie Busch, Larry and Bilda Descaz, Ed and Becharach and Ellen Brandel and Jack Glenn and Helen Caldwell, Billy Willis, Henry Rink, Mickey Britton and Jack (Junior) Kelly are solos. All the teams except one are sponsored.

Ross Walkie for Phoenix

PHOENIX, Ariz., Nov. 25.—Hal J. Ross announced today the arrangements for launching of a walkathon here soon under his direction are rapidly nearing completion. Show is slated to operate under Veterans of Foreign Wars Post auspices. Construction of a stadium, 100x180 feet, is under way.

WELLS SLONIGER, former well-known floor judge, has an executive position with the Seltzer Roller Derby, currently playing the armory in Louisville.

HAZEL ERSON, formerly associated with the Charles Hayden organization, is now married and residing in St. Louis.

VERNE KIRK, auditor for many years for the late Charley Hayden, is located in Mason City, Ia.

MRS. J. J. KAPLAN queries from Washington why more promoters, managers and contestants do not do us news on the outcome of their shows. Inasmuch as we can't say why they don't do it, the next best thing we can do is (SEE *ENDURANCE SHOWS* on page 45)

FRANK GAGGAN, tenor banjoist well known in the rep field, is on the Vim Herd Hi Neighbor program, heard mornings and evenings over Station WFBC, Greenville, S. C. . . . MR. AND MRS. CLIFTON WEBB have a small trick playing in Southern New Hampshire. . . . E. D. RUSSELL posts from Cleburne, Tex., that he's lining up a circuit of small towns in that sector to present a picture show under merchant sponsorship. . . . AL PITCAITHELY wound up his "Rocky" at Club Woodstock, St. Joseph, Mo., November 22. His recent four-day stop-off in Kansas City, Mo., was his first visit there in years, and he says he bumped into many oldtimes during his brief stay. . . . MONTE NOVARRO has just concluded an extended return engagement with the "Seabees" Hayworth circle in North Carolina. His wife, Billie Love, is remaining with the Hayworth troupe, however. . . . DEB BENTLEY, who's doing a small trick report business good in halls and schools thru Southeastern Texas. . . . AL MORSTAD, in the past a violin leader with various reps, tabs and minstrels, is located in Ft. Worth, Tex., where he's playing with two orchestras, in addition to holding a regular day job.

Don't fail to get next week's issue of *The Billboard* as announced. It's the opening of the greatest 24-hour show of the year—

ARIZONA AMUSEMENTS, Inc.
\$100,000.00 CAPITALIZATION
(All Stock Fully Subscribed)
ATTENTION: Bill Sells, Ph. M. L. Lenny Paige, Archie Gayer, Art Wall, Dick Robinson, Kelly and Meyer, Jess Jones, Fred and Billie Taylor, Fred, Sally, Don King, Sam Moran and Sweet Pea, contact me at local office, 1000 Olive Street, St. Louis, Mo. H. J. ROSS, Box Breese Motor Villages, Phoenix, Ariz.

OLLIE HAMILTON STOCK CO.

WANTS Juvenile Man and Comic Artist. Circle stock theaters. If afraid of work or like booze by all that is the same this ad. It's nice engagement of people. Write me at once.
OLLIE HAMILTON, Webbboro, N. C.

December and January Offer Opportunity To Book Schools

Schools busy with plays as churches stage benefits, but educators soon to line up shows for the coming semester—roadshowman must know products

By W. P. SCHRAMM, Veragraph Film Corp.

Editor's Note: W. P. Schramm, who conducts his own library, has been associated with movies for 25 years. He acted as booker and renter for a well-known circuit and is well qualified to write on roadshowmen's problems.

NEW YORK, Nov. 25.—Altho roadshowmen who play schools and churches will have their schedules more or less interrupted by holiday activities, December and January offer them opportunities to increase their takes. Because many schools are busy with their productions of Dickens' Christmas Carol and pageants, the latter part of January or early in February will be more than offset by the churches and fraternal organizations giving Christmas shows. Experience has taught that the best time to talk to a school head about pictures is when he is mapping his program. As many educators book only for a semester, this term will start the latter part of January or early in February. Since schools will be busy with examinations and plans for the coming session, the time to submit catalogs is just prior to the approval of the plans. Right after the holidays, school people will be in the proper frame of mind to consider entertainment and visual instruction. However, it is up to the roadshowman to make an interesting presentation. The thing to point out is that movies can be shown without disruption of class work.

Suggests Moral Films

For bookings before Christmas, it is best to show films that teach a moral. While some roadshowmen believe that only religious pictures can be offered, other operators have learned differently. The characters do not have to wear flowing gowns, and those films with modern settings seem to make the best impression because they are most logical. For instance, there is no better picture for pre-Christmas showing than *The Calling of St. Matthew*, a Harold Bell Wright, a minister story featuring Richard Dix and Charlotte Wyndham. In this film a clergyman launches a crusade against vice; it shows the temptations and the results of this vice. Yes, some may call it a sermon, but call it what you may, it has a moral that is strongly put across.

With the Christmas spirit in the air and talk of war and dictatorship everywhere, there is not a better picture to be shown before December 25 than *Abraham Lincoln*, starring Walter Huston. This is a story of a man who put his personal feelings in the background, who dedicated his whole life to a cause. There isn't a church or school any place that shouldn't present this picture.

Must Know Films

However, in booking in December and January roadshowmen will have to know the products better than ever. The operator shouldn't be misled by titles or allow them to mislead prospective customers. It should be remembered that 16mm. films were first released in

35mm. and had to have titles that would attract attention. As an illustration of this *Hell's House* can be cited as an example. This film was inspired by the Wickersham report. It is an ideal picture for Boy Scout gatherings and Christian Endeavor group seasons. It is now available under the title of *Justice Court*. Under its original title, the chances are slim that a Scout troop or CE class would have booked it, yet under the less sensational title it is sought by these groups.

With December just getting under way, this is the time for school roadshowmen to make plans that will net them cash for the next six months.

Christmas Holidays Offer Roadshowmen Unique Opportunity

CINCINNATI, Nov. 25.—Roadshowmen are offered many opportunities to increase their showings and takes with the coming of the Christmas holidays. With Thanksgiving Day already observed in 25 States, schools, churches and organizations are turning their thoughts to bazaars and benefits to raise funds for Christmas activities and basket funds. Since these groups will want to offer something new and different, the roadshowman is the person being sought to give a diversified program.

Since numerous films are suitable to boost the attendance at such functions, the roadshowman has practically no obstacles in giving pre-Christmas shows. In addition to this type of performance the holidays also offer an opportunity to put on religious shows.

Many roadshowmen have already sensed the opportunities offered during December and have booked their shows well in advance. This is especially true of those who plan to show religious or pictures with a definite Christmas slant. Since the supply of these pictures is limited, the operators are urged to make their reservations long in advance as possible. Unless the picture is reserved there is the possibility that a substitute film may have to be shown.

Librarians have reported many reservations on Christmas film, which shows definitely that the operators are looking forward to a big month. The rental firms are, in some instances, holding in reserve films which, while they do not have a definite yuletide angle, may be used at this time of the year. These pictures, it is reported, deal with winter scenes. However, the fact is stressed that when Christmas movies are wanted only Christmas movies will fill the bill.

Operators over the country are anticipating big business during the last month of the year to round out a banner 1939. Those who have made early reservation for Christmas films are sitting pretty and those who have bookings but have failed to make reservations are urged to get them in as soon as possible. While libraries are lending full cooperation and exerting every effort in getting these films out on time, there is still time to make reservations—provided it is done now.

"DEALERS IN DEATH"

DEALS DARINGLY WITH MUCH DISCREET CURRENT PROBLEM OF PEACE

What Critics Say:

"It squares so well with the facts uncovered by investigation of the Munition Industry that it must be accorded favor for its authenticity as well as its high purpose."
—Senator Gerald P. Nye.

"It is, perhaps, the strongest and most daring film—to date."
—Variety.

"First film to capitalize on Munition Exports. It is as True and Effective a Document as you could ask for."
—New Republic.

"DEALERS IN DEATH is Timely and Important."
—World Telegram.

An Outstanding Picture for Roadshowmen

Exclusive Distributors

NU-ART FILMS, INC. 145 W. 45th St., New York, N. Y.
Write for Particulars.

New Available on 16mm. for Showings in Schools—Churches—Cubs Towns Without Theaters



This exclusive release rents for \$8.00 for one day, showing \$10.00 for a full week. Hundreds of other desirable title subjects are listed in our big descriptive catalog. Write for your copy.

Eastin Pictures, Inc.
Colorado Springs, Colo.
Eastin Brothers, Pictures Co.
Davenport, Iowa.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today

Ideal Pictures Corporation

Dept. B.B.
28 East 8th Street, Chicago, Ill.

SPECIAL RENTAL RATES

Exact and Reliably Features for Holidays. Also WAR NEWS Reels, FEATURES, SHORTS, ETC. Rental Get Acquainted Rates, except Xmas and Religious Film.
16mm. Sound Per Reel 75¢
Moguls 55 W. 45th St., New York, N. Y.

BING CROSBY

AND OTHER HEADLINE STARS
One-Reel Musical Comedies \$17.50
Catalog on Request
ASSOCIATED FILM ENTERPRISES,
244 West 40th St., New York City

"THINE IS THE KINGDOM"

16mm. SOUND 35mm.
A Best. A beautiful Biblical subject, linking up the promises of the Old Testament with the life of Christ. It contains some excellent scenes of the Old Testament from Genesis to the Call of Samuel. The last two reels contain a beautiful tabular life of Christ, and includes excellent scenes of the Crucifixion, Last Supper, the Crucifixion and the Ascension.
OTTO MARBACH
630 9TH AVENUE, NEW YORK CITY.

ALL NEW—16MM. SOUND PICTURES

"KING OF THE SIERRAS"
Fighting Wild Stallions in an Epic Drama of the Last of the Mustangs—Starring REX, King of Wild Horses, and SHEIK, the Wonder Horse. 6 reels—16mm. Sound Film.

2-Reel Action Westerns

A series of (16) 16mm. Sound Films with WALLY WALES, AL HOXIE; BUFFALO BILL, J.C. FRANKLIN FARNUM and SILVER KING.

Catalogue on Request.
POST PICTURES CORP.
723 7TH AVE., NEW YORK CITY.

SHOW TALKIES

In Theaterless Communities. Portable Sound Equipment and Weekly Programs Rented. Many desirable Circuits spreading all over the country.

KEYSTONE STATE AMUSEMENT CIRCUITS
Largest Operators of Movie Shows in the World
505 Theatre Bldg., 197 So. Court St., Pittsburgh, Pa. Memphis, Tenn.

"THE GREAT MANTA"

16MM SOUND... 5 REELS
ADVENTURE, ROMANCE, ACTION in the South Seas. An exciting story of the battle with the killer of the seas—the Great Manta.

PICTORIAL FILMS, INC.
1650-B Broadway, N. Y. C.

BARGAINS IN 16MM S. O. F.

FEATURES AND SHORTS
Used Picture, but in excellent condition, almost equal to new. From the shelves of the largest sound film library in the country.
\$1.00 TO \$10.00 PER REEL
Guaranteed Vester-Archimedes Sound Projectors, Complete, \$145.00
Harris Home Movie Library
322 W. 42d St., N. Y.

A SHOWMAN'S NATURAL

16MM Sound-on-Film
Laboratory Print Negative
THE ROAD TO RUIN, starring Helen Foster.
8 Reels. Sale Price \$189.50.
A flaming warning to the parents of America—the truth about the vital problems of Modern Youth.

REMINGTON QUALITY PICTURES
1635 Central Pkwy., CINCINNATI, O.

16 & 35mm Roadshowmen Headquarters

Lowest priced Projection Equipment, Films, Supplies, Lamps, Brides, Advertising Trays, raw Film Stock, Film Laboratory Service, Developing, etc. For Rentals and Commercial Features. Completely equipped Camera and Projection Crew, available.
AUDIO VISUAL SERVICE,
Saint Louis, Missouri
Mart Building.

---SPECIAL---

For Sale—New DeVry 28MM Portable, 3000' Magazine, two Projectors, complete with Amplifier, Earphone. Used two months still in original cartons. Out \$1,927.00; sacrifice \$655.00 cash.
POWERS, 1512 Summit St., Sioux City, Ia.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
128 City Terrace Building, Pitt Street, Sydney.
Australian Office of THE BILLBOARD.

New and Recent Releases

(Running times are approximate)

VOICE OF SYAMA, released by Post Pictures Corp. An authentic and one of the most spectacular of screen records of life in Siam. Intimate views of private lives and commercial customs—thrilling and illuminating hunts for wild elephants, showing how the savage beasts are lured into captivity by trained elephants. Running time, 56 minutes.

KING OF THE SIERRAS, released by Post Pictures Corp. Stars Rex, king of wild horses; Sheik, the trained wonder horse; Harry Harvey Jr., the singing boy buckaroo, and Hobart Bosworth, Uncle Hank, a philosophical old ranger, tells Tommy, a little orphaned boy, the story of the mistakes as they once roamed the Western wilderness, and graphically reveals the human-like traits of wild horses in rearing their families, instructing and protecting their young, encountering rivalries and heroically meeting and overcoming dangers

until doomed to extinction at the hands of man. Running time, 88 minutes.

SERIES OF EIGHT WESTERNS, released by Post Pictures Corp. Eight two-reelers as follows: *Pals of the Prairie*, *Sundown Trail*, *Carrying the Mail*, *The Lone Rider*, *The Lone Rider*, *The Arizona Cyclone*, *West of the Law* and *The Desert Man*. Feature Wally Wales, Buffalo Bill Jr., Franklin Farnum, Al Hoxie, Yakima Canutt and Silver King. A smooth adventure from the East, plans to get the money from a pretty ranch girl; two young cowboys unmask the crook and forestal robberies. Run- (See NEW RELEASES on page 45)

16 mm HOLIDAY TRAILERS...
Make this your headquarters for 16mm Holiday Trailers and Titles with or without Music. Not amateur, but De luxe professional workmanship. Write for catalogue.
FILMACK TRAILER CO. 242 SO. WABASH AVE. CHICAGO, ILL.

With the Circus Fans

By THE RINGMASTER

President: WILLIAM H. HUBB, W. M. BUCKLEIGH, Secretary, 1111 N. 1st St., New Britain, Conn.

Consolidated by WALTER FOHRENADLER, Editor, The Billboard, 4387 Vernon Blvd., Long Island City, N. Y.

ROCHELLE, Ill., Nov. 25.—The Chicago Chapter of the American Institute of Architects conducted a memorial service in honor of the late Irving K. Pond at Hull House, Chicago, Wednesday afternoon, November 15. The hall was filled with friends of the deceased and addresses were made by representatives of the various organizations to which Pond belonged, the final "summing up" of his life being given by Horace Bridges, lecturer for the Chicago Ethical Society, of which Pond was long a member. In the absence of Frank H. Hartless, past president of the Circus Fans' Association and member of the memorial committee, Charles D. Collins, chairman of the Chicago CPA Tent, read a short and appropriate paper telling of the life of Pond as a circus fan and ardent lover of the performers' art under the big tops. As Pond wished it, the gathering was a notice of mourning, but rather took on the character of gratefulness and joy for his having lived. Members of the CPA present were Mr. and Mrs. Charles D. Collins, Walter Krawiec and J. R. Shepard, of Chicago, and Frederick Clarner, of Somerset, Mass.

Mr. and Mrs. Merle Evans will be the honored guests at the second annual meeting of the Merle Evans Tent No. 27 to be held in Joplin, Mo., December 16 at Hotel Connor. Afternoon session will start at 2:30 and the banquet will be at 7. Some 30 or 40 guests are expected at the banquet and there has been quite some expense in building a miniature circus tent in cellophane, which will include a menagerie tent with miniature cages and animals. Tent will be lighted with small Christmas lights and will include three rings and two platforms. Everything is being done as near to scale as possible. The walls of the banquet hall will be completely covered with one-shots from all circuses out last season. In addition, President Paul VanPool has made several hundred feet of motion pictures of the various shows during past year, including pictures he personally made at Ringling's winter quarters. There will also be on display VanPool's large collection of circus souvenirs, photographs and route sheets.

The regular monthly meeting of the Ruth Landolf Tent was held on the evening of November 14 at the American Legion Hall in Hartford, Conn. Three new members elected to membership at the October meeting were welcomed into the tent. They were Robert A. Dawles, of Rockville, Conn.; Spencer M. Jewell, of Hartford, and Dr. Henry Martin, of New Britain. The meeting was complete on the quota of the tent, which is limited by its by-laws to 15 members. John H. Yost, honorary member of Rockville, attended the meeting and was warmly

AT LIBERTY!
WARD'S PERFORMING BABY
ELEPHANTS
THE THREE SMALLEST TRAINED ELEPHANTS IN AMERICA.
For Information and Pictures:
Meems Bros. & Ward, Inc.
OCEANSIDE, NEW YORK.

Merry Christmas and Happy New Year
From
INTERNATIONAL ALLIANCE OF BILLPOSTERS, BILLERS and DISTRIBUTORS
LEO ABERNATHY, WILLIAM MC-CARTHY
International President, International Secretary
A. THOMAS NOONAN
International Treasurer

greeted. This was the first meeting he had been able to attend in about two years, due to illness. Following the regular business session, movies of the Eastern sectional meeting, held at Benson's Wild Animal Farm, Nausha, N. H., on October 12, were shown by member Carlos S. Holcomb, who some shots of the routine of Burt Northrup and his educated pony, Bess. Previous to the meeting Eddie (Blackie) Nye, in the blacksmith department of the Big One the past summer, dropped in to greet his many friends. Hartford is Blackie's home town.

The Live Wire Club, of the Binghamton, N. Y., Chamber of Commerce, gathered under the "big top" of the Barlow Building for its annual three-ring circus as guests of George H. Barlow III. The Live Wires carried out their program of fun and entertainment in a simulated setting of the big show. The Binghamton Municipal Band, under direction of W. W. Watkins, put the final touches to the scene with a program of circus numbers. Top-hatted and mustachioed Barlow cracked the whip and tooted the whistle as ringmaster. The Live Wires sat down to a dinner in Barlow's Hippodrome Boom in which are hung pictures of Buffalo Bill, Max Baer, Riefenach Sisters and other famous circus characters.

Mr. and Mrs. Clyde Beatty were dinner guests of Dr. William Mann at Washington, D. C., after the close of the Shrine Circus at Baltimore and the next day they paid a visit to the national zoo. Dr. Mann entertained a party at one of the evening performances during the run of the circus.

December 2 is the date set for the Pat Valdo Tent meeting at Binghamton, N. Y. Afternoon business session will be held in the Recreation Hippodrome with a highball party and circus party at 4 p.m. at the Barlow barns. A new circus room will be dedicated as a memorial to the late George H. Barlow Jr., CPA, who passed away April 21 of this year. Several Fans are expected from out of town.

CPA Frederick C. Clarner, of Somerset, Mass., visited with a daughter in Chicago over the Thanksgiving holidays.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Nov. 25.—Space at the club is now at a premium as far as rehearsals are concerned. And that is always a good sign, for it gives the club the necessary hustle and bustle that it needs to make the average trouper realize he has such a thing as a benevolent club to belong to.

The following have been working out in the club: Wen Hal, Chinese and acrobatic and bar act; Paul Lorenzo, high act; Jacqueline and Jean Tryster,

pole act; Yamama Troupe, Japanese jugglers and acrobats; Al Ackerman Troupe, acrobats, and the Cyranas, Harry Clark and Nick Boila units.

Ponda and Gladis closed their fair season in Texas and have been visiting home folks over Thanksgiving.

The Altshubers, wire act, recently at the Fargo (N. D.) Shrine Circus, have gone east.

The Great George, magician, sails for South America shortly.

Jack Hallen is doing a clown, magic and dancing act.

Harry and Ruby Hoag are booked in an eastern department store for the holiday season.

Pio Merit has left Chicago on a business trip.

Flo Marie, of Talent and Merit, has been discharged from the hospital and is recuperating at her home in Seattle.

Jim Wong was a recent visitor at the club rooms.

Clara and Rosita have returned to town for the holidays. Aerial Matthews also are back in town.

10,000TH STAND

(Continued from opposite page)

villages and cities in Iowa than in any other State. The Ringling show and Ringling-Barnum shows have visited 291 different communities in Iowa. One hundred ninety-three different communities in Illinois have seen the Ringling show at one time or another and 139 different communities in Wisconsin have had one or more visits from the Ringling or Ringling-Barnum show. Since the show first took to the road it has played but one city in Delaware, Wilmington, which has seen the show no less than 24 different times. The show has played but two different cities in Nevada, three in New Hampshire and four in Arizona and Rhode Island. Because the Ringling show has played in more different communities in Iowa than in any other State, one might venture to guess that it had also spent its greatest number of days in that State. Statistics, however, do not bear this out, since the show has played in the State of New York 1,152 days. Of the 1,152 days, 769 of them have been in Greater New York, which include 108 in Brooklyn, 6 in Long Island City and 645 in New York City proper. Three hundred and ninety-three of the 1,152 stands were played outside of Greater New York.

Since 1884 the Ringling show has had 1,103 exhibitions stands in Illinois. Three hundred and ninety-six of those were in Chicago before the merger and 132 after the merger. The show has exhibited in Iowa 769 different days; Pennsylvania, 517; Wisconsin, 484. Breaking the route down just a bit more, it is found that the Ringling show has played approximately 16.61 per cent of its time in four different cities—New York, Chicago, Boston and Philadelphia. The show has devoted approximately 11.65 per cent of its time to the State of New York and 7.95 per cent to New York City. Six States, Illinois, New York, Pennsylvania, Iowa, Texas and Wisconsin, have seen the show approximately 35.53 per cent of the time that it has been on the road.

LIGHTING PLANTS
GASOLINE or DIESEL ENGINE DRIVEN
"Sunlite"
1 to 50 KW. Special Distribution Panels.
Immediate Shipment From Stock. Attractively Painted and Striped.
Terms Arranged
E. B. KELLEY CO., Inc.
4387 VERNON BLVD., LONG ISLAND CITY, NEW YORK

THEY'RE "TOPS"
IN THE SHOW BUSINESS
Universal
Electric Plants
First choice among America's traveling shows, carnivals, etc. All Good Condition. Universal lighting plants are light, compact, simple to operate, economical to own. All sizes to handle from 10 to 10,000 lamps. Ask for Catalog B-52.
UNIVERSAL MOTOR CO. OSWEGO, N. Y.

USED TENTS
Prices Reduced on Largest Stock of Tents—Set in the South. All Good Condition. Get Our List. Here Are a Few:
40x 72 241 50x 80 325
40x 96 295 50x 110 400
40x 120 347 50x 140 513
40x 64 252 50x 170 627
40x 88 304 50x 200 741
40x 112 356 60x 84 475
90 x 120 \$ 84.75
90 x 150 124.68
90 x 195 1254.60

SMITH MFG. CO.
DALTON, GEORGIA
Reliable Tent Makes for Over 40 Years.

HORSE & PONY PLUMES
FOR STREET PARADES, ACTS AND ADVERTISING PURPOSES. Write for Catalog.
H. SCHAEHMS
10414 83th Avenue, RICHMOND HILL, N. Y.

CIRCUS PHOTOS
Spears, Sells-Photo, Christy, etc. Special Offer Set, 17 photos John Bealman and 1822 Janine Freimitt. Poster, \$1.50, Photo List and Sample 15c. Just Received Professional 10000 "Circus Holiday" Every detail from the time the tent is struck. A "must" for your library. 400 ft., \$12.00. 800 ft., \$22.00.
ART "DOC" MILLER
South Main, Elmira, N. Y.

OLD CIRCUS PHOTOS
Get cheap Indian, 25c each. Send \$1 and we will send you 70c box and list. Satisfaction guaranteed.

Savannah Camera Co.
Savannah, Georgia.

XMAS CIRCUS PHOTO SPECIALS
Send dollar bill for 4 assorted old circus scenes and partial set of new designs from the world's largest circus photograph collection.
P. M. MULLER PHOTO COLLECTION, Box 891, Franklin, Pa.
Wanted at all times old Circus Photos, Letters, Helios, Posters, etc. Send your list.

A Nearly New Hansom Cab and Harness
Price \$1,000.00, or consider the best offer until Christmas also Yelloho, Irish Jaunting Cart, Mail Coach, Meadows, Post Office Delivery to Broadway Cart, Show Wagon, Sleigh, Single, Double, Tandem and Four-in-Hand Harness, Cross and Side Saddles, Helios and Horse Toys.
WILLIAM WRIGHT, FAR HILLS, N. J.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

Where Are You Wintering?
Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:
Title of Show.....
Kind of Show.....
Is it Flat-car, Baggage or Motorized?.....
Owner.....
Manager.....
Winter Quarters Address.....
Office Address.....
Opening date and stand for 1940 if definitely set.....

Circus Air-Conditioning Pays

By NAT GREEN

THE dream of circusgoers—an air-conditioned big top where the customers could sit in comfort and enjoy a performance without sweltering in midsummer heat—has come true. The innovation may cut the sale of palm leaf fans. It may even reduce the sale of pop and other drinks as some concessioners dolefully predict. However, as far as can be learned such sales were not affected this season, but it was demonstrated that air-conditioning was responsible for increased attendance and better satisfied patrons.

From about the first of July eight large air-conditioning units were in operation on Ringling Brothers and Barnum & Bailey Circus. There were days when one or another of the units did not function 100 per cent, but skilled mechanics were constantly at work, adjusting and readjusting, until all units were properly working. The result was thousands of customers remarked upon the great improvement air-conditioning had made.

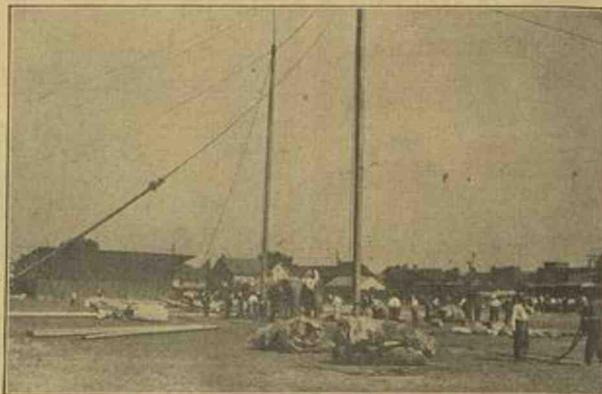
Ringling-Barnum Second
Ringling-Barnum was not the pioneer

It continued thru the spring, and when the circus opened its tented season on Long Island all its paper carried a line reading "100 per cent air-conditioned." Unfortunately, the units were not ready for the opening date. It was not until the show had been on the road for a month or more that a few of the units were in operation. More were added, one by one, until all eight were operating.

Eight Trailers Required

Equipment is mounted on eight trailers, which when in use are placed at equidistant points around the outside of the big top. Trailers are 16½ feet long, 8 feet wide and 10 feet high. The number of units was determined by a study of the length of the duct necessary to distribute air for the area covered, by the number of flat cars required to transport the equipment, and by the size of the equipment that could be mounted on each trailer. Eight trailers proved to be the economical number, since four can be accommodated on a flat car and the minimum amount of duct work is necessary.

Each trailer is a self-contained unit,



WHEN the big top goes up air-conditioning equipment goes up with it. Eight trailer loads of conditioning equipment are spotted about the tent area before the tent is raised.

During the early part of the 1939 season they consumed around 50 tons of ice per day.

Canvas supply ducts, two for each trailer, are semi-circular in shape and are supplied with aluminum grilles. Metal rings are sewed into the corners of the supply ducts and also in the top of the tent so that the ducts can be laced to the big top. The air is distributed from 16 specially designed outlets, spaced at equal intervals in the canvas top and approximately 40 feet from the outside edge. Ducts and air distributors are packed in the ice bunkers while the circus is en route.

Melting of the ice and dehumidification of the air makes available approximately 10 gallons per minute of waste water from each conditioner. It was the intention to spray this water on the top of the tent to minimize sun effect, but this was found impractical and was abandoned.

Top Can Also Be Heated

While cooling the air is the main purpose of the air-conditioning, there are times during the show's season when it may be necessary to provide a higher temperature. The same equipment may be used for cooling and heating. When the weather is too cool for comfort the air drawn in by the centrifugal fans is washed by sprays of heated water and blown thru the ducts into the tent above the heads of the spectators.

The air washing and cooling equip-

ment was furnished by Buffalo Forge Co. The heat is supplied by coils connected with large size G.-E. oil furnaces. Hot water from the boiler is circulated thru a heating coil located at the inlet of the fan. The pump normally used for spraying water over the ice bunkers is used for circulating water from the oil furnaces thru the hot-water heating coils.

"Our new system does not just blow cold air into the big tent," says John Ringling North, president of the Ringling Brothers and Barnum & Bailey Circus. "Instead it supplies air-conditioning as to both temperature and humidity, and properly distributed. There are a good many days when the circus plays in cold, rainy weather, and it is just as essential that our patrons be made comfortable at those times as when it is hot."

Aside from the actual difference in temperature produced by the air-cooling system, there is a psychological effect that demonstrates the power of suggestion. In a number of instances during the season customers who entered the tent before the air-conditioning equipment had a chance to change the temperature remarked upon how cool and comfortable it was in the tent. And there is little doubt that hundreds of people were attracted to the circus by

(Circus Air-Conditioning on opp. page)

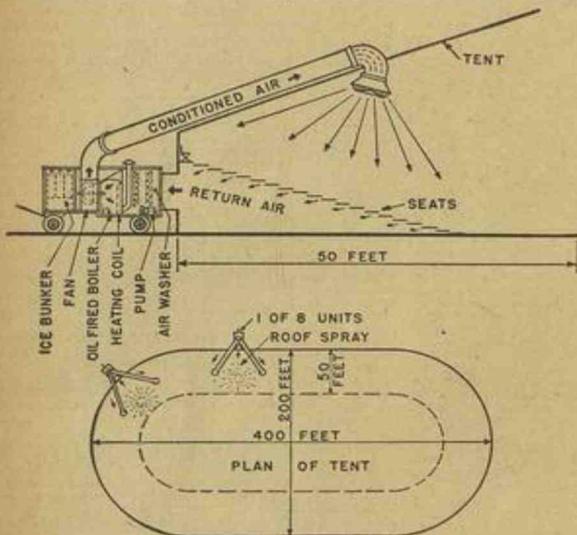


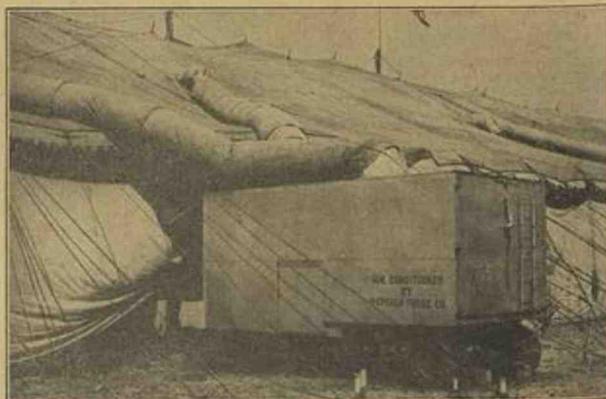
DIAGRAM of air-conditioning system installed on Ringling Bros. and Barnum & Bailey Circus.

in circus air-conditioning. More than two years ago—in April, 1937—Charles J. Meyer persuaded Charles Hunt, owner of Eddy Bros.' Circus, a truck show, to allow him to air-condition the reserved-seat section of the show with equipment which Meyer had perfected. The top was a small one and but one unit was used for the test. It worked satisfactorily, lowering the temperature appreciably. Hunt continued using the equipment on his show, to the better satisfaction of his customers.

When John Ringling North, head of the Ringling-Barnum show, and Henry Ringling North, his brother, broached the subject of air-conditioning the huge big top of the show last fall, they were laughed at. Most of the old-timers said it couldn't be done. But the North boys called in air-conditioning experts who studied the problem and finally announced that they could air-condition the tent, which is 200 by 400 feet. Plans were drawn, estimates obtained, and during the winter the work of constructing eight powerful units went forward,

including a 15-gallon oil storage tank and expansion tank, and each has a set of twin ducts and grilles leading into the tent roof. The trailers and ice bunkers were purchased from the Southern Iron and Equipment Co.

On each trailer is mounted a Buffalo Forge limit load fan handling 17,000 cubic feet per minute and driven by a G.-E. 3-h.-p. motor. The fan pulls air thru an air washer made of 3/16-inch iron fabricated in one piece in order to eliminate the possibility of leaks caused by extreme service requirements. A pump driven by a 3-h.-p. G.-E. motor sprays 150 gallons per minute of chilled water in the air washer to cool and dehumidify the air delivered to the big top. Another pump driven by a 2-h.-p. motor takes the water from the tank of the air washer and sprays it over the ice in the ice bunkers to cool the water to the desired temperature. The bunkers can be charged with 6,000 pounds of ice, and it is estimated that under extreme conditions 29 tons of ice would be melted each hour in the eight conditioners.



WITH the afternoon performance in full blast, 16 canvas ducts like the ones shown in this picture are delivering ice-cooled air to the big top.

New Hip. Track at R-B Quarters Dupes Outdoor Conditions

SARASOTA, Nov. 25.—Duplicating big-top conditions out of doors, Ringling-Barnum circuses have constructed a standard horse show size hippodrome track, with two rings and a stage in the center, at quarters here. Track is located between the elephant kraal and the cat barn and is a grand stand on concrete with a seating capacity of 2,000. Mac Steele directed construction of the oval.

Altho not quite completed, the outdoor "big top" was the scene of a lengthy training session as quarters opened last Sunday with several hundred persons in the stands. Walter McClain presented two rings of performing elephants, Gordon Orton and Tex Ulm-undt worked Liberty horses and Bill Haby and Johnny West raced combination bugs. In addition, there were two pony acts presented by Tommy Cropper and Johnny West; a sulky race, jumping and menage horses, and a trained seal act by Orton. Gargantua, the gorilla, has been placed on exhibition in a small tent near the menagerie barn. Dick Kroner, his keeper, is undergoing treatment for leg injuries sustained on the show early last summer, but is able to attend to his duties.

Refurbishing of quarters this fall is on a far larger scale than since John Ringling's day. A large sign has been erected over the gate calling attention to the attractions on display. The exterior of the elephant barn has been extensively landscaped and the main and press offices are undergoing large-scale repairs. A new grandstand, available is being used on the gate this year. The Jomar, private rail car from which John Ringling directed the show's destinies for many years, is being reconditioned, rebuilt and redecorated for the road next spring. John North will take interest in the car abroad with him next month to have Max Weldy, of Paris, redesign the interior.

Estate Hearing Postponed

Hearing on various phases of the John Ringling estate legal tangle, set for December 7, has been indefinitely postponed by Circuit Judge W. T. Harrison, due to pressure of a heavy criminal docket. County Judge Forrest Chapman, in his capacity as probate judge, last week authorized the estate's executors to pay a \$75 legal services bill to J. Irvin Walden, local attorney, and to further pay Walden at the rate of \$75 per month.

15 Years Ago

(From The Billboard Dated November 29, 1924)

George W. Christy, owner of Christy Bros' and Golden Bros' circuses, announced that he would put out three shows in 1925, the new one to be a circus and Wild West show, with Walter McCormick as general agent and Jake Friedman and Ed Heinz as the helm behind the show. The first show, after closing with the Main show, joined Golden Bros' Circus. . . . Bob Paul, who had been with one of Ringling's advance cars, was working ahead of a repertoire show. . . . Jerry Mugivan, of the American Circus Corp., arrived in Peru, Ind., with a consignment of animals, including 11 polar bears and 11 lions. . . . Lorenz Hagenbeck, of Hamburg, Germany, son of Carl Hagenbeck, founder of the Hagenbeck Zoo, slipped on wet pavement in Detroit and seriously injured his knee. He was taken to St. Mary's Hospital.

Manager Billy Lindeman purchased a cream-colored pony, kangaroo, spotted broken and a young leopard, all to be taken to St. Petersburg, Fla., to the quarters in Sheboygan, Wis. . . . Santos & Artigas Circus opened November 28 at the Payret Theater, Havana. . . . Duke Mills was re-engaged as side show manager. John Robinson Circus, He and Ray Egan, were preparing to go on show for the winter. . . . Advance of E. H. Jones' Cole Bros' Show closed November 25 near Pine Bluff, Ark. . . . Lind Bros' Motorized One-Ring Circus closed and went to quarters at Fairbury, Neb. . . . Raymond (Pat) Cronin, formerly balloon

Indoor Circus News

News of indoor circuses that do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

man with Robbins Bros' Circus, was going blackface with the Famous Mobile Minstrels. . . . Al G. Barnes Circus closed November 24 and went to quarters at Palms, Calif. . . . Edwin H. Wilkinson, of the animal department of Ringling-Barnum circus, and Jennie Comer, non-professional, Grand Rapids, Mich., were married November 15.

CIRCUS AIR-CONDITIONING

(Continued from opposite page)

the advertising "100 per cent air-conditioned."

Improved Equipment Expected

With the experience gained during the 1938 season, it is expected that a marked improvement in air-conditioning will be brought about next year. And it is quite probable that as more economical means of air-conditioning are developed, as doubtless they will be, other tent shows will fall in line and give their customers air-cooled tops.

VAUDEVILLE NOTES

(Continued from page 36)

Stan Early, mimic, who began a Coast vaude tour at Vancouver, B. C., some weeks ago, closed at the Orpheum, Los Angeles, last week. They've jumped into Hollywood to go to work on a new radio program. . . . EDMUND LOWE returns to Hollywood soon to work on Universal's *Howards*.

COUNT BERNI VIGI unit playing the same week at the Colonial, Dayton, O. . . . GLORIA BLAKE, 15-year-old singer, plays first New York theater date at the Strand, December 1.

RAY SWEENEY, who recently detached himself from Ross, Pierre and Sweeney, has moved into the Chateau, Cleveland, to polish up his new single. . . . BARE AND ESTES have been set for several weeks by Best Levy, beginning with a date in Winnipeg, Minn., Saturday (29).

BOB OAKLEY, who has been on personal appearances with Marie Wilson the last eight weeks, has returned to Hollywood to begin work with another picture personality.

MARY BERNIE AND SID WALKER have reunited after being split for four years. . . . EDDIE CANTOR has returned to Hollywood to begin work on MGM's *40 Little Mothers*. . . . OSA JERSON opens vaude dates in New York City, December 24, and returns later to Hollywood for a Columbia film.

COLUMBIA ARTISTS, New York, has set a vaude tour for Tito Guizar, starting at the Chicago, Chicago, December 15, with Baltimore, Hartford and Toronto, Illinois.

OZZIE NELSON and Harriet Hilliard go into the Paramount, Atlanta, Ga., December 31. . . . NILS T. GRANLUND unit plays the Brandt theaters, New York, beginning December 14.

THE Hollister Trio follow December 21. . . . TANNER AND THOMAS set for Fay's, Philadelphia, had to drop a year's work in London owing to the war.

PAITH BACON set for a tour opening at the English Opera House, Birmingham, Ind. With her bill will be Lee Barton, Evans and Curtiss Marionettes. Dates set by Fred Merrill, of the Amusement Booking Service, Detroit, Mich. . . . PROGRAM recently put on by Bill Bearthel at the Hotel Royal, Evansville, Ind., included Diamond T. White, White, Princess White Cloud and Red Wing. . . . LA FLAYA DANCERS started an engagement at the Brandt houses, New York, last week with Hamona and band.

FALLEY and LYNNE, who opened at Cappy's, Eaton, Mass., have created a new routine, Teletap—electrical tap dancing. . . . GUIDO AND EVA are featured on the opening bill of the new Show Boat, Buffalo, which opened November 21. . . . BILL BALDWIN is now personal manager of Rufe Davis. Baldwin was formerly with KFO in San Francisco. . . . MATT REILLY, tenor, was featured on Uncle Don Show at Manhattan Center, New York, November 21. . . . MARCIA HARRIS, singer-dancer, is touring with the Cymra's *Hokey* American unit.

ORRIN TUCKER Band has been booked by the Paramount for Orpheum, Minneapolis, Christmas week, and Harry James for Buffalo, Buffalo, New York, week. . . . DAVE APOLLOWS unit,

bitting High, will play the Fox Theater, St. Louis, December 1; Orpheum, Memphis, December 2; Majestic, Philadelphia, January 1; Metropolitan, Houston, January 7; Majestic, San Antonio, January 14; Paramount, Austin, January 21, and the Worth, Fort Worth, January 28. . . . ALBEN and BRODERICK went into the Shubert, New York, November 24. They play the Colonial, Dayton, O., week of December 1, and the Lyric, Indianapolis, December 8. Booked by Miles Ingalls, New York.

SIEMS and KAYE, working with Flo Nickerson's unit, *Hokey for Life*, go into the Grand Hotel, Philadelphia, December 1. ORIGINAL HOLLYWOOD STAR DOUBLES unit has been working steadily since June, 1937.

PEGGY POSTER, of the *Ice Follies* of 1940 chorus, was feted by the east Thursday (23) on the occasion of her birthday at Springfield, Mass.

RITZ BROTHERS go into Paramount, Los Angeles, November 30 week, for \$7,500 and a split over a 15G gross. . . . HUGH HERBERT, playing the Minnesota, Minneapolis, week of November 24, will probably play with a broadcast from Chicago and then return to his home town. . . . ROSE AUSTIN, with Candy and Coco, will work in the barroom sequence with Moe West in her new film, *My Little Chickadee*. . . . LEON LEONIDOFF hopped from New York to Hollywood last week to handle the dance sequence in *REO's Irene*. . . . WEAVER BROS. and ELVIR have completed work in their new Republic film, *Jeepers Creepers*. . . . ARTHUR ROCKWALD is handling the advance on his *Shavo* Prince Georgia Minstrels, currently playing Walden houses, with Don Hanna manager back with the troupe. Bloomfield and Greeley and their Harlem Dancing Girls, and Tommy Harris and Harry Fiddler are features.

SHAVO SHERMAN into the Carman, Philly, for a week, starting November 30. . . . FREDERICK AND POLK are playing the same week at the Pays in Philly.

MERRIE ABBOTT DANCERS, nine, arrived in Hollywood last week to work in Jack Benny's new film for Paramount, *Snack Benny's Hot Legs*.

GENE AUSTY BURNETTE, comedy star of Gene Austy Westerns, is set for an extensive p. a. tour after completing the Republic pic, *South of the Border*, William Morris Agency has set dates in Pennsylvania, Maryland, Ohio, Delaware. Walter Mattox, manager, has been held Arkule publicity, will accompany Burnette. Burnette opened a four-day stand November 19 at the Atlas, Washington. . . . RONALD REAGAN and JANE FAYBURN, pic *Mattox* manager, has been held Arkule personal appearance unit. . . . FIREMEN'S SHOW, held at Taft Theater, Cincinnati, November 10-13, included the following acts: Carl Nixon, Bento Brothers and Royce, and the *Four Top Guns*, led at the Masterdons, Rose Marie, Bob White, Tommy Hanlon and Nellie Clark, Dorothy Duval, Peterkin and Awdkin, the Four Blenders and the Zavatia Troupe, all booked by Frank Gladden, Chicago.

CLUB TALENT
(Continued from page 36)
LEA went into their 20th week at the Hotel Lorry, St. Paul, beginning November 15. . . . THE VOCALAIRES (Doris, Bob and Daphne) opened Friday (17) at the Flanders Grill, Philadelphia. . . . AL DUKE and Bill Sloan are opening at the Blue Mirror, Baltimore. . . . TERRY HAYES and BOB HAYES, who opened at the Ritz Hotel, Pittsburgh, He is being held indefinitely. . . . TED BLAKE and band have moved into Al Mercur's Nut House, Pittsburgh. They were recently at Leo Heyn's Summit Hotel, Uniontown, Pa. . . . BOB AND PAUL, who opened at the Mount Royal Hotel, Montreal, go into Dempsey's Vanderbilt, Miami Beach, Fla., December 21.

THREE PEPPERS, now in their fourth month at the Broad Street Rathskeller, Philadelphia, are being held over for five more weeks. . . . LESTRA LA MONTE is at the Half Way House, Glen Falls, N. Y., with a revue including Bobbe Beebe, Mary Clark, Gloria Gaynor and Ann Lorraine. Now in its 12th week, show is revamped every fortnight. . . . DICK BARSTOW, formerly of Dick and Edith Barstow, remains as assistant to Merrie Abbott in dance production at the Palmer House, Chicago. He received billing in the recent Tommy Dorsey show.

HARRY and LETA MARSH are playing an extended engagement at the Kingsway Hotel, St. Louis. . . . SMILIN MACK has been booked indefinitely into the Horseshoe Bar and Grill, Newburgh, N. Y. . . . CONSUELO GONZALES is currently featured at Matteoni's, Stock-

ton, Calif., booked by Manna Theatrical Agency, Oakland. Joaquin Garay opens two weeks beginning November 30. Hank Lewis is still booked at the spot. . . . RALPH SHAW recently closed three weeks at the New Penn, Pittsburgh, and is now doing club dates in New York. . . . FRANCIS and LONAS recently did their fourth week at the Spinning Wheel, Seattle. . . . FRANKIE HILTON will be at the Hill Club, Battle Creek, Mich., indefinitely.

JEANNE BLANCHE, terp artist, into the Beverly Hills Country Club, Newport, Ky., November 24 for two weeks. . . . LOUIS and CHERIE are playing the third holdover week at the Nut Club, New Orleans. . . . CALLAHAN SISTERS will keep busy for the remainder of the year. Opened at the Ansley Hotel, Atlanta, Wednesday (23), and following into Dempsey's Vanderbilt, Miami Beach, Fla., December 21 for three weeks.

GARLAND and MARIE were the first dance team to introduce the *Champagne Hostess* (dance instruction) to the clientele at the Roosevelt Hotel, Jacksonville, Fla., with successful results. Team to Miami after closing there December 5.

VIC HYDE follows his engagement at the Jung Hotel, New Orleans, with a three-week engagement at Victor Hugo's in Hollywood with Rudy Valle, also penciled in for a four-week run at the Paramount, New York, with Glen Gray. . . . EARL and JOSEPHINE LEACH are being held over at the Edgewater Beach Hotel, Chicago, until December 7. . . . "BUGS" WILSON, recently returned from a tour of the Tivoli Theaters in Australia, goes into the Forbidden City, San Francisco, for two weeks following.

JACK BARRI. Deal set by Jack E. Lewis. . . . MARQUITA and MEECE are at Jeff's night club in Miami, Fla., for a month's engagement.

ARTHUR BLAKE, mimic, has been held over at Hollywood Inn, Altoona, Pa., for the seventh week. . . . PATSY A. LEE, Broken with a sprain from the hips down while doing her date at West Haven Country Club, Denver, November 10, has shown marked improvement, altho she's still unable to use her legs.

Attributing her condition to overwork, attending physicians believe that a series of treatments and a complete rest will bring her back to normal soon. . . . BEINHARDT and KETROW have moved from the Commodore Club, Detroit, to the Arabian Club, Columbus, O. . . . MIRTH SHOWS the past summer, opened at the Red Raven, Cleveland, last week. . . . VERNON and VANOFF are current at Berghoff Gardens, Ft. Wayne, Ind., for Eddie Shigh, of Chicago.

MACE and KUKKY, with the World of Mirth Shows the past summer, opened at the Red Raven, Cleveland, last week. . . . VERNON and VANOFF are current at Berghoff Gardens, Ft. Wayne, Ind., for Eddie Shigh, of Chicago. . . . FIGURE and BERTIE CHARLES are being held over a third week at the Detroit Athletic Club, Detroit. They open at Hotel Hollenden, Cleveland, December 4, for two weeks. . . . LOOKOUT HOUSE, Covington, Ky., spots Fiolette and Boying, Amanda and Lita and Dottie Eden in its current show. . . . SYL BOWAN headlines the new show at Beverly Hills Country Club, Newport, Ky., which also includes the California Varsity Eight, Ray Parker, Jeanne Blanche and four newcomers to the line of 10 girls.

COLLINS and STONE, booked for the Coconut Grove in the Hotel Ambassador, Los Angeles, for four weeks beginning February 5.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Under the Marquee

By CIRCUS SOLLY

MR. AND MRS. WALTER GUICE are wintering again in Tampa, Fla.

MAX GRUBER is reported in a hospital at Muskegon, Mich.

JOHNNIE ROSELLI will work out of Philadelphia this winter, doing indoor clowning.

F. B. MILLER writes that he is breaking school horses and gaited stock in Los Angeles.

FLYING LECLARES are appearing with Polack Bros.' Indoor Circus for the winter.

THREE WHITE FLASHES, juvenile acrobats, are filling club and theater engagements in Pennsylvania.

MYLES M. BENNETT, of the Ringling-Barnum circus, is now associated with the Cotton Bowl Athletic Association, Inc., Dallas.

OUS LIND is with the Fernandez Circus, touring the Hawaiian Islands, doing his unsupported ladder and foot-juggling acts.

JOHN KRAMER, of the B. W. Banard Circus personnel, has been confined in St. Francis Hospital, Columbus, O., with a serious spinal and kidney ailment.

KARL CARTWRIGHT, who closed recently with Downie Bros.' Circus at Little Rock, Ark., is in Birmingham, Ala., until after the holidays.

TWO ELEPHANTS from Barnett Bros.' Circus played the Shrine Circus at Mason, Ga., last week in charge of W. H. Woodcock.

RUDY RUDYNOFF and his high-school net recently played the Horse Show at Madison, Wis., where he says the act went over big.

BILL NIPPO, clown, is working in toyland of the May Co. Store, Cleveland, with Ed Raymond and Robert's dogs and ponies.

CHARLES AND PEGGY KLINE are entertaining the circus at the Montgomery Ward store in Louisville after closing their fair and celebration dates. They will close there Christmas Eve.

KING BAILLIE, since closing with Lewis Bros.' Circus, has been ahead of the Eldorado Magic Show, which he says he has booked solid until January 1. Show is playing schools, theaters and night clubs in Michigan.

"ALLENTOWN JIM" recently returned to his home in Reading, Pa., where he has entered the carnecolor business. He said his carnival engagement was disappointing, but that his string of fair dates was very satisfactory.

ARTHUR BORELLA, who closed his outdoor season at the Lancaster (Calif.) Fair for Fanchon & Marco and sailed October 5 for another tour of Hawaii, is with the Fernandez Circus World's Fair Revue doing specialties. He left Hilo November 15 for Honolulu.

RUBY WOODS, trapeze artist, formerly with Al O. Barnes Circus, who has been stand-in for Betty Davis, motion picture star, was seriously injured recently when she fell while doing a benefit performance for underprivileged children in Taft Theater, Los Angeles.

BERNICE KELLY CIRCUS REVUE has been out two weeks with the Keyes Bros.' Indoor Circus, playing Indians and Illinois to capacity crowds so far. Other acts on the show include Eva Mae, Joe Lewis and Harry La Pearl and Viola Rooks.

JAKE MILLS, band leader the last half of the season on Parker & Watts Circus, will have the band at the Shrine Indoor Circus, Canton, O. Mills plays a 12-piece band with a callopie, the personnel to include several circus musicians.

JAMES M. BEACH, who was general agent of Parker & Watts Circus the latter part of last season, is now general agent of the Adam-Photo Trained Animal

Show, Ira M. Watts' 10-truck winter unit. Beach will be in the same capacity with Parker & Watts Circus next season.

CECIL SCOTT was all smiles when he called at *The Billboard's* Cincinnati offices last week to announce the arrival of a boy, Youngster, with black hair in abundance (daddy is a redhead), arrived almost on the day of the Scotts' first wedding anniversary.

B. G. TRUAX PRE-CHRISTMAS PARADE will begin its fourth annual tour December 1, for a 17-day tour in Oklahoma and Texas under direction of B. G. Truax. Jim Campbell is in charge of ponies, dogs and camels, and Pee Wee Wanner has charge of the wardrobe. The parade travels by trucks and when in formation is over time blocks long.

CHARLES A. KOSTER, who is advertising agent for *Hot Mikado*, starring Bill Robinson, writes that the show broke all house records for two weeks at the Boston Opera House November 6-18. From there the show went into the Locust Theater, Philadelphia, for two weeks, then it will go into Baltimore, Washington, Pittsburgh, Cleveland and finally into Chicago for a run at the Auditorium.

CHARLOTTE SHINE, for many years with the Ringling-Barnum circus and who in recent years did an iron-jaw act and worked in the riding act for many Orrin Davenport winter dates, has quit the white tops and is making her home in St. Petersburg, Fla., with her husband, who is identified with the building and real estate business. She formerly spent much of the off seasons in Canton, O., where she has relatives.

CLIFF McDUGALL covered Southern California on the recent State election, after which he and the misus rested up at the Desert Inn, Palm Springs, Calif., and at the same time talked up a Palm Springs Desert circus for 1940. Cliff, November 11 with Show, at the Examiner Christmas Benefit, had a big stage show with movie stars, which will be held in the Shrine Auditorium, Los Angeles, shortly before Christmas. This is his 14th season on that show.

LEO ABERNATHY, president of the International Alliance of Billposters, Bills and Distributors, is mentioned

45th YEAR The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement
Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
R. S. LITTLEFORD SR., President.
E. W. EVANS, Secretary-Treasurer & General
Manager.

A. O. HARTMAN, Editor
Outdoor Dept., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Dept., 184 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard
Building, 22 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billboard,"
Cincinnati, O.
Macao.

BRANCH OFFICES: NEW YORK—6th Floor
Palace Theater Bldg., 1504 Broadway, Phone
ME 6230. CHICAGO—1116 N. Dearborn, Phone
5th Floor, Wood 1116. HAMILTON, and
St. Louis—339
Broadway, 8th Floor, Phone, CH 0423.
PHILADELPHIA—B. H. Patrick,
2122 Locust Road, Upper Darby, Pa., Phone
Mc 1000. WASHINGTON, D. C.—1100
"The World's Fair," Deswell House, Pulaski
Place, London, W. C. 2, England. ADELPHI,
ALBANY—Kevin Brennan, City Patterson's
Bldg., 150 N. Street, PA 101. ST. LOUIS—
Chambers, care American Express Co., 11 Rue South.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8.75. Five
Years, \$21.00. Single Copies, 15 Cents. Canada,
Mexico and all other foreign countries upon
request. Payment in Advance. Change of Address
Should Give Former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per
line per week. Minimum 10 lines. Space \$175.
Quarter Page, \$37.50. No display advertisement
measuring less than 10 lines accepted. Last ad-
vertising copy must be received at least 10 days
before closing of business.

No unbranded advertisement accepted unless
reproduction is telegraphed or mailed so as to reach
publishing office in time for publication.
The Billboard reserves the right to edit all ad-
vertising copy.



Vol. 51 DECEMBER 2, 1939 No. 48

by city council of Pittsburgh as a possibility for the post of police magistrate. Former Legislator Elmer Holland was slated for the job with the ABEID board, who is also president of the Pittsburgh Central Labor Union, was injected into the list of suggestions. Holland's nomination was tabled until November 27, also he is reputed to have support of the necessary majority. Abernathy was reportedly made a candidate without his knowledge, then informed later.

SOME "DOPE" on old-timers comes from Eddie Brennan (of the Musical Brennans) from Brenham, Tex. He writes: "Big Harris, the old-time juggler and bar performer, is 84 years of age and hale and hearty, living the simple life in Pershing, Okla. Jess Brown, 93, former leaper, peddler dancer and manager of side shows with various circuses is living in Potomac, Md. Harry F. Miller, who used to do a strong man act with different circuses and carnivals, lately has been operating his own dramatic and vaude show. He will be 90 his next birthday. My friend he is operating a tourist camp at Corpus Christi, Tex., having closed his show temporarily. He drove his car to the World's Fair recently and visited me en route each way."

IN CASE there is anyone wondering what's happened to Donald MacGregor, formerly on press of 101 Ranch Wild West and other shows, he has finished a magazine piece on Major Gordon W. Little, Army Surgeon, Lawrence Hill, and his title is *The Last of His Line*.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)
Fred P. Pitzer, National Secretary

NEW YORK, Nov. 25.—We wonder why W. W. Workman Tent allows a fellow like Earle Lutz to get away from Jones up, regular in regular business doing work on *The News Leader* and has the greatest collection of newspapers in the South. The last we heard, he had 15,000 of them and a story that goes with him to a pre-opener in Lincoln 31 (See SAINTS AND SINNERS on page 107)

Circus Menaces

By AL BUTLER

MOST everybody who knows anything about the circus business knows what a fight the Circus Pans have put up in their save-the-circus campaign. From my personal acquaintance with a great number of the members I have yet to find one who would not put his shoulder to the wheel and give you all the help asked for. In several cases it not only cost the member his own personal money but made a lot of enemies for him among his fellow townsmen—and I know that right today the Circus Pans are fighting circus battles

in many towns. Take, for instance, Trenton, N. J., where Circus Pan Kemp has gone before city council to fight the no-circus-on-Saturday law. And the past season, right in my home town, Sacramento, it was Circus Pan Senf, a county supervisor, who led the fight for a license after the city had refused same.

The fight to save the circus being made by the Circus Pans is a hard one, but it is not because the circus has lost any of its glamour or because the people are not interested in it anymore. There is still and always will be just as big an audience for the circus as ever before. There are always children and there is

always the first circus for some child. So the circus will go on and on and will do business and there will be just as many circuses on the road again if they are left alone by the local menaces.

A menace that has come up more season of 1939 than ever before is that of zoning. It is an awful hardship on the circus, and it is growing so fast that in a few years the circus will not be able to exhibit in the larger cities except in a business zone or industrial zone, and there is very little chance of finding a suitable lot in the business or industrial zone where women and children can go at night, where a parked auto will be safe, as most industrial zones are dark at night and not desirable locations. A zoning law this year forced the Ringling Bros. and Barnum & Bailey Circus off the usual showgrounds in Los Angeles, making it necessary to get another lot. Even this was located in a restricted zone, but it was possible to arrange to use it this time.

In Tucson, Ariz., just before the circus arrived, it was ruled that the location was in a residential zone—after the grounds had been made ready for the circus and even though there was a schoolhouse on the location. At the time arrangements were made for the location they were satisfactory to all, but when the 24-hour man arrived it was a different story and the Big Show was forced to use a little lot and spread the other tents on lots away from it. But the people of Tucson wanted the circus, as proved by the full house for the one performance given.

The zoning menace is often used to

(See CIRCUS MENACES on page 106)



You Be the Judge

Donaldson circus pictorial paper and cards may solve your problem without the need of specially designed posters. Write for prices and samples on your season requirements of cards, pictorial paper (in all sizes), dates, fibre and muslin banners.

"Quality, Service and Reasonable Prices"—our motto

DONALDSON

DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.

NEW YORK, CINCINNATI, OHIO

The Corral

By ROWDY WADDY

TOM KING reports he's having a good season with Ralph Godfrey's Parkside Donkey Ball Co. That is now playing in Illinois and will go into Kentucky.

PEE WEE LUNSPOFF, who recently concluded a successful season clowning for the Harry Rowell Circus and Red Devil Drivers, rambled into Cincinnati last week to spend the winter. During a visit to the corral desk he informed he would close at a local downtown 5 and 10-cent store until Christmas.

FLORIDA has granted a charter to Sarasota County Rodeo Association, a corporation set up by Sarasota Lion's Club, with Sheriff B. D. Pearson as president. First rodeo was held in Sarasota November 20-December 3. Pinellas County commissioners also are discussing a proposal to stage a rodeo in connection with 1940 Pinellas County Fair in Largo, Fla., and County Agent John H. Logan has been instructed to make preliminary preparations.

ATTENDANCE at the Third Annual Pappas Indian Fair and Rodeo, Sells, Ark., November 10-12, averaged 2,700 for the three days and treasurer of the fair and rodeo committee reported a profit of about \$2,300 from the event, which was staged in the newly constructed rodeo field for which the Pappas Council appropriated funds last summer. Specially invited guests were the governors of Arizona and the neighboring Mexican State of Sonora, as well as other State and local officials.

PLANS for 1940 Chase County Rodeo, Strong City, Kan., were made at a recent meeting of Flint Hills Rodeo Association. C. F. Holmberg, president, said a two-day show will be held next year and a permanent location is being sought. Holmberg said directors voted to build five chutes and arrange for bleacher seats to accommodate 5,000. Various committee chairmen appointed by Holmberg are Ray Gordon, in charge of buying material and building of chutes; Harold B. Hiff, advertising; Harold Wiebrecht, sale of shares of stock; W. A. Ryan, bleachers.

Paul Carney Wins RAA Championship

SALINAS, Nov. 25.—Rodeo Association of America figures released here this week by Secretary Fred B. McQuarrie revealed that Paul Carney, of Galton, Colo., had become Grand Champion

Cowboy for 1939, winning the \$500 cash prize given by Levi Strauss Co. Fritz Carr, the champion in bronk riding for the Harry Rowell trophy. Other winners are Nick Knight, runner-up in bronk riding; Elton Sam Wood, shirt Co. trophy; Dick Griffith and Hoyt Heffner ran neck and neck for champion in roping, with Paul Carney third. All won trophies given by Montgomery Ward Co. Toots Mansfield becomes champion calf roper, winning Porter Saddle Co. trophy. Everett Shaw was second and wins West Holiday Co. trophy.

Ray Marvay becomes champion steer decorator, winning Howland Buckle Automobile Co. trophy. Dick Truitt is champion single roper and gets the Keystone Bros.' silver mounted saddle. Aubrey Schell is champion team roper, winning Justin Boot Co. trophy. Harry Hart was named champion steer wrestler and was awarded the John B. Stetson trophy. Eddie Curtis now stands in 25 place and if his place is not changed by later results will win the Hamley Saddle Co. trophy.

Championships are determined by number of points won at various rodeos throughout the States, one point being given for each dollar won in time events, such as calf roping, steer roping, team roping, steer wrestling and steer decorating, and a point and one-half given for each dollar won in non-time events, such as bronk riding, barrel racing, roping and steer riding. Carney had 9,247 points. Awards will be made at the RAA Convention in Houston, March 21-22.

RAA is 11 years old and Earl Thode won the championship in 1929. Fritz Carr, 1930; Johnnie Schneider, 1931; Donald Nesbit, 1932; Clay Carr, 1933; Leonard Ward, 1934; Everett Bowman, 1935; John Bowman, 1936; Everett Bowman, 1937; Burel Mulkey, 1938. RAA is controlled by 16 directors: Fred B. McQuarrie, president; J. W. Nutt, Sam Mateo, Califf, is president; L. B. Sylvester, Monte Vista, Colo.; Charles Sadtler, Reno, Nev., and Elton B. Hebron, Salinas, are vice-presidents. Directors are E. L. Richardson, Calgary, Alberta; J. W. Anderson, Caldwell, Ida.; Robert Haynesworth, Cheyenne, Wyo.; Frank Moore, Madison Square Garden Rodeo, New York; Fred H. Kressmann, Chicago Stadium Rodeo; Sol Frank, Livingston, Mont.; Harmon Perry, Ogden, Utah; Earl Hiltner, Bendleton, Ore.; Jack Kinney, Tucson, Ariz.; and George Bowe, Sidney, Ia. H. L. Anderson, of Ellensburg, Wash., recently resigned as a director.

NEW PLAYS

(Continued from page 25)
very charming and capable play Wednesday night at Henry Miller's Theater—and the net result is zero. This is a mystery in addition that probably can be solved only by Gladys Hurlbut, the author of *Ring Two*, and George Bowe, its producer and director. And maybe they can't explain it, either.

The script isn't really anything much, but it does hold the germ of a pleasant evening. It's the tale of Mary Carr, actress, directed by her business man ex-husband, Michael, and owner of a Connecticut farm upon which she wants to rusticate. Rustication is somewhat impeded, however, by a succession of servants with minds of their own, and that by the sudden descent of a week-end troupe composed of her ex-husband's daughter by a former marriage, the leading man whom he named as co-respondent in his divorce suit, the leading man's current light-o'love, who happens to be an embryo Oscar winner. Will ideas about marriage, and a hard-bitten female actor's agent.

Unfortunately, once they've all introduced you can practically go on by yourself. Mary is trying to settle down, while her ex-husband is trying to step out, thus reversing their former positions. The leading man has a great deal of trouble in keeping up with his careening cutie and asks Mary's hand in marriage, in preparation for a projected return to the stage as La Luna. So Michael goes out to a party with the wife and wanders off in a blizzard, and Mary goes out to look for him and, with the aid of Michael's daughter, who wants to get her embarrassingly rejuvenated papa off her own hands, they get together again.

It's really, tho, not as bad that makes it sound. There are frequent amusing lines and situations, and the quota of individual laughs is encouragingly high; but the laughs lack all sequence and cohesion. The play shows an alarming tendency to run around in circles when it's not standing absolutely still; and it's pretty hard for individual

laughs to buck up against that. And, worse still, there is the direction of Mr. Abbott, master of farce. Certainly this script lacks the wit and pace that has been his forte, but that was hardly a reason to pace it as tho it were the funeral march of a small. There are frequent stage waits that are embarrassing, and certainly there can be no excuse for having a stagelut of people, in what is supposed to be a farce, stand around while one of them crosses to answer a telephone or pick up a prop. That happened time and time again. By the time the lines began again the lift of humor was irrevocably lost.

Not helping much in the pacing, either, was one exception to the general excellence of the cast—a lass named Gene Tierney, who seems to belong to the professional stage about as much as frankfurters and baked beans belong on a Thanksgiving dinner. Her readings are awkward and flat, and almost every time she opens her mouth the pace seems to drop into a racing gutter.

The rest, tho, are well—even poor Betty Field, battling against what must be some sort of record in miscasting. June Walker, as Mary, is lovely, charming, and altogether delightful, turning in a sparkling and resourceful job. Pat McGrath, who is, as I hope you don't have to be told, one of the finest actors on the stage, plays Michael with authority and fine effect, bringing out both sympathy and humor. The play offers a telling cartoon of an actor, in the role of the leading man; Edith Van Cleve brings amusing bitterness to the wise-cracking lines of the agent, and the four servants and two incidental college boys are all excellent.

But *Ring Two* needs more than individual performances. I'm afraid Mr. Abbott, who is used to bringing in hits like *How to Succeed in Business*, has changed his diet to the more usual holiday fare.

ADAMS, NEWARK

(Continued from page 33)

fore. What is new, however, is the fact that Osborne definitely getting away from an ordinary band offering, his act fit becoming a well-knit, swiftly-paced show of its own. House booked only one single, Bernice Stone, acro dancer, in addition to the band and Jesse. Coming from within the sliding crew are Dale Jones, who does a white Fats Waller with the *Jumpin' Jive*; "Stinky" Rogers and his popular *Dinah*; Collegian James Copp and his unusual stories at the piano; Lynn Burroughs, the band's female singer, and, of course, the maestro himself. Band takes several interludes for itself, top number being a special arrangement of Ravel's *Bolero*, which caught the audience's fancy.

Jesse follows the band act and gets a good hand. He opened with *It's No Dream*, and then launches into a cleaned-up version of "When you come to a grey hat, it's mine." Closes with his usual telephone call to mom. Material is somewhat new and is liked.

Spot close the band, and it closes with the old standby—the band imitation routine. Length of show, approximately 55 minutes.

Screen fare, *Universal's Legion of Lost Fiers*.

Thanksgiving matinee his good.
Bruno M. Kern.

ENDURANCE SHOWS

(Continued from page 38)
to side with Mrs. Kaplan in asking, "Why?"

MRS. BILL STEIN, seriously ill for some time, is reported to be improving. The Steins reside in Beverly Hills, Calif.

GEORGE PUGHE, visitor to the endurance desk on numerous occasions the past three weeks while in Cincinnati on business, left for Indianapolis Thanksgiving Day to arrange for a new venture which he says he will announce soon.

EDDIE LEONARD and Wiggles Royce are in their third week at the Merry-Go-Round, Terre Haute, Ind. Johnnie Dillon was a guest emcee there November 18, when he handled Harry Smyth's Jitterbug Jamboree, which Harry says was a huge success.

HE HILL cards from Keesoughton, Va., that he is in Veterans' Hospital there with ulcers of the stomach and will probably be there a couple of months.

JOE BANANAS writes that the fruit-stand business is still firm in Chicago and intimates that he is dickering with Kay Manning in regard to opening a branch in Danville, Ill.

FRANK'S AIM BAD

(Continued from page 38)
lot and pinched Carter on the charge of felony and maliciously destroying another man's property. The alert farmer had spied Frank's auto license plates. Carter was marched to the hoosegow, and after much blustering and profuse defamation of Frank's character, the judge, softened by the yule spirit, permitted Carter to post a bond and spend Christmas with his show pals, reminding him at the same time that the case could be squared out of court for about \$1,000.

On Christmas night, with the show manager having all to the hotel for a feed, Carter led the pack into the dining room. There was a sudden halt, however, as Carter grew faint, his knees buckled and he gracefully swooned into the arms of Rayley. Already surrounded by the mammoth turkey, resting on the festive board before a huge sign reading, "This is the bird that Frank shot," were the judge, the prosecuting attorney and the sheriff, chuckling merrily over the gag which they had perpetrated.

NEW RELEASES

(Continued from page 39)
ning time, 20 minutes for each subject.

THE MICROPHONE, released in Canada by Associated Screen News Limited. The film explains the structure and function of primitive and improved types of carbon microphones together with an analysis of the film microphone and its use in a film studio. Suitable for high school and technical students. Running time, 10 minutes.

HYDRA, released in Canada by Associated Screen News Limited. Real one is a study of hydra in its natural surroundings, followed by an examination of its external features. Real two shows the process of regeneration in a hydra which has been cut in two, together with the manner in which it catches and digests its food and the processes of both sexual reproduction by means of eggs, sperm and a sexual reproduction of budding. For zoology classes. Running time, 10 minutes for each reel.

TRANSPORTATION IN THE GREAT LAKES, released in Canada by Associated Screen News Limited. Silent. Explains the changes which took place during the formation of the Great Lakes. Pictures the sending out of lighthouse keepers and surveys of the opening of spring navigation, loading and unloading ore, and grain freighters passing thru the " Soo" locks, car ferries, package and passenger lines, but also for eighth grade and junior high. Running time, 10 minutes.

GANGSTER'S BOY, released by Walter O. Gutlin. An appealing story of a high school boy who was man enough to fight the world for his dad. Features Jackie Cooper, Lucy Gillman, Louise Lorimer. Running time, 61 minutes.

I AM A CRIMINAL, released by Walter O. Gutlin. Harrison Jacob's exciting story of a racketeer who adopts a boy from the streets and finally gives himself up to the police to save the youngster's life. With Martin Spellman and John Carroll. Running time, 72 minutes.

WANTED BY THE POLICE, released by Walter O. Gutlin. An action-packed melodrama of an innocent youth who unsuspectingly falls into the hands of a racketeer gang and is unable to escape them under penalty of a jail term if he exposes them. A series of harrowing events finally free him from their power. With Frankie Darro, Evelyn Knapp and E. C. Kent. Running time, 65 minutes.

STAR REPORTER, released by Walter O. Gutlin. The daring exploits and intriguing adventures of a newspaper man, played by John Carroll, come to the screen in a fast-moving comedy. Running time, 60 minutes.

CALL OF THE COYOTE, released by Post Pictures Corp. Stars Ken Thompson in a typical thrill drama replete with fast riding, stunting and gun fights. Story set in the Indian Territory. Suitable for high school and junior high. Running time, 48 minutes.

The "BETTER BOOT"
Write for Catalog B-B
NOCONA BOOT CO.
Nocona, Texas



SEASON'S GREETINGS
BEN, The Rodeo Tailor

Tailored Western Clothes
Cavalry Shirts, Jackets, Frontier Pants, Fanny and Conservatives, of all descriptions. For Cowboys, Cowboys, Cowboys, Hillbillies, Dude Ranchers and Society Actors.
Write for New Free Catalogue.
3209 W. Columbia Ave., Philadelphia, Pa.

COWBOY-GIRL CONTESTANTS

Come to Rio Grande Valley, 4 big Rodeos to follow each other. Five American Legion Rodeos, McAllen, Tex., December 9th to 12th. All moneys pay \$25, \$10, \$10; fees added. Forty to \$250. Write for rules. Will contract Cowboys, Cowgirls, Feature Acts. Will book Shows, Rides, Concessions. Come. Write.
L. C. O'NEAL, Secy. Rodeo, McAllen, Tex.

NAAPPB HAS SPACE SELLOUT

Execs Predict Big Convention

Program job is praised by heads—social side will be stressed at N. Y. conclave

CHICAGO, Nov. 25.—Operators and concessioners from over the country are packing their grips for departure to the 11th annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8, and Executive Secretary A. R. Hodge, from his offices here reported reservations from California and Washington to Maine.

"From indications the meeting is to be a banner occasion in association history, despite the change in date made necessary by the change in the date of Thanksgiving and despite the confusion caused by the staging of the fair and carnival men's meetings in Chicago after the cancellation of the Toronto conclave," he said. "The secretary's office has tried to do an outstanding job in overcoming all obstacles and has been warmly supported by the Eastern contingent of the association and the officers of the American Recreational Equipment Association who have been determined to make this jaunt east a most memorable occasion."

Secretary Hodge reported a complete sellout of exhibition space with more new exhibitors than booked during any previous convention. Upon instruction of directors, the secretary's office has issued invitations to all members of the fair and carnival industries to visit, without charge, the exhibition halls which will be open starting Tuesday, December 5, and continuing until the curtain rolls down on the convention on Friday, December 8.

"It is, of course, realized that many of the fair and carnival men will be in Chicago for the sessions of their own organizations. Fortunately, however, their meetings close in ample time to permit many of them to journey east for the closing days of the NAAPPB powwow," said the secretary.

Program committee, Harry J. Batt, chairman; Edward L. Schott, vice-chairman; A. R. Hodge, Paul H. Huedepohl and A. B. McFiegan, and the beach and pool section of the committee, Paul H. Huedepohl, chairman; Bert Nevins, vice-chairman; Chauncey A. Hyatt, adviser; N. S. Alexander, Leonard B. Schloss, and J. O. Ziegfeld have, in the judgment of the officers and directors of NAAPPB, done an outstanding job.

More stress has been laid on the social side of the convention than ever before and the reception committee headed by Arnold B. Gurtler has been busy for weeks planning for entertainment of delegates and guests. Pent House Club, organized two years ago, will be operated on even more elaborate lines than last year. Banquet and ball committees headed by George A. Hamid, will stage another beautiful affair as a curtain dropper Friday evening, December 8.

Clive Loops Is Popular

HOLLYWOOD, Calif., Nov. 25.—Large crowds of spectators and riders were attracted by Clive Loops Swings in Pop Ludwig's Virginia Park, Long Beach, Calif., following installation last August, reports Clive Enterprises, manufacturers. Loops are rigid and are mounted on a braced axle with roller bearings. Safety belts and footholds are provided. Complete loops are made by riders shifting their weight from and toward the main Park Zoo population by five. The main loop cube are in fine condition, Zookeeper Hans Nagel reported.

HOUSTON.—Two cavies and a horn-bill arrived from St. Louis and two lion cubs were born to increase the Hermann Park Zoo population by five. The male lion cubs are in fine condition, Zookeeper Hans Nagel reported.



ON THE PROGRAM OF THE 21ST ANNUAL meeting and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8 these speakers are among many who have been given place to talk upon problems of the industry. Norman S. Alexander (left) Woodside Park, Philadelphia, will give the report of the public liability insurance committee. William Rabkin (center) International Telescope Rec. Co., New York, will speak for concessioners on "Lessons Learned from the 1939 World's Fair." R. S. Uzzell (right) R. S. Uzzell Corp., New York, chaplain and a historian of the body, will give the invocation and will talk on "Out of the Detour Into the Road Ahead."

Complete AREA Program in New York

ANNUAL MEETING in the Hotel New Yorker, New York, on Monday, December 4, 1:30 p. m.

Meeting called to order by President George A. Hamid. Greetings and Welcome, President Arnold B. Gurtler, National Association of Amusement Parks, Pools and Beaches.

Our Alley, Executive Secretary A. R. Hodge, NAAPPB. President's Annual Address, President Hamid.

Results Obtained from RFC Loan Applications by New England Amusement Men, Wallace St. Clair Jones, president, New England Section, NAAPPB.

How Best to Safeguard Sales Made on a Percentage Basis, Abner K. Kline, Eyerly Aircraft Corp. Discussion led by W. P. Mangels, Coney Island, N. Y. Development of the Parachute Tower, Commander J. H. Strong, International Parachute Co.

What Will the War Mean to Amusement Device Manufacturers? W. P. Mangels. What About Steel? H. B. Williams, J. W. Queens Jr., Joseph T. Ryerson & Sons Co.

The Wage and Hour Laws, R. S. Uzzell, president, R. S. Uzzell Corp. EXECUTIVE SESSION—Committee reports: Exhibit room, Chairman W. P. Mangels; membership, Chairman Maurice Pisen; exports, Chairman R. S. Uzzell; contracts, Chairman C. V. Starkweather; treasurer's report; finance, Chairman Wallace St. C. Jones; nominating, Chairman Mangels.

Complete NAAPPB Program in N. Y.

SESSIONS IN THE HOTEL NEW YORKER

BEACH AND POOL SECTION, Round-Table Forum, arranged by special beach and pool committee, Paul H. Huedepohl, chairman; Bert Nevins, vice-chairman; Chauncey A. Hyatt, adviser; N. S. Alexander, Leonard B. Schloss, J. O. Ziegfeld. (General Sessions Room.)

Wednesday, December 6

Greeting, Sol Pincus, deputy health commissioner, New York City. Operating a Pool in Connection With a Hotel, Harry Lanzer, Park Central Hotel, New York City.

Discussion problem—Modernizing Old Swimming Pools, What's New in the Swimming Pool, Construction, Operation, Promotion; Professor Quits—What Is Your Pet Problem? Led by C. A. Hyatt.

Thursday, December 7

*The Building Program of New York Swimming Facilities, Commissioner Robert Moses.

Discussion on problems pertaining to Equipment, Play and Dining Apparatus, Rescuing Old Walks and Decks, Outdoor Showers in Connection With Grass and Beach Areas, Problems Confronting Dining Board Manufacturers Regarding One-Piece Dining Boards and Substituting Laminated Boards, Dressing Room, Indoor Shower Room, Proper Routine of Patrons, Proper Bathhouse Design.

*Not definite at time program went to press.

Program

PROGRAM SESSIONS of the National Association of Amusement Parks, Pools and Beaches. (General Sessions Room.)

Wednesday, December 6

2 p. m.—Invocation, R. S. Uzzell, New York City. President's address, Arnold B. Gurtler, Elitch Gardens, Denver. Announcements and communications. Greetings, American Recreational Equipment Association, President George A. Hamid.

New England Section, NAAPPB, President W. St. C. Jones. Pennsylvania Amusement Parks Association, President E. E. Foehl. National Showmen's Association, President George A. Hamid.

Out of the Detour into the Road Ahead, R. S. Uzzell. Reports of convention committees—Program, Harry J. Batt; special beach and pool, Paul H. Huedepohl; entertainment and banquet, George A. Hamid; reception and social, Arnold B. Gurtler; location and exhibits, N. S. Alexander. Report of public liability insurance committee, N. S. Alexander. Announcement of winners of AREA awards, J. L. Coleman (winners to be present).

EXECUTIVE SESSION OF NAAPPB—Roll call, reading of minutes, annual reports of secretary, treasurer and finance committee; reports of committees, foreign (See COMPLETE NAAPPB PROGRAM on page 48)

Burgdorf Pilots Spot for Ireland At Merritt, Fla.

MERRITT, Fla., Nov. 25.—Ireland's Amusement Park on the Indian River, across the bridge from Cocoa, will open on December 1. Sam Burgdorf will again manage the park for Curtis Ireland, well known in the amusement business, formerly owner of Curtis Ireland Candy Co., St. Louis, and many years owner of Ireland's Amusement Park, which has one of the best dance floors in the State.

Park will open with nightly floor shows and dancing. Well-known orchestras will be booked for dances under auspices during winter months. First dance to be held shortly after the opening, will be under auspices of the Elks' Club of Cocoa.

Free acts will be used in the park which adjoins the dance floor and Casino in which many games are being installed new to this section. For the past several seasons during winter months the dance floor has been doing capacity business. It has been renovated and now lighted for the season, and located directly on the Indian River on the main highway to the new air base where thousands of dollars are being spent this year by the government. A wonderful season is looked for.

Water Show for Miami Pool

MIAMI, Fla., Nov. 25.—First water show will be held in Macfadden Deauville Pool on December 2, proceeds going toward expenses of entertainment of delegates to the Amateur Athletic Union convention, which, said J. B. Leson, Florida union, will be on December 8-10 at Hollywood Beach Hotel. Show will be conducted by Alexander Ott, of Miami Biscayne pool. Among leading divers and swimmers will be Pete DeJardins and Marshall Wayne, Miami. They were in Billy Rose's Aquacade at the World's Fair. An artists and models' ball and masquerade parade will also be staged.

Pool to Ballroom on L. I.

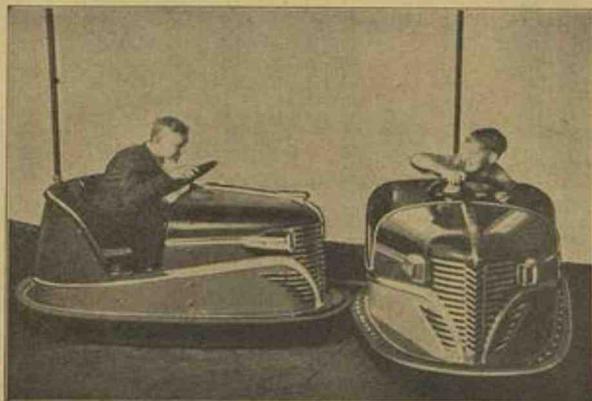
JAMAICA, L. I., N. Y., Nov. 25.—Jamaica swimming pool has solved the problem of extending its three-month summer season. Converting the big locker room into a ballroom, owners have provided a public dance hall with potential draw from Nassau and Suffolk counties. First four weeks of operation with Lou Lang and his Hotel White Orchestras proved a demand for the ballroom. Bobby Day and his orchestra replaced Lang on November 17 and proved a draw. Opening night Day played to 500 dancers. Tariff is 40 cents.

LUSSE BROS., Inc.

Present!

THE NEW "1940" AUTO-SKOOTER

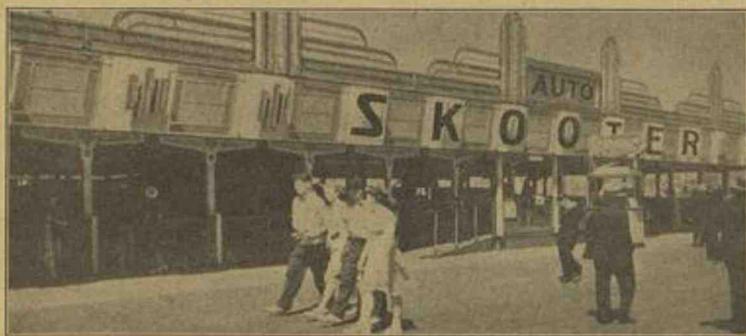
NOW
IS
THE
TIME
TO
BUY!



YOU
WILL GET
MORE
RETURNS FROM
YOUR
INVESTMENT

HERE'S PROOF!

This Auto-Scooter Ride With Only 25 Cars GROSSED \$62,338.00 During the "1939" Season



Auto-Scooter at Golden Gate International Exposition, San Francisco, California.

CERTAIN PROOF OF POPULARITY!

THERE ARE TEN (10) AUTO-SKOOTER RIDES IN CONEY ISLAND, NEW YORK, OPERATING OVER 300 LUSSE AUTO-SKOOTER CARS.
TWO (2) OF THESE LOCATIONS USE FIFTY (50) CARS ON EACH RIDE.

OUTSTANDING PROOF OF SATISFACTION!

LUSSE BROS., INC. HAVE MANY CUSTOMERS WHO ARE SO ENTHUSED WITH THE CONSISTENT EARNING POWER OF THEIR AUTO-SKOOTER RIDES THAT MANY OPERATE TWO

RIDES, SOME THREE, AND ONE CUSTOMER WHO HAS OPERATED SKOOTER RIDES OVER A PERIOD OF YEARS NOW HAS INTEREST IN THE OPERATION OF 6 AUTO-SKOOTER RIDES.

WILL BE PLEASED TO HAVE YOU VISIT US AND INSPECT OUR "1940" MODEL AUTO-SKOOTERS WHICH WILL BE EXHIBITED AT THE N. A. A. P. P. & B. CONVENTION

BOOTHS 17 & 18—NEW YORKER HOTEL, NEW YORK, DEC. 4TH TO 8TH, 1939

If You Can't Attend Convention—Write for 1940 Booklet

LUSSE BROS., INC. 2309 N. FAIRHILL STREET,
PHILADELPHIA, PA.

LUSSE BROS., LTD.

SARDINIA HOUSE, 52 LINCOLN'S INN FIELDS, LONDON, W. C. 2, ENGLAND.

From the World of Tomorrow
Come the RIDES OF TODAY!

→ TWO NEW DODGEMS ←

TO BE
SHOWN
AT THE



N. A. A. P. P. & B. CONVENTION
HOTEL NEW YORKER, December 4 to 8.

Auto DODGEM FOR 1940

... All the mechanical features of the epoch-stirring World's Fair Dodgem—PLUS—improved design in keeping with the modern trend.

DODGEM "Firefly"

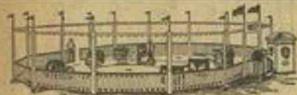
... Brilliant, colorful PLASTICS, heralded by designers and engineers for construction of the future, make the FIREFLY the gayest, flashiest ride ever to be offered to the midway!

If you can't come to the Convention write at once for
NEW descriptive Broadside

HOT OFF THE PRESS!

DODGEM CORPORATION

706 Bay State Bldg., Lawrence, Mass.



NEW
8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamlined Cars. A Persistent Money-Getting Ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

ATTENTION! FROZEN CUSTARD OPERATORS

We're selling EZE-WAY AB-Electrics now!

Our EZE-WAY is new on the largest carnivals in the country, such as Royal American, Rubin & Cherry, Beckmann & Gerey, Hannes Brothers, Conklin's of Canada, Bell & Berry, and many others. This is, perhaps, the hardest test for any custard machine and should be proof of their service rendered. Further proof is that we have no USED or REPOSESSED machines on hand. We now are manufacturing a LARGE and SMALL size. We request that you write at once for our 1940 catalogue. Meet us at the Park's Men's Convention in the Hotel New Yorker, New York, December 4 to 8, inclusive, for a demonstration.

Manufactured and sold by
GENERAL EQUIP. CO., 423 W. South St., Indianapolis, Ind.

100 SHOTS for a DIME
FELTMAN
PNEUMATIC MACHINE GUNS
MOW 'EM DOWN
FRED FANSHER
Booth 19 at the Convention
260 Fifth Avenue,
Suite 1602, NEW YORK CITY

COMPLETE AMUSEMENT PARK SERVICE

R. S. UZZELL CORPORATION
Since 1903

130 West 42d St. New York City

Booths 89 and 90 NAAPP&B Convention

Our New Streamlined Rocket Cars for Airplane Swings and Scoota Boats

NOW Ready.

WRITE FOR CIRCULARS.

America's Largest Exporters of Amusement Rides and Equipment.

American Recreational Equipment Association

By R. S. UZZELL

Al Hodge and his hard-working staff have arrived in New York City to get all convention details ready. President Arnold B. Gurler will soon be here to lend his assistance and enthusiasm to the success of the meeting. There is a widespread determination to make the convention a success despite shifting of dates due to no fault of any officers or members of the national association or its affiliates.

It has been more than double work for all who are responsible for the working out of plans, including the selling of space for exhibits. No changes have been made thru mere whim but only because of the demands of the new set-up. No effort has been spared in the endeavor to accommodate the great majority and yet meet the requirement of the shift in dates demanded.

Night Meeting in 1940

AREA has always had an evening meeting, but this year a number of our members and exhibitors must leave Monday night, December 4, for Chicago to reach that city for Tuesday's meeting of the fair association and the conclave of the outdoor showmen. Abner Kline, George H. Cramer and George A. Hamid do not fancy flying over the mountains in winter and are limited by several others. It is a question of setting up exhibits or putting on the finishing touches Monday evening instead of doing it in the afternoon. Executive committee on October 30 gave consideration to all interests involved and voted unanimously for the afternoon meeting. We shall return to evening meetings in 1940 unless some unforeseen contingency arises.

W. F. Mangels, our new treasurer, is working on the treasurer's report for the annual meeting and, as is usual with him, he will be there. He has a speech before AREA, leads the discussion on another subject, has two committee reports with one speech and two reports before the national association convention. Like the old faithful around New York, he is hitting on all six. George Hamid can come as closely as anyone to being in two places at the same time and is giving anxious thought to the New York meetings, show and all.

They Know the Game

Abner Kline is supposed by many to

★
See the
inside front
cover of this
issue for
more
information

★
Seldon
THE STRATOSPHERE
MAN
World's Highest
Aerial Act

★
NOW
BOOKING
1940 DATES

Write or Wire

Perm. Add.: Care of The Billboard, Cincinnati, O.

be from Salem, Ore., and is here from that Pacific Coast city, but he belongs originally to Philadelphia and got into the amusement business thru The Philadelphia Toboggan Co. It was none other who took the Toboggan Co. portable Merry-Go-Round out with a carnival and ultimately owned his own carnival. He once carried his own draft horses before the days of trucks and tractors. He knows from personal experience all of the carnival man's grief. Here is a veteran who speaks the carnival language. He has seen them in mud, rain, wrecks and blowdowns. He appreciates the heaven of "short hauls and dry lots."

George H. Cramer, John Wendler, C. V. Starkweather, W. F. Mangels and Kline have all pounded the rails with a carnival and speak a sympathetic language these men can all understand. They have all operated in amusement parks, too. Then we have a number of manufacturers who are known as park specialists and yet know also the carnival angle.

One cannot sell 40 or more rides to carnivals, ride their trains with them, see them set up and remain up all night to see them take it down and load it without knowing the game. Some of us operate on fairgrounds and have that contact while seeing a carnival come in and depart annually. All of which adds up to a common interest in all branches of the industry, showing the wisdom of co-operation to displace contending factions. All are welcome to the meetings of each.

Complete NAAPPB Program in N. Y.

(Continued from page 46)

relations, historians, legislative, membership, swimming promotions and protection, music royalty, nominating, publicity, resolutions, safety code, World's Fair.

Note—Many of the committees listed previously reported to the board of directors. The president will have such committee reports read at the executive session as in his judgment will be helpful and interesting to the membership as a whole. If time will not permit the reading of all committee reports during the executive session some will be interspersed during the program sessions Thursday and Friday afternoons.

Meeting of trustees of American Museum of Public Recreation.

Thursday, December 7

2 p.m.—Announcements and communications.

Note—"The Professor Quiz" period on the 1938 program met with such enthusiastic approval that we have again persuaded "Professor Quiz" (Jack Lambie Jr.) to present his helpful solutions to knotty problems. He will appear from time to time during the Thursday and Friday program sessions at the discretion of the program chairman.

Promotions With a Punch, Bert Nevins, New York City.

2:15—A Doctor Looks at Swimming, paper by Dr. Howard Beard, to be read by Harry A. Ackley, Pittsburgh.

2:45—Removing the Unjust Security Tax on Name Bands, discussion, Edward L. Schott, president, Coney Island, Cincinnati.

3:15—Stiffling Spectacles Spell Sure Success, Arthur P. Briesse, Theatre-Duffield Fireworks Co., Chicago.

3:30—Conforming Swimming Pool Construction, Maintenance and Operation to State and Municipal Laws and Regulations, Stanley T. Barker, assistant engineer, New York State Department of Health, Albany.

3:45—Snapshots of Bright Spots (Modern Lighting) Edward L. Schoeppe, Alexander, Becker & Schoeppe, Philadelphia.

4:00—"Professor Quiz" John E. Lambie Jr., Euclid Beach, Cleveland.

Friday, December 8

2 p.m.—Introduction of newly elected officers of NAAPPB for 1939-40.
2:05—Showmanship Magnified as Demonstrated by Aquacade. (Speaker to be announced.)

2:20—Rebuilding New England Parks With Federal Money, Wallace St. C. Jones, William B. Berry Co., Boston.

2:35—1939 Promotion Successes, G. Emmett Jones, discussion emcee, Pouchtrain Beach, New Orleans.

3:05—Lessons Learned From the 1939 World's Fair, by concessioner William Rabkin; by World's Fair, George P. Smith Jr.

3:35—Significance of World's Fair Lighting to Amusement Park Owners, B. D. Levanur, Pittsburgh Reflector Co.

4:20—"Professor Quiz" untill his last knot.
Awarding of trophies by service awards committee.

Announcements and communications.

Meeting adjourned.

THIS ROCKET RIDE GROSSED OVER \$40,000.00 IN 1939



YOU TOO can reap the harvest of large profits this outstanding ride will provide

ENORMOUS CAPACITY

A ROCKET Carried Over 20,000 Passengers in One Day. One Owner reports he counted 124 children on at one time.

A QUALITY PRODUCT

- 22 Stainless Steel Cars
- All-Gear Driven—No Cable
- Mechanically Perfect
- Center Dome Made of Polished Aluminum or Masonite Panels Revolves in the Opposite Direction From the Cars and Revolves Continually Even When Cars Are Idle—Thus a Constant Bally.

The Ideal Ride ——— THRILLING YET SAFE
BIG REPEAT PERCENTAGE—MAINTENANCE COST NEGLIGIBLE
COSTS ARE INCREASING—MATERIAL DELIVERIES ARE SLOWING UP
BUY NOW FOR 1940 SHIPMENT

ALLAN HERSHELL CO., INC.

NORTH TONAWANDA, N. Y.

ORIGINATORS OF STREAMLINED CARROUSELS
Builders of the Ever Popular Kiddie Auto Ride Which
Outgrossed ALL Kiddie Rides at the New York World's Fair

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Regrets

Despite insistent requests from pool operators and an open letter here a few issues ago, Park Commissioner Robert Moses, of New York, still declines the invitation extended him to attend forthcoming annual meeting of the National Association of Amusement Parks, Pools and Beaches. He declares he's just too busy.

Original plan was to have him address the gathering of pool men and reveal his experiences in beach and pool work. Moses, it will be recalled, is responsible for a number of outdoor municipals in and around New York City and for mammoth beaches of Jones Beach on Long Island, Rikis Bathing Park in Brooklyn and Orchard Beach in the Bronx.

It was a marvelous gesture on part of pool men to ask Commissioner Moses to talk. Many New York operators were practically thrown into bankruptcy because of municipals projects and many others have faced stiff opposition from him because most of his city-operated tanks have been built in vicinity of commercial plunges. Despite this, the pool men invited him and offered him a spotlight role at their meetings.

Water Show Anniversary

A communication from Sam W. Ingram, Hamilton, N. Y., extends an invitation to all water show performers, young and old, to help Fort Lauderdale (Fla.) International Aquatic Forum celebrate what is said to be 30th anniversary

STREAMLINED TRAIN FOR SALE—BARGAIN

2-Unit Miniature Streamlined Train, almost new, 21 cars. For details write Laughlin Lines 6918 Erie Rd., Philadelphia, Pa.

WANT

Coches, Dance Bands, Acts for floor show, open December 31st. Finest dance floor on the Florida Coast. Good use men with complete skating rink equipment or any other equipment that could be used in park on Indian River. HIGHLAND AMUSEMENT PARK, Cocoa, Florida

of the first water show ever presented. This year's Fort Lauderdale water show will be on December 23-26, with December 24 being set aside "as the 30th anniversary of forerunners of Billy Rose's Aquacade, which started in Florida in 1909." Mr. Ingram expects an increase over last year's attendance of 550 and 150 institutions from all phases of pool and beach world. On initial day of the forum there will be formation of the so-called American Federation of Swimming. Ingram writes that the proposed organization will represent capital and labor, 300,000 employers and employees, improve conditions for 50,000,000 and attempt to continue the half-billion turnover in dollars. On Christmas Day East-West relays will be held with swimmers from the Eastern part of United States and countries of Central and South America competing as one team against the boys from the western section of Pan-American countries. On December 29 there is scheduled a program featuring governmental leaders and aquatic leaders in a discussion to ascertain means of increasing exchange of athletic information and competitions among Pan-American countries. That night as a climax America, Amity Carnival will be presented.

Conductor of this pillar cordially invites all pool men attending the NAAFPB confab in the Hotel New Yorker to look up the writer at pool sessions. Readers who have been writing to this department for months finally get a chance to say things to my face, although some of the things written lately I won't like to hear. Seriously, tho, be sure to look me up.

Biz among New York indoor tanks has spurred since the World's Fair closed. . . . Benny Gaines reports the new outdoor tank at Jack Dempsey, Miami (Fla.) hostelry is a lulu—it will be for exclusive use of guests and not for outside trade, as previously reported. . . . First showing of 1939-40 bathing suit styles will be introduced in Florida next month. . . . Another swim pool operator making big business of his sideline activity is Operator Fiducia, Van Cortlandt Olympia tank, New York City, who, besides conducting a roller skating rink adjacent to his closed outdoor plunge, is now running branch rinks in Yonkers and White Plains. . . . And we wonder how many of those new New York City municipals would stay open if they had to pay taxes like privately-owned ones?

PENNY ARCADE HEADQUARTERS

Presents for
1940

THE GREATEST ASSORTMENT OF
 ARCADE MACHINES IN
 OUR 44 YEARS OF BUSINESS

IMPORTANT
 NEW
 DEVELOPMENTS

MANY
 NEW
 MACHINES

BE SURE TO SEND FOR OUR NEW PRICE LIST, CATALOGUE AND IMPORTANT NEW ANNOUNCEMENT TO BE MADE EARLY NEXT YEAR - USE THIS COUPON

See Us at the
NAAP
 Show
 Hotel, New
 Yorker
 Dec. 4 to 8

International Mutoscope Reel Co., Inc.
 44-01 11th St.,
 Long Island City

Send me the 1940 Announcement.

Name

Address

City

STRATOSHIP

Thrilling - Exciting - Flashy

In successful and profitable operation in such outstanding Parks as Kennywood, Pittsburgh; Coney Island, Cincinnati; Forest Park Highlands, St. Louis; Palisades Amusement Park, Palisade, N. J., and many others. One stop, one load, quick get-away assures satisfactory capacity. Small space, low operating cost and

NEW LOW PRICES.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

LAFF IN THE DARK

The funny, weird, startling Dark Ride. Attractive cars, outstanding stunts, perfect mechanical operation. A tremendous success at New York World's Fair. There's a reason why the Big Parks all choose

LAFF IN THE DARK.

ROCKET SHIPS

FOR CIRCLE SWINGS AND SEAPLANES

Modern flashy cars of gleaming mirror-polish Stainless Steel, with light strong tubular framework. Novel side rockets with flood lights in nose and colored tail lights. New Rocket Ships installed on old swings have increased the receipts two to five times.

MIDGET AUTO RACER

A new type major ride that will gross 50 to 75 per cent of a Coaster at a fraction of Coaster costs. Heavy duty, super-powered cars, streamlined body handsomely decorated. Finest Amusement Auto cars ever built. High speed operation on a banked race track bring you receipts never before possible on an auto ride.

THRILL — SPEED — ACTION

R. E. CHAMBERS COMPANY, INC.
BEAVER FALLS, PA.

October Survey of N. Y. Expo Shows Effect of Shaved Fee

New Yorkers Saved Visits Until Final Month, the Month That Was Tops at the Gate

Third and Last of a Series

NEW YORK, Nov. 25.—Market Analysts, Inc., of which Sanford Griffith is president, having concluded its three-month, August-thru-October survey of the World's Fair, the October findings have been made available to *The Billboard*. It was recalled that survey company questioned upward of 1,000 people on the main part of the grounds in each of the three months, with a solid week devoted to each test. Company's outstanding problem in October sampling was to study shifts in attendance after the summer and holiday season was over. Much-discussed question of gate admission was examined from many angles which were practically exhaustive in their development.

It is interesting to repeat that paid attendance during October was the best of the six months' run with 5,138,301, and that the month's best day, Sunday, October 29, with 419,718, was topped only by the Sunday preceding Labor Day (September 2), which drew 492,446 paid admissions. Inevitably linked with the final month's terrific record is the fact that a gate fee of 50 cents prevailed throughout, with evening charge being 40 cents.

High points of the survey follow:

If people felt some defeat at quantity they were very enthusiastic about

bargain days and low combination prices. Public opinion very positively registered approval on the lowering of entrance fee from 75 to 50 cents. About one-sixth still found it too high. Those who came from remote places were the ones who benefitted financially and among other costs of the trip admission was but a small item. Head of a family with many tickets to buy might well be price-conscious. As would normally be expected, the lower the income bracket the higher the resistance to 50-cent entrance fee. New Yorkers complained more about admission prices than did people further away. Altogether they were principal beneficiaries from influx of visitors, the home people throughout the fair were the ones who complained most about high prices and especially entrance fee.

Biggest rumpus about price came from young people. They thought more in terms of what they had in pocket, and their elders more in terms of value received.

Funzone Statistics

Interest in Amusement Area was slow in getting under way at start and bogged down at close. More than half who made but one visit to fair made none to area. People are care-free-minded, and in the area all thought first of going to the Aquadome, just as in main area all tried to crowd into Futurama. Industrial and foreign exhibits were a stronger attraction than the amusement area for those who only had a day to spend. As people made more visits to fair they increased visits to area. About 41 per cent said they just passably enjoyed themselves on the midway, while 18.2 per cent said they did not enjoy themselves at all. Three 45 per cent said they enjoyed themselves very much, but this must be compared with some 95 per cent who used superlatives about the major part of the fair.

Fair-Sponsored Displays

About two-thirds chose Fountain Display as fair display they liked best. About a fourth voted for Perisphere, about a fifth for Tower of Tomorrow, but 1/25 of total gated visited it.

Inducements which would bring more people to fair next year in the evenings are, in order of importance: (1) lower entrance fee; (2) theatrical entertainment; (3) fountain displays and (4) later closing of industrial exhibits. Amusement Area fireworks and focal exhibits (at entrances of buildings) trailed far behind fountain display in Lagoon of Nations and Perisphere show in opinion of those questioned.

Miscellaneous

Half the people who gave opinions were superlative in their appreciation of fair. They found it a great show. Criticisms scattered over 100 subjects indicated there were no big outstanding (See N. Y. EXPO SURVEY on page 123)

Detroit Zoo Has 1,000,000

DETROIT, Nov. 25.—Detroit Zoological Park closed last Sunday for the winter. Visitor numbers slightly more than 1,000,000, said John T. Millen, director, coming close to the record year for the park. Director Millen is still in Henry Ford Hospital as result of an automobile accident in September, but is to be released in a few days.

With the Zoos

MADISON, Wis.—Three camels purchased from Ringling-Barnum & Bailey Circus last summer were presented to Vilas Park Zoo here by Ray Felt, president of Zor Shrine Camel Herders Association. Names are Tebeba, Katrina and Fatima.

JACKSON, Miss.—In Municipal Zoo in Livingston Park, R. M. Taylor, park director, announced, female mountain lion and pair of otters, which he says have been donated. Zoo Head I. E. Bennett said that leopard cubs born several weeks ago are being seen for the first time by the public.

GET NEXT TO "SAMBO"

HE CRIES FOR YOU HE GETS SPANKED IF YOU CAN HIT HIS MAMMY ON THE NOSE.

THE CRAZIEST NEW GAME FOR PARKS, CARNIVALS. SEE IT IN BOOTH 14 AT THE NEW YORK SHOW, OR WRITE AT ONCE.

THE BAROK COMPANY
312 E. BROAD ST.,
COLUMBUS, OHIO
Sole Makers

Choice	No. of Mentions
Aquadome	143
Parachute Jump	20
Sun Valley	16
Frank Buck	10
Hot Mikado	9
Circus	6
Good Burlesque	6
Moving Barrels	5
Sport Contests	5
Dance Contests	5
Roller-Skating Rink	5
Whirling Wheels	4
George Jessel	4
Flying Turns	3
Boycycling	3

NOTE—Others, with 1 or 2 mentions, are not given in the table.

quality. Opposition or criticism by visitors was negligible. If attendance was not all that had been expected, shortcoming was that people at large had not learned enough about the opportunities at the fair.

In October the fair became less a world's fair and more a New Yorker's exposition. Half the people came from New York City and three-fourths (including the city) came from within a 50-mile radius. Two months earlier only a fourth came from New York. They belatedly discovered they had a great show in their own back yard and turned out in large numbers. A quarter of them came for the first time. More men than women made single visits. More women than men made repeat visits. About twice as many single people as married people made eight or more visits. The housewives pulled down the married score. Attendance just for the evening about a fifth of those interviewed, was small in relation to variety of entertainment offered and the nearness to city. About half intended to come to the fair more often next year. Less than one-twentieth do not intend to come back.

Gate Fee Leads

A 50-cent gate fee got four-fifths of the votes. Those who voted most strongly for lower fees were: People who made repeated visits; those with large families; young people and—most outspoken of all—New Yorkers. These low-income millions are less persuaded by educational exhibits than by low admissions,



SENSATION

of the famous Long Beach, Calif., Amusement Zone.

The NEW CLUVE LOOPA. A BIG ride—Small investment. The riders give a dandy FREE SHOW and PAY for the ride. Many have bought 100 Rides each in the first 3 months. 40% are repeat riders.

Now! NOW! Is the time to get exclusive territory and good spots.

The Patent Rights are for sale.

CLUVE ENTERPRISES
BOX 1321, HOLLYWOOD, CALIF.

Making an Amusement Pier Draw

(Or Jumping Attendance From 200,000 in a Season

14 Years Ago to 2,000,000 Today)

By FRANK P. GRAVATT

NINE out of 10 showmen will agree that the most fascinating feature of a business is its tempting invitation to cast in unknown waters. It's that venturesome shot in the dark that intrigues most of us—with the prospect, naturally, of emerging on top when the dividends begin flitting with the investor. But the average showman doesn't realize into what a risky and enjoyable foray in uncharted seas he can dip his trusting toes until he's had a fling at managing an amusement pier.

I've just completed my 14th season at the helm of Atlantic City's Steel Pier and I've learned a lot. While the pier has been favored with an undeniable measure of success, numberless new tricks of the profession pop up and confront me with every passing season. All of which makes me, after a decade and a half in the field, still pretty much of a learner.

Pier management can boast a thrill a day, and I don't necessarily mean the kind of thrill that goes with seeing the turntables clicking merrily. The Steel Pier is such a mammoth enterprise and affords such a multiplicity of attractions that some new angle is certain to appear every 24 hours between opening and closing of the Boardwalk gates. Pier management also can have its headaches, and all of them don't necessarily result from unfavorable weather. If the weather is too good the ocean gets the people; if it is too bad they go back home. Yet the weather—next to the hackneyed aphorism that "there's nothing like a satisfied customer"—can be the greatest single factor between success and failure.

Plenty of Uncertainty

Pier headaches call for a carton of migraine tablets. Sometimes you aren't sure when a name act is going to show up. There can be a thousand and one delays. Perhaps an opera star, ready to go, contracts laryngitis and can't wobble a note. Maybe an artist billed the length of the Atlantic Coast suddenly will decide he wants to go elsewhere and can't play at the pier, or tries everything in the world to squirm out of his contract.

But it's taking the good with the bad, even to the point of matching your cards against the weather gods, that makes it such an interesting life. I've grown to enjoy its uncertainty almost as well as I like the assurance of success that accompanies the warm and sunny week-end we have in the summer—most of the time.

The "satisfied customer, etc." axiom being an accepted fact, I've gone out of my way, worked my head off, to sign sure-fire acts—big names—from the metropolitan cities. And I've seen them flop miserably. On the other hand, I've taken chances on other acts—big names here, too—that have come through these shores with unpopular box-office records in the bigger cities, and found my judgment to be correct. They've scored overwhelmingly.

What is it that makes the Steel Pier a dependable testing ground for show business? Why is it a barometer of the public taste in amusement? Maybe I can explain.

Heap of Things Learned

I had a moment ago that I've encountered new tricks every season, so it goes without saying that I've learned a heap of things since those uncertain days back in 1925 when I, a greenhorn if there ever was one, acquired control of the pier.

I had just signed to tackle a \$2,000,000 enterprise and had just learned the catastrophic news that nine potential fellow-investors had been written with an acute case of cold feet. I said nine, but I meant eight and one-half, for the last partner didn't hold back 100 per cent of his promised share. He merely sold it in half and contributed 50 per cent of his money to the pool, thus giving him only one cold foot.

FRANK GRAVATT was born at Lower Bank, in Burlington County, N. J., and as a boy worked at everything from newsboy to huckster. It was while he was a newsboy that an accident occurred which seemed to foreshadow his future. While selling his papers on the shore boardwalk he was chased from the front of the pier which he now owns.



Before entering the amusement business Gravatt was engaged in bicycle, motorcycle and auto repair work and later worked in real estate. In 1925 he entered into a syndicate of 10 to buy the Steel Pier. Being in the real estate business, he negotiated the deal for the group but the others backed out and Gravatt went thru with it alone. He has built Steel Pier into an enterprise which has attracted more than 25,000,000 patrons since he took the helm.

During that stretch of time since 1925 a lot of famous amusement enterprises have come—and gone. Since the doors of Steel Pier were opened, the New York Hippodrome, for example, was faded away, built, was going strong, faded away, and now is being torn down. The depression, a few years after my advent to the pier, was knocking some ends of show business into something resembling a cocked hat. We at the pier suffered with the rest, on the very understandable premise that the public just didn't have the money to spend. Now I believe that doleful era has passed and that we're headed for a new high.

Probably we didn't feel the hard years as badly as others. The reason? Steel Pier met the depression half way, battled it to a draw, the pier, in the tough years as well as today, never taxed the customer beyond what we consider a fair and moderate price of admission. We believe that 50 cents on week-days, with 75 cents tops on week-ends and holidays, is within the range of anyone who travels as far as a seashore resort for a brief outing with the purpose of crowding a maximum of entertainment into a single day.

For those nominal sums we offer what we honestly believe is the world's greatest amusement value.

Scope of Appeal Broadened

First thing that impressed me in my tryout days of '25 was that the old Steel Pier corporation had an appeal mostly for one class of trade. Fundamentally, it was too high hat. I didn't mind maintaining the same kind of appeal if I could broaden the scope of appeal to let in the "common pee-pul", too. I didn't mind catering to "class", as long as I could make no distinction between all kinds of classes.

So, with very little money left, but with a lot of faith in the pier's potential appeal to the man in the street, as well as his wife and kiddies, I began to add attraction after attraction. I took a gander on nearly everything that came along. Before very long this policy of signing 'em all—the very good as well as the not so good—was showing results at the box office. By endeavoring to adhere to a strictly high moral plane

in entertainment, we were seeing the turntables becoming veritable merry-go-rounds—and being pushed by the bourgeoisie, and also a lot of the high hats. The entertainment-for-all policy was beginning to bear fruit. For example, when, with the rest of the pier, I purchased the services of a very fine band—very well known locally. But it specialized only in the classiest of music. I didn't relish seeing the pier lose its reputation as a musical center, but I felt that the public—and the pier itself—deserved nothing but the best. So I signed Sousa, who came in 1926 and who stayed every season until 1932, when that peer of all bandmasters died.

The old Steel Pier also had been known as something of a rendezvous for lovers of grand opera. So when I came along the opera stayed, too—even in the days when a Rudy Vallee or a Guy Lombardo was a certain drawing card for five times as many people. I wanted Puccini and Verdi, but I wanted Irving Berlin and Jerome Kern, too. In the last dozen seasons we've been staging grand opera, sung in English, and it's progressed beautifully. Those dozen seasons constitute a new long record for opera runs. But the pier guest can be content in the knowledge that he doesn't have to listen to the highbrow stuff of the masters. He can walk right past the pier "opera house" and out to the pier's end, a couple of thousand feet out into the ocean—and catch, even if he tires of Vallee or Goodman, a circus act or a Hawaiian who dives from a 100-foot board—or an animal zoo on his way out.

I won't be fully satisfied until sure that every single type of amusement-seeker—high-hat, moneyed, middle class or lower bracket—when he leaves the pier at the end of his day's pleasure is going away with the feeling he has partaken of his utmost fill of amusement. Assured of that, I am content that every man, woman and child who has visited the pier, automatically, the unconsciously, becomes its best medium of advertising.

Criticism Sought Constantly

Because I'm certain that it has something really to boast about to friends and relatives back in Podunk, I'm perfectly satisfied that the Steel Pier policy of "diversified amusement" embraces about every phase of the amusement field extant at present. Yet I don't know, to my fullest satisfaction, so what? So there's a way of checking up on that element of doubt. Some of the boys on the staff test the sounding-board of the public taste. A half dozen or so spend an hour or two each day mingling with the crowds. We call these fellows "reaction-getters." It's their job to "overhear" conversations—comments about the attractions as the folks see them. We're constantly on the lookout for criticism. If we hear enough, and it sounds plausible, centered about one particular act, or feature, or specialty, it stands to reason we do something about that act, feature or specialty.

We like to think that we appeal to the public as an amusement enterprise that has overlooked no individual taste at the most conservative price.

The attractions are there to be seen and enjoyed and it isn't our fault if they aren't. We're perfectly satisfied that no human being, lest he possess the enviable knack of being in two places at the same time, can attend every one of the 20 major attractions during the 15-hour daily period the doors are open—and do justice to his appreciation of all of them. But all the attractions are there,

waiting, just in case: Three motion picture shows, a minstrel show, a children's show, an opera in English, a complete vaudeville show with headline performers, dancing day and night in two ballrooms to the music of the best bands in the USA, a complete congress of daredevil thrill acts, diving Hawaiians, circus horses, a couple of Hawaiian orchestras, a Laughland, a Haunted Castle, four other funhouses, aquaplane stunts, sailboat trip, water sports, a zoo, 30 or 40 exhibits of national advertisers, photo exhibits, Ajebe the robot checker player, a character analyst—all for 50 cents (75 cents on weeknights and holidays).

So I'm rather certain that when the young fellow and his girl depart from the pier after an all-day-and-night round of amusements, they're sure to tell the folks back home about the excellent time they've had.

Which undoubtedly is the least expensive form of advertising, and I'm not so sure it isn't the most effective.

Heavy Advertising Budgets

But just the same the advertising budgets keep going along, bigger and better each season. Next to the policy of diversified entertainment and the resultant "word-of-mouth" appeal to the populace, our greatest single asset for making the Steel Pier as famous an amusement center as there is in the USA has been advertising in its 101 purchasable forms.

Thousands upon thousands of dollars in pier receipts are tossed into the ad pool every season. To illustrate its range, and its magnanimity in other cities, the Steel Pier is 60 miles from Philadelphia, yet is the biggest amusement advertiser in Philadelphia. Between Philadelphia and Atlantic City, on the main connecting rail and auto highway, there are so many Steel Pier ads that I like to believe it is impossible for any human being to make the trip without seeing the name at least 200 times.

We utilize all we can of newspaper and magazine and pamphlet space. Six times a week the name "Steel Pier" is broadcast by radio to the corners of the earth. While these biggest media of advertising get the biggest slice of the ad budget, we utilize every other stunt under the sun to keep the name before the public.

You motor or come by rail into Atlantic City and you are confronted on all sides with the strangest assortment of ad stunts you ever saw. Outside the city there is a 210-foot boat floating over the meadows, an exact duplicate of the 1,100-passenger ship that formerly op-

BIG or LITTLE



Wherever you are, we have a BIG ELI Wheel for you. Model No. 18 Model, for 100 seats, 120 feet high, 10 seats, No. 12, for the smaller parks, 65 feet, 12 seats. Time-limited dividend pays both, and completely portable. Buy a BIG ELI Wheel for long-term profits.

ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Can. Ave., JACKSONVILLE, ILL.



Streamline Miniature Railways for Parks and Pleasure
WAGNER & SON, Plainfield, Ill., U. S. A.

WORLD'S LEADING HEADQUARTERS FOR ARCADE AND SPORTLAND EQUIPMENT

Largest Variety of Amusement Machines in the World
for Complete Arcade

SEE US AT THE NAAPP&B — BOOTHS 37-38-39

or Write for New 1940 Arcade Catalog

MIKE MUNVES CORP.

593 10TH AVE. (Tel. Bryant 9-6677), NEW YORK, N. Y.
ARCADE SHOWROOM: 524 WEST 43RD ST.

RIVERSIDE PARK

AGAWAM, MASS.

Springfield-Hartford RT. 5-A

OPENING MAY 30, 1940

FOR RENT

Lightning Roller	Show Boat	Dance Hall
Coaster	Fun House	16,000 Sq. Ft.
Swimming Pool	Penny Arcade	with Stadium Seat-
Tunnel of Love	Roller Skating Rink	ing cap. of 3,500
Whip	Space for Side Shows	Carrousel
Dodgem	Shooting Gallery	

140 acres of beautiful grounds—the show place of New England. One million population within 25 miles.

Owned and operated by

STUART AMUSEMENT COMPANY

700 Washington St., Boston, Mass.

Edward J. Carroll, Treas.

AMUSEMENT PARK, POOL AND BEACH OPERATORS—

WARNING!

One peek at Money-Meters (Booth No. 72 at the Convention) may make vital changes in your 1940 plans. Complete Money-Meter equipment will be on display . . . also new Money-Meters especially designed for you. Ask for a souvenir!

If you cannot attend the convention, write for new illustrated bulletin "AE." It's free and it tells all!



MONEY-METERS, Inc.

Dorrance Building, Providence, R. I., U. S. A.

Mfrs. of cash-collecting equipment for all purposes.

SEE OUR KIDDIE RIDES

DELEGATED AND VISITORS TO THE

NAAPPB CONVENTION

are invited to visit our Plant and see our wonderful facilities for Manufacturing the most complete line of Kiddie Rides in the World. Also our Auto Speedway Gasoline Driven Cars.

PINTO BROS.

Coney Island,
New York

MERRY GO ROUNDS

With Sacrifice for Quick Sale to Close Out: ONE 48 FOOT, 4 ABREAST JUMPING HORSE MACHINE; ONE 48 FOOT, 3 ABREAST JUMPING HORSE MACHINE, with MODERN Standard Equipment. Also Reconditioned 3 Abreast Portable, Excellent Condition. Rides must be seen to realize what wonderful bargains they are. No reasonable offer refused.

JOS. G. FERARI CAROUSEL WORKS

PORT RICHMOND, N. Y. C.

Telephone: Gibraltar 2-7578.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

erated from the pier. Further away is a huge sea elephant five times the actual size of a real specimen.

Along the highways at vantage points are plaster-of-paris statues of golf players which say "Your drive will end at the Steel Pier"; of jitterbug dancers and other species of human craze-seekers; of all kinds of animals of the jungle.

Atlantic City is littered with our ads. You're as apt to find them in your hotel (on screen doors, door bells, at the desk, in the cloakroom, etc.) as you are to find them in the barber shops, shoe-shine parlors, bakeries, beauty parlors, butcher shops, candy stores, drug stores, in the restaurants and cafes (meal checks and toothpicks and ash trays, and "please-count-change signs"); in postage stamp booklets, in fish stores (Fresh Fish-via Steel Pier) and in a myriad of other places.

Small craft sail up and down the coast, conveniently close enough to shore to plug the Steel Pier. Airplanes soar overhead with Steel Pier banners behind them. A big blimp is set loose every day to fly above the Boardwalk. Taxicabs in Atlantic City: every railway car that runs in and out of the resort; every street car, jitney and bus in the city and in neighboring cities and towns carries a very impressive Steel Pier ad.

Whenever we discover a standpipe rearing itself into the sky in some convenient location we get the urge to see "Steel Pier" emblazoned thereon in five-foot letters. We've gotten so we can't bear the sight of a barn or other rural outbuildings, or the wall of a city business property, neglecting the opportunity to tell the world about us. I estimate we print in our own shop and distribute free 30 per cent of the "for-rent," "for-sale," "no-smoking" and "keep-off-the-grass" signs in Atlantic City—never failing, of course, to convey to the reader a gentle hint to stop at the Steel Pier.

On the pier itself we have five moving letter electric signs, one of which, flashing from the marine ballroom at the end of the pier, has 16-foot letters—the biggest of its kind in the world.

The Steel Pier is cool and clean. Last year, rather than take a chance on patrons in the five showplaces being bothered with the heat, we installed a specially geared air-condition cooling system in each of them, with the cooling process coming direct from the ocean beneath. The picnic decks at advantageous spots along the railings with sunshades overhead overflow with patrons every day. Many Steel Pier fans solve the hunger problem by toting their own lunches.

Managing Steel Pier is like holding the reins of government of a good-sized American city. When, in 1930, Amos and Andy, Rudy Vallee and Belle Baker drew a record attendance of 84,000, I was serving as host to a population bigger than Harrisburg, Pa., and bigger by some 20,000 the permanent population of Atlantic City itself.

The pier has its own doctors and nurses in its own emergency hospital; its own lost-and-found department for valuables—and for lost children, too. The pier is protected by its own crew of special policemen.

Booking Headaches

I've had a world of bizarre experiences in booking acts during these 14 hectic years of mine as a showman. After all one in the amusement business either is at sea or up in the air all the time. I guess I've nibbled at just about every square act that ever appeared on the horizon.

Name acts set us back the big money of course. John McCormack relieved me of \$5,000 for singing Irish ballads for 30 minutes. In 1928 Marion Talley got \$4,000 for warbling the same length of time. It's a chance I'm willing to take, this providing these long-range shots I was telling you about a while back in this article. Sir Hubert Wilkins, back from the under-North Pole voyage in his submarine, was a sell-out in the big cities but flopped at the Steel Pier. Gertrude Ederle wasn't so hot in the big time, but Atlantic City loved her. But,

always in anticipation of a "Brodie," we throw out money like water to get the big names on the holiday week-ends. Then, of course, there comes the problem of who's to receive top billing.

Top-Billing Problem Solved

I had a top-billing squawk a season or so ago. I was so anxious to jam the pier with headliners that week I collected three at one time—each at about the same salary figure, each with the idea he had the best box-office lure, and each very peeved about top billing. And each came to me with his pet peeve. But the pier's such a gigantic place I was able to overcome the problem that has needed many a theater owner with a 20-foot marquee (?) outside. It put the name of a famous bandmaster over the others on one sign; the name of a famous vaudeville star on top of another, and the name of a radio notcher on top of the third. I had three separate signs on three sides. So everybody was happy.

Many times when the stars are playing in competition with another attraction, such as the giant whale we once exhibited or the diving horse, the customers pass up the big names to view the oddities.

But most of the visiting celebs lose no time in awing into what we call the Steel Pier spirit of things. The day Amos and Andy, Rudy Vallee, Belle Baker, et al., bowled 'em over to the tune of 84,000 paid admissions, these (See MAKING PIER DRAW on page 63)

TO ALL FRIENDS AND CUSTOMERS

Meet our representatives in BIG ELI Exhibit Booth No. 2 at the NAAPP&B Convention, New York City, on December 4 to 10, 1939, at Hotel Sherman, Chicago, during the Showman's Luncheon Banquet, and Fair Societies' Annual Meeting. Ask about all sizes of the Profitable BIG ELI Wheel.

Old Friends Expected. New Acquaintances Invited.

ELI BRIDGE COMPANY

BIG ELI Wheels — ELI Power Units
JACKSONVILLE, ILL.

NEW AMUSEMENT PARK

On Dixie Highway. One-half mile frontage on picturesque lake near Detroit. Attractive proposition for permanent rides, milk-y attractions. Partner with capital, or will sell.

C. M. CARLSON

1008 Peoples State Bldg., Pontiac, Mich.

Do You Need GOOD USED RIDES

or Have You Any To Sell?

Also Sell UP TO THE MINUTE NEW RIDES.

BERTHA GREENBURG

Hotel Kimberly, 74th St. & Broadway, New York

BATHERS' KEY BANDS

and
BRASS KEY CHECKS

Highest quality obtainable. Low-
est prices. Immediate Delivery.
S. GRIFEL, 649 E. 5th St.,
New York, N. Y.

Send for
Illustrated
Circular
and
Prices

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

CARROUSEL ORGANS

Music Rolls for Arizlen (North Tonawanda) Instruments. Cardboard Music for All Musics. Tuning and Repairing. Bargains in New Transferred Organs.

B. A. B. ORGAN CO. 412 32ND ST.,
BROOKLYN, N. Y.

Reducing Mortgage Via "Fixed" Take

GREENFIELD, Mass., Nov. 25.—"Every year since 1935 Franklin County Fair has been reducing its mortgage, so that today it is down to a small balance of only \$4,950," says William C. Conant, treasurer. Mr. Conant attributes this "to the wonderful co-operation of the officers and board of directors."

Annual income of the fair is between \$15,000 and \$16,000, Mr. Conant stated. Total is assured by (1) \$4,000 in advance ticket sale, (2) \$3,500 from the midway, (3) \$4,000 from gates and grand stand, (4) \$1,000 from fair activities, (5) \$300 from racing premiums, (6) \$600 from ads and fair program, (7) \$1,700 from State stipend and (8) \$400 from incidentals.

Every department is credited with 100 per cent activity, but special citation is made of fact that George Hamid office has supplied the vaude attractions for the last 18 years. "We consider our fair a most successful one for its size," Treasurer Conant said, "running only two days and two nights and paying everything into that limited duration."

Season Is Best For RAH in His 29-Year Career

ORANGE CITY, Fla., Nov. 25.—Season just closed was the most successful in history for Hankinson Speedways, said President Ralph A. Hankinson here. With it he completed his 29th year as promoter and sponsor of automotive speed events and sports activities. It was also the 13th consecutive year in which he managed events sanctioned by contest board of the American Automobile Association.

Closing date, October 28, at the new Southern States Fair, Charlotte, N. C., organized by Dr. J. S. Dorton, Lucky Teter and Harold Powell, made an attendance record of over 50,000 for auto racing day on Saturday, helping the (See HANKINSON'S BEST on page 60)

Nebraska State Comparison With Others Is Latest Aim

LINCOLN, Neb., Nov. 25.—Promise of first ever smoldering county fair men's resentment of the election of the State Fair by an alleged "self-perpetuating" board was given more fuel this week by Lincoln Chamber of Commerce's appointment of John Quinn, active State Chamber man, to compile a report on other fairs in the upper Missouri Valley to offer in comparison, for appropriate action, at the annual meeting next January.

Appointment was made after a State chamber resolution that "something should be done about the fair here to better its position in the minds of State farmers."

Finke Re-Elected in Minot

MINOT, N. D., Nov. 25.—Secretary H. L. Finke, who was re-elected at the annual meeting of North Dakota State Fair here, reported that because of three days of inclement weather the 1939 fair has netted \$1,874.23. Fair progressed successfully on good days, with Royal American Shows on the midway and Barnes-Carruthers revue, *Show of a Century*, before the grand stand. E. A. Donnelly was re-elected president; C. H. Parker, vice-president; Fredson, H. E. Barron, directors; President Donnelly and Secretary Finke will attend the December meetings in Chicago.

New La. Annual Launched

LAKE CHARLES, La., Nov. 25.—Southwest Louisiana Fair was organized this week by a group of parish agricultural agents from a dozen or more Southwest Louisiana parishes, cattle men and college heads, to hold an annual spring camp here, beginning in 1940. A livestock arena is under construction as the part of a plant which will include an auditorium and exhibit halls on grounds of Lake Charles Junior College. G. W. Berry, Lake Charles, presided at the organization meeting. Permanent officers will be named later.

NEW MEMPHIS SETUP



CONCESSION BUSINESS that was highly successful was reported by F. E. Tennant (left) concession manager of the State Fair of Texas, Dallas, October 7-22, and C. G. Baker (right), concession manager of Oklahoma State Fair and Exposition, Oklahoma City, September 23-30. Both are veterans in their field and are known as keen students of the constantly changing scene in outdoor show and concession business. Photo by Jack Dadsweil.

Surplus of \$7,438 Is Best at Calgary In 54-Year History

CALGARY, Alta., Nov. 25.—Despite expenditure of \$28,431.95 for improvements and repairs to buildings and grounds, all financed out of current revenue, net surplus of \$7,438.72 for 1939 was recorded by Calgary Exhibition and Stampede, according to the financial statement. It was the most successful exhibition and stampede in history, surplus being about \$1,000 more than in 1938.

There were increases in prizes in almost every section. Improvements included renovation of barns and buildings, repainting and reroofing of nearly 20 stables and improvements to area in front of the grand stand.

Revenue was \$186,921.48, against expenditures of \$159,482.76. Gate and grand-stand take totaled \$91,260.33, an increase of \$4,400 over 1938. Receipts from exhibit space and concessions totaled \$30,040.63, an increase of \$800. Exhibition building rent was \$7,597.13, an increase of \$1,700, while pari-mutuel (See Surplus for Calgary on page 63)

Williams Files York Suit

YORK, Pa., Nov. 25.—Suit to collect \$16,500 from York Interstate Fair for alleged failure to carry out a contract was filed in York County Court by Flash Williams, of Flash Williams Thrill Drivers. Complainant alleges that on February 23, 1939, he entered into a contract with York County Agricultural Society to present a program at the fair on October 7, 1939, for which he was to receive \$12,500. On September 29, he claims, contract was canceled by the society. It asks \$15,000 in exemplary damages, plus the contract price.

Complete Program of IAFE in Chicago

SESSIONS IN THE HOTEL SHERMAN
Reception and buffet supper will be held on December 4 at 7 p. m., Samuel S. Lewis, York, Pa., chairman.

Tuesday, December 5
10 a. m.—President Sid W. Johns will call the meeting to order.
Secretary Frank H. Kingman will call the roll.
Welcome to Chicago by Henry J. Holm, president of Gregg College, Chicago.
Response by Vice-President L. B. Herring Jr., South Texas State Fair, Beaumont.
Reading of minutes of 1938 annual meeting.
Introduction and acceptance of new members.
Report of classification committee, Chairman A. R. Corey, Iowa State Fair, Des Moines.
Report of board of appeals, Chairman Charles W. Green, Missouri State Fair, Sedalia.
Report of government relations committee, Chairman Milton Danziger, Eastern States Exposition, Springfield, Mass.
Report of special by-laws committee, Chairman Ralph E. Ammon, Wisconsin State Fair, Milwaukee.

(See COMPLETE PROGRAM on page 63)

Mid-South Pays Out for Season

Association no longer in red — President Skinner announces he will retire

MEMPHIS, Nov. 25.—Directors of Mid-South Fair and Live-Stock Show here have set dates for 1940 two weeks later than usual and deferred election of a new president to succeed Raymond Skinner until the December meeting. President Skinner's annual report, which included proposals for future operation, showed a 1939 fair profit of \$7,937, as compared with a profit of \$67 in 1938. Association now has surplus of \$14,000 after many years of being in the red.

President's recommendations included continuation of the 25-cent advance ticket sale, making the live-stock show a major feature for 1940, construction of a temporary fence around grounds actually used for the fair and continuation of the new "horseshoe" set-up used by the midway for the first time this year.

It is understood that fair officials intended doing away with free ducaats in 1940, even to the extent of requiring exhibitors and concessioners to purchase entrance tickets for themselves and employees.

H. W. Beaudoin, fair manager, will attend the Chicago December meetings and may go on to New York. Mr. Skinner told the directorate he will not consider another term as president after serving four years. A nominating committee has been appointed.

Opener in Jax Tops Bow in '38 by 2,000

JACKSONVILLE, Fla., Nov. 25.—Duval County Fair and Exposition, November 17-26, opened to 10,000 attendance, upping last year's opener by about 2,000. Change of date from the usual time in April was credited with the increased attendance to some extent and the presence of Johnny J. Jones Exposition on the midway. It is first visit of the Jones show in 10 years. A cold rain on Saturday trimmed down attendance on the second day.

Fair presented the largest industrial and educational exhibit it ever had, with the first accredited herd show, 4-H Clubs exhibiting were greater in number. Florida State Prison Farm had a display, the electric chair getting plenty of attention.

Good co-operation came from the local press, upward of 100 releases being issued. Usual 25-cent gate was in effect, with free auto parking inside grounds. There were fireworks nightly. R. L. Milligan is president and E. Ross Jordan secretary, with Anne Weedon Dewhurst press agenting.

State Fair Division Leads In Ohio Department's Gain

COLUMBUS, O., Nov. 25.—State department of agriculture having operated at a net gain of \$220,892.69 in the first nine months of 1939 over a comparative period last year, Director John T. Brown reported that the State Fair division, under Manager Win H. Kinnan, led all others with net gain of \$39,861.29. Fair's operating cost was reduced \$24,990.77, from \$107,827.14 to \$172,830.57. Income showed a \$16,016.22 increase, from \$171,824.13 to \$187,856.13.

Wirth Repeats in Ebensburg

NEW YORK, Nov. 25.—Frank Wirth Booking Association announced that Cambria County Fair, Ebensburg, Pa., had awarded that office the 1940 grand-stand contract. Show will be headed by a revue and eight acts and repeat engagement of Spring Garden Band. A thrill show will get the fair under way on Sunday, with the Variety Eight also rebokod by special request, said Wirth, whose office supplied the show this year.

There were more **UPS**

THE 1939 SEASON WAS ONE OF UPS AND DOWNS, BESET BY MANY OBSTACLES AND WOES. THANKS TO OUR MANY FRIENDS AND CLIENTS, HOWEVER, THERE WERE FAR MORE UPS THAN DOWNS AND WE WERE ABLE TO CHALK UP A HIGHLY SUCCESSFUL SEASON. SO SUCCESSFUL THAT

**WE ARE MOVING TO LARGER AND
MORE MODERN QUARTERS AT**

**10 ROCKEFELLER PLAZA
RADIO CITY
NEW YORK**

IN THESE NEW QUARTERS WE KNOW WE WILL BE ABLE TO GIVE ALL OUR FRIENDS AND CLIENTS EVEN GREATER SERVICE AND CLOSER CO-OPERATION THAN WE HAVE EVER GIVEN THEM BEFORE. AFTER ALL, WE OWE OUR EXPANSION IN THE MANY FIELDS WE ARE NOW SERVING TO THOSE CLIENTS AND WE INTEND TO DO EVERYTHING IN OUR POWER TO BRING TO THEM THE FINEST ATTRACTIONS IN THE WORLD . . . JUST AS WE HAVE IN THE PAST.

GEORGE A.

10 ROCKEFELLER PLAZA

... thanks to our loyal friends
and we invite you all in New York
and Chicago to drop in and see us

IN CHICAGO

We greet the

**INTERNATIONAL ASSOCIATION
OF FAIRS and EXPOSITIONS**

at the HOTEL SHERMAN, Chicago
December 5th and 6th

IN NEW YORK

We greet the

**NATIONAL ASSOCIATION OF AMUSEMENT
PARKS, POOLS and BEACHES and the
AMERICAN RECREATIONAL
EQUIPMENT ASSOCIATION**

in Booth 85 at the HOTEL NEW YORKER, New York,
from December 4th to 8th inclusive.

WE WANT ALL OUR FRIENDS TO STOP IN ON US . . . AND REMEMBER
THE WELCOME MAT IS ALWAYS OUT AT OUR NEW, PERMANENT HOME.

HAMID, INC.

RADIO CITY

NEW YORK

"THE WORLD ON PARADE"
"SHOW OF THE CENTURY"
"SOARING HIGH"
"STAR BRIGADE"
"BELLES OF LIBERTY"
"FLYING COLORS"
"AMERICANA"
"STATE FAIR REVUE"

—Speaking of RECORDS!

THESE ARE THE SHOWS THAT BROKE 'EM ALL

OUR SINCERE THANKS TO ALL CLIENTS FOR A YEAR OF EXCEPTIONAL BUSINESS

**ACTS—REVUES—RODEOS
 BANDS—THRILL SHOWS—NEW
 SENSATIONS—LATEST NOVELTIES**

BARNES-CARRUTHERS

FAIR BOOKING ASS'N, INC.

121 NORTH CLARK ST.

CHICAGO

To Managers and Secretaries of Fairs

You want your FAIR to be a success. Our attractive line of Fair paper and cards will help you build up your gate. Write for samples and our 1940 catalog.

Also a complete line of Rodeo advertising.
 "Quality, Service & Reasonable Prices"—our motto



DONALDSON
 DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.
 NEW YORK, CINCINNATI, OHIO

GREETINGS! EXHIBITORS, SHOWMEN, CONCESSIONAIRES

The "Show Window" of the "Show Me" State!

**MISSOURI STATE FAIR
 SEDALIA**

WATCH FOR ANNOUNCEMENT OF DATES

CHARLES W. GREEN, Secretary

**MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL
 HILLSDALE COUNTY AGRICULTURAL SOCIETY**

September 22-28, 1940—Hillsdale, Michigan

H. B. KELLEY, Secretary

Fair Grounds

LINCOLN, Neb.—W. B. Banning, retired president of Nebraska State Fair, has filed as candidate for the State's unicameral Legislature. He was a department superintendent at the 1939 fair and has been active on the board more than 20 years.

ESTEVAN, Sask.—Fire destroyed two stock barns on the exhibition grounds here on November 18 with estimated loss of \$3,000. It was believed to have been started by a careless trespasser. While insurance of \$1,200 was carried, loss of the buildings is a blow to the association which during the past 10 years of drought has carried on the annual three-day under handicaps. Buildings were to have been painted and repaired as part of a \$26,000 civic improvement and unemployment plan.

DELFOS, O.—Myers Concessions, which service grand stands and operate stands, are in winter quarters in Dupont, O. Repairing, repainting and remodeling equipment for 1940 are under direction of Frank Kubla, service director. W. S. Myers, owner and general manager, purchased the electric frozen custard machine of O. V. Mallory at Ohio

Fair Meetings

Canadian Association of Exhibitions, November 29 and 30, Ottawa, Ont. W. D. Jackson, secretary, London, Ont.

Middle-West Fair Circuit, December 4, Hotel Sherman, Chicago, Charles W. Green, president, Sedalia, Mo.

International Motor Contest Association, December 4, Hotel Sherman, Chicago, A. E. Corey, secretary, Des Moines, Ia.

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago, Frank H. Kingman, secretary, Brockton, Mass.

Kentucky Association of County Fairs, December 7, Capitol Hotel, Frankfort, Joseph Pollin, president, Springfield.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines, E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines, A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee, J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Calif. Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka, R. M. Sawhill, secretary, Glasco.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul, L. O. Jacob, secretary, Anoka. Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus, Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield, A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond, Charles R. Ralston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit, Chester M. Howell, secretary, Chesaning.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading, Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Suckstorf, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-8, Adolphus Hotel, Dallas, Pete H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville, O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany, G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

**NOW
 BOOKING
 1940
 DATES**

Selden
**THE STRATOSPHERE
 MAN**
 THROUGH
**WORLD'S HIGHEST
 AERIAL ACT**

See the inside front cover of this issue for more information

Be sure to see my display at the Convention in Chicago, Hotel Sherman, Dec. 5 and 6.

**PERMANENT
 ADDRESS
 Care of
 THE
 BILLBOARD
 CINCINNATI,
 OHIO**



50th ANNIVERSARY

THE GUS SUN

BOOKING AGENCY

Sun's Regent Theatre Bldg., SPRINGFIELD, O.

**FAIRS!
 RODEOS
 COMPLETE REVUES
 SCENERY LIGHTS
 CIRCUSES
 Seasonal ACTS**

BUY NOW SAVE! SUN BODAS *Everything UNDER THE SUN!*

**Greetings From
 FAIR MANAGERS'
 ASSOCIATION OF IOWA**

Annual Meeting
**DECEMBER 11 AND 12
 SAVERY HOTEL
 DES MOINES**
 E. W. WILLIAMS, Secy.,
 Manchester, Iowa.

**KANSAS FAIRS
 ASSOCIATION**

Come to Our Annual Meeting
**JANUARY 9 and 10
 HOTEL JAYHAWK
 TOPEKA**
 R. M. SAWHILL, Secy., Glasco, Kan.

WANTED FREE ACTS

Of every description for 1940 Eastern Fairs and Parks. Have calls for Tents and Rides. Send literature and lowest prices.

WEAVER & COOKE, Agents
 108 Myers Street, LEXINGTON, VA.

DOUGLAS COUNTY FAIR
 ALEXANDRIA, MINN.

One of the outstanding Fairs in Minnesota, great if many friends, the best people and concessionaires it has come in contact with. Planning a bigger than ever for 1940. Dates at the Minnesota Meeting R. S. THORNTON, Secy.

ACTS WANTED

RELIABLE, High-Class Novelty Acts. Give complete details first letters. Send open time and plan 1940 Spring-Summer Season.

Florence E. Reinmuth, Quality Entertainment!
 2212 Nicollet Ave., MINNEAPOLIS, MINN.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

FOR YOUR FAIR IN 1940—THE CHAMPION CROWD GETTER OF TODAY
THE MAN OF A THOUSAND THRILLS

FLASH WILLIAMS

AND HIS RACING—SMASHING—CRASHING

THRILL DRIVERS

"THE GREATEST THRILL SHOW ON EARTH"

FEATURING AN ENTIRELY NEW PRESENTATION OF STUNTS, IDEAS AND EQUIPMENT FOR 1940

Among the Hazardous Events Originated by Flash Williams and Never Successfully Imitated Are: The Famous T-Bone Crash Collision in Midair! The Aerial Flaming House Crash! The Suicide Leap! The Head-On Collision in Space! The Killer Diller! The Battle Royal and Many Others.

Thanks to all our friends in Fair Business for a most successful season.

Will enjoy meeting you again at the Chicago convention at the Sherman Hotel.



"Leading national newspapers have asserted Flash Williams' Thrill Drivers start where others leave off!"

PRESS COPIES ON REQUEST

Permanent Address: FLASH WILLIAMS, 923 N. Central Ave., Chicago, Ill.

State Fair last season to add to equipment. Mallory intends to go more extensively into the cookhouse field. Maurice Myers, manager of the custard department, has contracted two circuits for this winter.

KENOSHA, Wis.—Receipts of the 1939 Kenosha County Fair were \$5,242.17 and disbursements \$4,609.24, reported Secretary E. V. Ryall. Gate admissions totaled \$1,475.55.

TOMBALL, Tex.—With an oil company donating eight acres, North Harris County Fair Association plans construction of a permanent plant. New site is considered most desirable and the association is being reorganized. Recent success with fairs has necessitated expansion, said J. C. Browder, association official.

ADISON, Wis.—Dane County Junior Fair reported a balance of \$185 to Dane county board after staging its show in Stoughton, Wis., this year. Dane County Fair here in past years has sustained substantial losses.

GREEN BAY, Wis.—With anticipated State aid of \$4,605.87, Brown County Fair Association in 1939 will show \$2,129.35 profit, reported Secretary William S. Klaus. The association has \$9,427.08 available for the 1940 fair and directors are trying to build up a \$10,000 reserve.

Fair Elections

HEMPHILL, Tex.—T. V. Parker was elected president of Sabine County Fair Association. Decision to organize followed holding of a successful fair this fall under the Lions' Club and an association has been incorporated. O. A. Beauchamp was elected vice-president; J. H. Minton, secretary-treasurer.

HELENA, Ark.—H. H. Rightor Jr. was elected president of Phillips County Fair Association. L. C. Hefley was re-elected secretary-manager; G. W. Crabtree, E. F. Kalb, Sam Cooke II, J. J. Patridge, Ed Darnell, vice-presidents.

YOUNGSTOWN, O.—George S. Bishop was elected president of Mahoning County Agricultural Society to succeed Fay Heintzelman. Others elected were Fred Moberman, vice-president; James Harding, treasurer; Edwin R. Zieger, secretary.

LEBON, O.—Van J. Morris was elected president of Columbiana County Agricultural Society; W. B. Stratton, vice-president; L. C. Beas, treasurer. J. M. Sinclair, board member, was named temporary secretary to fill a vacancy caused by the resignation of H. E. Marsden, who has held the post more than 20 years. Marsden has been ill several months.

GREEN BAY, Wis.—Frank Zimonick was re-elected president of Brown County Fair Association for a fifth term. Others remained are Ralph Soquet, vice-president; Frank H. Bogda, treasurer.



MEET The CHAMP!

—NEW "RIDE" SENSATION—

ACTUALLY GALLOPS LIKE A HORSE

Can be ridden on any fairly smooth surface, such as Dance Floors, Skating Rinks, Wooden Platforms, Streets, Sidewalks, etc., and is operated by the rider or jockey.

USE IT AS A RIDE CONCESSION OR AS AN ADVERTISING BALLYHOOD.

Write for Catalog

20TH CENTURY ENGINEERING CO.

10 S. LA SALLE ST.

CHICAGO

Season's Greetings to all SHOWMEN

North Montana State Fair, Great Falls, Harold F. DePue, Manager
Midland Empire Fair, Billings, H. L. Fitten, Secretary
Richland Co. Fair Bi-State Exposition, Sidney, J. M. Suckstoffs, Secretary-Manager
Eastern Montana Fair, Miles City, L. M. Bickling, Secretary
Hill County Fair, Mavre, Earl J. Bronson, Secretary
Rosebud County Fair, Forsyth, Frank Barnum, Secretary
Dawson County Fair, Glendive, Claude Otterbach, Secretary
Phillips County Fair, Dodson, S. E. Kodalen, Secretary
Marion County Fair, Shelby, Clifford D. Coover, Secretary
Blaine County Fair, Chinook, Floyd Bowen, Secretary
Chouteau County Fair, Fort Benton, L. R. Loundage, Secretary
Fallon County Fair, Baker, C. Ziedler, Secretary
Northwest Montana Fair, Kallispell, Roy J. Ellis, Secretary
Western Montana Fair, Missoula
Central Montana Fair, Lewistown

"MONTANA"
Rocky Mountain
Association of Fairs

WISCONSIN STATE FAIR

AUGUST 17-25, 1940

1937 Attendance 602,586

1938 Attendance 624,308

1939 Attendance 631,048

RALPH E. AMMON, Manager, Milwaukee

WANT FOR 1940 FAIRS

Combination Acrobatic and Novelty Troupes; Sensational High Acts; Comedy and Animal Acts; also Vaudeville Turns and Principals for Reviews. Steady season and short jumps for Class A attractions. Full description, photos and state salary first letter—now closing contracts.

NORTHWESTERN AMUSEMENT COMPANY, Inc.

2395 University Ave.

JULE MILLER — — LEO SEMB

St. Paul, Minn.

Fairs Are "Big Business"

WHEN 2,000 State, district and county fairs and provincial exhibitions of the United States and Canada attract an attendance of 48,000,000 in a short season of four or five months, as they have been doing for several years, there is no question that

Fairs Are "Big Business"

There was a time when the average person thought of a fair as a conglomeration of side shows with the Wild Man of Borneo, snake charmer and Oriental dancers as the chief attractions, while somewhere in the background there were exhibits of cattle, hogs and sheep; quilts, fancy work, jams and jellies, which only the women folks visited. That never was a true picture. Fairs always have been and always will be a combination of education, entertainment and marketing, with each branch having an important bearing upon success or failure. Outdoor entertainment has made rapid strides during the last two decades. It has been matched by an equally remarkable change in the quality and size of exhibits and their methods of presentation.

Without minimizing the importance of entertainment, it is well to remember that the exhibits, educational and industrial features are the basic drawing power. Remove them and there would be no fair. Once at the fair thousands of persons primarily drawn by the exhibits will patronize the amusements, which might be approximately termed the "frosting" that makes the "cake" attractive. So let's for once look at the merchandising side of the fair. Perhaps it may give us a better appreciation of its importance.

Major Market for Commodities

If you have any doubt that fairs are big business, just analyze these facts and figures:

Huge nationally known firms such as Ford, Dodge Bros., Olson Rug Co., International Harvester Co., Montgomery Ward, Maytag Corp. and Sears Roebuck expend tens of thousands of dollars for commercial exhibits at leading fairs and reap not only a harvest of sales but also a world of valuable advertising. Check the exhibit halls of the Canadian National Exhibition, the leading fairs of Minnesota, Iowa, Illinois, Massachusetts, Indiana, Michigan, Kansas, Ohio, Texas and a score of other State and district fairs and among the important exhibitors will be found, in addition to the aforementioned firms, the Chevrolet Motor Co.; Fairbanks, Morse & Co.; Federal Schools, Inc., student commercial art; Frushoff Trailer Co.; Hoover Co., vacuum sweepers; National Battery Co.; National Pressure Cooker Co.; General Electric, Kohler Co., light plants; Book House for Children, Quarrise Corp., encyclopedias; White Sewing Machine Co., Singer Sew-

ing Machine Co.; Sonotone, hard-of-hearing aids; Skelgak, stoves; Socony Vacuum Oil Co., Shell Petroleum Corp.; Crane Co., plumbing equipment; Pillsbury Flour Co. and scores of others.

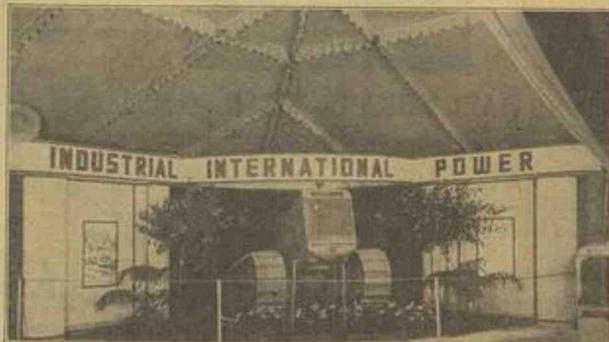
Fair patrons annually spend in the aggregate tens of millions for entertainment, food and soft drinks, novelties and merchandise of various sorts.

The fairs themselves are heavy spenders. Their annual bill for printing, lithographing and advertising alone runs to something like \$3,000,000 to \$5,000,000. Last year 12 of the larger fairs each spent from \$32,000 to \$40,000 for printing and advertising. About 40 fairs spent \$10,000 each; 100 fairs \$7,500. For paint and varnish, electrical equipment, roofing material, tents and awnings and other needed supplies fairs spend at least \$5,000,000. Their bill for revues, fireworks, bands, acts, rodeos and other entertainment adds up to impressive figures. A number of fairs spend upward of \$25,000 each for their entertainment. And the value of fair plants, ranging from \$1,500,000 down to a few thousand dollars each, aggregates tens of millions of dollars.

That is only a part of the picture. But it gives some idea of the immensity of the fair business and the huge market it offers for commodities of many sorts.

Huge Returns From Exhibits

The fair of today is a huge, variegated



AN ATTRACTIVE CORNER in the huge exhibit tent of International Harvester Co. at a Midwestern State fair. International probably the largest exhibitor at fairs, puts showmanship into its displays and finds it brings generous returns.

trade mart which attracts not only the little fellow who has a few novelties to sell, but also the big manufacturer whose products appeal to men and women in the home and on the farm. Some of the larger manufacturers have huge buildings on the fairgrounds which they own



MANY EXHIBITORS have constructed their own buildings at the larger State fairs. The Crane Co., maker of plumbing equipment, built this \$8,000 building at Minnesota State Fair in 1938 for a permanent exhibit.

or lease, for they have learned that Rural America is one of their richest markets and can be effectively reached thru the fairs. Today residents of the rural districts want—and buy—the things that make for comfort and happiness. Radios, electric sweepers, washers, ironers, tractors, refrigerators, house

at our fair, being the new Plymouth which came out on September 6 and was shown at the fair the same day. The Ford Motor Co. brought from the museum at Detroit a model of every Ford made, from the first Ford to present-day models of the Ford and Lincoln Zephyr. This exhibit attracted huge crowds and was a great publicity stunt. Chevrolet Motor Co. showed a very complete line of passenger cars and trucks and did a nice business. It was reported to us in 1937 that Alvin Chalmers had topped all exhibitors with actual sales of \$150,000 from its exhibit. Many sales that are actually made at the fair exhibits are not culminated and delivery made until after the fair or even until the next spring. We know of one firm that receives orders every month from missionary work done at the fair. Another that keeps its salesmen busy from fair time until January 1 on leads received during fair week."

A. W. Kalbus, assistant manager of the Wisconsin State Fair at Milwaukee, states that the Association of Bakers reported sales of \$5,200 worth of bread and bakery goods at its exhibit. "The Atlantic and Pacific Tea Co. reported that it did a remarkable business in coffee," says Kalbus, "and was highly pleased with the fact that it was able to introduce its coffee to thousands of people who had never used its brand. The Olson Rug Co. advised me that it had a good response to its showing. Similar comment was made by Singer Sewing Machine Co., Ball Bros., the Ford Motor Co. and the International Harvester Co. The last-named firm, so one of its men told me, sold its entire exhibit and then some during the week of the fair. It had an exhibit under a tent 100 by 200 feet."

"My report to you would not be complete," Kalbus told The Billboard, "without mention of the brewing industry. One of the breweries, the Miller Brewing Co., reported it sold at its several stands 635 half-barrels and 733 cases of its product. According to my computation this equals over 200,000 glasses of beer. We, of course, had all of the Milwaukee breweries represented, and even the Wisconsin is a dairy State it would appear to me that each of our 624,000 patrons had at least one glass of beer."

Special Designing Division

International Harvester Co. has a special division of its advertising department which devotes most of its time to designing and preparing fair exhibits. "To bring freshness into these State fair exhibits, effort is continually being made to devise new ways of placing important machines on display and demonstrating by movement of one kind or another various outstanding advantages," Edwin A. Hungen, of the International adver-

"Automobile exhibits, especially of popular-priced cars, are a feature with us. Last year the first public showing of 1939 models in the United States was



MAYTAG has found that fair exhibits bring largely increased sales. Here is Maytag's display in the Household Equipment building at Minnesota State Fair. Adjoining it is a big Westinghouse electrical display.

thing department, told *The Billboard*. Effort at these exhibits is not concentrated on selling, although many actual sales are made. "This big job of the exhibitors is to educate and explain," says Munger.

Maurice W. Jencks, secretary of the Kansas Free Fair, Topeka, told *The Billboard*: "It seems to me that the mere fact that they (large manufacturing concerns) exhibit and pay liberally for space is the best answer that they benefit from exhibiting. For instance, when I took this fair in 1932 the machinery exhibits were practically nothing, but now they have grown to where we have had to enlarge our machinery field; and,

strange as it may seem, only the best firms in each line of business now exhibit at our fair. There is, however, every reason for them to exhibit, since I know of no other place they could exhibit their wares in front of people from all walks of life because, as you know, a fair is a crossroads where people meet from every direction, and there is no special class there any time."

Milton Danziger, assistant general manager of the Eastern States Exposition, Springfield, Mass., expresses much the same views. "We have never inquired for specific figures on the amount of business done annually by industrial exhibitors," he told *The Billboard*. "We go on the assumption that inasmuch as most of our exhibitors return to us year after year, they must find their participation profitable. . . . We were told of one exhibitor who sold \$50,000 worth of goods during the show."

Fairs are a major market for manufacturers and wholesalers offering numerous and varied small articles. The little pitchman's stand where a demonstrator is extolling the merits of some new gadget may look like small potatoes, but multiply it by thousands and you have a market that will keep the factories humming. The aggregate sales of radios, lamps, clocks, kitchen ware, razors, pens, jewelry, novelties and other merchandise at fairs reach astounding figures.

Showmen Have Direct Interest
With the growth of fairs in size and attendance, entertainment budgets climb. Therefore showmen have a direct interest in bigger and better exhibits. Grandstand and midway grosses are increased, better shows are produced and more performers and artisans are given work. Thus the three phases of the fair—education, entertainment and marketing— dovetail together to make the fair a success and put it in the Big Business class.

FAIR MEN, SHOWMEN, WELCOME!

TEXAS ASSOCIATION OF FAIRS

Annual Meeting

HOTEL ADOLPHUS DALLAS

FEBRUARY 1-3

PETE H. SMITH, Secy.
PLAINVIEW, TEXAS

WANTED FOR

1940 FAIR SEASON
HIGH ACTS AND STANDARD NOVELTY ACTS.

If You Want a Long Season Make Your Salary Low.

Send Permanent Address.

SIDNEY BELMONT

Fullerton Building, St. Louis, Mo.

EDNA ALEE & CO.

World's most sensational novelty shooting act
SOMETHING NEW IN THRILLS

Featuring **THE GIRL ON THE SWING**

Shooting at a swinging human target and many other amazing feats

A crowd pleaser anywhere. For indoor circuses, theaters, night clubs, hotels, sportsmen's shows, parks, fairs, rodeos and outdoor celebrations. A distinct sensation for banquets, clubs, night clubs and hotels.

For immediate Western dates write or wire Exclusive Outdoor Representatives

WHEELER PITTMAN AGENCY,

408 Tabor Building,
Denver, Colo.

BARNES & CARRUTHERS,

121 N. Clark St.,
Chicago, Ill.

THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada.

Time: January 15, 16 and 17, 1940.

JOHN A. EAST, President
Saskatoon, Canada

SID. W. JOHNS, Secretary,
Saskatoon, Canada

Also

WESTERN CANADA FAIRS ASSOCIATION

KEITH STEWART, Secy., Portage la Prairie, Man., Canada.

GOVERNOR HENRY HORNER

Invites you to exhibit at and visit the

ILLINOIS STATE FAIR
AT SPRINGFIELD, AUGUST 17-25, 1940

J. H. LLOYD
DIRECTOR OF AGRICULTURE

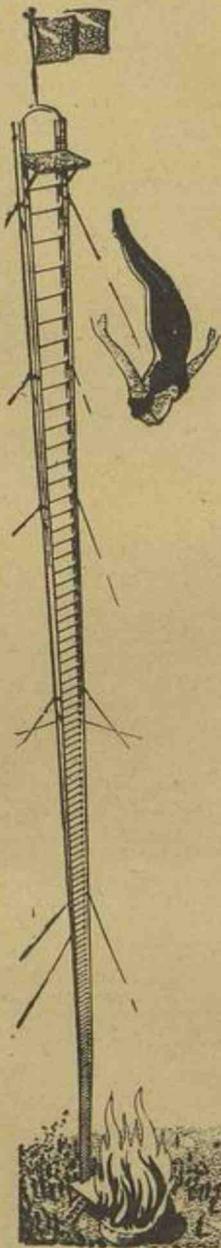
E. E. IRWIN
GENERAL MANAGER

BEE KYLE

WORLD'S GREATEST THRILLER

in

The Most Thrilling and Breath-Taking Exhibition of Feminine Skill Ever Presented



DIVING FROM THE TOP OF A 100 FT. LADDER INTO A TANK OF FIRE

A GUARANTEED FEATURE

NOW BOOKING SEASON 1940

For

PARKS-FAIRS CELEBRATIONS



REPRESENTATIVES

EAST
John C. Jackel
Suite 513
1560 Broadway
New York, N. Y.

WEST
W. B. Wecker
390 Arcado Bldg.
St. Louis, Mo.

SOUTH
H. V. Lavan
2507 Canal St.
New Orleans, La.

Nashville Earns \$20,000

NASHVILLE, Tenn., Nov. 25.—At annual meeting of commissioners of Tennessee State Fair here it was reported that the 1939 fair earned more than \$20,000 and that improvements before the next annual will include augmented water facilities and new swine and horse barn, latter to have 60 stalls. Board voted to attend the Chicago convention, arriving on December 4. Phil C. Travis, manager, was re-elected for another year. Royal American Shows have been signed for the 1940 midway.

Truex-Allen in Partnership

WICHITA, Kan., Nov. 25.—Ben Truex, Wichita, and Vic Allen, Kansas City, Mo., have formed a partnership under the name of Truex-Allen Enterprises, with offices here and in Kansas City. For the past two seasons they have been booking thru Paragon Theatrical Enterprises and signed more than 30 fairs and celebrations last season. They will attend Kansas, Nebraska, Texas and other fair meetings.

A. E. SELDEN, "The Stratosphere Man," reported a successful season and the longest in his career during a visit to Cincinnati offices of *The Billboard* on November 18. He had 53 weeks' solid booking, opening in Parkersburg, W. Va., and closing at National Rice Festival, Crowley, La. He presented his high-swinging-pole and slide-for-life act 202 times and traveled more than 10,000 miles in 14 states. After a rest, he will attend the December meetings in Chicago and meetings of other associations of fairs later.

HANKINSON'S BEST

(Continued from page 53)

night-and-day attendance at the fair to exceed 200,000 on the week. Ted Horn, Tony Willman, Jole Chitwood, Mark Light, Lee Willard, Buddy Rusch, Buster Warke and 20 other drivers were among the entries.

Largest in Illinois

Forty-one dates were sponsored by the Hankinson group in 1939. Largest attendance was recorded at Illinois State Fair, Springfield, on August 19, with 127,000. Largest single-day attendance in the eastern area was in Allentown, Pa., on September 23 with 97,000. Virginia State Fair, Richmond, on September 30 showed largest cash gate and grand-stand attendance in history of the fair. Sale of tickets to the grand-stand area, which included the "standing room section," was withdrawn at 1:30 o'clock on auto racing day. Reading (Pa.) Fair on September 17 not only checked in the largest crowd ever at the fair but established a record in cash returns. The SBO sign was out at 1:45 o'clock. Sell-outs were registered for auto-racing days in Winston-Salem and Shelby, N. C., and Spartanburg, S. C. Each of these fairs reported crowds in excess of any previous year.

Races at North Carolina State Fair, Raleigh, on October 14 drew 31,000, although two of the biggest football games in the South were played in the vicinity on that day. Middletown, N. Y., with rain at intervals during the program, had attendance of over 20,000. Auto-racing day in Bloomsburg, Pa., on September 30, preceded by heavy rain Friday night, drew 35,000. The grand stand, seating over 6,000, was sold out by 11 a. m. with a minimum charge of \$1. Harrington (Del.) Fair, which opened the Hankinson circuit at fairs, had attendance of 21,000. Bedford (Pa.) Fair with races on August 26 had 16,000, a new record. Total attendance on the season, still dates and fairs, was 1,300,000. Season got under way at Hernando DeSoto-Florida Fair, Tampa, on January 31 and went thru a period of eight and one-half months, longest uninterrupted season in history of the organization.

Awards to 15 Highest

Hankinson Speedways for the past six years has contributed special point-award prizes of wrist watches to the first three ranking drivers in the circuit. Of the 118 drivers who competed the first 15 ranking drivers are: First, Jole Chitwood, Pawhuska, Okla., 1,820 points; Tony Willman, Milwaukee, 1,755; Mark Light, Lebanon, Pa., 1,360; Tommy Hinnerabits, Reading, Pa., 1,055; Lee

1939's Biggest Band Attraction at The Major Fairs And Expositions

America's Master Musical Showman

PAUL WHITEMAN



HIS ORCHESTRA AND REVUE OF ALL STAR ENTERTAINERS

A Smash Hit Everywhere!

—Attracted record crowd of 130,000 to the Southwest Exposition and Rodgo, Fort Worth, March 10-17.

—Broke 35-year attendance record at Tennessee State Fair, Nashville, November 18 to 22.

—Shattered all attendance records at famed Corn Palace, Mitchell, S. D., September 25-30.

—Police reserves called to handle 40,000 at New England Candy Show, Boston, March 31.

—Sensational hit grand stand attraction Tri-State Fair, Superior, Wis., August 14 to 20.

Now Booking 1940 Fairs and Expositions

WELCOME FAIR MEN

to

PAUL WHITEMAN

Suite 1035, Hotel Sherman, Dec. 2 to 6

Learn About "P. W.'s"

Sensational 1940 Show

from

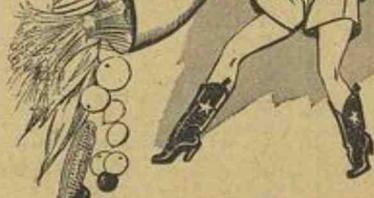
Frank Burke and
Norman Campbell

Booked Exclusively by

Artists Management, Inc.

17 E. 45th St., New York, N. Y.

STATE FAIR of TEXAS



AND 1,036,708 VISITORS

Thank

SHOWMEN
CONCESSIONAIRES
EXHIBITORS
AND OTHERS
FOR ITS MOST SUCCESSFUL SEASON

Harry L. Seay
President

Roy Rupard
Secretary

XMAS GREETINGS

from

AL MARTIN

HOTEL BRADFORD, BOSTON, MASS.

New England's largest independent agency.

BOOKING: FAIRS — PARKS — CELEBRATIONS

Attention, Fair Secretaries—Let us submit you a specimen program for your 1940 dates.

ACTS WANTED FOR 1940 FAIRS

Can Use All Types and Can Give Long Season. Send Literature and Salary First Letter. Write Us at Once.

BEN TRUEX

205 South Rutan
WICHITA, KANSAS

VIC ALLEN

211 Mainstreet Theatre Bldg.
KANSAS CITY, MO.

Wallard, Schneckstadt, N. Y., 815; Buddy Rusch, Dallas, 815; Walt Brown, Massapequa, N. Y., 740; Bill Holland, New Rochelle, N. Y., 700; Olla Stine, York, Pa., 545; Eldridge Tadlock, Norfolk, Va., 545; Ted Horn, Los Angeles, 520; Mike Little, Johnstown, Pa., 455; Buster Warke, Allentown, Pa., 450; Rex Records, Philadelphia, 445; Len Duncan, Brooklyn, 392.

Only rain-out was on September 8 at Rutland, (Vt.) Fair. At still-dates minimum admission price at gates was \$1.10, with additional minimum of \$1.10 for reserves. Top prices for reserves prevailed in center section at Langhorne Speedway, \$5.50.



GREAT CALVERT

High-Wire Features for all first-class events. New booking.

Write or Wire

Great Calvert

165 Averill Ave., Rochester, N. Y.

MINNESOTA

Federation of County
FAIRS

Annual Meeting January 9-10-11-12
Jointly with Minn. State Agr. Society
Lowry Hotel, St. Paul, Minn.

L. O. JACOB, Secy., Anoka, Minn.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Agricultural Situation

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

OUTLOOK is for stronger demand for farm products in 1940. Larger volume of marketings, higher average prices and increased farm cash income are in prospect. Government payments will be about the same as in 1939. Prices received by farmers probably will be higher relative to prices paid than during the last two years. Farm wage rates and other costs of production may average a little higher than in 1939, but receipts, less expenditures, will be larger. Agricultural production for market in 1940 may be slightly larger than in 1939. Prospect is for increased output of meat animals and vegetables and smaller production of tobacco. Production of grains and cotton will depend largely on growing conditions which are unpredictable at this time. Output of dairy and poultry products will be affected by the relation of feed prices to prices of live-stock products. Little change in feed prices is expected in view of ample supplies. Meanwhile there are abundant supplies of food, feed and fibers to satisfy domestic and foreign requirements.

DEMAND TO INCREASE

Demand for farm products in 1940 probably will be stronger than in 1939. Prices of some products may be little or no higher in 1940 than in 1939 on account of large supplies or weaker foreign demand, but the average of prices of all products is likely to be higher than in 1939. Advance in prices of farm products probably will be greater than the advance in prices farmers pay, thus increasing buying power of farm products. Income of farmers from agriculture is likely to be higher than in 1939 on account of a higher general price level and

an increase in buying power of consumers of farm products. These are the conclusions of the demand outlook committee of the Bureau of Agricultural Economics.

Improvement in demand for farm products in 1940 over that of 1939 is expected to be registered primarily in the domestic market. War conditions have stimulated business activity and price advances in the United States. Foreign purchases of materials for armament have been a strengthening factor in business activity. Outbreak of the war adds stimulus to foreign demands. Furthermore it has stirred up latent demand for goods in the United States. Prolonged depression had caused many enterprises to postpone replacements for so long a period that they are now facing the necessity of reconstruction and even extensions of plants in order to meet increases in requirements for goods or services. Outbreak of war has served as a shock to awaken managers of such enterprises to their real needs.

PRICE ADVANCES

The sharp advance in prices and in industrial activity occurring the first few weeks after outbreak of the war may not be maintained through 1940. As usual when prices begin to advance many buyers become excited and rush orders. Plants speed up to fill orders. In many cases price advances go beyond the point that can be sustained, and orders slow down after the first rush to buy before prices advance. Business activity may reach a relatively high level before the end of 1939 and slow down to some extent in early part of 1940. Volume of foreign war demands in

(See AGRICULTURAL on page 93)

A-T-T-E-N-T-I-O-N

FLORIDA FAIRS **FLORIDA PARKS** **FLORIDA CELEBRATIONS** **FLORIDA CIRCUSES**

We have established permanent winter quarters in St. Petersburg, Florida, and have consolidated for the winter months the outstanding Flying Acts in America today.

FIVE FEARLESS FLYERS... and ... THE FLYING FISHERS

With this consolidation we are now prepared to supply a Flying Act for every occasion, whether large or small; we can supply an act ranging from three people to a triple act of six people at a price that will meet any budget, and alone from the Flying Acts we have other acts that we supply in conjunction. Before your contract for your acts, whether your event is large or small, write or wire us, we know we can save you money. Just state your wants and remember, when you buy from us your assurance of satisfaction is backed by our world-wide reputation; there is no substitute for quality. Write today; let us know when your representative can call. Address:

BOB FISHER, Mgr., Route 1, Box 271, St. Petersburg, Florida.
 May we extend to our many friends everywhere a Merry Christmas and Happy New Year.

OZARK EMPIRE FREE FAIR

SPRINGFIELD, MISSOURI

"Fastest Growing Fair in the Middle West"

1940 DATES (Tentative) SEPTEMBER 8-14

— CONCESSION SPACE FOR SALE —

EDWIN W. WATTS, Secretary

ALL ACTS ATTENTION



WANTED

HIGH CLASS STANDARD OUTDOOR ACTS For Our 1940 Circuit of Fairs.

We "Sell" the Best and "Forget" the Rest. 529 1/2 Commercial Street, Waterloo, Ia.

Friendly Greetings

KANSAS FREE FAIR

TOPEKA — KANSAS

MAURICE W. JENCKS, MGR.

SEPT. 8-14 1940

WISCONSIN ASSOCIATION OF FAIRS

ANNUAL MEETING — JANUARY 3-5, 1940

HOTEL SCHROEDER, MILWAUKEE

Every Fair Man Welcome

The Greatest Thrill Figures in Outdoor Free Act History!

CRASH DUNIGAN'S

"SKY-HIGH THRILLERS"

Presenting Their Uniformly Excellent 1940

"CAVALCADE of SENSATIONS"

With the Big Sensational Scoop of the Year
 CRASH DUNIGAN'S CYCLONIC THRILL HIT

"FOUR BOMBSHELLS"

World's Highest Multiple Rigging, Positively 150 Ft. in Mid-Air—STILL THE THRILL SENSATION OF THE NATION
 AND NOW—A Great Dream Becomes a Greater Reality
 AND NOW—Crash Dunigan's "DAREDEVIL DOLLS"
 GOLDEN! GAY! GLAMOROUS "ALL GIRL" ACT!

THOSE MERRY MADCAPS OF THE SKY-WAYS

"FOUR O' HEARTS"

The Classic in "ALL GIRL" High Double Ladder Acts
 Featuring "YOUTH"—Keep it in Your Heart!

AN ADVENTURE IN BREATH TAKING SUSPENSE!

"BALLET des ZEPHYRS"

(PRONOUNCED SEN-SA-TION-AL)

Original — Distinctive — Modern As Its Streamlined Smartness — Its Costuming a Melange of Gorgeous Colors!

IT'S DARINGLY DIFFERENT

AND "MASKED MARVELETTE"

ON THE SILVER-STEEL SPAR—HIGHER THAN WAY-WAY-UP.
 GUARANTEED GREAT and GLORIOUS ENTERTAINMENT
 for Everyone — EVERYWHERE!

EASTERN AL MARTIN Everything in Entertainment Suite 700, Hotel Bradford, BOSTON, MASS.	SOUTHEAST A. GREY PRODUCTIONS Reflector Bldg., GREENVILLE, NORTH CAROLINA	SOUTH and MIDWEST MUSIC CORP. OF AMERICA John Hancock, Mgr. Tower Petroleum Bldg., DALLAS, TEXAS
---	---	---

CRASH DUNIGAN 194 NORTH ST.,
 NEW BRITAIN, CONN.

GREETINGS TO OUR FRIENDS

OF THE
 OUTDOOR SHOW WORLD

IONIA FREE FAIR

AUGUST 12 TO 17, 1940
 IONIA, MICHIGAN

GREETINGS FROM THE MINNESOTA STATE FAIR

1940 DATES

SAT. MON.
 AUG. 24 TO SEPT. 2

10 Days
 2 Saturdays
 2 Sundays
 Labor Day

FAMOUS WHITESIDE TROUPE

Reliable Grandstand Free Acts

Capers on the Tight Wire, Sensational Loop Trapes, Ladder, Clowns.
 Address: 614 W. NORTH ST., KOKOMO, IND.

INDIANA STATE FAIR DATES FOR 1940

AUGUST 30TH TO SEPTEMBER 6TH

Over 18 acres under roof, finest building on any State Fair Grounds, \$1,000,000 Coliseum just completed. Paid Admission for 1939, 412,800.

LIEUT.-GOV. HENRY F. SCHRIKKER, Indianaapolis, Indiana, Commissioner of Agriculture
 HARRY C. TEMPLETON, Manager
 HARRY F. CALDWELL, President, Connersville, Indiana

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

CAPACITY crowd witnessed first of a series of three city championship speed races held recently in Deuback Arcade Rink, Dallas. John Deuback defeating Jack Walker of Fair Park Rink, reported Mrs. Gertrude Deuback, press representative.

RECENTLY opened Salem (O.) Skateland has organized the Whirling Dervish Club, which now has 15 members, reports William Bott, Jr., Club specialist in ice skating and video records twice monthly.

CONSTRUCTION of a \$40,000 fireproof rink in Richmond, Ind., is announced. Mrs. Dorace MacKenzie Howard, structure will be 75 by 150 feet and is expected to be completed early in January. Mrs. Howard, an organist, will provide music with a Hammond organ and plans call for weekly presentation of acts. Rink will be known as Richmond Coliseum.

AT THE 52d annual convention of the Amateur Skating Association of Canada on November 18 in the Windsor Hotel, Montreal, Champlain Provencher was re-elected for the 10th consecutive year a honorary secretary and treasurer. William E. Roughton was re-elected president for the ninth time. Col. Sir H. Montagu Allan, C. V. O., E. D. one of the founders of the organization in 1887, was named as one of the honorary presidents with Frank White, St. John, N. B., and John S. MacLean, Toronto, Ont., Lord Tweedsmuir, governor-general of Canada, is patron. Association has been a member of the International Skating Union since 1924 and last year was admitted to membership in the Federation Internationale de Patinage a Roulettes International Roller Skating Federation. Amateur Skating Association of Canada is allied with the Amateur Union of the United States for promotion and regulation of skating meets between the two countries.

CLAUDE C. HUBBARD, manager of Ontario Roller Rink, Spokane, Wash., and Mrs. Hubbard were recent visitors at rinks between Spokane and Yakima, Wash. John Eisenhammer has put a

new floor in Columbia Roller Rink, Kennewick, Wash., and is doing good business. Ben McKinney has moved his portable rink from Colfax to Sunnyvale, Wash. Jay La Verne has completed his second year of operation of his Yakima rink. Several new rinks have opened in this region. J. B. Pendergast is operating in Kellogg, Ida. He recently had Claude Nelson, Monterey instructor, and La Verne Dickson to teach a class in skate dancing. Victor E. Clark has opened a rink in Colfax, Wash., in Silver Slipper Dance Hall. Edward Lord is operating successfully in Newport, Wash., and plans to open another rink soon in Bonners Ferry, Ida. John Hill has turned his Arcadia Dance Hall in Walla Walla, Wash., into a rink. Floor is 115 by 75 feet. Eight members of Monterey Figure Skating Club put on a revue in the new rink on November 19.

STATE championship races are under way in Arroyo Roller Rink, Chicago, with semi-finals scheduled for December 16 and the five-mile final for December 23, when all skaters finishing will receive prizes, reports Joe Laury, floor manager. Bill Henning, skate room manager, George Schrader and Laury will celebrate the 31st anniversary of their entrance in rink business on the same night with a midnight party featuring contests and inter-city championship races. Business is good at the rink.

ROLLALONG, known as Southern Wisconsin's largest rink, staged its grand opening on November 25 on second floor of the Fox garage building, Madison. New rink has 25,000 feet of maple flooring.

B. F. McGUIRE reports Wallace Sisters, Bettie and Dot, are no longer connected with the Continental Trio and that they plan to go on the road soon with a new act known as Continental Stars. Rusty Royale, who formerly worked with the Rolling Stones and Royal Rollers, will be flyer with the new act.

JOHN SCHUTEN, manager of Madison Gardens Rink, Chicago, announced a review of national champions of figure and dance roller skating will be held in

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

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

Address requests to Editorial Department, The Billboard, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not care postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 16 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article every fair secretary and showman should have."

the rink on December 9. Fred A. Martin, Arena Rink, Detroit, will bring 24 couples and a number of Chicago skaters will participate, all amateurs. First championship meet was held in the Detroit arena last year; second in Mineola, L. I. (rink) last spring. The third will be held in the West some time in 1940, and the coming Madison Gardens meet is a preliminary to the next championship meet. It will give Chicago rink men opportunity to show up accomplishments of the average skater.

RAINBO Palace Roller Rink, Fennimore, Wis., opened on November 15, with sessions scheduled for Wednesday, Thursday and Friday nights and Sunday afternoons. Don Maso and F. Kingler, proprietors, have equipped the rink with Chicago skates.

LEXINGTON RINK, Pittsburgh, will present 40 skaters in fourth annual Hi-Hat Revue, week of December 11. President William Opatry, Lexington Roller Skating Club, is director of the show, sanctioned by the ISROA. Ruth Leisinger is arranging organ music for Wednesday, Thursday and Friday nights, and Sunday afternoons. Edna Baber, of Lexington rinks, recently visited Coliseum Rink, Washington, D. C., and Mineola, (L. I.) Roller Rink. Regular rink features presented by manager Hyatt D. Rubinman are entertainment on Wednesdays, waltz classes on Tuesdays and figure skating on Sundays.

Those Skaters' Skirts

By CYRIL BEASTALL

CHESTERFIELD, Eng.—The *Billboard* of October 21 reported that management of Boston rink has ruled that skirts of women patrons may not be shorter than two inches above the knee. Having a large assortment of photographs here showing rink crowds on the respective floors, I have generally noticed that women skaters in America seem to favor (Whether by desire or compulsion; I do not know) a longer dress than is usually considered most suitable for their purpose by our European feminine skaters. While the ice girls in America, as well as over here, who take their sport seriously, go for the very short skirt, it seems that roller folk have other ideas.

Everyone knows that there is little or no difference in the movements of the girl who practices her figures, dance or free skating on ice or rollers. Therefore, why must some roller management object to the ultra-short skirt so commonly seen on the ice rink? Do you certain that some of the roller rink operators who stipulate a limit to which



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Revere Road Ave., Chicago, Ill.

The Best Skate Today

ATTENTION! RINK OPERATORS
ONLY \$1 BUYS

THE BEST SET (8) HOCKEY FIBRE RINK SKATE WHEELS IN U. S.

EACH WHEEL INDIVIDUALLY GROUND Fits Chl., Richardson and Roll-a-Way Skates

ORDER NOW!
MAPLE WHEELS High-Speed Steel Ball Bearings.
75c a Set \$1.25 a 1,000

OMAHA FIBRE PRODUCTS CO., Ralston, Neb. (New Factory)

SKATIN' TOONS

ORGAN RECORDS TO PLEASE YOU AND YOUR SKATERS

RS 176 SOUTH OF THE BORDER MANY DREAMS

RS 177 SCATTER-BRAIN LILACS IN THE RAIN

RS 178 MY PRAYER LAST NIGHT

RS 179 FORDHAM RAM ON WISCONSIN

★ RS 180 SWEETHEART OF SIGMA CHI ALPHA OE

★ Waltzes, 2 Marches, Others Fox-Trots, Two-Steps.

For more records, \$1 each. 5 records, \$4.50. Satisfaction guaranteed or money refunded.

SKATIN' TOONS P. O. Box 284, Milwaukee, L. I.

SKATING RINK TENTS

SHOW ANY CONCESSION, NEW & USED TENTS. CAMPBELL TENT & AWNING CO. Monroe at Third, Springfield, Ill.

PROFESSIONAL ROLLER SKATING & DANCE MATS

FOR STAGE, CLUBS, HOMES Maple Hardwood—Roll-Up Construction. Custom Made in Various Sizes at Low Cost. Highly Endorsed and Recommended. Write Us Your Particular Requirements. THE OMAHA RAM CLEVELAND, OHIO. (Exclusive Manufacturers)

INFORMATION WANTED

As to the present or future whereabouts THE WHIRLWIND TRIO (G. M. CARLSON)

Please contact, or write to this knowledge write BOX D-95, CARE OF THE BILLBOARD, CINCINNATI, O.

"Happy Days Are Here"

They are always Happy when they Roller Skate on

"CHICAGO"

MADE FROM THE BEST OF THE WORLD'S GREATEST

Now Better Than Ever, the Most Complete Line Rink, Racing and Private Skates. Low or High Top White Shoes.

Ask the Rink Manager About Them.

Chicago Roller Skate Co.
4427 W. LAKE ST., CHICAGO, ILL.

WELT SHOES--BEST GRADE LEATHER--GOOD FITTING LAST

ROLLER SKATING SHOES

Place your orders now for Holiday Skate Shoes

Roller Skate Shoes—nothing like wearing your own. You can't go wrong with J. & B. Shoes. Ladies' in All White or Colored Fancy Trim. Men's in White or Black or Trimmed in Colors. Also available in Red, Lavender, Light and Dark Blue. 1 1/2 ZIPPERS attached. PROMPT DELIVERY

J. & B. SHOE CO.

Manufacturers
717 Scammon St., Cincinnati, O.

MEN'S SIZES
1-12, Also 1/2 Size
Widths B and D

LADIES SIZES
1-9, Also 1/2 Size
Widths A-B

SKATERS' KEY BANDS and BRASS KEY CHECKS

Highest quality obtainable. Lowest Prices. Immediate Delivery.
S. GRIFEL, 649 E. 8th St., New York, N. Y.



FLASH! SKATE NOVELTIES

Every Girl will want one of these Good Girl Finish Necklaces with Enamel, Heart-shaped Charms containing Colored Skate Emblems. \$6.00 Each 90c. Dozen \$60.00. Heart-shaped Skate Pins, assorted Colors with Safety Pin Backs. \$4.00 Each 45c. Dozen \$45.00. Heart-shaped Couple Walking Ladies Couple Roller Skating. Complete with Ribbon and Box. Gold, \$1.50. Silver, \$1.00 Each. Bronze, \$1.30 Each.

Send for Free Guide of Skate Novelties. NATIONAL BADGE & EMBLEM CO., 872 Broadway, New York City

ATHCO

Roller Skating Shoes

Complete Line of New Models Specially Designed for Rink Operators. Write for New Folder showing latest developments.

THE ATHLETIC SHOE SALES CO.

916-34 N. Marshfield Ave., Chicago, Ill.

SPECIAL RINK OPERATORS

Take advantage of this great offer. Hard Maple Wheels with one-piece Radium Bushing to 10 year point skate for only \$1.25 per set. Reseeding one-piece Radium Bushing for \$0.95 per set; two-piece Bushing for \$0.50 per set. Order yours today.

SUPERIOR ROLLER SKATE WHEEL CO.

327 Commercial Ave., SUPERIOR, WIS.

RINK OPERATORS

New line of Roller Skate Jewelry. Special pin with your rink name as low as \$10.00 pr. Also 14-K, plated Pins, Fobs, Bracelets, Tie Sticks, etc. Sent \$1.00 for samples.

GEORGE T. BARTON & CO., Attitors, Minn.

44 Bond St.,

dress may be worn have never discussed the subject with those people who have to adhere to their regulations. I would emphasize that these comments are not intended as any direct criticism of the rink management referred to, because two inches above the knee may well be regarded as quite a sensible length. But there are American rinks in plenty where girls are permitted only knee-length dress, and that restriction is a little too drastic, in my humble opinion, apart from being undesirable from the point of view of many girls who would have their dress cut short purely for freedom of movement.

When practicing certain movements, particularly some jumps that I have in mind, any but a very short skirt is a distinct handicap to their best efforts. Of course, if a woman does not go for the athletic type of skating then the short skirt is unnecessary, but for those who do the ultra-short dress every time.

MAKING PIER DRAW

(Continued from page 52)

headlines were accorded applause fit to pierce the pier from its sturdy foundations. Messrs. Correll and Gooden had staged for four shows, but before the day was over they had appeared on the stage 14 times and, affable fellows as they are, enjoyed it no end.

There's such a thing as the Steel Pier family spirit. Many of our minstrel men (the minstrel show remains a feature from the old days) are sons of the

old-time blackfactors who spend their declining years in Steel Pier harness. And there's an actor (he plays the rear end of a two-piece horse act) who came to the pier several years ago with the sad announcement that the doc had given him only 90 more days to live. He really was suffering a disease believed incurable. But he's still out there functioning at the posterior portion of a hollow equine's anatomy, completely cured—thanks to the invigorating sea air, he says.

From 200,000 to 2,000,000

Yes, there's a volume to write about pier management, and I've only scratched the surface. We played to about 2,000,000 during the last season. That's a good annual average nowadays. In 1935, when I took over the pier, about 200,000 people were handled.

Long ago I learned to accept box-office discouragement one week-end with the hope of overcoming it the next. How do you think I felt the week-end I had signed a \$15,000 vaudeville bill and a terrific nor'easter hit town—and we played to less than 25 per cent of the pier? Or that first season I was on the job when it rained 11 week-ends of the 13 that traditionally comprise the Atlantic City "season"? Or the occasion when I billed an all-star concert and paid \$250 to the performers, when only three people witnessed the show? This time I quickly decided to forget about the whole idea. For it had cost me more than \$80 a spectator to put on the concert!

But I also can look back on those enjoyable turnstile-whizzing days such as last summer when we played to capacity almost every Saturday and Sunday during July, August and the first half of September. It gives me a feeling I'd like to begin expanding the pier some more, just for old times' sake, even tho it does stick its nose out into the waves some 2,000 feet.

Don't get the idea I haven't taken care of future expansion—in the only direction we can expand, toward Europe! The State of New Jersey has granted me the right to build to a total of 3,900 feet out into the ocean, and maybe some day I'll do it!

SURPLUS FOR CALGARY

(Continued from page 53)

take was \$23,501.07, about the same as in 1938.

Stampede purses totaled \$12,600 and expenses were \$13,858.98. Race meet purses were \$16,650; general prizes, \$14,531.75; music and attractions, \$10,585.22. Wages totaled \$11,860.95 and administration expenses were \$22,455.34. Advertising and printing accounted for \$9,382.42. Rehabilitation program was biggest in the 54-year history of the Fair.

SPECIAL XMAS OFFER ON ALL TOPICAL TEMPO ROLLER RINK RECORDS

To show that we really mean it when we say "THANKS" to all rink managers for their patronage during 1939, we're forgetting all about the regular \$1 price of our records. From now until Dec. 20, 1939, you can purchase all the records in our new Catalog—including the latest releases listed below—at the following "Xmas Special" prices.

12 Records \$10 **25 Records or more 75c each**
This Offer Positively Expires Dec. 20, 1939

All Records 10 Inch — Price on less than 12 Records, 51 Each.
NEW TOPICAL TEMPO ROLLER RINK RECORDS
by LEW WHITE on the HAMMOND ORGAN

R-108 Comes Luv (Fox Trot)	R-160 Sidney (Tango F. T.)
My Last Goodbye (Fox Trot)	South American Way (Tango F. T.)
R-106 South of the Border (Fox Trot)	R-161 I Didn't Know What Time It Was (Fox Trot)
Are You Having Any Fun? (Fox Trot)	Margie (Fox Trot)
R-107 Batty Go-Ed (March)	R-162 Wonder What's Become of Sally (Waltz)
La Convencia (Tango)	Little Eve Kabe (Waltz)
R-108 Shoney Old Gobby (Waltz)	R-163 Circle-in (Waltz)
It's Had My Way (Waltz)	Viva (Waltz)
R-109 SKATERS WALTZ	
Valce Blustic (Waltz)	

SPECIAL XMAS RECORD
R-164 Santa Claus Is Coming To Town (Fox Trot)
Parade of Wooden Soldiers (Double Time March)

FREE CATALOG: Write for your copy of our FREE CATALOG today. More than 100 Roller Rink Records to choose from.
GENERAL RECORDS CO., 1602 Broadway, New York

Sum of \$20,189.82 was spent on improvements to the horse show building, money being made available by the Dominion government on loan at interest of 2 per cent. Balance of the \$46,950 loan was used to build new barns and stables. When improvements now authorized are completed, 50 buildings will have been reconstructed or new buildings erected at cost of \$68,073, in addition to expenditure of \$31,935.86 for general upkeep. Exhibits totaled 6,670, including 688 horses, 537 cattle, 195 sheep, 98 swine, 230 head of poultry, 250 dairy products, 98 agricultural products and 4,937 covering other departments.

Attendance was 240,035, an increase of 16,610 over 1938.

At a recent meeting J. Charles Yule was unanimously re-elected president for the fourth consecutive year, and E. L. Richardson was again named general manager.

Other officers are T. A. Hornbrook and R. W. Ward, vice-presidents.

DeLUXE

ROLLER SKATE SHOE
Extra "Hi" Cut. Select
White Elk, Full Leather
Lined. Also available
in Red, Lavender, Light
and Dark Blue.

LADIES' AND MEN'S
Our Better Grade
Sponge Rubber Tongue
Lined.
Prompt Delivery.

J. & B. SHOE CO.

Manufacturers
717 STYCAMORE ST., - - CINCINNATI, O.



Complete Program of IAFE in Chicago

(Continued from page 53)

Report of board of directors, Secretary Frank H. Kingman, Brockton (Mass.) Fair.

Appointment of committees—Resolutions and nominating. Address by the president, Sid W. Johns, Saskatoon (Sask.) Exhibition. Noon luncheon of Past Presidents' Club.

1:30 p.m.—Presidents' Dinner of State Fairs.

What About Circuits? Western Canada Association of Exhibitions, Ernest L. Richardson, Calgary (Alta.) Exhibition.

The 25-Cent Gate—Does It Pay? Raymond A. Lee, Minnesota State Fair; Ralph E. Ammon, Wisconsin State Fair; E. A. Hornby, South Dakota State Fair; Charles W. Green, Missouri State Fair.

Name Bands as Grand-Stand Attractions, Phil C. Travis, Tennessee State Fair; Frank H. Kingman, Brockton Fair; Robert B. Mueckler, California State Fair; Ethel Murray Simonds, Oklahoma Free State Fair; Manny Sachs, Music Corp. of America.

Results of an Attendance Survey, A. W. Kalbus, Wisconsin State Fair.

Co-Operative Exhibits for State and County Fairs, A. W. Lombard, Massachusetts Agricultural Fairs Association.

A Unique Type of Agricultural Display, Douglas K. Baldwin, Alabama State Fair.

Wednesday, December 6

10 a.m.—Vice-President L. B. Herring Jr., presiding.

Evaluating Fish and Game Exhibits, E. A. Hornby, South Dakota State Fair; Herbert H. McElroy, Central Canada Exhibition; Frank H. Kingman, Brockton Fair.

Revenue From Pari-Mutuels Racing, Harold F. DePue, North Montana State Fair; Robert B. Mueckler, California State Fair; Ernest L. Richardson, Calgary Exhibition.

Rotors and the Box Office, S. M. Mitchell, Kansas State Fair; Henry Beaudoin, Midwestern Fair; Charles A. Nash, Eastern States Exposition; Frank H. Means, Colorado State Fair.

Racial Exhibits—A Definite Influence on Ticket Sales, Frank H. Kingman, Brockton Fair.

10 a.m.—First annual meeting of county and district fairs: A. W. Lombard, Boston, chairman.

1:30 p.m.—President Sid W. Johns, presiding.

Crossed Lure of Attendance Prizes, Harold F. DePue, North Montana State Fair.

Obtaining Substantial Results From Advance Ticket Sales, Harry G. Templeton, Indiana State Fair; Raymond A. Lee, Minnesota State Fair; Elwood A. Hughes, Canadian National Exhibition; Robert B. Mueckler, California State Fair; Ralph T. Hemphill, Oklahoma State Fair and Exposition.

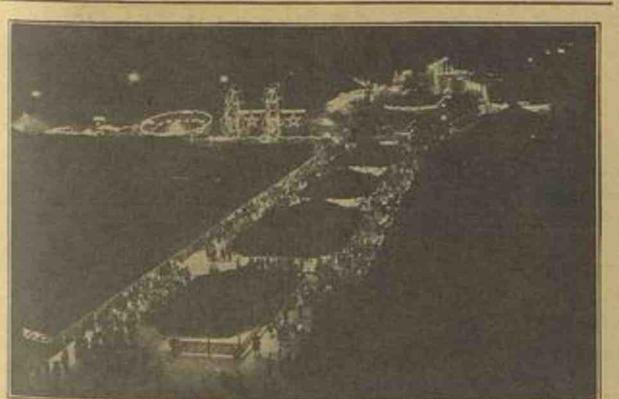
Dancing as a Feature for Fairs, Arthur R. Corey, Iowa State Fair; Herbert H. McElroy, Central Canada Exhibition; Elwood A. Hughes, Canadian National Exhibition; Dr. Linwood W. Snow, Michigan State Fair; Manny Sachs, Music Corp. of America.

Report of resolutions committee.

Unfinished business.

New business.

Election of officers.



AN UNUSUAL NIGHT SHOT OF MIDWAY CONCESSIONS (in the foreground) at the State Fair of Texas, Dallas, October 7-22, which have been operating for a number of years by Dennis (Denny) Pugh, widely known operator. In piling up record concession receipts he sold that among premiums given out of the numerous booths were 21,727 pounds of ham and bacon, representing 21,727 boxes of bacon and more than 1,760 hams.

"When a Town Can't Support a Carnival, It Can't Support Much of Anything Else"

Macon, Ga., Evening News editorializes on fair-carnival's value to community

MACON, Ga., Nov. 25.—The Macon Evening News, in its November 1 issue, carried the following editorial under the caption, "As Eyes Are New":

"It cannot be that there is nothing new to say about the fair. Nothing new in the pavilion about the midway. Nothing new in the blaring loudspeakers, in the naked lights that almost blind you, in the feathered dolls and gaudy blankets and all the shiny trinkets of the midway stands. Nothing new in the sickly smell of hotdogs and onions and hamburgers and the sticky smell of sugar candies—all borne with the dust on a chilly wind. Nothing new in those eternal quilts hanging in the domestic science building, in the ferns and flowers from many dooryards and porches, in the neat rows of home-canned fruits and vegetables, the stacks of big-eared corn, the sheafs of ripened grain. Nothing new in the tents where amazing chickens creak and ruffle in little wire cages, in the barn where fat cows and pigs lie about with the distant nonchalance which live stock always assumes in shows.

"It cannot be that there is nothing new to say about the men and women who make their livings in sideshows, just as (See *Prizes Fair-Carnival* on page 79)

Gooding Purchases New Quarters; '40 Plans Are Outlined

COLUMBUS, O., Nov. 25.—F. E. Gooding Amusement Co., of this city, recently purchased new quarters at 1300 Necton road here to house its Gooding Amusement Units, Gooding Greater and American Exposition shows. Tract consists of one and one-half acres of ground, and is located for easy access to two main highways, being situated west of Olentangy River Boulevard, south of Fifth avenue. Facilities for loading and unloading of equipment are provided by a railroad siding on the grounds. About 28,000 square feet of storage space is incorporated in the new fireproof quarters.

An up-to-the-minute, fully equipped machine shop and paint shop will (See *GOODING'S QUARTERS* on page 79)

Buckeye State Goes To Laurel Quarters; Season Satisfactory

LAUREL, Miss., Nov. 25.—Winding up a 30-week tour in Hazelhurst, Miss., on November 4, Joe Gallier's Buckeye State Shows came into quarters at the fairgrounds here for the second time in four years. Arrangements were made with Secretary-Manager K. Booker for three large buildings and shows will have unlimited parking space for trucks and house cars. Closing week was marred by cold, but the season as a whole was satisfactory and organization ended in the black.

Shows will be enlarged this winter and a well-known free act has been booked for next season. Quarters and building program will be under supervision of Pat Brown, with Ross Crawford, late of Wallace Bros.' Shows, assistant. (See *Buckeye in Quarters* on page 79)

Zachlinis Cancel Florida Fairs; Name '40 Staff

TAMPA, Fla., Nov. 25.—Zachlinis Bros. Circus Shows have canceled their winter Florida fair dates and will devote remainder of the off season to preparing for 1940. It was said here this week. Owners, at a recent meeting, named the following staff for next season: Emanuel Zachlin, general manager; Bob White, business manager; Percy Martin (See *CANCEL FLA. FAIRS* on page 79)



ASSURANCE that the job of toastmaster at the Showmen's League of America's 27th annual Banquet and Ball in the Hotel Sherman, Chicago, on December 5 will be efficiently handled came last week when Chairman Sam J. Levy announced that Elwood A. Hughes had been selected. Purchasing agent for the Canadian government and general manager of the Canadian National Exhibition, Toronto, Hughes is also widely known for his ability as a speaker.

C. A. Abbott, Doc Hamilton Join Glick's Ideal Expo

NEW YORK, Nov. 25.—Charles A. Abbott and Doc Hamilton have joined Ideal Exposition Shows' 1940 staff as general agent and business manager, respectively. (See *JOIN GLICK'S EXPO* on page 77)

Wealth of Acts and Awarding Of Honors Highlight NSA Fete

NEW YORK, Nov. 25.—As announced in last week's issue, the second annual banquet and ball of the National Showmen's Association crashed thru as a distinct success, bigger and better than last year and more entertaining all the way around. A checkup this week showed that more than 800 members and guests enjoyed the big evening November 18 in the Hotel Commodore. Credit for the success must go to many members, notably George A. Hamid, the club's president; Irving Rosenthal, banquet chairman; John M. Liddy, executive secretary, and Sam Rothstein, assistant chairman to Rosenthal.

Complete Program of ACA in Chicago

ALL SESSIONS of the sixth annual meeting of the American Carnival Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning on Monday, December 4, at 11 p.m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting by President John W. Wilson.

Roll call of member shows.

Proof of notice of meeting.

Reading of minutes of 1938 Chicago meeting and approval thereof.

Annual report of General Counsel-Secretary-Treasurer Max Cohen and associate counsel and approval thereof.

Reports of committees; reports of officers.

Communications.

Discussion of activities of the association for the past year.

Applications for membership and action thereon.

Unfinished business.

New business.

Election of directors until next annual meeting.

Directors' meeting combined with membership meeting.

Election of officers.

Discussion of association's policies for 1940.

Election of next meeting place.

Presentation of bills.

Financial report of meeting.

Miscellaneous business.

Addresses by members on subjects to be announced at time of meeting.

General conference on matters affecting the carnival industry.

Adoption of policies and legislative program for 1940.

Open forum.

Adjournment.

Vaught & Martone Combo To Direct State Fair Shows

KANSAS CITY, Mo., Nov. 25.—State Fair Shows, of which Mel H. Vaught was sole owner a number of years, will go out in 1940 under joint ownership of Vaught and Toney Martone. Partnership was formed during the past several weeks and both are now half owners of the shows. Both have had years of experience in outdoor show business. They plan to take out an enlarged show in 1940.

Shows, in the past several years, covered much territory, playing some of the best dates and fairs in the Middle West and West. Martone will add his property to that of Vaught's. Organization will take the road under its same title.

Equipment is stored here and several men are working on new fronts. More (See *VVAUGHT-MARTONE* on page 78)

Hughes Toastmaster For League Banquet

CHICAGO, Nov. 25.—Maj. Elwood A. Hughes, purchasing agent for the Canadian government and managing director of Canadian National Exhibition, Toronto, will be toastmaster at Showmen's League of America 27th annual banquet and ball, on December 5. It was announced by Sam J. Levy, chairman. Major Hughes' forensic abilities are widely known and his selection as toastmaster assures that the job will be efficiently handled.

Chairman Levy and Frank P. Duffield, entertainment committee chairman, are rapidly lining up a show that will top all previous efforts. Heading the list of entertainers is Johnny Burke, he of (See *HUGHES TOASTMASTER* on page 78)

What a Boniface Thinks About One Show's Personnel

NEW YORK, Nov. 25.—That it pays unlimited dividends, in or out of carnivaldom, to carry only such personnel who reflect credit on an organization thru their conduct and their general contacts during an engagement is brought out clearly in a letter sent voluntarily to Max Linderman, general manager, World of Mirth Shows, and released by him from his local office this week.

Communication is from Barney B. Whitaker, owner-manager, Hotel Clarendon, Augusta, Ga., and reads, in part:

"May I express myself in appreciation of the type of show crowd that stopped with us during your appearance at the Augusta Fair? I have operated hotels in my native State of Georgia for the past 40 years and during that period have served all types of showfolk, but never have I played host to as nice and clean a crowd as stayed here with us. You and I have to study the public until we understand it and you know that both of us, in our respective pur- (See *BOOSTS PERSONNEL* on page 78)

Smith Nominated PCSA President

LOS ANGELES, Nov. 25.—Pacific Coast Showmen's Association at its regular weekly meeting Monday night unanimously nominated Dr. Ralph E. Smith for the club presidency for 1940.

Others named by unanimous choice were Joe Glacy, first vice-president; Mike Krekos, second vice-president; E. W. (George) Coe, third vice-president; Earl O. Douglas, fourth vice-president; A. J. Weber, secretary; Ross Davis, treasurer.

Krekos West Coast In Calif. Wind-Up; Winter in Oakland

PORTERVILLE, Calif., Nov. 25.—Armistice Day Celebration here saw Mike Krekos' West Coast Amusement Co. write final to its 1939 tour after one of the best stands of the season reported W. T. Jessup, general agent. It was the 14th consecutive year the organization had played the celebration. Although season was not one of the best, show wound up on the right side and moved into quarters at 512 Alice street, Oakland, Calif.

Opening late in March, the shows toured California, Oregon and Washington and played 19 weeks of fine and (See *WEST COAST WIND-UP* on page 78)

Monarch Tour Okeh; Winter Work Starts

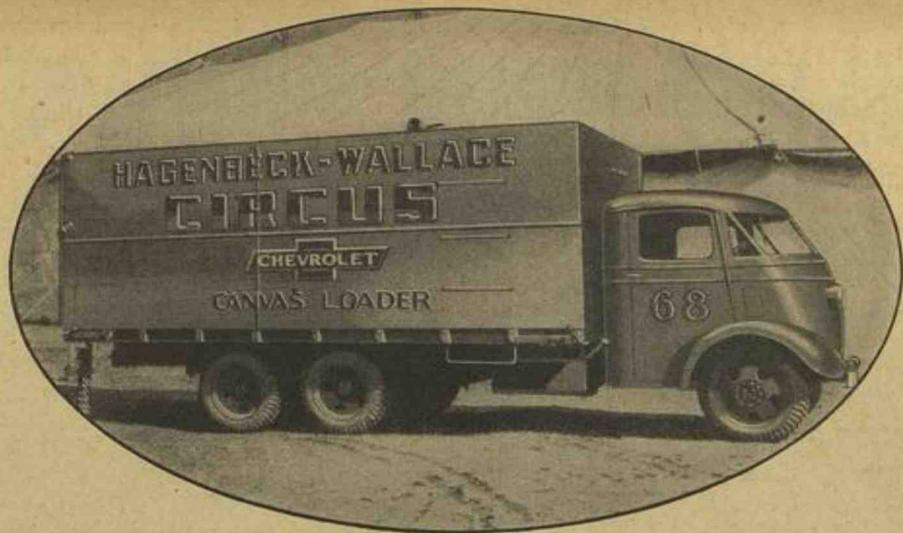
BEAUFORT, S. C., Nov. 25.—Concluding a 24-week tour at American Legion Community Park, November 6-11, Mighty Monarch Shows went into quarters in a large modern building here last week. Tire-Whirl, Octopus, Auto Speedway, Kiddie ride and Ferris Wheel with several shows and a number of concessions were moved to Sulphur Springs (Fla.) Park, however.

Manager George Goffas and N. P. Roland said the season, which saw the organization play eight States, proved profitable. Management has started a building campaign in quarters under direction of Dale (Shorty) Shell. A crew (See *MONARCH TOUR OKEH* on page 78)

Patrick Prepares for '40; Quarters Work Under Way

SPOKANE, Wash., Nov. 25.—Because of exceptionally good weather in the Northwest, W. R. Patrick, owner of the shows bearing his name, has opened quarters here and has a crew of carpenters and painters at work. Owner Patrick has contracted for 20 new seats, with specially constructed bodies.

Six light towers will be carried in 1940, Patrick having acquired two more (See *PATRICK PREPARES* on page 78)



When the "Big Top" Comes Down

When the "big top" comes down . . . when you're faced with the problem of getting your stock rolling into the next show town, let Chevrolet do the job for you.

Through a thousand nights, from New York to Los Angeles, great fleets of Chevrolet trucks wind their way over twisting highways, carrying the equipment and personnel of the greatest shows on earth. Showmen have found that Chevrolet trucks—"the thrift-carriers for the nation"—can be depended upon to carry the heaviest loads, on the longest pulls, over



all kinds of roads. Chevrolet trucks are designed and built to save you money. Their simplified design enables fast and economical service and maintenance operations.

More Chevrolet trucks have been purchased in the last nine years than any other truck built, because they have proved themselves.

When the "big top" comes down, load your equipment on Chevrolet trucks! *They're designed for your needs—for your loads . . . powered for the pull!*

CHEVROLET MOTOR DIVISION • General Motors Sales Corporation • DETROIT, MICHIGAN

THEY'RE DESIGNED FOR THE LOAD—POWERED FOR THE PULL



CHEVROLET

HENNIES BROS. SHOWS, INC.

OFFER THE GREAT AMERICAN FAIRS
**AN ABSOLUTELY INDEPENDENT MIDWAY
 AND—A SHOW UNEXCELLED**

Brilliant Neon Illumination—Beautiful Construction—
 Attractions that are original with Talented Entertainers and Musicians



Proud to Represent this
 Progressive Spectacular
 Midway—See me at the
 Sherman Hotel, Chicago,
 Dec. 2-7.

LARRY S. HOGAN
 General Agent



OUR GUARANTEE

High Calibre Shows and
 New Breath-Taking Rides,
 in a Setting of Glamorous
 Splendor.

AMERICA'S YOUNGEST & FOREMOST SHOWMEN

The HENNIES BROS.

ORVILLE HARRY

PRESENT
 the new
GLITTERING GLADWAY
 a
 VERITABLE JOYLAND
 OF CONJURATION

Brought to YOU on
 TWO R. R. TRAINS OF
 DOUBLE LENGTH CARS

SEE
 FIGHTING LIONS
 MOTOR MANIACS
 SIZZLING REVUES
 ZIPPY PRODUCTIONS
 GLAMOROUS
 GIRLS
 CAPTIVATING MODELS
 STRANGE WILD ANIMALS
 WRIGGLING REPTILES
 500 PERFORMERS!

1001 NEW EUROPEAN AMERICAN THRILLS



Thanks to the Executive
 Heads of our 1939 Fairs—
 We'll bring you a still
 Greater Fun Zone in
 1940.

HARRY W. HENNIES
 General Manager



OUR PROMISE

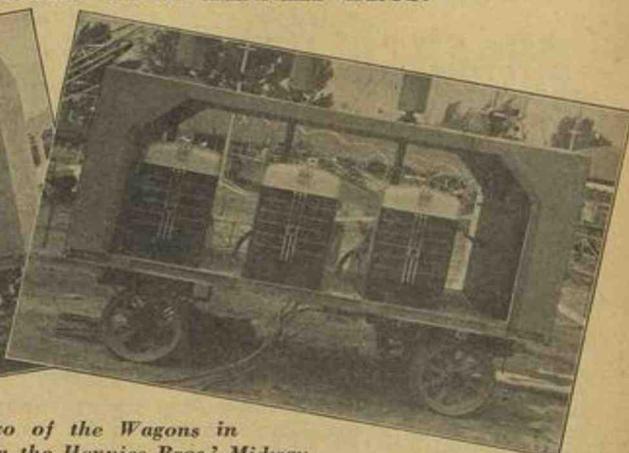
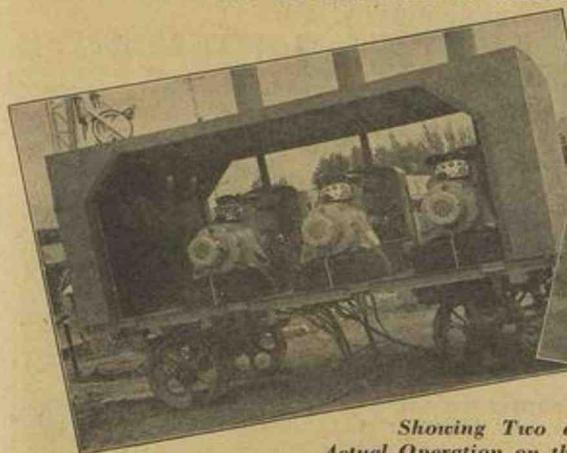
100% Co-Operation. You
 Run the Fair—We'll Op-
 erate the Carnival.

WINTER QUARTERS: SHREVEPORT, LA.

Get Your Copy of **FROLIC** at the Convention!

THE TALK OF THE OUTDOOR SHOW WORLD

**GENERAL MOTORS PACKAGED POWER PLANTS
AN OUTSTANDING SUCCESS WITH HENNIES BROS.**



Showing Two of the Wagons in Actual Operation on the Hennies Bros.' Midway.

HENNIES BROS. SHOWS, INC.
UNITED SHOWS OF AMERICA
1000 North Broadway, Chicago, Ill.
Telephone BR 1-1000

August 28, 1939

The Diesel Power Company,
201 East Fourth Street,
Tulsa, Oklahoma.

Dear Sirs:

We wish to acknowledge you on the speed with which you handled our business. Your service was prompt, very efficient and we were able to receive our power plants in Tulsa, Oklahoma, in a matter of days.

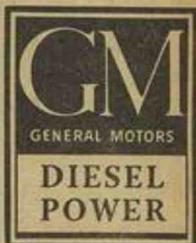
We were glad to learn that our efficiency was only a step from yours and that you have recognized this in your prompt service. We have now returned to our regular service and will continue to be happy and to our satisfaction in your service.

Please do not forget to send us the invoice for our plants and we would certainly recommend you to all our friends.

Yours very truly,
ALLEN B. HENNES, INC.,
General Manager.

WEL:AO

After a successful season on the Hennies Bros.' Shows, our Power Plants have proven to be the answer to your request for light weight, compact plants with uniform dependable voltage —PLUS a Big Saving on Power Costs.



NOW AVAILABLE ON OUR SPECIAL SHOWMAN'S FINANCE PLAN

We Will Gladly Submit a Proposal Properly Engineered to Fit Your Individual Needs.

**ALL SHOW OWNERS AND MANAGERS
ARE CORDIALLY INVITED TO VISIT OUR SUITE
AT THE SHERMAN HOTEL, CHICAGO, DEC. 4-6**

MEET THE DIESEL POWER CO. MEN WHO GIVE YOU "PERSONALIZED SERVICE"



GEO. E. FULLER, Pres. CARL A. TANGNER, Gen. Mgr. LEO H. TOWERS, Chief Engineer C. F. WALKER E. G. HEINS HARLEY T. PRICE

THE DIESEL POWER CO. TULSA, OKLA. 306 E. Fourth St.

HERE IS AN OPPORTUNITY TO BECOME ESTABLISHED IN A NEW PROFITABLE BUSINESS WITH BUT A SMALL AMOUNT OF CAPITAL

GRILLEMObILE

NEW AUTO FOOD DISPENSER
COMPLETE LUNCH ROOM ON WHEELS
STAINLESS STEEL EQUIPMENT AND REFRIGERATION

BEAUTIFUL
ATTRACTIVE
ECONOMICAL
TO OPERATE



INTERIOR FRONT VIEW



IT NEVER STOPS COINING
MONEY FOR YOU — DRAWS
CROWDS — INVITES BUSINESS

GOING WHERE BUSINESS IS.

WORKING 24 HOURS A DAY SERVING FRANKS,
HAMBURGERS, SOUPS, GRILLED SANDWICHES, ICE
CREAM, ICE CREAM SODAS, COFFEE, COLD DRINKS
OF ALL KINDS FROM FAUCETS.



INTERIOR BACK VIEW

THAT IT IS A PROFITABLE BUSINESS ENTERPRISE IS PROVEN IN PRACTICE BY FLEET OPERATORS. ONE OF OUR FLEETS OPERATING IN
LONG ISLAND HAS 41 CARS ON THE ROAD.

NOT NECESSARY TO DEPEND ON A SHORT SEASON, CAN OPERATE 12 MONTHS EVERY YEAR. WINTER AND SUMMER.

THEY GO WHERE BUSINESS IS BEST, MOVING FROM PLACE TO PLACE, BY REPLACING THE REMOVABLE STEERING WHEEL AND
STARTING THE MOTOR.

FOR FULL INFORMATION, PRICES AND TERMS WRITE

CUTLER METAL PRODUCTS CO.

10TH AND MARKET STS.,

CAMDEN, N. J.

INSURANCE

SPECIALIZING IN CONTRACTS COVERING

Public Liability Insurance, Bonds
Automobile Insurance
Fire Insurance

For

AMUSEMENT PARKS, FAIRS
AND CARNIVALS

Personal Service --- Complete Coverage

IDA E. COHEN

1637 INSURANCE EXCHANGE BLDG., CHICAGO, ILL.
175 W. JACKSON BLVD. — Tel. Wabash 1780

IN WINTER QUARTERS

You'll Paint Again With

Phelan's CIRCUS FINISHES

—A PAINT, ENAMEL and VARNISH for every need — Cars, coaches,
wagons, seats, tent poles and other equipment. Use Phelan's Circus
Finishes for Flash and Durability and

WRITE TODAY FOR COMPLETE COLOR CARD AND PRICES

PHELAN-FAUST PAINT MFG. CO.

932 LOUGHBOROUGH AVE.,

ST. LOUIS, MO.

"Serving the Circus and Carnival Trades for 30 Years"

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Gratitude, Tex.
Week ended Nov. 25, 1939.

Dear Mixer:

Of all the sour breaks! State of Texas had decided to observe both Thanksgiving Days. Pete Ballyhoo, on hearing the news, rushed to Austin by thumb to plead with the chief executive to change it to just a one-day stand, believing that two big meals at this time of year would not only kill our people but ruin the office. The rumor that this part of the country was full of wild turkeys stood up. There were 8K of these turkeys playing within a radius of ten miles, and the word "wild" was putting it mildly.

Our committee, The Pilgrims of the Past, was made up entirely of retired ex-troopers. These old-timers looked forward to our arrival and co-operated before and after the show arrived. When General Agent Lem Trucklow signed them up, the lot he had selected was a big, beautiful, grassy spot but, knowing the superstitions of all showmen, our committee had it plowed and covered with tin cans, garbage and ashes. This to insure the show a big week.

Thursday morning the office announced "Regardless of business, a special Thanksgiving dinner will be served free in the cook house, providing that the cook-house operator will co-operate by furnishing the food, the office staff in return to do their bit by presenting the different speeches and taking all bows." The cook-house operator agreed to do his bit, providing that the poultry-wheel operator would furnish the turkeys. The wheel operator agreed to provide the fowls if the office would agree to deduct the value of them from his privilege. The office finally agreed to let it ride that way, providing our committee wouldn't ask for the \$3 that had been promised them, as per contract, for each concession. Our

committee at first held out for their three bucks, but on second thought decided to let go in favor of the dinner, providing they were all invited as guests of the show.

Every house-trailer cook then got busy to provide cakes, pies, cookies and other knick-knacks to help toward giving the big feed. The cook-house chiefs and helpers went to preparing the greatest feed of the season. By 5 p. m. everything was set and the royal gorge was on. Word had been sent to the other turkeys showing close by, via the grapevine, that a free feed was being pitched, and the cook house enjoyed its first runaway house of the season.

Immediately after the third-coupon pitch-till-you-win was over, the five brothers announced that they thought they had something treed in Chicago and hurriedly packed their 20 years of hustling in bags and left for the fair meeting. It was rained among the midways that some time during the dinner the bosses had swapped mileage for gasoline with one of the managers of a jalopyized turkey and were taking their house trailers to cut down the nut. Our secretary wired in for reservations for house-car space in the lobby of the Hotel Sherman. The show's special agent was already in Chi. trying to sell a banner to the manufacturers of this type of trailer.

MAJOR PRIVILEGE.

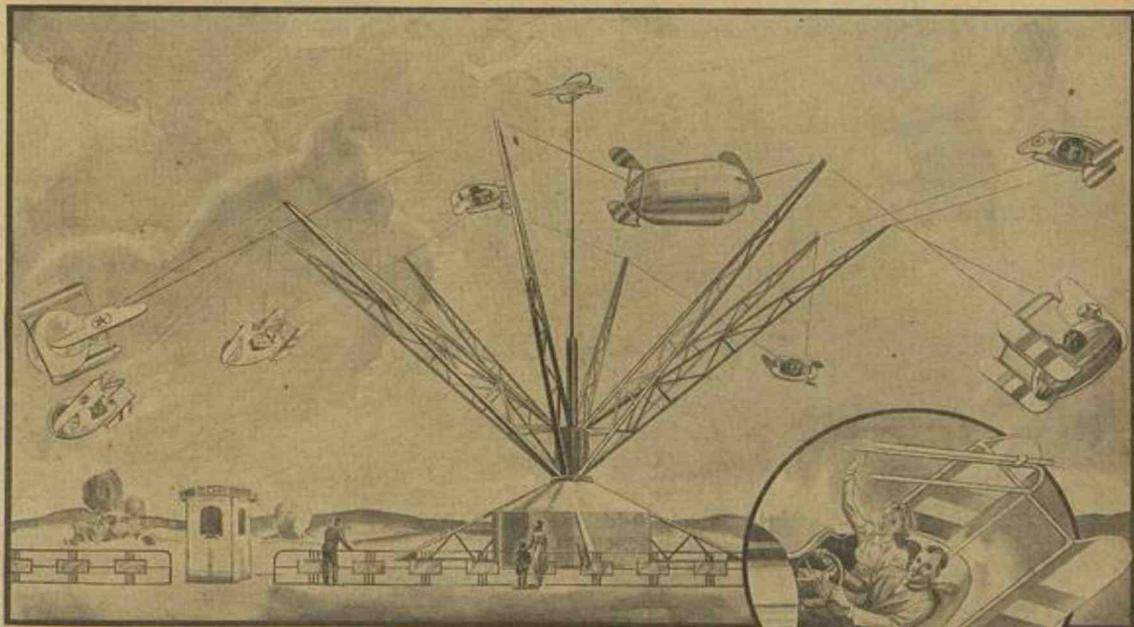
NOTICE!

I am interested in investing considerable amount of cash in a good clean, reliable Carnival for expansion or improvement purposes. Also will consider partnership in same in which I can be active. Give full details in letter, BOX D-35, care Billboard, Cincinnati, Ohio.

TOP MONEY TOPICS

Spillman Presents for 1940

The AERIAL JOY RIDE



The sensational new Aerial Ride of 1940 that gives you—Eight polished aluminum streamlined aerial cars—Center steering wheel control—Three co-ordinated aluminum lift rudders—New smooth speed—Positive flight direction—Spectacular action with cushioned ride—Light weight cantilever type center—Vee belt drive with oversize clutch and brake—Ornamental fence—Modern chromium trimmed ticket office. Every detail of this thrilling new ride exemplifies sound engineering practice—colorful, modern design and extreme portability. "Designed and built by Spillman" has stood for successful rides for over forty years and is your continued guarantee.

FULLY PROTECTED BY PATENTS

FLYING TURNS

LIGHT TOWERS

PORTABLE STAGES

SILVER STREAK

AUTO SPEEDWAY

SPILLMAN STREAMLINED JUMPING HORSE CAROUSSELLES

IMPROVED HI-DE-HO FUNHOUSE

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA,
NEW YORK

World's Largest Manufacturer of Amusement Rides

THE TOP OF THE WORLD

Yes . . . THE Tops of the Carnival-Industry . . . And 1940 will mark this Organization's Supreme Effort in spreading Streamlined Entertainment wherever we have the honor to appear.

To Fair Managers and well wishers, hearty thanks from the entire World of Mirth Staff.

We seek to build an even greater Carnivalcade for 1940 than was unfolded during the season just past. . . . And our banner will unfurl at the Chicago Conclave, as always.

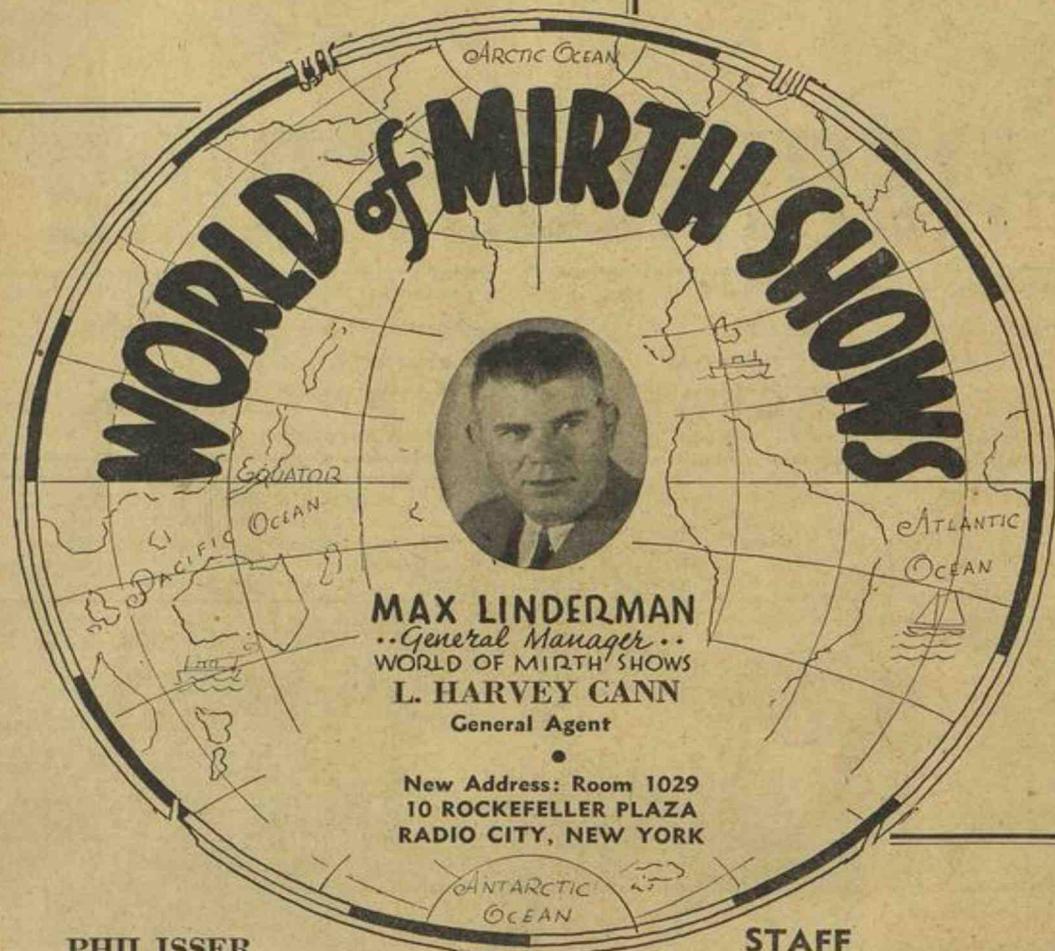
1939

Our Biggest Show

Our Biggest Fairs

— Therefore —

Our Biggest Grosses



PHIL ISSER

Manager Concession Dept. Featuring the Best of Everything in Merchandise. Extending Thanks to the Fairs on the World of Mirth Route.

STAFF

MAX LINDERMAN, General Manager
L. HARVEY CANN, General Agent
FRANK BERGEN, Asst. Gen. Mgr.
RALPH W. SMITH, Secy.-Treas.
MRS. DONALD MURPHY, Asst. Secy.
JIM McHUGH, Press Representative
EDDIE TARJAN, Radio Representative
GERALD SNELLENS, Contracting Agt.
JIM STEVENSON, Lot Supt.

J. L. EDWARDS, Chief Electrician
RONALD DRIVER, Assistant
WALLACE A. COBB, Trainmaster
LEON A. REEVES, Scenic Artist
HARRY HAUCK, Mechanical Supt.
CHARLES KIDDER, Construction Supt.
L. H. BOWE, Ticket Supt. and Postmaster
DR. J. K. BOZEMAN, Medical Officer and Director of Hospital Unit

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, Virginia

CONSISTENT MONEYMAKERS

PORTABLE—PERMANENT

ROLL-O-PLANES

Crashed All Sales for 1939
76 Units Sold First Year



3 & 4 UNITS ON ONE SHOW

**Unequaled
in
Modern Engineering**

MEET US AT THE N. A. A. P. P. B. AND SHOWMEN'S CONVENTIONS

ADDRESS ALL COMMUNICATIONS TO

EYERLY AIRCRAFT COMPANY, Salem, Ore.

ABNER K. KLINE, Sales Mgr. LUSSE BROS., Ltd., (European Suppliers) BLACKPOOL, ENGLAND

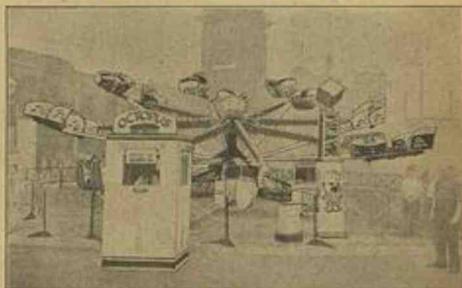


THE
SENSATIONAL
HITS OF
THE YEAR

STAR
PERFORMERS

"OCTOPUS"

FOREMOST IN RELIABILITY
8—12—and 16 Car Units



16-CAR UNIT

The
Leaders for
1940

Large Turnout At PCSA Party

Floor show, dance feature
annual homecoming—club
bar in formal opening

LOS ANGELES, Nov. 25.—Pacific Coast Showmen's Association's annual Homecoming Celebration here on November 14 proved a huge success and drew an overflow crowd, including representatives from every West Coast carnival, to the spacious clubrooms at Grand avenue and Wilshire Boulevard. Charles F. Haley was chairman, with these committees: Nick Wagner, Pat Armstrong, Harry Wooding, Charles Walpert, A. E. Weber, Ben Dobbett, Joe Horwitz and Harry Chipman. Committees for the Ladies' Auxiliary had Nina Rogers as chairman and Mrs. Betty Coe, Lillian Schub, Marie LeFors and Edith Bullock.

Carl Eldred's Singing Tyrolean Orchestra furnished music for floor show and dancing which followed. Event also marked formal opening of club's bar and grill, with Moe Levine as manager, assisted by Dan Meggie, Jack Bigelow, James D. Smith, Roy Barnett, Myer Scholom and Ben Beno. Ladies' Auxiliary luncheonette is in charge of Nina Rogers, with Mrs. Hunter Farmer as chef, Rosemary Loomis on front, and Betty Coe, cashier.

Floor show line-up included minstrel featuring Jack Bigelow, Barney Flanagan and Billy Byrne; Capt. W. D. Amert, Lou W. Johnson, George Tipton, B. Buck, Bert Fisher, R. Johnson, Charles Greiner, the Jitters from Charles Walpert's Walk-a-show; Gold Duss Twins, Mase, Fleurette, Cleo Stafford, Tyrolean Singers, Perry and Small and Charles A. Murray. PCSA reception committee had Leo J. Haggerty, Norman Peet, Joe DeMouche and William Hobday, while the Ladies' Auxiliary's committee was made up of Mrs. Archie S. Clark, Mrs. C. P. Zeiger, Rosemary

Loomis, Mrs. Mabel Craft, Mrs. Roy E. Ludington and Mrs. Jewell Hobday.

Guests

Mr. and Mrs. Earl O. Douglas, Mr. and Mrs. W. T. Jessup, Mr. and Mrs. Archie S. Clark, Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Ed P. Walsh, Mr. and Mrs. Leo J. Haggerty, Mr. and Mrs. Frank J. Downie, Mr. and Mrs. Ben Dobbett, Mr. and Mrs. Charles J. Walpert, Mr. and Mrs. Harold (Pop) Ludwig, Mr. and Mrs. Jimmie Lynch, Mr. and Mrs. E. W. (George) Coe, Mr. and Mrs. Harry Taylor, Bud Rasmussen, Everett North, Wayne Smith, Harold Smith, Mrs. Florence Baldwin, Maybelle Bennett, Curtis Beem, Billie Walker, Orville Grant, Mr. and Mrs. George Bryant, Mr. and Mrs. J. Duran, Billie Byrne, Mr. and Mrs. Louis Godfrey, Mr. and Mrs. A. S. Helser, Mr. and Mrs. Al Woods, Stella Brake, Mabel Nohstein, Mr. and Mrs. Mark Kirken-dall, J. A. Wilson, Sam Hover, Captain Bussy and Ethel Chae.

Blanche Whitcomb, Cleo Stafford, W. S. Parker, James Welch, Sam Levine, Mickey Dunlap, Mr. and Mrs. Frank Phillips, Mr. and Mrs. George Simmons, Babe Miller, Charlotte McGraw, Al M. Miller, Mr. and Mrs. David Mann, Jewell Smith, Hilda Jaeger, Janet Ross, Jack Pollard, Robert Miles, Mr. and Mrs. Harold Logan, Mr. and Mrs. Pierre Ouzette, Fred Soley, Mr. and Mrs. Billie Williams, Marie Le Doux, Herbert Kelsey, Mr. and Mrs. Ernest McCarthy, Lucille French, Mr. and Mrs. Ted Wright, Billie Steele, Maxine Lang, Jackie and Florence Carr, Nellie Burton, Josephine Foley, Minnie Fisher, Mrs. Stelle Linton, Mr. and Mrs. William Schwacker, Victor L. Johnson, Esther Carley, E. J. Ross, Vic Loventhal, Mr. and Mrs. George Morgan, H. E. Phillips, Henry A. Myers, Vera Genac, Patricia Moss, Al Ross, Mr. and Mrs. Mark Courtney, William Leach, Mr. and Mrs. A. Heyne, Mrs. Phil Williams, Mrs. K. Klancor, Mr. and Mrs. E. M. Burke, Babe Collins, Mr. and Mrs. Henry Bahr, Mr. and Mrs. T. R. Johnson, Mr. and Mrs. R. C. Wells, Mary Leder, George Powers, Billie Steele, Madge Laype, Leona Barton, Mr. and Mrs. Ervin Wiler, Mr. and Mrs. H. Blett, and Robert Hatton.

David Weston, Johnny Ganz, Harry Lowe, George Bernstein, Mr. and Mrs. Frank Platten, Wilmar Moyer, Lewis

McMAHON SHOWS

45TH ANNIVERSARY

Holiday greetings to all our friends

Cecil E. McMAHON

Marysville, Kansas

Clyde T. McMAHON

Oesterle, A. Southworth, William Harris, R. B. Eyer, Harold Mook, Mr. and Mrs. Roger Warren, J. N. Holmes, Louis Lessner, E. H. Caldwell, Harry Hargrave, H. G. Boucher, Eleanor Bruce, W. W. Buck, A. J. Folland, Mary Holbrook, Harry Vance, Jack Sicola, Charles Whipple, Mrs. Mary Horwitz, Mr. and Mrs. John G. (Spot) Ragland, Mr. and Mrs. O. Vanderwolf, Mr. and Mrs. E. Higginson, Mr. and Mrs. A. Machinda, Bill Naylor, Hugh Hill, Geraldine Merritt, Rene Howard, Ed Breeze, Bud Baker, P. T. Savage, E. J. Jensen, John R. Ward, Lee Sheela, Mr. and Mrs. M. Goldberg, Mr. and Mrs. George Lemuel, David Byers, Mrs. O. A. Bartlett, Henry Howard, Ted Newcombe, Mr. and Mrs. Harry B. Levine, Dr. and Mrs. Ralph R. Smith, R. B. and Vivian Rosard, Ralph Kinzey, H. W. Butler, Jack Heaton, Olga Celeste, Blossom Robinson, Hazel Fisher, Mrs. Etta Hayden, Lewis Mastro, Verne Seeborg, Peggy Taylor, Lucille King, Mrs. J. Buch, William Duncan, Mrs. E. Rhodes, Tillie Palmaster and LeVonne Christensen.

Henry Garvin, T. B. Short, Lucille Zimmerman, Mrs. E. D. Stanton, Norman Peet, Mrs. Dan Riley, Vivian Gordon, Mary Eldred, Fred Sherry, George Lowe, Mr. and Mrs. William Stelnscher, A. D. Snyder, T. J. Freil, C. A. Martin, Bert Fisher, Jessie Weber, Doc Ralph Dobbie, Walter Josely, Mrs. E. McCarrin, Mrs. G. A. Malone, P. G. Sbowater, Mrs. Kate Sullivan, Ross Ogilvie, Tony De Pabros, John Demick, James D. Smith, Al Fisher, Fritz Landau, Mrs. Norma Burke, Mrs. E. Leonard, Betty McAdams, Mrs. Nell Weber, Mrs. Ruth McAdams, Thomas Baldwin, Charles McManey, Mr. and Mrs. A. H. Johnson, Bobbie Miller, Charley Monroe, Mr. and Mrs. William Messina, Frank Murphy, Robert and Charles Blair, Ross Rosard, Joe McCallie, Anna Veldt, A. H. Granger, Tom McDonald, Tom Johnson, Dick Hartley, Ellis Hendry, Tony Chontas, Louis Pettinari, Topsy and Clyde Gooding, Mrs. Eta Og-

den, Maybelle Hendrickson, Mr. and Mrs. C. H. Eisenmann, Fern Chaney, Ethel McDonald, Mrs. Eddie M. Butler, Eugene Henderson, Sam Coombs, Leo Flarr, Gladys Moore, George Bohna, Charles Greiner, George Wiler, C. E. Cooke, Robert Barton, G. B. Fisher, Ada Mae Moore, Alex Stewart, Lawrence Bull, Dan Stover, John A. Pollitt, Philip Bertoni, Carl McAdams, Lloyd McGinty, Clarence Love, Roberts Ellis, Charles W. Nelson and Harry, Grace, Helen and Harold DeGarro.

Nick Weber, Al Onken, John T. Beckman, Harry Willard, Sam Brown, Jimmie Dunn, Eddie Treas, Mike Skiver, Claude and Leon Barie, Doris Stacey, Mr. and Mrs. Irwin Lattimer, Mattie Keeler, Nate Miller, Virginia Atkinson, Mrs. Cora Marette, E. S. Fitzgerald, Walter Towers, P. Sarver, Jack Williamson, Mr. and Mrs. J. L. Christensen, Mr. and Mrs. Frank Yagls, K. C. Shaw, E. T. Jones, Mr. and Mrs. J. O'Leary, Mr. and Mrs. Russell Cochran, Mrs. H. and Norma Monroe, Paul Berger, Mr. and Mrs. O. Corbin, Mr. and Mrs. Al Wilson, Mr. and Mrs. Rody Hlona, Frank Knapp, J. L. Holmer, Mr. and Mrs. J. A. Miller, Mr. and Mrs. L. Clark, Mr. and Mrs. Henry Crowe, C. G. Smith, Dr. George W. T. Bond, Mrs. Mary Lopez, Gus Lovorodo, George Brown, Mrs. Bert Fisher, B. M. (Doc) Cunningham, Louis Lessor, K. E. Wilson, Sam Weber, Mr. and Mrs. Harry Phillips, Mr. and Mrs. Harold Weber, Bud White, Robert L. Myers, Charley Farmer, Walter Raymond, Annabelle Nye, Gladys Forest, J. Miller, Arthur Windecker, William Levitt and Mr. and Mrs. Ted Levette.

WANT TO BUY

8 1/2 Wheel and Kiddy Auto Ride. Best condition and lowest price.

RISE MANAGER

2010 Lakem St., ROCKFORD, ILL.

● Reflecting brilliant sunlight or the shadowy glow of incandescent lamps, American Bonded Metals shout out above the din that, "There's a thrill waiting here." They are gay, glamorous, tuned to the mood and tempo of a crowd at play. In brilliant chrome and nickel finishes, in fancy patterns of striping, scoring, crimping or corrugations . . . they form complete show fronts, add "dash" and brilliance to a hundred different amusement devices.

You cannot realize the amount of real decorative beauty your dollar will buy until you've seen these metals and checked their prices. This fact and the ability of American Bonded Metals to retain their beauty season after season, to glorify the designer's thought recommends them for your own use in 1940.

Write today for samples, prices and illustrated literature.

AMERICAN NICKELOID COMPANY
16 SECOND STREET, PERU, ILL.

"Helps You Put Up a Front!"

"A MERRY XMAS AND HAPPY NEW YEAR TO ALL"

Western States Shows

A Bigger and Better Show, with a Bigger and Better Route for 1940, which we feel sure will be the Biggest and Best Season in Our History.

WILL FINANCE SHOWMEN WITH NEW IDEAS.

Can place \$10 Show with or without equipment.

Milo Anthony: Got in touch with me.

CAN PLACE FOR NEXT SEASON: FROZEN CUSTARD, CANDY APPLES, SNOW ICE, NOVELTIES AND PALMISTRY.

—WANT A GOOD FREE ACT—

FAIRS AND CELEBRATIONS: Write or Contact Us.

Contact me at the Sherman Hotel, Chicago, December 1-5. Before and after those dates address: Care LAMAR HOTEL, SAN ANTONIO, TEXAS.

JACK RUBACK, General Manager

ALBERT WRIGHT, Business Mgr.

J. A. SCHNECK, General Representative

Greater Exposition Shows

—NOW BOOKING FOR SEASON OF 1940—

Can place several outstanding Free Acts. Want to hear from showmen with new ideas. Also can book several Shows with or without their own outfits. Want Foremen for Rides, also Other Ride Help. All Concessions still open.

HAVE FOR SALE: Lindy Loop. Will trade on Tilt-a-Whirl or other ride not conflicting with rides we now have. Tell us what you have. Also have Electric Light Plant, 25 K.W., A.C. for sale.

All Address: GREATER EXPOSITION SHOWS
Care MARYLAND HOTEL ST. LOUIS, MO.

Club Activities

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Nov. 25.—Meeting was held last night so that members could enjoy Thanksgiving Day as they desired. Chairman Sam J. Levy, of Banquet and Ball Committee, and M. J. Doolan ended their sojourn in Hot Springs, Ark., and are here and active with the work of their respective committees. Bill Caaky and committee, are going full tilt for the President's Party, December 2. Brothers Edward A. Hock, L. C. Kelley, Sam Solomon, Phil Heyde, Mike Rosen and Oscar Bloom are still in Hot Springs. Lease committee will give a definite report at the next meeting. Brother Oscar Bloom lettered enclosing a check for \$201.50 from the recent League benefit show. He also sent in his 1939 payment for his pledge to Showmen's Home Fund.

Nat Green is working hard on publicity for the banquet and ball. Remember, the date is December 5 in Grand Ballroom, Hotel Sherman. Harry Illinois visited en route east. He said he will be there for about 10 days and perhaps return to Chicago for the big doings. Brother Nat D. Rodgers lettered greetings and good wishes to members. Among those who made 1939 payment on their pledge to Showmen's Home Fund are Casey Concession Co., O'Henry Tent & Awning Co., Globe Poster Co., Charles DeKroko, Dave Cohen, Harry A. Manley, J. A. Terry and Wisconsin De Luxe Corp. Fund has now passed the \$15,000 mark. Rubie Liebman and Aut Swenson are still here and among regulars at the league rooms. Brother John O'Shea is taking an active interest in house committee work.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on November 18 with the following officers presiding: Mrs. L. M. Brumleve, president; Ida Chase, first vice-president; Mrs. Joseph L. Streibich, second vice-president; Mrs. William Cansky, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was rendered by Chaplain Clara Harker. Members were pleased to have Nan Rankine and Mrs. Anna Belden with them again, also Lucille Hirsch who has been with Imperial Shows all season.

Relief committee reported Mrs. Charles Driver is recuperating and that Cora Yeldham is ill at home. Ann Sloyster received a rising vote of thanks for the successful social she conducted November 9. Beale Simon also was complimented on the successful social she conducted October 26. Mrs. Belden thanked the club for flowers and cards and messages of cheer during her recent illness.

Members have decided to award the diamond wrist watch on December 6 after the installation dinner. All members who still have books out on same, be sure to send them in. Attention: Your 1940 paid-up membership card will admit you to installation dinner, which will be held in Bal Tabarin, Sherman Hotel, December 6. Send all mail to Ladies' Auxiliary, in care of Showmen's League of America, 165 West Madison Street, Chicago, Ill.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 25.—Bi-monthly social meeting was held in the clubrooms November 16 and was well attended although several members were out of town. Nell Allen was hostess, assisted by Francis Deane and Florence Parker. Emily Friedenheim won at bridge. Gertrude Lang at crisco, and Florence Parker at rummy.

After the games a supper was served and members of the International Association of Showmen were invited for the remainder of the night. Ethel Hesse presided at the coffee table. Set of hand-embroidered linen tea towels, donated by Viola Fairly, was awarded



Palace Theater Building,
New York.

NEW YORK, Nov. 25.—Second Annual Benefit Banquet is history and a grand time was had by all. Guests, including show owners, show property manufacturers and many distinguished personalities, proved conclusively that the outdoor showmen hold a warm spot in the hearts of the American amusement-loving public.

Credit should be given chairmen of the various committees for the excellent handling of the guests and the prompt seating arrangements, and an aureole of credit should be given to the splendid cooperation of the Commodore staff.

Clubrooms have been embellished by a magnificent lion's head which is to be illuminated with electrical effects. Lion is a donation from Messmore & Damon. It is most appropriate and hangs above the group of photographs of the first officers and directors.

Souvenir year book, program and menu, attractively bound, were given special praise by guests. Makeup, in a blue bound suede cover, with special art work inserted and many photographs, was a vast improvement over last season's book. Other details of banquet and list of registrants will be found on another page.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, Nov. 25.—With President Harry Stahl out of town Monday night's meeting was called to order by First Vice-President Ed McMullan. Other officers present were Secretary Robbins, Vice-Presidents Harry Ross and Hymie Stone. As usual, board of directors met before the meeting and debated on several important issues, chief among which was the annual midwinter ball to be held January 22 in Crystal Ballroom in Hotel Detroit. Brothers Morrison and Bulmyer were appointed chairmen of ticket sales. After considerable discussion it was decided not to move to a new location.

Hymie Stone, house chairman, is stepping up receipts weekly from the bridge room concession. Custodian Al Stear has the rooms as clean as a pullman. Jack Gallagher is in from a tour of Texas. Johnnie Kerrigan is back from Johnny J. Jones Exposition. Stanford Baker went to Cleveland for the holidays. Tommy Paddles, Ralph Bear and Ray Meyers are working in Kern's Department Store.

Sammy Wilson, Marshall Purgeson and brother are at the Colonial Department Store. Louis Wish is in California.

Francis Deane, Emily Friedenheim took the attendance prize.

Those present included Grace Goss, Nell Allen, Emily Friedenheim, Peggy Smith, French Deane, Ethel Hesse, Thelma Prenzler, Elma Obermark, Gertrude Lang, Millicent Navarro, Jane Pearson, Florence Parker and Kathleen Hesse. Guests of honor were Masters Bob Hesse and Sonny Krumenacher. Because of the earlier Thanksgiving Day, next regular meeting will be held November 30.

WANT TO BOOK FOR 1940

Small Redco with good looking stock and equipment at free cost. Also try good Mechanical Show. Give full information in first letter.

BOX D-37, The Billboard, Cincinnati, O.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Nov. 25.—In addition to nominating the officers for 1940, Nominating Committee at November 20 meeting also selected the following board of governors: Harry H. Hargrave, chairman; Pat Armstrong, John A. Pollitt, John M. Miller, O. H. Hilderbrand, Sam Boswite, Harry Taylor, Ed Walsh, Harry Levine, Ben Dobbett, H. A. Ludwig, Frank Downie, Al Fisher, Leo Haggerty, Joe de Montcalm, Adlai T. Kirkendall, Alvin K. Kline, Roy E. Liddington, Nick Wagner, Hugh P. H. Weir, John Branson, Mill Runkle, George Silver, Clyde Gooding, John B. Ward, Charles Haley, Abe Rubin, Cal Lipos, Nate Miller and Bill Hickey. Nominating committee included Theo Forstall, chairman; Pat Armstrong, John M. Miller, Ross R. Davis, Everett W. Coe, John A. Pollitt and Leo Haggerty. This selection met with an enthusiastic reception. Acceptances of the honors came from Dr. Ralph Smith, Joe Olney, Everett W. Coe, Earl Douglas and Al Weber, all of whom pledged to deliver if elected.

Brother Everett Coe spoke briefly on Banquet and Charity Ball Committee's work and said, "The large block reservations are coming in well, but other orders are coming in slowly. Responses from the out-of-town contingent and show fans generally has been well. Financial report reflected the biggest score of the season on dues, reinstatements and new members, but interest centered chiefly in the final check-up of the Home-Coming Committee, under Charlie Haley. Awards went to Mark Kirkendall, radio; Mrs. Ottilie Bell, wrist watch; George Delcambe, watch; R. (Doc) Dobby, airplane travel bag; Vera Downey, ticket seller's grip and case; Ed Walsh, case of liquor; Sis Dyer, case of wine; Blanche Taylor, desk lamp; Mildred Levette and Ed Walsh, \$10. Chairman Haley gave much credit to his committee, ticket-selling department, Ladies' Auxiliary and program, special decorations and house committees. From a financial angle it far exceeded expectations and more than 300 attended.

Two honorary members, H. W. Campbell and Louis Pysner, were accepted, and other new members were Robert Lee Ellis, J. M. Holmes and Eric John Kelly. Charles E. Girner was reinstated. Tom Handell, Tate Shows, visited, along with

Jack Brooks. A major financial report by Treasurer Ross Davis, who was forced to leave early, was made by Governor John M. Miller, who pointed out the club's present monetary status was \$1,091.19 in excess of the grand total of December 31, 1938. Theo Forstall won the attendance prize and lunch was served by Moe Levine and his house committee.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Nov. 25.—Third regular meeting drew another large crowd despite inclement weather. Several new members were admitted at the last meeting. Brother Art Brainerd presided and at the table with him were G. C. McGinnis, secretary, and Harry Altshuler, treasurer. Minutes of the last meeting were approved, as was the financial report. Brother Ben Rootz was lettered he would attend the annual Banquet and Ball on New Year's Eve. Brother Sam Benjamin has succeeded Brother Jim Pennington, club custodian. Brother Pennington being retired with a vote of thanks and a paid-up life membership card. On a motion made by Brother Bill Snyder, and which was adopted by a majority vote, members in arrears more than 30 days will not be permitted any of club's special privileges. Those now in arrears thru misfortune or lack of employment and whose intentions are honorable may obtain a limited courtesy card from the treasurer. Members were saddened by the death of the mother of Brother Neil Walters, special events committee chairman. Brother Ellis White, who is in charge of banquet ticket sales reports reservations are coming in daily and urges all to make their reservations as early as possible. Wholesale houses and manufacturers are generously responding with contributions of gifts for the convention which will include the banquet. Brother Abner Kline acted as club representative at the National Showmen's Association banquet. Secretary McGinnis requests that all out-of-town members advise him of their present address. Brother G. C. Butler and wife are visiting here, as are Brother and Mrs. Jim Taylor.

Jerome Kelly visited briefly en route to Hutchinson, Kan. Brother T. J. O'Brien is on the sick list, and Mr. and Mrs. Barashman, sound truck operators on the Fairly & Little Shows, are here for the winter. Past President John R. Castle is visiting here. J. H. Stone and his family are en route to Houston for the winter. Brother George Elser, who has been in charge of the cigar stand at Reid Hotel on the week-end, and his place is being filled by Lloyd Anderson. Brother Bud Anderson was here on business. Willie Levine, Kauz Shows, returned and resumed his duties with Hanley Photo Co. Brother W. Frank Delmaine visited over the week-end. Brother Harry Altshuler reports the annual dues are being paid more promptly this year than has been the case for several years. Don't fail to attend the convention the second of December '39, which will be largely attended by show owners, tent and awning manufacturers, fair secretaries and wholesale houses.

Ladies' Auxiliary

Meeting was called to order by Virginia Kline, president, when the delegates to the Home-Coming and the singing of America. Mrs. Kline appointed Hattie Hawk acting secretary and Ruth Martone, warden. Attendance totaled 24. Reading of minutes was dispensed with on account of the illness of Secretary Elizabeth Yea out. Because of the fact that it was the first fall meeting at which the president presided, Treasurer Helen B. Smith gave an accounting of club funds, which was highly satisfactory.

A letter from Trixie Clark, inclosing dues and birthday contribution, was received, and Jackie D. Wixox and Juanita Strassburg turned in Afghan books. Lillian Allen lettered inclosing greetings and dues. Club secretary was instructed to write a letter of thanks to Rheba Gilbert for her gift of a hand-made plaque of club's emblem. Auxiliary and men's club held open house Friday night. President Kline expressed pleasure at being home again and thanked Ruth Ann Levin, vice-president, and Pearl Vaught, second vice-president, for their co-operation

OPEN LETTER TO CARNIVAL OR ROADSHOW OWNERS

Gentlemen:

The Billboard has suggested that we advertise our special NEON TRANSFORMERS for showmen, to Clinch their argument they asked Mr. B. S. Gerety of the Beckmann & Gerety Shows for his frank opinion of Neon Transformers. Please read his reply . . .

Dear Mr. Joerling:

Replying to your letter of November 11th, requesting our opinion on Neon Transformers, will say . . .

For years we have experimented with transformers of different manufacturers until we started using DONGAN'S some time ago. Since that time we are replacing all other makes of transformers with Dongan's and are now using them exclusively on our show and will soon be 100% powered by Dongan Transformers. We do not hesitate to recommend them to other showmen who wish to get the most out of their transformers. If they want uninterrupted performance at a very low cost we recommend that they use Dongan's Weatherproof Transformers.

In connection with the above wish to state that you are at liberty to quote us as regards our use of these transformers in any way you may see fit.

Sincerely yours,

BECKMANN & GERETY SHOWS

(Signed) B. S. Gerety

Mr. Gerety is a keen business man . . . a great showman. His secrets are true. Dongan Weatherproof Transformers are built for outdoor shows. We thank him for this splendid opinion . . . and use it to seek the business of other showmen.

Write for complete catalog and copy of booklet "The Old Timer Goes to the Circus."

DONGAN ELECTRIC MANUFACTURING CO.
2990-3000 Franklin St. Detroit, Michigan
"The Dongan Line Since 1909"



DISCOUNT TO SHOW FOLKS

GENUINE DIAMOND BARGAINS FOR CHRISTMAS. From \$1.00 up to \$10.00. Many styles. 2 to 3 Great Size \$25.00 up. When in K. C. see your old friend Henry for Jewelry, Watches and Eye Glasses fitted.

OLD RELIABLE HAKAN'S
27 EAST 12TH ST., KANSAS CITY, MO.
"Heart of America Showmen's Club"

CONCESSION TENTS CARNIVAL

Our Specialty for Over 40 Years
UNITED STATES TENT & AWNING CO.
701 North Benjamin Street, Chicago, Ill.

1940 CHEVROLETS
— TRUCKS AND PASSENGER CARS —
Immediate Delivery
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.,
East St. Louis, Ill.

INSURANCE
Special on House Trainers
Charles A. Lenz
4718 Insurance Exchange, CHICAGO

NEW USED TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG
VANDERBILT, INC.
2840 Emerald St., Philadelphia, Pa.

ation during her absence. She also thanked her committees for the successful management of the club. Calendar for the holidays was set as follows: December 1, nomination of officers; December 14-15, bazaar; December 16, election of officers; December 29, installation of officers and open house; December 30, annual luncheon; December 30, tacky party; December 31, banquet and ball. A guest book was presented the club by Ruth Ann Levin. Bird Brainerd passed the penny box. Nightly awards went to Ruth Martone. Brief talks were made by Mother Parber, Mrs. Carter, Mrs. Buton, Mrs. Levin, Mrs. Duncan and Mrs. Haney. A huge roll of tickets to be used for the weekly prizes was received from Mary Francis. Chaplain Myrtle Duncan pronounced the benediction at adjournment. Cards were played until a luncheon was served by the entertainment committee. Table awards went to Jess Nathan, Lou Hart, Margaret Haney, Harriet Calhoun and Mollie Waterson.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, Nov. 25.—At Thursday night's (November 16) regular meeting President John Francis, Secretary Francis L. Deane and Treasurer Leo Lang were seated at officers table. Meeting was well attended with some visiting showmen being on hand for their first meeting. Clubrooms are scene of many activities at present. William Fink was accepted as a new member. Among those paying their 1940 dues were: J. W. (Patsy) Conklin, L. Clifton Kelley, Dee Lang, Ruby Cobb and Art Sands.

Because of Thanksgiving Day no meeting was held this week. Members were enthusiastic over the dance which has been set for February 10. Committee in charge promised to make a report on the place and arrangements at next meeting, which will be held November 30. Following the meeting members partook of lunch at the refreshments prepared by Missouri Show Women Club.

3000 BINGO

Heavy weight cards, black on white. Wood members printed on sides. No duplicate cards. Put up in the following size sets and prices:
35 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. Remaining cards, \$5.00 per 100.
No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets or 100 cards each. Fitted in 4 rows across the cards—put up and down. Light-weight card, per set of 100 cards, tally card, calling markers, \$3.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2" x 7 1/2".

LIGHT WEIGHT BINGO CARDS.
Black on white, postal card thickness. Can be retained or discarded. 2,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker, Real Glass . . . \$12.50
3,000 Jack Pot Bingo (strip of 7 numbers) . . . per 1,000 . . . \$1.25
Lightweight Lassards, 6 1/2" x 7" . . . per 100 . . . \$1.25
3,000 Small Thin "Snowflake" Bingo Sheets, 7 colors, pads of 25, 50c each, per 1,000 . . . \$1.25
3,000 Featherweight Bingo sheets, 6 1/2" x 8". Loose, \$1.25 per M. Stamped in pads of 25. Postage extra on these sheets . . . 1.50

Postage extra on these sheets . . . 1.50

Bingo Card Markers in strips, 25,000 for . . . \$1.25
7 color red and black, wadrobe checks, ready to use, heavy, subscription books, min. items. Cat. and sample free. You pay any C. O. D. fee. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

SHOW TENTS and TRAILER CANOPIES

Fulton Bag & Cotton Mills
MADE IN U.S.A. 100% COTTON
SERIAL PAPER PADDLES ATTRACTIVE COLORS FOR ALL LEADING WHEELS
WHITE—WIRE—PHONE
H. E. HUBB & SCHULMAN New York, N. Y.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

work at the "Crossroads,"

OWNER of the shows bearing his name, Bill Lynch is wintering in Halifax, N. S.

VIRGIL KLEIN and wife are wintering at their home in Apollo, Va., after a good season with Gillette Shows.

EMMETT BURKE, vet carnivals of St. John, N. B., is wintering in Charlottesville, P. E. I.

CONCESSIONER'S lament: "Six dollars a foot and the rummies tough!"

JOINING Lloyd Holes' cookhouse staff on Hilderbrand's United Shows in El Monte, Calif., was Mrs. Anna Hunter.

WILLIAM C. (BILL) FLEMING spent Thanksgiving Day at his Buffalo home before entraining for the Chicago meetings.

CLOSING with Blue Ridge Shows in Biloxi, Miss., Mr. and Mrs. Arthur Sorrell left for their home in Itta Bena, Miss., for winter.

signed as builder with Wallace Bros. Shows at close of season.

"YES, Morace, it'll cost money to go north next spring but we have FREE winter quarters now."

SECRETARY of Joe Karr's Blue Ridge Shows, Robert H. Lealle left Biloxi, Miss., last week for Miami, where he will winter.

FORMER lot superintendent of Wallace Bros. Shows, Ross Crawford is now connected with the quarters staff of Buckeye State Shows in Laurel, Miss.

MRS. MAC BARNETT, former Louise Small, recently visited Mrs. W. B. Fox in Biloxi, Miss., while en route to Louisiana where she will winter.

FRED WEBER rolled into Eldorado, Kan., last week after a successful season, which saw him with J. L. Landen and West Bros. shows.

GEORGE DIXON has taken over management of Fred Stewart's Nudist Colony Show on Hilderbrand's United Shows, reports John H. Hobbay.

BILL MICHAELS, Canadian showman, is wintering in Charlottesville, P. E. I., where he, his father and two brothers are in grocery business.

BETTY-JOHN cards from Searcy, Ark.: "Closed my People Who Make the News

PENNY PITCH GAMES
Size 48x24", Price \$20.00.
Size 48x18", Price \$15.00.
Size 48x14", 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, Billboards, Signs, Lamps, Aluminum Ware, Canvas, etc.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

(Complete 1940 now ready)
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 9-p., with Blue Cover, Each, 75
Analysis, 8-p., with White Cover, Each, 75
Forecast and Analysis, 9-p., Fancy Covers, Ea. 1.05
Remotes of the 4 Seasons, 4-p., 25c.
No. 1, 8-p., Gold and Silver Covers, Each 30c.
No. 2, 8-p., Paper Covers, Each, 1.00
Gazing Crystals, Oilja Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Pulling, 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

PACK OF 70 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 25c.
ZODIAC F. T. CARDS. Pack 25c
Graphology Charts, 9x17. Sam. 5c, Per 1,000 \$8.00
MENTAL TELEPATHY. Booklet, 11 p., 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 p., 315, Contains all 12 Analysis, Very Well Written, Per Doz. 50c; Sample 10c.
Shipments Made to Your Customers Under Your Own Name and do not appear in any merchandise.

SIMMONS & CO.
10 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

FLYING SCOOTERS TOPPED THE MIDWAY

Canadian National Exhibition 1939



ENTIRELY NEW PORTABLE
Streamlined - - - - - Light-weight
Leads on one track.
Price and Terms you can easily meet
Write for details

BISCH-ROCCO AMUSEMENT CO.
5441 Cottage Grove Avenue, Chicago, Ill.

BUDDHA FUTURE PHOTOS—HOROSCOPES

1840 ASTRO DAILY, HOURLY FORECASTS, Buddha Future, 1-4-7 and 21-year Readings, Zodiac Display Charts, Horoscopes in 11 states, Apparatus for Mind Readers, Mental, Mental, Spirit Effects, Mini Camera, Books, Graphology Charts, Crystals, Mini comprehensive line of Apparatus and Supplies in the World. 184-Page Illustrated Catalogue, 30c.
NELSON ENTERPRISES
108 S. Third St., COLUMBUS, O.

HUBERT'S MUSEUM Inc.

228 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 & SCHAFFER

BALL THROWING OUTFITS

Hoods, Mitts, Caps and Belts. All \$12.00 Klub, 1/2 doz. of 3 Pouch or more. \$10.00 per Doz., till January 1, 1940. Get Catalogue today.

TAYLOR GAME SHOP

Painters of Carnival and Circus
SHOW BANNERS AND PICTORIAL PANELS
For Any Style Show Front.

MILLARD & BULSTERBAUM
2894 W. 8th St., Coney Island, N. Y.



LENDING CREDENCE to the fact that the smiling Max Grubery, owner-manager of World's Exposition Shows, is fully recovered from a recent illness and eye affliction is this photo snapped in Wilmington, N. C., on October 25 just after doctors removed bandages from his eyes. Handicapped by illness most of the season, this year's tour was one of ups and downs for Max, but he managed to fulfill every contract for fairs. Photo furnished by J. J. Reis.

CHI AND N. Y. delmas pulling from 'way below the "Smith and Wesson" line.

JOINING the showfolks colony in Biloxi, Miss., were Mr. and Mrs. Fred Rainey and daughter, Buckeye State Shows.

WINTERING in Houston is B. (Whitey) Felley, who closed with James E. Strates Shows. He says six shows are currently playing lots in the Texas city.

SEVERING his connection with Dodson & Baillie World's Fair Shows after 10 years' service, J. George Roy is now with Art Lewis Shows.

MR. ANN MRS. DON NEWBY and son, who closed their side show with Wallace Bros.' Shows, report they will winter in West Palm Beach, Fla.

JOHNNY-COME-LATELY, banner salesman, has to get back to the show every Friday to see what is going on.

ENDING their tour with Rubin & Cherry Exposition, Mr. and Mrs. Ham Crawford opened a photo studio in Monahan, Tex., for the winter.

JOE GALLER, owner-manager of Buckeye State Shows, headquartered in Biloxi, Miss., while playing Woolworth Community Fair with Ferris Wheel and several concessions.

LOCATED in Canal Point, Fla., for the winter is Edward Logan, who re-



WIDELY KNOWN to midway showfolks, Ray Marsh Brydon is credited one of the top-flight freak show producers and museum operators in outdoor amusement circles. This season he is contracting agent for J. J. Stevens' International Congress of Oddities, which recently chalked one of its best openings in history in downtown Paducah, Ky.

Oddities in Little Rock, Ark., recently and came here for winter."

COOKHOUSE gossip: "Yes, his wife did buy the diamonds but he didn't think it would become generally known to their creditors."

ASHBY (TINY) TIBBETTS went into Bethel, Me., recently after a successful season as caller for Itus and Helen Owen's bingo stand on W. C. Katus Shows.

DURING Hilderbrand's United Shows stand in El Monte, Calif., Margaret Balcom put her photo gallery away for winter and assumed the ticket-seller's post on the Ferris Wheel.

CONCESSIONERS Jack and Mrs. Goldie are in charge of concessions at Forum Rink, a part of Halifax (N. S.) Fair plant, during skating and hockey season.

FRANK ROSS, former Wheel foreman with Dick's Patamoun Show, and Rosalie Curtis, of the girl show on the same organization, who were married recently in New York, report they are wintering in Philadelphia.

Masterpiece
A COLORED RIDE HAND invented a new riding device and decided to erect it stationary on a vacant lot. It was a cross between a major and a kiddie ride. Base was made of heavy cross-tie, center pole was an 8-inch culvert filled with cement. Sweeps were similar to those of a Merry-Go-Round with ladders hanging on chains to serve as seats for patrons. After looking over the strange device, a showman asked how business was, "Wall," drawled the inventor, "a sober man won't ride it and a drunken one can't."

"WHILE in Charleston, W. Va., for the dog show, I ran into Charles Riley, of girl show note," penells E. L. Rames from Kenton, O. "He has a pair show on Washington street there and is doing okay."

FORMER electrician with Byers & Beach Shows, Harry (Kilowatt) Taylor, is now with the Flying Millers Midway Shows in the same capacity. Taylor reports his mother is in Herman Hospital, Houston, where a leg was amputated.

OUR manager declares he'll have all new faces on the show next season. Maybe some of 'em will be too new.—Muggin' Machine Mazie.

ROY G. MARR and wife, who had their seven concessions on the All-American Exposition Shows, rolled into Kansas City, Mo., for the winter recently after storing equipment in Joplin, Mo. They report a good season.

CHARLES W. CABLE, who has had his sound truck and equipment on the Johnny J. Jones Exposition, closed at

RIDE OPERATORS HERE IT IS! BIG ELI NEWS
for NOVEMBER-DECEMBER
You'll find many things to interest you in this number—good pictures, instructive articles, newsy short items. The only magazine published especially for Ride-Operators, Ride-Managers and Operators. If you are interested in Riding Devices, send a postcard and ask for the FREE SAMPLE COPY we've saved for you. You'll like it.
ELI BRIDGE COMPANY
Publishers.
BIG ELI Wheel, ELI POWER Units
Opp. Wab. Sta., JACKSONVILLE, ILL.

SELL MORE POPCORN
HYCOL Golden Yellow
(Formerly Called "Nood")
Added to seasoning, so that when popcorn is little popped, it comes out a delicious and appetizing snack.
WHOLESALE SALES. Get very small, for it goes so fast. Send for sample. BOTTLE will be mailed on receipt of 10c cash or stamp to cover handling expense.
2301 N. 11th St., St. Louis, Mo.

BINGO OPERATORS, ATTENTION!!
— See the —
BRANDENBURG BLOWER
and
BINGO ELECTRIC SCOREBOARD
at the Hotel Sherman during the Convention, December 3, 4, 5 and 6.
Ask Clerk for Room Number.

LA PEER HIGH STRIKERS
NEW SINGLE, DOUBLE, TRIPLE and Real motor-makers in parts, at fair, and sell cheap. SEND FOR CATALOG. 15% discount on orders of \$100 or more during December and January. New 1940 games at special prices now.
LA PEER HIGH STRIKER WORKS.
Yonkers Ave., La Peer, Mich.
SECOND-HAND SHOW PROPERTY FOR SALE
Electric Candy Flip Machine with reels, cheap. \$150.00—Kiddie Charpiners with motor, seats last. Wrestling Mats, 12x12, 10x10, and 8x8, sell cheap. Chicago and Richardson Rink Skates, sell cheap. Genuine Strouken Hand and History, sell cheap.
WE BUY ALL KINDS OF RINK SKATES AND PENNY ARCADE MACHINES.
WE CARRY OVER 1000
20 S. Second Street, Philadelphia, Pa.

Jacksonville (Fla.) Fair on November 26 and left for his home in East Rochester, Pa., where he will spend the holidays.

LEAVING unpaid electric bills for other shows to pay before they can get service also comes under the head of bonhead carnival policy.—Colonel Patch.

CONCLUDING the season with Bench Bentum's water show on the Johnny J. Jones Exposition in Jacksonville, Fla., Becky Coffman returned to her home in East Liverpool, O., to spend the holidays with her parents.

SPENDING the off season in Halifax, N. S., after a good 1939 tour are Eldon Wilson; George Salome, announcer and concessioner; Charlie Hartin, concessioner; Frank (Hap) Hanlon, Eddie Roy and Joe Cole.

EDDIE OWENS, who arrived in Cincinnati from Miami, Fla., on November 23, said during a visit at The Billboard office that he and his wife, Mollie, who arrived several weeks ago, will remain in the Queen City for the holidays.

FAVORITES of Kortes World's Fair Museum, currently exhibiting in Minneapolis, reports Roy B. Jones, are daughters of Pete and Marie Kortes, Rita and Dorothy. Both attend school there and are accomplished musicians and singers.

A JERK on our show who doesn't worry about his own work but is busy worrying about someone else's work soon isn't going to have any work to worry about and therefore devotes his entire time to worrying about others' work.—Mrs. Upshaw.

FORMER carnival wrestler and many years athletic show manager on various organizations, including Morris Miller and William Gilek shows, Bill Lewis is promoting wrestling matches in Richmond and Norfolk, Va.

WINTERING on a farm in Genoa, Tex., with his sister, Mrs. D. T. Darnell, is W. H. (Cedar) Humes, who closed with Goodman Wonder Shows in Greenwood, Miss. He plans to remain there until about January 15.

JACK L. OLIVER reports from Jackson, Miss., that after closing with Wallace Bros. Shows in Vicksburg, Miss., he did not go to Gulfport, Miss., as originally planned, but went to Jackson, where he will remain until after the holidays.

"AFTER A GOOD season in the Midwest I came in here for the winter," cards Roy Burns from Augusta, Ga. "Numerous showfolk are arriving daily. Among recent arrivals were James H. Drew Jr. and brother, Harvey. They reported a profitable season."

WHEN the midway closes large in on executives to satisfy morbid curiosity while the business are transacting it is easy to gauge the morale around that outfit.—Smackover Slim.

RED ROBERTS writes from Mt. Carmel, Ill., that R. C. Pfister, former agent of Sunset Amusement Co. and McMahon Shows, was seriously injured in an auto wreck there recently. Red adds that Pfister's condition is improved and he would like to read letters from friends.

PEANUTS POPCORN!
Most Complete Line Bags, Orbits, Seasoning, Apple Slick, Glaxo, Coconut Coloring, etc. Best Penny Popcorn Guaranteed Lowest Price. Order from either modern factory.
Philadelphia **MOSS BROS. NUT CO.**, Pittsburgh

NATIONAL SHOWMEN'S ASSOCIATION
Fastest Growing Organization in Show Business.
BENEVOLENT PROTECTIVE—SOCIAL
(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City



PHOTOGRAPHED just before close of G. F. Zeiger United Shows in Buckeye, Ariz., were these three West Coast showfolk. They are, left to right, Mrs. C. F. Zeiger; C. F. Zeiger, owner of the shows bearing his name; and Mabel Stark, with two tigers born on the shows last spring. The Zeigers recently re-align the Stark act as free attraction for 1940. Photo furnished by R. Loomis.

"CLOSED at Heidelberg Tap Room here and preparing for winter," pens Ray Terrill from Wichita, Kan. "Ray-Lynn, of Canada, has been visiting me here before continuing to the West Coast to work in Long Beach, Calif. Pop Webster, advance on J. L. Landes Shows, also visited here."

RAY CRAMER, of the side-show with Dodson & Bailie World's Fair Shows, is in Minneapolis visiting Pete Kortes and Roy B. Jones, of World's Fair Museum, which opened there recently. Ray will have charge of Kortes' Museum in New Orleans when it opens about December 1.

ARCADÉ cawed: "Hey, Bill! Why didn't you put some Christmas diggers in 'em? Oh, help, help! Quick, Bill; snatch that vitalizer box out of that girl's hands! Can't hurt her; there's only a dry-cell battery in it."

BURT AND NITA HARRIS concluded a successful season with Douglas Greater Shows and returned to Portland, Ore., where they are remodeling their photo machine. They plan to work in downtown department store there until after Christmas, when they will return to Los Angeles.

"A NUMBER OF SHOWFOLK are wintering here," cards Charles Neely from Jackson, Tenn. "In the contingent are members of Scott Bros., Sickle and Rocco shows. Dude Brewer and family, Rogers Greater Shows, are here and he reports he'll have his concessions on the organization in 1940, his third year there."

DOC J. A. BURNS has returned to his home in Coldwater, Mich., after closing with W. O. Wade Shows and a tour of several Southern States. For the present he will help his wife operate their hotel there, but later will go to Detroit preparatory to again going out under the Wade banner in 1940.

"JUST CLOSED my 20th season as a general and special agent," pens Charles S. Neel from Pine Bluff, Ark. "This year I was with Puzell's United Shows, which recently concluded their first season on the road at Crossett, Ark. Owner Tom Puzell and Concession Owner Roy Goldstone are swell fellows to work for. Plan to remain here for a few days to visit friends."

MANAGER of Great Pinhead Shows (to be man?) "Be sure to give the 2 1/2 mile bus location for her concession. I don't want 'em to close with my money."

SPECIAL AGENT for John H. Marks Shows this season, Tommy W. Rice has opened a service station in Richmond, Va., which he will operate this winter. He will hit the road again in the spring. Starting as a billposter three years ago with the Marks contingent, Rice was promoted to the special agent post last spring by Owner Marks.

TED JOHNSON, publicity agent with Buckeye State Shows, most of last season, has joined Perel & Lowenstein's,

Memphis, jewelry firm, as public relations manager. "Since going to Memphis early in the fall Johnson has been doing free lance promotional work for department stores. He will serve as contact man in his new connection."

MORRIS O'DONNELL tells from Rome, N. Y., that Cliff (Joe Dogs) Gray, of New England Shows, is recovering from a serious illness. "O'Donnell says Gray was stricken on West Shows, in Montgomery, Ala., later going Miami, Fla., but had to be brought to his parents' home in Rome. Physicians class his illness as a rare throat infection, but Gray says he'll be back with the New England contingent in 1940. He'd like to read letters from friends."

TO DISPEL rumors, which he says have been making the rounds, to the effect that he took suddenly ill and died in the early part of the season, W. J. Murphy letters the following from Pittsburgh: "These rumors are false, altho I suffered a paralytic stroke on May 2. I'm able to be up and around again, altho slightly handicapped, but my physicians say I should be recovered by January 1. Plan to hit the road again in 1940 and would like to read letters from friends."

SOME of those so-called "efficiency experts" around shows, who are always busy trying to connect everyone with a little petty jealousy so as to feather their own nests with the boss, usually disrupt an organization as well as build up a big distrust between employer and employee.—Guslin Peleg.

GENERAL MANAGER of Crafts 20 Big Show, Roy E. Ludington, letters that he recently purchased a new Lincoln-Zephyr car and will leave quarters in North

EVANS' DICE WHEEL
A Sensational Money-Maker!
Popular! Flashy! Fast!

Beautifully Designed
Extra Durable
Perfectly Balanced
Uniform Percentage

WHEELS OF ALL KINDS!
Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalogue.

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

THE NEW CRESCENT DOUBLE PHOTO OUTFIT
MAKES TWO SIZE PHOTOS, 3 FOR 10c AND 3 FOR 25c SIZE
MAKES FULL LENGTH, THREE QUARTER LENGTH AND CLOSE-UPS
\$159.00

Complete With Best Lens Money Can Buy. Why waste time and pay privilege for an out-of-date single machine when you can get over twice the business with the NEW CRESCENT outfit! All operators report better business now, with these than with the old machines, even at their peak. Best lens, best mechanism, best money maker, faster, easier to work, fool-proof and made to stand the staff. Why pay more? Start now, get in the money.

HASSAN ART STUDIOS
Box 971, Parkersburg, W. Va.

GOLD MEDAL SHOWS
"America's Finest Motorized Exposition"
—GREETINGS TO OUR FRIENDS EVERYWHERE—
FAIR MEN AND CELEBRATION COMMITTEES:
We Are Now Preparing Our Route for Next Year and Invite Correspondence From You.
CAN PLACE GOOD SHOWMEN WITH WORTHWHILE IDEAS
All Address:
OSCAR BLOOM, Mgr., P. O. Box 68, North Little Rock, Ark.

Crowley's United Shows
NOW BOOKING SEASON 1940

RIDES: Can place Roll-o-Plane, Scooter, Whip, Caterpillar, Boomerang, Heyday, or any ride not conflicting.

SHOWS: Have outfits complete for Side Shows; Billy Dick, answer; Girl Show, Snake, Wild West, Unborn, Minstrel; Gee, Harris, wife, Man to operate and handle Lion Motorized, Monkey, Mechanical or any high-class attraction with or without own outfits. Can place Funhouse.

CONCESSIONS: Popcorn, Frozen Custard, Soft Cone, Hoop-la, Mitt, Fishpond, Hi-Striker, Ball Game, Diggers, or any concessions working for 10c.

Can place one more Acrial Act. Must be Sensational. 40-week season. Useful Carnival People in all departments write

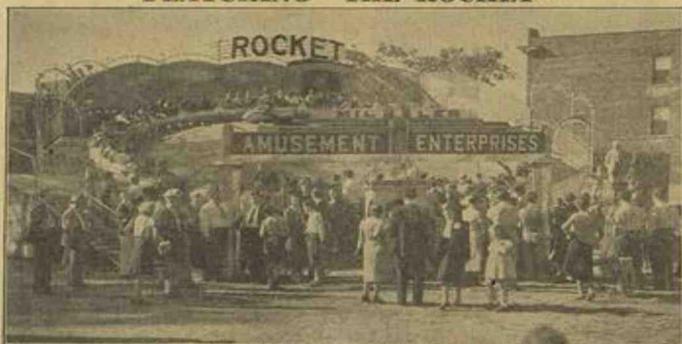
BOX 547 PORT ARTHUR, TEXAS

HOLIDAY GREETINGS!!

TO OUR MANY FRIENDS, FAIR and CELEBRATION SECRETARIES and ASSOCIATES--

We thank you for your valued business in the past. For the 1940 season we offer you the latest in riding devices. We are operators of 54 clean and modernized riding devices of the most popular types.

FEATURING "THE ROCKET"



THE RIDE OF THE CENTURY

CAPACITY
88 PERSONS

BEAUTIFULLY
LIGHTED

20,240 FARES
IN ONE DAY

TRIED and PROVEN
IN U.S. and CANADA

ATTENTION! Fair and Celebration Secretaries of Wisconsin, Illinois, Michigan and Indiana: Now Booking for Season of 1940.

MILLER AMUSEMENT ENTERPRISES

530 W. 59TH STREET

CHAS. MILLER

CHICAGO, ILLINOIS

TEL., ENGLEWOOD 5860-1-7

IDEAL EXPOSITION SHOWS, Inc.

WM. GLICK, Pres.

WM. HARTZMAN, Treas.

"AMERICA'S BEST AMUSEMENTS"

For the 1940 season we present a modern traveling Exposition of Meritorious Attractions combined with super illumination and the latest in Riding Devices.

To Fair Secretaries and Fraternal Committees, we invite your correspondence and assure you that it will be a pleasure to serve you.

Write or Wire WILLIAM GLICK

GENERAL
OFFICES
WINTER
QUARTERS

817 St. Paul Street, Baltimore, Md.

Fair Grounds, Salisbury, N. C.

We invite inquiries from showmen with new ideas and outstanding attractions. Can also place Concessions for the 1940 season, especially exclusive Cookhouse.

SHOWMEN!!

SENSATIONALLY LOW PRICES

ON

HIGH GRADE SYNTHETIC ENAMEL FINISHES

FOR FLASH AND DURABILITY

We Sell the Largest Midways

LIBERAL TERMS — WE PAY THE FREIGHT

PAINT EXCHANGE OF CHICAGO

2000 MILWAUKEE AVE., CHICAGO, ILL.

See JUDD GOLDMANN in Room 836, Hotel Sherman

Hollywood with John (Spot) Ragland, widely known concessioner, to pick it up in Detroit, stopping off in Chicago to attend the December meetings. O. N. Crafts, says Roy, will plane into Chicago for the meetings and will return to the Coast with Ludington in his new car. Both will stop along the route to visit showfolk and other friends.

"WERE DOWN here in the southeast part of Georgia again," letter Mr. and Mrs. Carl E. Ratliff from Woodbine. "We're managing a service station and cafe at night, making our third winter in this connection. Mr. and Mrs. George Goffas, Mighty Monarch Shows, visited us here, as did Albert and Betty Farley." Ratliff formerly was secretary and manager of Joe Gailer's Buckeyes State Shows, but for the past dozen years he's been secretary of J. F. Delbert's Broadway Shows of America, he writes.

A CARNIVAL manager last winter decided to work the idle help that he was feeding by having them build him a house. Now he's beefing because none of the rooms is square, none of the doors will close and he can not open the windows. If there's a moral, it is that you can't make a brick mason out of a concession-frame builder.—Ebert Irenbender, Modernistic Blacksmith.

A SURPRISE to most Royal American showfolk who went to Tampa, Fla., to winter was the marriage of Kitty Hurt, cookhouse operator on the organization, to Pete Burkhardt, concessioner, on November 14. This year was Kitty's first as manager of the unit built by her late husband, Dillon (Peanuts) Hurt. Burkhardt's former wife died a year ago in Tampa. According to reports, they'll make their home at the Hurt residence in the Florida city and will continue with the shows at Florida fairs this winter and the coming season.

SIGHTED vacationing in Hot Springs, Ark., recently were Mr. and Mrs. Sam Solomon, Sol's Liberty Shows; Mr. and Mrs. Sam J. Levy, Barnes-Carruthers; Mr. and Mrs. Edward A. Hoek, Imperial Shows; E. W. Weaver, Gooding Shows; Mr. and Mrs. Max Goodman and Mr. and Mrs. Joseph Goodman, Goodman Wonder Shows; L. Clifton Kelley, former general agent with Amusement Corp. of America; Mr. and Mrs. Mike Rosen and Oscar Bloom, Gold Medal Shows; Mr.

and Mrs. M. J. Doolan, ride and bingo operators of Chicago, and Mr. and Mrs. Jimmie Lynch, Lynch's Death Dodgers.

BECAUSE an employee of the light company, without our permission, climbed the pole and cut our lights on Thursday, we have decided to go into winter quarters. All of our privately-owned equipment, including the office top and switches, has been stored in the coal bin behind the Southern Mansion Apartments.—Manager, Gate & Banner Shows.

J. T. HUTCHENS' MODERN MUSEUM notes by K. O. Ervin: After a good week's stand in Plaquemine, La., unit remained over for another week with the Burke Shows. A number of showfolk are wintering here and visit daily. Mr. and Mrs. J. Robert Ward visited Mr. and Mrs. John T. Hutchens before heading for Kansas City, Mo. Owner Hutchens has contracted several towns for this winter's tour, which will get under way soon. Mrs. Hutchens is much improved in health and plans a trip to Memphis soon to visit Mr. and Mrs. Evans and daughters and will also make a trip to Chattanooga, Mo., to visit Mrs. M. E. Hutchens.

QUARTERS NOTES of Scott Bros' Shows by B. M. Scott: All in quarters at Jackson, Tenn., are putting on weight, indicating Teddy Porter is a good cook. A crew of 16 reports at the kitchen twice daily. E. E. Baker's son, Buzz, is attending school in Jackson. Among daily visitors are Mr. and Mrs. Phil Rocco, Ed Sicksels and Rube Wadley. Quarters work is progressing nicely. Tilt-a-Whirl has been overhauled and Huey Waters, painter, is putting finishing touches on Loop-o-Plane. Curley Lawrence is constructing new seats for the Chairplane, while A. P. (Shorty) McCampbell, chief electrician, is working on the transformer truck.

MEETING of a prospective committee was called to order. General agent then took the floor and for a solid hour he talked on the virtues of his show. He kept saying, "We do not carry this and we do not carry that. We never have carried this or that. Our policy is never to carry this or that." At last a committee man interrupted with, "Now, since you have told us all about what you don't carry, what you have never carried and what your show never intends to carry, let us know

DEE LANG'S FAMOUS SHOWS

Not the Largest—But the Cleanest

WE WILL AGAIN OFFER FOR THE 1940 SEASON "AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW" GREATLY ENLARGED

FAIR SECRETARIES AND CELEBRATION COMMITTEES:

If you want a beautiful Show with plenty of earning capacity that does not carry any racket or grift, that is just what we have to offer for the 1940 season. We invite inspection and also invite you to contact any Fair, Celebration or City we have played for the past 10 years for reference as to our show or business dealings. You will find that this show is always welcomed back. We will be glad to furnish our Route List for the past 10 years of all Fairs, Celebrations and Cities we have played to Committees interested. **BE SURE TO BOOK THE SHOW THAT GUARANTEES: "NO COMPLAINTS WHILE SHOWING, OR AFTER THEY HAVE DEPARTED."**

We will again travel in 1940 from Canada to the Gulf of Mexico, in the Middle West. The longest route ever traveled by any motorized show that has never canceled a Fair or Celebration Contract. This Show played 26 Fairs in 1939, and will play that many or more in 1940. Fairs started June 22 in 1939.

CAN PLACE FOR 1940 THE FOLLOWING:

CONCESSIONS: Any Legitimate Concessions that do not operate for over 10c. Remember, no Racket or Grift Wanted.

SHOWS: Will furnish chromium paneled fronts, top and frame-up complete to Showmen who have a Show to put in same that will keep up with the Standards of this Show. Can place several good Talkers and Grinders.

CAN PLACE Manager who can handle a well-framed Monkey Show. Must be capable of handling, training and working all species of Monkeys. Salary or percentage.

FUN HOUSE: Can place good, sober, reliable Man to Manage New Bug House.

RIDE HELP: We own all the Rides and can place good sober and reliable Ride Men who can Drive Big Eli Semi-Trailers.

ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., DECEMBER 2-6; THEN P. O. BOX 491, WACO, TEXAS (WINTER QUARTERS).

The Improved Kiddie Airplane Swing

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 10 large children. Newly designed Airplanes and beautifully hand-crafted steelwork with six motion in ride. Ride revolves from propeller power, no gears or belts in leather with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

what you do carry. Perhaps we would be interested in that."

JOHN H. MARKS SHOWS' quarters notes by Walter D. Nealand: Little work will be done in Richmond, Va., barn, in charge of Tommy J. Heath, until after January 1. All trucks and paraphernalia are under cover, awaiting overhauling work in the spring. Owner Marks is on his first vacation in several months and recently attended a Masonic conclave in Norfolk, Va. He also plans to attend Casparilla Fiesta, Tampa, Fla. Cash and Gertie Miller are in Manchester, N. H., visiting Cash's mother and Gertie's son, who is attending school there. Bert and Nell Britts left for Elkhart, Ind. to pick up a new horse trailer and will attend the Chicago meetings before returning in January. Among those vacationing in quarters are Harry and Jerry Rambach, Tex and Rosa Leatherman, Jimmy and Carrie Hattery, Percy and Nellie Slack, Jimmy and Hazel Zambale, Buddy Barr and Al and Dottie Palmer. Mabelle Logan Hurd will winter in Richmond and Carl J. Lauther visited recently. Dick Smith and wife left for Beverly, Mass., for the holidays.

IN QUARTERS in Shuquak, Miss., after closing their third season with Dyer's Greater Shows are Mr. and Mrs. E. McAttee. While en route south they stopped in Peoria, Ill., where they purchased a new living trailer from Harry Short.

JOIN GLICK'S EXPO

(Continued from page 64)

spectively, it was announced here by William Glick, president of the shows. Abbott has been g. a. of John H. Marks Shows the past two seasons and Hamilton legal adjuster of Ceglin & Wilson Shows the past four years. Both appointments are effective immediately.

Glick also said that William Hartzman has been retained as treasurer, a position he has filled the last six years, and Mike Conti as contracting agent.

Before going to the Marks show Abbott was with Mighty Sheesley Midway and Beckmann & Clerety Shows, among others.

STATE FAIR SHOWS

NOW BOOKING FOR SEASON OF 1940

High-Class Shows that can and will put something back of their Fronts. Will finance any new ideas we think worthy.

CAPABLE SHOWMEN WANTED

FAIR SECRETARIES:

If you want a Modernistic and Flashy Show, let us know your dates. We carry 12 Rides and 12 Shows.

All Address **STATE FAIR SHOWS**
REID HOTEL — KANSAS CITY, MO.

TENTS-BANNERS

60-FT. ROUND TOP WITH 30-FT. MIDDLE. CHEAP.

CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.



ECHOLS HIGH SPEED ELECTRIC SNOW SHAVER

\$39.50

S. T. ECHOLS
1537 Walton
Avenue,
St. Louis, Mo.

NOW BOOKING
SHOWS AND CONCESSIONS FOR 1940 SEASON.
Good Route. Will buy Penny Arcade Machines.

GAYWAY AMUSEMENTS
2008 East 75th St., KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD
—YOU WILL BE SATISFIED
WITH RESULTS.

Bantly's All American Shows

New Booking for 1940 Season. Shows of merit, with or without their own outfits. Will finance any novel, worthwhile ideas. Can place Concessions of all kinds. **HARRY WILSON WANTS THE BEST PROMOTERS. WANT CAPABLE GENERAL AGENT.**

FOR SALE—One Mangle Streamlined Light-Car Whip, two years old; two Dryer Drive Yourself Automobiles; several Arcade Machines, good condition.

Address: **HERMAN BANTLY, Reynoldsville, Pa.**

Bernie Shapiro . . . thanks his many friends for their patronage and good wishes

Southern Poster Printing Co. **Atlanta, Ga.**
CARNIVALS • CIRCUS • TENT FAIRS, ETC.



Christmas



FROM:

Our Whole Family of 450

TO:

All of you, our friends.....

OUR CHRISTMAS WISH:

That the coming year may bring you the same great happiness and pleasure we have gained from our associations with you.

OUR NEW YEAR'S RESOLUTION:

To bring to the 1940 season, its fairs, sponsors and patrons, a more beautiful, bigger, more WONDER-ful show.

Max Goodman AND HIS GOODMAN WONDER SHOW

Permanent Address: P. O. BOX 21, Little Rock, Ark.

An Organization Built, and Growing, on Integrity

**LAST CALL FOR!
THE BIG EVENT!**

**TUESDAY NIGHT
DECEMBER 5**

**SHOWMEN'S LEAGUE OF AMERICA
BANQUET AND BALL**

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

HUGHES TOASTMASTER

(Continued from page 64)
the squeaky voice and funny soldier monolog. Many other well-known stage radio and night club personalities will be in the line-up.

It is probable that this year's affair will set a precedent—a banquet without speeches. Instead of speechmaking, Chairmen Levy and Durfield promise a surprise which they assert will meet with the hearty approval of all. Details of the event are rapidly being whipped into shape. All committees are hard at work and every indication points to one of the most successful affairs the league has ever held. Those who are planning to attend are urged to get their reservations in at once. President's party on the night of December 2 will be a gala affair and a capacity attendance is expected. Those wishing to attend the annual memorial service are reminded that it will be held in the Bal Tabarin of the Hotel Sherman the afternoon of December 3.

PATRICK PREPARES

(Continued from page 64)
75-kw. power plants, Nappy Olson is in charge of the paint crew and will assemble the fronts and new banner lines. Shows plan to open here early in the spring and tour Washington, Idaho, Montana and part of Oregon.

BOASTS PERSONNEL

(Continued from page 64)
suits, seldom get a kind word from the public. It's when something goes wrong that we hear about it. The public expects to be served and does not go out of its way to pay tribute to what it feels is the privilege as customers and patrons.

"The people who stopped with us give you and the World of Mine Shows the highest of honors by conducting themselves in a manner that adds prestige to your organization wherever it goes.

"Being chairman of the Police Committee in the City Council, I have yet to hear my first complaint from any member of the force. That in itself is a tribute because both of us know how difficult it sometimes is to control large contingents. Where such control exists

as manifested during the fair, it indicates a smooth-working organization which is inspired from the top down. Best wishes to you and the whole show."

WEST COAST WIND-UP

(Continued from page 64)
34-week trek was lost. Shows' official staff remained the same throughout.

Members gave these destinations for winter: Manager Mike Krekos, Southern California Hot Springs; General Agent Jessup and Special Agent Ted Levitt, Los Angeles; Los Superintendent John Severerson, Electrician Ralph Deering, Trainmaster Nick Krekos and Andy Kocan, San Francisco; Harry Meyers, Oakland, Calif.; M. E. Arthur, Alton Shows; Ted Wright, Los Angeles; Joe Zetter, Oakland; Edith Walpert, Los Angeles; Eddie Harris, Sacramento; Jack Christenson, Arizona; Charles Youngman and Joe Mettler, Los Angeles. Eddie Hellwig, Lodi, Calif.; John Wise, Los Angeles; Les Dobbs and Jimmie Gross, Los Angeles; Tony Soares and Danny LeMarr, San Francisco; Ray Marshall, Spot Murphy, Spot Ragland and Jack Shaffer and boys, Los Angeles; Bud Gross, San Francisco; Gus Agee and Jack Corman, Los Angeles.

MONARCH TOUR OKEH

(Continued from page 64)
of eight is at work, as the organization is slated to play a circuit of Florida fairs starting on February 1. All fronts will be over hauled and repainted and a new lighting system arranged. Two new fronts and a Ten-in-One banner line will be constructed.

Management has arranged with Dine Tent and Awning Co. to furnish much new canvas, two new 20 by 30's, new tops for the minstrel and side show and a new marquee. Boland started on a booking tour immediately after close of the season.

VAUGHT-MARTONE

(Continued from page 64)
men will be added about January 1, when owners plan to remodel all equipment. Shows are to be motorized, traveling on 26 trucks and semi-trailers. Vaught and Martone plan to attend the Chicago meetings and State fair meetings after the Chicago doings.

ZIMDAR'S GREATER SHOWS, INC.
NOW BOOKING FOR 1940 SEASON

SHOWMEN CONCESSIONS RIDES
We have fronts, signs and complete shows if you have something to put inside. Will book shows with own outfits also.
Will sell X on Frozen Outland, Photos, Short and Long Range Gallery, Snow Cone, Candy Apples. Can place Concessions of all kinds.

FAIR SECRETARIES
Will book Roll-o-Planes, Scooter and Midget Gas Cars.
Wanting a Show with twelve Rides, twelve Shows, get in touch with us.

WINTER QUARTERS ADDRESS: P. O. BOX 127, ASHDOWN, ARK.
Harry H. Zimdars, President C. S. Reed, General Agent

T. J. TIDWELL SHOWS

"A Modern Midway"

LATEST RIDING DEVICES—ELABORATE TENTED THEATRES

—SEASON'S GREETINGS—

NOW CONTRACTING FOR 1940

Winterquarters Address: P. O. Box 954, Sweetwater, Texas



STRATES SHOWS

CORPORATION

Our best asset is our reputation for providing clean amusements, and your protection is our past performance of our agreements.

Holiday Greetings

To All Our Friends — Fair Secretaries and Showmen

Featuring
ONLY THE BEST SHOWS
and
RIDING DEVICES
James E. Strates
 MANAGER

WANTED

Designers
 Showmen

Builders
 Artists

NOW BOOKING

Clean, Meritorious Attractions
 for 1940

Everything New But
 the Title

Address All Communications to

STRATES SHOWS,

**WANTED**

Experienced Help
 In All Departments

CORRESPONDENCE INVITED

From Fair Secretaries Seeking a Clean,
 Up-to-Date 30-Car Railroad Show

W. C. FLEMING
 General Agent

Box 574, Savannah, Georgia

BUCKEYE IN QUARTERS

(Continued from page 64)

ing. Work will get under way about January 1, upon Manager Galler's return from his Cleveland home, where he will spend the Christmas holidays with his mother. Golden States Shows, No. 2 unit, under management of Arthur J. Gentsch, will remain out a few weeks longer and also will quarter here.

After shows were stored members left for their homes in various sections of the country where they will await an early call for some time in March. Mrs. Josephine Galler will leave for Hot Springs, Ark., where she will complete a rest cure for nervous breakdown suffered earlier in the season, while Galler will attend the Chicago meetings before proceeding to Cleveland. Russell Cooper, electrician, and wife will winter in Mobile, Ala., while P. Baggott, Ferris Wheel foreman, joins the winter show-folk colony in Biloxi and Gulfport. O. U. Hoper, Merry-Go-Round foreman, left for his Mississippi farm and Charles Harvey, Tilt-a-Whirl foreman, and Mrs. Harvey returned to their farm in Hernandez, Miss. Charles Zern, side-show manager, joined the No. 2 unit as did the minstrel show. William Brown will go to Florida, while Dale Curtis and wife will travel. Mr. and Mrs. Fred Ramey and family joined the winter colony at Biloxi, and Mr. and Mrs. Charles Savage will spend the holidays in Cleveland and Peoria, Ill. Harold Lowry and sister, and Mr. and Mrs. Kack Harrison will winter at the Harrison home in Alabama. Mr. and Mrs. Hamlett will go to New Orleans, while Capt. Fred Leach, high-diver, and family have returned to their home in Bruce, Miss.

GOODING'S QUARTERS

(Continued from page 64)

ploy machinists and painters in conditioning and renewing all equipment in preparation for 1940. A well-planned office building is under construction at the same location. Development of new quarters is part of the plans for organization's expansion and improvement for 1940. Next April Gooding Greater and American Exposition shows

and four independent riding device units will take to the road.

Several new rides will be added and new show fronts already are under construction. Personnel in charge of Gooding enterprises will continue the same as in the past: It includes Mr. and Mrs. E. C. Drumm, Mr. and Mrs. William J. Goutermout, Mr. and Mrs. Blaine Gooding, Mr. and Mrs. George Bouck, Mr. and Mrs. Charles O'Brien, E. W. Weaver, J. F. Murphy and J. F. Enright. F. E. Gooding again will serve as general manager, assisted by Mrs. F. E. Gooding.

CANCEL FLA. FAIRS

(Continued from page 64)

and Hugo Zocchini, advance and exploitation; Mario Zocchini, electrician; Bruno Zocchini, transportation superintendent and maintenance supervisor.

White is now preparing shows for their spring debut. Martin and Hugo Zocchini plan to attend all Eastern fair meetings and to devote the winter to booking towns, fairs and celebrations.

PRAISES FAIR-CARNIVAL

(Continued from page 64)

others make their livings in offices and factories. Nothing new in the flapping banners on which sign-artists have used their talents to embellish deformities and to rarify the ordinary. Nothing new in the now classic merry-go-round, in the clattering rides that frighten their passengers into fun. Nothing new in the whole delirious spectacle of carnival, one of the oldest kinds of amusement, and one of the most universal.

"The business men in towns don't like a fair-carnival because they say it takes money away. But, at that, carnivals are all right for those same business men, because they make people have fun and they bring in visitors from other places who get in the habit of looking toward the 'fair town' as a place to go for enjoyment and excitement, and they go back there to trade and to feel friendly.

"There is nothing new, perhaps, in that. It always has been the same. And good fair years are good business years. And when a town can't support a good

SEASON'S GREETINGS**FRANK BURKE SHOWS, INC.**

America's Cleanest Carnival—The Coming Show of the West

NOW BOOKING FOR SEASON OF 1940. 35 Weeks of Business in Excellent Territory.

Want first-class, high-caliber, reliable and proven Shows. Has beans, save stamps. Good, reliable, sober Concession Agents. A-1 Cookhouse, not hamburger grab joints. Good reliable Ride Help and A-1 Billposter. A-1 Mechanic, specializing in Ford V8s. Will book Rocket or Scooter and Motordrome. Information wanted as to present whereabouts of Norman E. Prather, Show Painter, and Bill Wilson. Will book Sun Carnival, opening Dec. 24, Motordrome and Rides that do not conflict. Also good Cookhouse.

Address all communications to P. O. BOX 531, EL PASO, TEXAS.

Canada SIMS GREATER SHOWS Canada

Bigger Than Ever — 11th Annual Tour — Better Than Ever

Now booking for the Season of 1940, Shows with worthwhile attractions. Will supply new canvas, wiring and banner line for same. Want Legitimate Concessions only. Cookhouse and Bingo open. Fair Secretaries, get in touch with us now and be assured of having CANADA'S FINEST MIDWAY play your FAIR.

FRED W. SIMS, Gen. Mgr., P. O. Box 85, Toronto, Ontario, Canada.

carnival, it can't support much of anything else. So maybe it's best just to charge up that money the fair takes out of town to community advertising and let it go at that. Worrying about it won't help.

"But every year there is something new at the fair. It's the whole thing—brand new and amazing and delightful and a little frightening to all the children—who visit it for the first time.

"Yesterday was Children's Day at Georgia State Fair at Central City Park, and many of the boys and girls who went there had not been to such a thing before. To them even the goats in the paddock at the entrance to the park were something unusual. Even the gold

fish in the fountains. And behind every one of the side-show tents lurked the mysterious, the foreign and the new. In every one of the riding devices was the mad haste of life. And in the crowds was more for them than the wind and the dust and the smells that older persons could perceive.

"As the Ferris Wheel turned in the autumn wind, a little child rode up, on the seat beside an older sister. And as their car reached the top and started down, the little child put his head in his sister's lap, in delighted horror. And the older sister held tight to the bar in front of her and looked out across the fairground—scared and wise.

"There is something new always to say about the fair."

WANT WANT BILL HAMES SHOWS, INC. 1940—FOR SEASON—1940

SHOWMEN WHO CAN FURNISH INSIDE FOR GIRL SHOW, JIG SHOW, HAWAIIAN SHOW, SIDE SHOW AND FAT SHOW. (We furnish Fronts and Tops. No Banners for Pit Show.)

WANT TO HEAR FROM OTHER SHOWS, WITH OR WITHOUT OWN OUTFITS. GOOD OPENING FOR MOTORDROME. HAVE MONKEY SHOW BOOKED.

RIDE FOREMEN AND RIDE HELP

Want to hear from Ride Foremen that are mechanically inclined and able to keep their Rides in First-Class Condition. Especially want A-1 Dodgem Foreman for 20-Car Dodgem. Want to hear from Ride Help for Merry-Go-Round, Twin Ferris Wheels, Dual Loop-o-Plane, Ride-o-O, Octopus, Dodgem, Caterpillar, Lindy Loop, Mix-Up and Fun House.

All boozers save stamps.

SEASON OPENS IN JANUARY

Season Opens Early—January 23 at Harlingen, Texas, Fair; Fort Worth Stock Show, March 8 to 17, Fort Worth, Texas; Houston Fat Stock Show, March 23 to 31, Houston, Texas.

THIS IS A RAILROAD SHOW—ALL EQUIPMENT LOADS ON WAGONS

Address All Mail:

BILL HAMES SHOWS, P. O. Box 1377, FT. WORTH, TEX.

NSA FETE

(Continued from page 64)
office, and Andre Dumont, NSA's natty "jack-of-all trades." Music was handled jointly by Henry Busse and band and the Madison Square Garden aggregation of Joe Basile. More acts than could be presented answered the call of the entertainment committee, despite the fact that it was a Saturday night and just three days following the tremendous Night of Stars benefit across town at the Garden.

Following the stage entertainment President Hamid honored members for distinctive club work during the past year. Adolph Schwartz, of Pallasades Park, and L. Harvey Cann, general agent, World of Mirth Shows, received gold life membership cards for securing 50 or more members since the banquet a year ago. Joseph H. Hughes, of the Hamid office; Charles Lewis, Art Lewis Shows; George Hirschberg, Cetlin & Wilson Shows, and House Committee Chairman Sam Rothstein were given honorable mention in the member-sequel department. Distinguished Service Plaques were awarded to Andy and Fair at Home Shows and the following traveling enterprises were thanked for raising funds thru benefits for the Cemetery and Hospitalization Funds: World of Mirth, O. C. Harvey Cann, James J. Jones, Gruber's World's Exposition, Art Lewis, Cetlin & Wilson, James E. Strates and Fair at Home.

Dorothy Packman, president of the auxiliary, presented Mrs. Margaret McKee and Mrs. Nancy Linderman with gold life-membership cards for membership awards; Mrs. Edna Laures received a gold plaque for leading her organization in raising funds for the Sunshine and Relief benefit funds at Agnes Burke, Pallasades Park and Mrs. George A. Hamid received plaques for distinguished service.

Sidelights

Harold G. Hoffman, who held down the treasurer's spot an early in the former governor can, made a terrific hit with members and their guests. One visitor said later that "Hal, the showman's

friend, should be made a permanent fixture at NSA banquets." Not a bad idea at that.

Even festive occasions can't keep Clem Schmitz away from business. The insurance agent spent more than four hours in the afternoon discussing next year's protection details with most of the attending carnival ops.

World's Fair table was one of the more popular spots, with dozens of operators dropping by for a chat. The fair sent its most popular staff team as represented by a wise move. Table included such swell guys as George P. Smith Jr., Frank D. (Doc) Shean, Ed Rameisl, Bill Fisher, Maxwell Harvey and C. L. Lee.

At Frank (Ringling concessions) Miller's table were his brother, Paul, William P. Dunn Jr., John Reddy, Herb Duval, all of the Ringling-Baraum Corp.; Clem Schmitz, John Reddy Sr., Frank McCurdy, Lew Dufour, Joe Rogers and Johnny J. Kline.

Max Cohen, secretary of the American Carnivals Association, came in from Rochester, N. Y.; William (Bill) Fleming, representing Jimmy Smith and J. C. (Tommy) Thomas, of the Johnny J. Jones Exposition, made special trips from the South. . . . Abner K. Kline came farthest of all, driving in from Kansas City, Mo. . . . Mrs. B. H. Patrick rushed over from Philly. . . . Maurice Mermer, former director of exhibits and concessions at the World's Fair, and Leon Loeb, one-time concession department staff man, were very much in evidence and renewed acquaintances made at Flushing this summer. . . . Commander H. M. Lamnera, just-resigned chairman of the Fair Amusement Control Committee, was unable to attend, but wired his good wishes.

Parties held away in rooms upstairs until well hours and guests circulated much in the manner of Chicago Convention time. Among hosts were Jake Shapiro, Triangle Poster Print; Dorothy Packman, George Hamid, Governor Hoffman, Pallasades Park and The Billboard.

Banquet Registrations

H. Cooke, Olgait Co.; Marion C. Cooke; Mr. and Mrs. James J. Corcoran and Mary Cooper; Pallasades Park; Lester P. Cogrove; John T. Cox, ABC Motors, Inc.; S. Crystal, Lichtblau, Markowe & Co.; Mr. and Mrs. Joseph Csis, The Billboard; Louis B. and Gertrude C. Curran.

D.

James Davenport; Mr. and Mrs. Herman Davidoff; William G. Davis; Ralph Mollie and Harry Decker, Fair at Home Shows; Mrs. Harry Decker, World-Telegram; Mr. and Mrs. Orest J. and Judith Devany; Louis R. DeVito, Lichtblau, Markowe & Co.; W. M. Dickinson; W. M. Dickinson; Rosa Donatella; George A. Hamid, Inc.; Ethel Dorfman; Herb Dotten, Lucky Teter's Hell Drivers; Mr. and Mrs. A. Dreier; Robert Millon Drew, Pallasades Park; Goldie Drotman, Cook Family; Harry W. Minerva Helen and Beth Audrey Drucker, William Plinker Co.; Lew Dufour, Dufour & Rogers Attractions; A. E. Dumont, Midway, Inc., New York World's Fair; Harry Dunkel, Cetlin & Wilson Shows; W. P. Dunn Jr. and Herbert Duval, Ringling-Baraum circus; H. W. Dyer, Pallasades Park.

E.

Ralph and Doris Edson, Streets of Paris Co.; Al Edwards, National Vaudeville Artists; Mr. and Mrs. Henry G. Esman; O. J. Eving, Eving's Maurice Ek, William Hamilton Producing Co.; Flora R. Elk; Eddie Elkins, Westchester Shows; Martha J. Englehardt, Pallasades Park; Mr. and Mrs. Bernard, Mr. and Mrs. Mac, Mr. and Mrs. Abe, Mr. and Mrs. E. Epstein, Epstein Novelty Co.; G. Erickson; Harry W. Everett, Cross-Austin-Ireland.

F.

Edward G. and Adele S. Fabian, Pallasades Park; J. M. Fallon, William Hamilton Producing Co.; Irene Fink, Anne Fallon, Pallasades Park; Mr. and Mrs. H. Feinberg; Mr. and Mrs. Frank Pitt; Mr. and Mrs. Jack Feldberg; Arthur and Philip Feldman; Mr. and Mrs. L. E. Fink, William Hamilton Producing Co.; Kate Finkelshtein; Lottie Finkelshtein, Sea Gate Amusement Co.; William C. Fisher, New York World's Fair; David S. Fishman, June Modes, Inc.; W. C. Fleming, James E. Strates Shows; Al Fletcher, Al Fletcher Orchestra; John Fornuto, Cross-Austin-Ireland; H. E. A. Forsthoft; Anna

A. C. Abbott, Ideal Exposition Shows; Mr. and Mrs. Harry G. The Billboard; Philip Arko, Maine State Fair, Auburn; J. M. Ajax; Mr. and Mrs. Bernard Allen, Marvel Candy Co.; Major and Mrs. E. B. Allen, Fleming (N. J.) Fair; Al Anderson; Barbara Anderson; Alice Aved, George A. Hamid, Inc.; S. N. de M. Antoinette Ayoub, Pallasades Park, Pallasades, N. J.

B.

A. Baker, Lichtblau, Markowe & Co.; Roland Bardell, New York World's Fair; Grace Baron, Helen Baxter, Mary E. Beck, Pallasades Park; Anne Benedict, Kate Benet, Larry Benn, George Bernhart, Eastern States Exposition, Springfield, Mass.; James J. Bergen and James J. Jr., World of Mirth Shows; M. Berger, Rowe Co.; Coni Bernigh; Irving and Sam Berg; Frank Berman; Mr. and Mrs. Louis Berni, Ramon; Mr. and Mrs. August Berni, Pallasades Park; S. Blatt; Felix Bley; Mrs. Madge Bloch, Bloch's Shows; Harry Bloom, Park and Beach Supply Co.; Mrs. Irene Blumberg; Florence Blume; Sidney Blumenthal; Mr. and Mrs. V. A. Bonomo, Bonomo Salt Water Taffy; Gertrude Boss, Survey Associates; John Bradley; Thomas Brady; Herbert F. Brenner; Mrs. Max Brenner, Steeplechase Park, Coney Island; Harry Brill, Phillip Bar and Cotton Mills; Ethel Broder; Mrs. Pearl Bronson; Roxy Cang; M. Brooks; Alex Brown, Ben Williams Shows; Barry Buchanan; Mrs. Oscar C. Buck, O. C. Buck Shows; Agnes Burke; Bessie Burkhardt; Courtney N. Burnap, Maine State Fair, Auburn; Marston K. Burroughs; J. W. Buttikofer.

C.

E. A. Campbell; Mr. and Mrs. L. J. Campbell, Duro-Test Corp.; Sue M. Campbell, Cetlin & Wilson Shows; Arthur E. Campbell, Baker-Lockwood Co.; Mr. and Mrs. L. Harvey Cann, World of Mirth Shows; S. Cappy; William J. Carey, Ben Williams Shows; Joe Casper; J. J. Cetlin, Cetlin & Wilson Shows; Norman Y. Chambliss, North Carolina Fair Operating Co.; Mr. and Mrs. Chapman, Chapman Chevrolet Co.; Hugh C. Clarke; Kathleen C. Cody, New York World's Fair; Max Cohen, American Carnivals Assn., Inc.; Sam Cohen, O. C. Buck Shows; Mr. and Mrs. Herman Cohen, Hamilton Produce Co.; Mrs. J. Cohen; Janice Cohen; V. J. Coletti, New York World's Fair; Philip L. Cook; Paul

Insured

Dependable

FIDLER'S UNITED SHOWS

"Throughout the Year"

RIDES—SHOWS—CONCESSIONS

Wholesome Amusement—Free of Grift

NOW BOOKING FOR THE 1940 SEASON

Mailing Address: 390 Arcade Bldg., St. Louis, Mo.

FRISK GREATER SHOWS, INC.

NOW BOOKING FOR 1940

WANT SHOWS: Midway, Ten-In-One, Single Pit, with or without outfits; Mechanical Shows, Want Athletic Show Manager, Pointing Show Manager, Russ Morgan, writer. CONCESSIONS: Oodles, Photo, Corgi, Gallery, Ring Gains, Hoopla, Fish Pond, Scales, Darts, Bowling Alley, Pitch-Tilt-U-Wink, Ballroom. RIDES: Will book any new ride. Will buy Octopus. Reliable, experienced Wheel Foreman wanted. Address: 4100 GIRARD AVE., N., MINNEAPOLIS, MINN.

ELLMAN SHOWS

Can use any high-class Shows for the season of 1940, such as Mechanical, Midway Girl, Hibbly, Jungland, etc. We have ten Riding Devices (areas needed) - Concessions that are legitimate—will place you. For Sale—1,000 Light Bulbs, 300-watt mogul base, 20¢ each. 45-ft. Circle Swing or Ocean Wave, in perfect condition, LeNoi motor, ready to operate. Will trade for House Trailer, Kiddie Ride, or what? For Sale—Streamlined Miniature Gasoline Train, duplicate of Hiawatha, 40x80 track, 15 inches high, loads on one-ton truck, carries 22 passengers, \$700.00. ELLMAN SHOWS, 2239 N. 56th St., Milwaukee, Wis.

4 FOR 10c OPERATORS

WRITE FOR OUR NEW 1940 CUT PRICE CATALOG ON PHOTO JETTER, ENLARGERS, VISUALIZERS, GLASS FRAMES AND FOLDERS.

EASTMAN DIRECT POSITIVE PAPER, 1 1/2" by 2 1/2" Flat, 94.75 Per Roll.

HANLEY'S PHOTO COMPANY

205 East 12th Street, Kansas City, Mo.

POPCORN

We have a complete line of Popcorn, Bags, Cartons, Cones and Seasoning at prices that will save you money. We are distributors for Procter & Gamble's Seasoning and Advance Popcorn Machines. Send for our price list today.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL STREET, CINCINNATI, OHIO.

Belle Fox, Scharck-Schaffer; Mr. and Mrs. H. Frankel, Palisades Park; S. Frankel; Albert Freedman, Metro Matrix Co.; Gus Freedman; Henry Freubenberg; Max Friedman, Marvel Candy and Novelty Co.; Mr. and Mrs. Edward Fuchs, A.G. Motors, Inc.

G
Michael Gabriele and Tony and Mrs. M. Ganim, Palisades Park; Henry E. and Mrs. Edmund Gaudy, Ben Williams Shows; A. Joseph and Richard L. Geist, Rockaway's Playland; Mr. and Mrs. David A. Gelband; Mr. and Mrs. Jack Gilibert, World of Mirth Shows; John S. Giles Jr.; William Glick, Ideal Exposition Shows; Murray Goldberg; Mack Goldberg, T. J. Mallon & Co.; Arthur Goldberg, E. & G. Press; Anita Goldie; S. D. Goodwalt; William J. Gross, Flourent (Pa.) Fair; William Gottlieb; H. C. Gould, American Carnivals Assn.; John J. Grady, International Alliance of Billposters; Mildred Grady, Flying Heronrothers; Margaret Gray, North Carolina Fair; Operating Co.; Floyd Ganger, Palisades Park; George and Mrs. E. Grathwohl, O. C. Buck Shows; George P. Grace, Palisades Park; Mary Green; Mr. and Mrs. W. B. Greene; Irene Greene; Irene Greenberg, hostess, Commissioner of New Jersey; Harry Greenberg; Mrs. Leah Greenpound; Gerald Greenwald; Ruth Greenwald; A. Greenwald, H. B. Burnett, Inc.; Charles H. and Frances Gregor, Palisades Park; Mr. and Mrs. Gress, World of Mirth Shows; Jeanne Grey; Ethel Gross; Lea Grund, George A. Hamid, Inc.; Mr. and Mrs. Henry A. Guenther, Olympic Park, Irvington, N. J.; Platon and Anthe Guimes and Ethel Gutozmacker, Palisades Park.

H
Mr. and Mrs. E. Lyon Halgh, Halgh & Giles Enterprises, Inc.; Mr. and Mrs. H. B. Halley, Palisades Park; Arthur W. Jean and Anna S. Halpin, Palisades Park; Ekythe Hamburg, Hamilton Producing Co.; Mrs. George A. Hamid, George A. Hamid, Inc. and Mrs. Susan Hamid, White City Park, Worcester, Mass.; Michel Hamid; Nahem and Magnolia A. Hamid, George A. Hamid, Inc.; Louis Handin, National Vaudeville Artists; James Patrick, Mrs. H. Hanson, Palisades Park; Mr. and Mrs. Ike Harbin; Mr. and Mrs. Mack Harris, Dave Epstein, Inc.; Maxwell B. Harvey, New York World's Fair; Mr. and Mrs. Roy Hecker, Huber's Museum; Mildred Helfand, Brighton Lamp Co.; Jeanette Heller; Blanche M. Henderson; Lee Herrach, Palisades Park; Mr. and Mrs. George Hersherberger, Cetlin & Wilson Shows; Mr. and Mrs. B. and Selma Herberg, Novelty Co.; Arthur L. Hill; David and Nina Hirsch, Trilby Hat Co.; Co.; S. Hofmann; Millicent Hofmann; Mr. and Mrs. Charles Hohnhauss; Zeldia Horowitz, William Pinsker Co.; M. B. Howard, George A. Hamid, Inc.; Joe and Helen B. Hughes; George A. Hamid, Inc.; Gene Hunt; Ethel Hutton.

I
Harry A. Illions, Maynes-Illions Corp.; Phil Liser, World of Mirth Shows, A.

J
Mr. and Mrs. S. Jachnowitz, Scharck and Schaffer; Eileen Jackson, Maine State Fair, Auburn; Frances Juebovitch, Maine State Fair, Auburn; Mrs. W. H. Park; Mr. and Mrs. Walt H. Jenkins, American Coin Lock; John Jones; Leo and Veronica Jordan, Palisades Park.

K
Sidney and Mrs. Sid Kahn; Dr. David Keel, Lee D. Kall, Palisades Park; M. M. Kaplan, Trianglo, Cross-Austin Co.; Barbara Lois Kaplan, Arthur's Bazaar; Harriet Lea and Mrs. A. Kaplan, Kahn's Amusements; Mack and Blanche Kassow, Frank Wirth office; Mr. and Mrs. M. Kassar, Kassar Novelty Co.; Mr. and Mrs. B. Kauff; Mr. and Mrs. Jesse Kaye, Fanchin & Marcor; Mr. and Mrs. Al Keating, Art Lewis Shows; H. S. and Lena E. Koener, Elliott Ticket Co. of New York; Rosalind Kressen, Brenk's Golden Palace, Cross-Austin; James J. Kelly; Nanci Keener, Cross-Austin; Ireland; Mr. and Mrs. S. Kessler, Fair at Home Shows; Albert J. and John King; Mrs. Oliver A. Kingsbury, Donouche & Co.; Mr. and Mrs. Emanuel Klein; Johnny F. Klein, Cross-Austin; Mr. and Mrs. Harry Klingler, Harry Klingler, Inc.; G. S. Kohn, Fulton Bag & Cotton Mills; Joseph Kolodny; Mr. and Mrs. Carl J. Kovach; Joseph H. Resner, Inc.; Harold Krueger; Mr. and Mrs. Morris Kaufman, Century-Fox Film Corp.; Elaine Kurtz.

L
Mr. and Mrs. Harry LaBrique, New Jersey State Fair, Trenton; Lester, Mrs. Frances and Alice Lantry, Delight Sweets; Mr. and Mrs. N. Lang, Palisades Park; Rose Lange, Van Wagner, J. J. & Co.; Jules, Mrs. Etina and Miriam Laures,

World of Mirth Shows; C. L. Lee, New York World's Fair; Benjamin Leider; John Leonard, World of Mirth Shows; Mr. and Mrs. Maurice B. Leoschen, International Microscope Reel Co., Inc.; Herbert H. Levers; Mr. and Mrs. Max Levine, World of Mirth Shows; Dr. M. Levinaki; Mr. and Mrs. Edwin Levinson; Mr. and Mrs. Ben, Mr. and Mrs. Mor and Charles Lewis, Art Lewis Shows; Mr. and Mrs. Arthur B. Lewis, W. M. Dickinson Co.; Jack Lichter; David Rauf Lichtblau, Lichtblau, Markowe & Co.; Mr. and Mrs. Jack, Mrs. Max and David Linderman, World of Mirth Shows; Mrs. N. Linderman, Kroyden Printer; Mrs. E. C. Lindroth; William Lieb; B. S. Littleford Jr., The Billboard; Dave Lodge, Dave Lodge Co.; C. A. Lomas, The Billboard; T. Lung, Lichtblau, Markowe & Co.; Mr. and Mrs. Joseph Luxa, World of Mirth Shows; Mr. and Mrs. E. Lyon.

M
Paul V. MacGlacahn; Ruby McCarthy, Moran & Tully; J. S. and Carol McCaulley; Frank M. McCurdy; Hugh P. McGann; Mr. and Mrs. N. J. McGowan; Mrs. M. McHugh, World of Mirth Shows; Paul R., Mrs. J. A., Aseneath and Jane McKee and Bernardine B. Mackey, Palisades Park; Alan C. Madden, Orange County Fair, Middletown, N. Y.; William C. Malachuk, Morris and Oscar Mandel; Belle Mandel; Robert Mansfield, James E. Strates Shows; Mae Mansfield, Marvel Novelty Co.; Yulia R. Mare; Ben Markow, Lichtblau, Markowe & Co.; William C. Matlack Jr.; Louis W. and Elizabeth B. Mayer, Lichtblau, Markowe & Co.; Palisades Park; Mrs. C. Mazoccochi; Mr. and Mrs. J. Moskowitz, World of Mirth Shows; Harry and Alex J. Medovich; Louis Meisel, Rockaway's Playland; A. Mendelson; Speedy Merrill, Corlin & Wilson Shows; Ben and Bertha Merzon; Charles Merz; Mr. and Mrs. Beno Meyer; Leon and Beatrice Milhauser; Sam Miller, Schach and Schaffer; Frank C. and Paul Miller, Ringling-Barnum circus; Betty Miller; Mrs. Alice Misaanin; Alexander P. Mitchell; Sherry Mopper, George A. Hamid, Inc.; John Morau, Palisades Park; Mrs. L. Moret, Palisades Park; Mr. and Mrs. A. K. Morgan, New York World's Fair; John C. and Mr. and Mrs. Charles C. (Doc) Morris; and Charles C. Jr., Palisades Park; Maxine Morse, George A. Hamid, Inc.; Ida Ruth Morse, Langstaater Corp.; Mr. and Mrs. Muller, Palisades Park; William P. Mullin, World of Mirth Shows; Jeanne Meyerwitz; A. A. Murphy, Lichtblau, Markowe & Co.; Francis Murphy.

N
Ether Nadler; Alec Nakkas, Palisades Park; N. Neithler; Mr. and Mrs. Bert Nevins, Palisades Park; Mr. and Mrs. George Nichols, The Kren Co.; Thomas Norborn.

O
Gerald O'Donahue; Mildred O'Donec; Tex O'Rourke.

P
Dorothy Packman, George A. Hamid, Inc.; Mr. and Mrs. B. H. Patrick, The Billboard; Jack B. Peleus, Donouche & Co.; S. Pelous; Fred Phillips, Gerard Shows; Mrs. Fred Phillipson, Fair at Home Shows; Mr. and Mrs. Maurice Plewin; Ted and Wilda H. Pinsker, William Pinsker Co.; Mr. and Mrs. P. Piss; Mrs. William M. Polter, Herrmann, Handkerchief Co.; William T. and Rita M. Pooler; Bill Powell, World of Mirth Shows; J. H. Powell, Lucky Teller's Hell Drivers; John Praetorius, Palisades Park.

R
A. and Charlotte M. Raab, George A. Hamid, Inc.; Zomet Raab, Hidden Co. lege; Mr. and Mrs. William Rabkin, International Microscope Reel Co.; Mr. and Mrs. Edward P. Rahn, World's Exposition Shows; Dr. and Mrs. Rahn, World of Mirth Shows; Edward Rainald, New York World's Fair; Mr. and Mrs. Joseph Randy; Mr. and Mrs. Felix Rash, J. & J. Distributing Co.; Betty Ray; John P. Reddy Jr., Ringling-Barnum circus; Bernard Kenn, Carnival Novelty Co.; Mr. and Mrs. Margaret Richter, The Billboard; Ernest M. Richter; Matthew J. Riley, Matthew J. Riley Enterprises; Mr. and Mrs. Herman Rinzier, Schack & Schaffer; Frank Robinson, Fair at Home Shows; Emily Langella Robinson; Henry E. Roelke, Roelke's Amphitheater; Services; Joe Rogers, Dufour & Rogers Attractions; Muriel Rogers, Triangle Poster Printing Co.; Helen Roman; Harry Rosen, Ravenhall's Pavilion, Coney Island; Ruth Rosen, Marvel Novelty Co.; Helen S. Rosen, Henry E. Rosenberg, Duro-Dust Corp.; Irving Rosenthal, Palisades Park; Mr. and Mrs. Harry Rothdin, Rocobrac; Mr. and Mrs. Charles Rubinstein, Playland Amusement Park.

S
Louis Samels; G. Sargent, World's

HOLIDAY GREETINGS

to our

FRIENDS, EMPLOYEES, FAIR ASSOCIATIONS, COMMITTEES and BUSINESS ASSOCIATES

We have enjoyed another pleasant and profitable season. You are responsible for our progress, and we are most Grateful. Our sincere wish to all for HEALTH, HAPPINESS and PROSPERITY in 1940.

WE ARE NOW ORGANIZING and BOOKING FOR NEXT YEAR. And are interested in obtaining the best in SHOWS, CONCESSIONS and NEW IDEAS.

FAIRS, CELEBRATIONS, COMMITTEES, Please investigate our service before contracting your MIDWAYS for 1940.

GOODING GREATER SHOWS

AMERICAN EXPOSITION SHOWS

THE F. E. GOODING AMUSEMENT CO.

Permanent Address, Box 386, Columbus, O.

BANTLY'S ALL AMERICAN SHOWS

America's Fairest Rising Outdoor Amusement Organisation

Take this opportunity to thank our many friends, committees, fair associations, show operators, concessioners, Billboard staff and our loyal employees for their co-operation in making the past season a very pleasant and profitable one, and we extend to you all

A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR

Fair: John Sarkisian, Palisades Park; Vincent Scarano; Mr. and Mrs. Max Schaffer, Schack & Schaffer; C. Scheidecker; Artie Schiffman, Art Leather Novelty Co.; Mr. and Mrs. J. L. Schiller; Frank Schillizzi, World of Mirth Shows; Clem Schmitz; Melba Schreps, Microscope; E. H. Schoell, Allentown (Pa.) Fair; Mabel Schrammacker; Charles J. Schopper, Hamilton Producing Corp.; George and Anna Schurr, Palisades Park; Adolph Raymond, Mr. and Mrs. Harry, Bill and Grace M. Schwartz; Lloyd G. Seidman, Donahue & Coe, Inc.; W. Weifer, George A. Hamid, Inc.; Sam Shapiro; Jake Shapiro, Triangle Poster Printing Co.; Sam Shayon, Fanchin & Marcor; George P. Smith Jr., New York World's Fair; M. and Helene A. Slesman, Mayflower Donut Corp.; Gladys Shelley, Palisades Park; Harry Shepard, Palisades Park; Gus Singer; "Daddy" Simmons; I. A. Simon; Maure Skolton; Vic Smalzer; George P. Smith Jr., New York World's Fair; John Smith, Donahue & Coe, Inc.; Paul Smith, New York State Fair, Syracuse; Gerald Sneliens, World of Mirth Shows; James Snyder; Dave Solit; George A. Hamid, Inc.; Eli Specter; E. Spielman; Sam Spielman, National Showmen's Assn.; Richard S. Stearn; Robert Stein, Art Leather & Novelty Co.; Sam Stillman; James E. Strates, James E. Strates Shows; James H. Strong, International Parachuting, Inc.; B. B. Strong, Orange Co. Fair, Cochen, N. Y.; Harold J. Stutz; Elias E. Sugarman, The Billboard; Harry Sussman, World of Mirth Shows; Gertrude Syvan.

T
Irving, Mr. and Mrs. Samuel and Edith Taffet, Eddie's, Coney Island; Julia Taffet, Thomas Brady Co.; Mrs. N. Talnadge; Eddie Tarjah, World of Mirth Shows; Mr. and Mrs. Taylor; Betty Mae Terrill, Cetlin & Wilson Shows; Marion Tibbitt; Mildred Todd, George Abbott

Co.: J. C. (Tommy) Thomas, Johnny J. Jones Exposition; William T. Thomas; Mrs. Charlotte N. Thomas; Mr. and Mrs. Frank Timberg; Leonard Traube, The Billboard; Mr. and Mrs. George W. and Minerva E. Traver, Fair at Home Shows; Mr. and Mrs. Lidor Treibish, I. T. Shows; Max Tubbs; Mathew and Veronica Tully, Palisades Park; Dr. and Mrs. H. W. Turner, Doylestown (Pa.) Fair; A. P. Turpin.

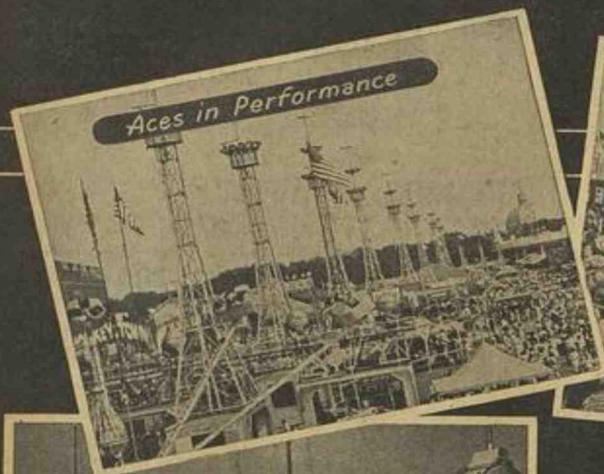
U
Mr. and Mrs. Irving Udowitz.

V
James A. Valluzzi; Louis E. Vismot, Cross-Austin-Ireland; Mrs. Frank Vita, Palisades Park; John T. Volk, Cross-Austin-Ireland; A. W. Yolk, W. M. Dickinson Co.

W
Mr. and Mrs. Sam Wagner, World Circus Side Show; Edward P. Wallace Jr., Adams, Fowler & Hoffman, Inc.; Joseph G. Walsh, Cross-Austin-Ireland; E. W. Wassman; Patricia Webster; Herman Weller; Mr. and Mrs. Ike Weinberg; Joe and Irene Weisman, Palisades Park; Dave White, Botner Shows; "Happy" William White, Art Lewis Shows; Clem and Lorraine White, George F. Whitehead, Kaus Exposition and W. C. Kaus Shows; Albert Whitworth; John T. Wigmore, Globe Ticket Co.; Ben and Mildred Williams, Ben Williams Shows; George D. Winlack, Art Reduction Sales Co.; Frank W. Winter, Maine State Fair, Auburn; Earl D. Winters, Microscope; T. A. Wolfe; William A. and Mildred Wood, Palisades Park; Robert Wood, Cross-Austin-Ireland; Mrs. C. H. Woodward.

Y
W. M. Yolen, World's Fair.

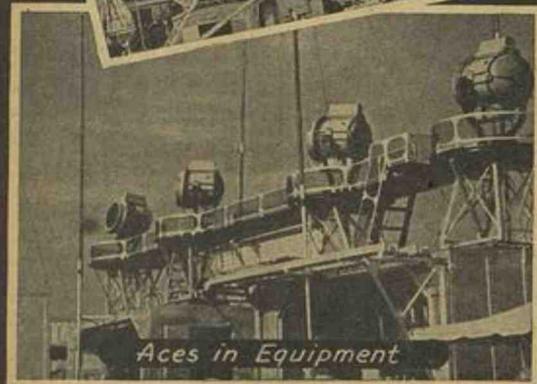
Z
Murray Zand, Johnny J. Jones Exposition; E. L. and Mr. and Mrs. Rame J. Zouary, R. J. Zouary Attractions; Bernard Zufall.



Aces in Performance



Aces in Attractions



Aces in Equipment

Famous Fairs

Played in 1939 by
A. C. of A. Midways:

Minnesota State Fair
Calgary Stampede
Florida State Fair
Tennessee State Fair
Alabama State Fair
Mississippi State Fair
Brandon Exhibition
Edmonton Exhibition
Saskatoon Exhibition
Regina Exhibition
Can. Lake-Head Exh'ib.
T.V.A. & L. Fair
Minot (N.D.) Fair
N. D. State Fair
Tri-State Fair
Mid-South Fair
Gulf Coast Fair
Pensacola Exposition
Florida Orange Festival
Central Florida Expo.
Milwaukee Waterfront
Anderson Free Fair
Ionia Free Fair
Iowa State Fair
Kan. Free State Fair
Tulsa State Fair
Oklahoma State Fair
Texas State Fair
So. Texas State Fair
Battle of Flowers
Joplin Fiesta
Cotton Carnival
Illinois State Fair
Michigan State Fair
Southeastern Exposition
Northern Wis. Fair
West Tennessee Fair
Miss. F. & D. Show
Chattahoochee Valley
West Tenn. Dist. Fair

Three Power

HERE ARE THREE POWERFUL REASONS why the Amusement Corporation of America. Success for which it has had large or small part in its creation. It has done their part in making 1939 the most profitable year in the history of the industry. Forsooth, 1939 has been a year of glorious achievement. It has included stabilized, well-organized, determined Fair managers and Fair producers, coupled with public confidence that has made possible the most meritorious attractions ever presented in the Midway. It is the hunger-for-fun of millions of fairgrounds visitors! It is the

enhancement in constructive up-building of this business than in any previous year. It is the efficient railroading and by elimination of virtually all of the costly difficulties of construction, could it have been possible for Amusement Corporation Midways. The confirmation of these phenomenal achievements look to the world famous high for all times by Beckmann & Gerety Shows at the Illinois State Fair. Ionia Free Fair in Ionia Michigan . . . Michigan State Fair in Detroit by the way in Nashville . . . Alabama State Fair in Birmingham . . . Mississippi State Fair in Edmonton in Canada. Indeed! these are achievements which to Fairmen mean PHAL VICTORIES! What has gone in the past . . . what has been accomplished. Based on the Corporation's experiences in 1939 the coming season . . . 1940 will be even more glamorous attractions . . . even more decorative brilliance . . . among their outstanding features. It is because the Amusement Corporation of America is so singularly that, for the coming season, this organization has a schedule of development and experience, that when the world's three largest and finest midways promise

AMUSEMENT of AMERICA

ROYAL AMERICAN SHOWS ~ BECKMANN

WINTER QUARTERS

TAMPA, FLA.

WINTER QUARTERS

☆ ☆
ATTR

We

That you
tion of
. . . an
held on

★ ★
ATIONS



Carl J. Sedlmayr
President



Fred Beckmann
Chairman



B. S. Gerety
Secretary



Elmer C. Velare
Treasurer



J. C. McCaffery
General Manager

ope ~

... have enjoyed a phenomenally successful season . . . that in attending the International Association of Fair Secretaries annual convention your plans for 1940 will bring you new outstanding achievements. This year's friendly round-table of Fairmen and Showmen will be the biggest and finest ever on the North American Continent. We wish you a Merry Christmas and a very prosperous New Year!

Powerful Reasons!

For the record smashing success experienced in its first year by the Amusement Corporation, thanks go broadspread by this medium to every Fairman and every Showman who scores of Fairmen . . . thousands of Showmen . . . millions of patrons each have enjoyed a phenomenal season ever experienced by North America's triumvirate of leading Midways! Behind the new high records established there are three powerful reasons. They include the co-operation of North America's biggest and most capable and most capable phenomonal patronage. They include, last but not least, the highest class, cleanest, world . . . facilities capable of meeting public demand . . . and satisfying their use of these far-reaching factors that the Midway world . . . through developments in Gerety Shows and the Rubin & Cherry Exposition witnessed, in 1939, greater than any 10-year period. Development made possible by collective buying of equipment, by previously curtailing development. How else, except through well organized consumption, smash record after record at Fair after Fair throughout the entire season? For example, \$93,335.55 made by Royal American Shows at the Minnesota State Fair . . . new record by the Rubin & Cherry Exposition at the Iowa State Fair in Des Moines . . . at the Gerety and Gerety Shows . . . by Royal American Shows at the Tennessee State Fair in Jackson . . . Calgary Exhibition and Stampede and the Provincial Exhibition at Regina. Showmen throughout the North American continent are nothing short of TRIUMPHANT this year by the Amusement Corporation of America . . . is but a beginning. They will find even greater earning capacity . . . even more commanding facilities . . . more sensational, more spectacular, more thrilling, more satisfying, ride devices. America is fortified to accomplish collectively what its midways never could achieve. That will amaze even friends of many years standing . . . friends who know, by their own experience and better features . . . THEY DELIVER THE GOODS!



Mrs. Annie Gruberg
Director



Curtis J. Velare
Director



Ruben Gruberg
Director

In Chicago . . .

Headquarters of the Amusement Corporation of America always is glad to welcome visiting Fair Secretaries and Showmen.

ASHLAND BLOCK
155 North Clark St.
Suite 504
Telephone
Central 5248

CORPORATION CHICAGO

GERETY SHOWS ~ RUBIN & CHERRY EXPOSITION
ATLANTA, GA. WINTER QUARTERS SAN ANTONIO, TEXAS

Showmen's League -- Hospitalization

By BOB HICKEY

SHORTLY after Europe's plunge into the last deadly World War when the maimed and wounded streamed from the front to base hospitals behind the lines, with physicians and surgeons working feverishly to repair damage done by bullet and shrapnel and the ravage of disease, stories of the wounded and sick filtered into our own United States and Canada and made us hospital and medical conscious.

In this background and shortly after the birth of the Showmen's League of America, its founders, officers and Board of Governors, which included the well-loved and venerable Col. William F. (Buffalo Bill) Cody, found that outdoor showmen were not infrequently receiving inadequate hospital and medical care in times of illness or injury, if they were without financial means of obtaining such care. It was common knowledge that in some of the lean years, when extreme and inclement weather and other misfortune dogged the footsteps of outdoor shows and when their bank rolls went down to the vanishing point, ailing showmen were left along the route in county and State institutions and infirmaries. The league decided to correct this unhealthy condition. Now, you may ask, what was the league's answer to this condition?

The answer was: The beautiful, modern American Hospital in Chicago with the

a loyal friend of showmen. He is on the surgical staff of the Cook County Hospital in Chicago, the largest institution of its kind in the world. He is known as a writer and surgeon throughout the world, having been decorated and honored for contributions to surgical science by the governments of Italy, France and

deed. However, thru the co-operation of the hospital with the league much has been accomplished.

Where does the league obtain funds for carrying on this fine work? Its revenue comes from membership dues, its drives, donations, profits from social functions and receipts of benefit per-

my friends will see to it that I will be taken care of." While in Chicago this trouper was suddenly stricken ill and was taken by public authorities to the County Hospital. His friends were not immediately notified and a few days later it became known among his acquaintances that he was in the hospital. A visit was made there and the visitors were led to the morgue, where the body had lain for two days. The hat was passed and sufficient money was raised to give this trouper a burial. Had he had a Showmen's League membership on his person he would have spent the last few days of his life in a hospital visited by friends and members of his profession who could really understand him, and upon his passing he would have been interred in Showmen's Rest with other troupers and showmen who are buried there. I know that if this man could live again he would not fail to join the league.

The writer has had some photographs taken showing interesting parts of the American Hospital. These pictures, which accompany this article, speak more eloquently than any words that might be put into print. They show the American Hospital, the league's hospital, as it actually is, and the league is grateful to its members, the medical and nursing staffs and to Dr. Max Thorek for the



AMERICAN HOSPITAL, Chicago, where hundreds of showpeople have been cared for during the last 25 years. Keeping fully abreast of all advancements in modern medicine and surgery, the American Hospital's staff and its head surgeon, Dr. Max Thorek (shown in inset), have done and are doing a work that endears them to showmen.

Bulgaria.

Since 1915 hundreds of league members have been aided by the hospital. Services rendered ranged from treatment of minor cuts and bruises to involved and difficult surgical operations causing them to remain in the hospital from one day to 20 weeks. They all attest that they received excellent care and the best of attention from the hospital staff of medical men and a corps of nurses. Truly, the burden of paying hospital charges in full should fall upon the league where it sends its members for treatment and had the hospital required it to pay the full price for hospital services the load would be staggering in-

formances given by the various outdoor shows whose owners, operators, concessioners and other employees are interested in the good and welfare of the Showmen's League of America and in the outdoor showman.

In looking back one cannot help think and cite specific cases by which the writer's attention has been drawn. I personally remember a certain circus trouper who time after time had been requested to join the league. He was advised of all of the league's activities and benefits, but never seemed to have the inclination to join. When asked to join he would invariably reply: "I'm okeh, and if anything happens to me,

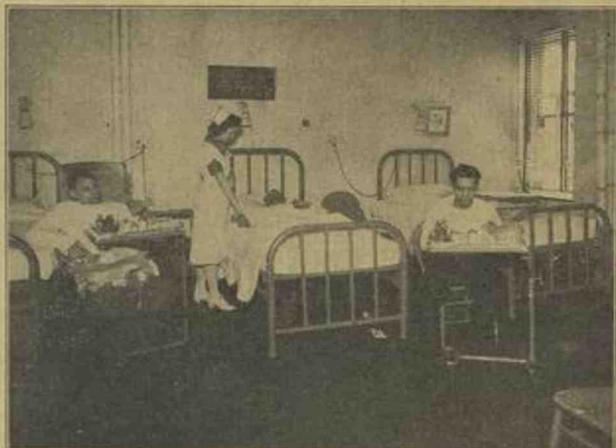


THE SECRETARY'S office.



OUTDOOR RECREATION. A spacious grassy court where convalescent patients can lounge in comfort.

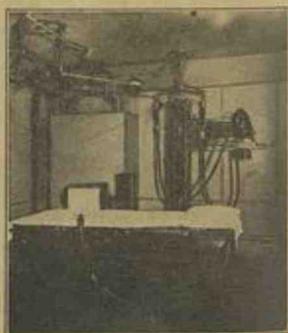
most modern equipment, and which continues to keep pace with all advancements and inventions brought to the aid of modern medicine and surgery. Dr. Max Thorek, the head of the hospital, is



A CORNER of the men's ward.
—Photos on this page by H. A. Atwell Studios.



A PRIVATE ROOM.



WHERE the showman is X-rayed. American Hospital has most modern equipment in every department, with specialists in charge, insuring the very best of care.

kind consideration which they extended to the league and to its members in years past. The league's hope is that some day it will be able to make adequate award and to extend the hospital's activities.

INDEPENDENT SHOWMEN
and Useful People in All Lines
For 1940 Season—Wanted
CRAFTS-20 Big-SHOWS
These attending Chicago meeting contact at
address: G. W. CRAFTS at HOTEL SHERMAN
DECEMBER 31st to 5th.

We Build 'Em Right

Ask any Ride-Man and he'll tell you BIG ELI BRIDGE'S never wear out. With a little regular care they'll give good profits year after year. That's why many present Wheel Drivers are buying more BIG ELI Wheels.

ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Cass Avenue, JACKSONVILLE, ILL.

Crystal Ends Well After Poor Start

MARION, S. C., Nov. 25.—Despite a poor early-season start, Crystal Exposition Shows finished the 1939 tour on the right side, topping it with a highly satisfactory week's stand at Marion County Fair here, November 7-11. Most of the personnel, including the Bunts family, left for Crystal River, Fla., for winter. Equipment was stored on the fair grounds in Camden, S. C., for the third consecutive year.

Walter Bunts left for New York in a new car and also will visit relatives in Highland Park, N. Y. Oswald W. J. Bunts, accompanied by Mrs. Bunts and daughter, Elizabeth Altamary and son-in-law, Doc Felmet, visited friends and relatives in Ohio and Michigan during the final stand.

Don Harper and Floyd Atkinson, fair officials, co-operated with the shows. Millie Morris joined with his consociates and reported his best week of the season.

Spillman Presents a New Aerial Ride for '40 Season

NORTH TONAWANDA, N. Y., Nov. 25.—President George H. Cramer, Spillman Engineering Corp., announced that in keeping with the company's policy, it will present a sensationally new Aerial Jay Ride for the coming season which will have all the thrills and appeal of the original introduced at the New York World's Fair, plus many new features.

Utilizing most advanced aeronautical design in polished aluminum streamlined cars and combining positive flight direction with three co-ordinated vertical lift rudders, controlled by a shock-proof center-pole steering wheel, the ride is calculated to give a new smooth-shouldered speed with full floating car suspension. Vee-belt drive is used with oversize clutch and brake and power is furnished by International power-plus units.

President Cramer believes that for action and thrills the ride is unsurpassed and that, with patrons trying to out-stunt one another, it is one of the greatest ballys in his experience. The

eight-car ride has been designed especially for traveling shows, being fully portable and loading readily in one trailer. The 10-car park model, altho permanent in appearance, is also fully portable. Ride is declared to be fully protected by patents, the result of years of engineering and experimental work.

Hennies Show Uses Own Power Plant With Success

ST. LOUIS, Nov. 25.—Hennies Bros.' Shows during the past season carried their own power plant, using a new type Diesel engine, because of its compactness and light weight, and it proved to be very successful. The plant, designed and built by the Diesel Power Co., has many features not usually found in portable installations.

Since the light and power demand of the show approximates 500 kilowatts, nine 60-kilowatt generating units were used, giving a peak load of 540 kilowatts. These nine units were mounted three to a wagon, with each wagon supplying one-third of the show. In reality the total power plant is made up of three individual power plants independent of one another.

Each generator is mounted on a common base with a 90-horsepower 2-cycle General Motors Diesel engine direct-connected. Fuel pump and high-pressure fuel lines are eliminated by the use of the unit injector which acts as pump, meter and injector in one operation. A Roots-type blower puts air into the cylinder under pressure, insuring a clean scavenging of all burnt gas and making a cleaner and cooler exhaust. Other features include a lubricating oil cooler, Woodward hydraulic governor and electric starting.

In one end of each wagon is a switchboard of the very latest design, with safety air breaker switches, especially designed and built for show purposes. One, two or three units may be used at a time, depending on the load requirements. Each engine has a silencer on the exhaust which completely silences any noise.

One of the most outstanding features of this installation is the size and weight of the units. Each of the three units on a wagon is less than 36 inches wide, 8 feet long, and 4½ feet high. The weight of the complete unit is 4,500 pounds. The total weight on the wagon is about 15,600 pounds.

Crescent Gets Fla. Fairs

FT. MYERS, Fla., Nov. 25.—L. C. McHenry, general manager of Crescent Amusement Co., said here this week that his organization had been contracted to furnish the midway at Broward County Fair, Fort Lauderdale, Fla., and fifth annual St. Lucie County Fair, Fort Pierce, Fla. It will be shows' second year at latter date.

New Auto Food Dispenser

PHILADELPHIA, Nov. 25.—Cutler Metal Products Co. is placing before the public the Grillmobile, a complete lunch room on wheels and an auto food dispenser complete for serving lunch foods to large numbers. Its portability is calculated to give operators an unlimited field. Of sanitary stainless steel equipment and refrigeration, it is particularly pleasing to the eye.

SOL'S LIBERTY SHOWS

Best Equipped
and most brilliantly
Lighted Show
of its kind in
the U. S. A.

NOW BOOKING FOR SEASON 1940

Winter Quarters Address

P. O. BOX 223

CARUTHERSVILLE, MO.

FOR SALE OR RENT

New and used Costumes for indoors and outdoors. Also from 4 to 10. Extensive line of Christmas and Ballets. Dishes, Cutlery, Calendars and full-stage Shows. All completely equipped. Also Novelties of Every Description.

FOLLIES COSTUMES.
315 W. 47th St. Phone CI-5-9801, New York City.

Shooting Gallery Operators

We are using more and more of these Square Deal Targets. No run to cause disputes. Prices reduced. Price list samples and information, 25c. Patent No. 2,132,131. U. S. orders only. Infringements will be prosecuted.

SQUARE DEAL TARGET CO.
EAST WILLIAMSON, N. Y.

Want—Two "CARNIE" GIRLS

Good Lookers, About Thirtys. Front of Indoor "Whit Camp." Bloody work; see pay.

PLAIN JACK
421 Jackson Ave., TOLEDO, OHIO

W. G. WADE SHOWS

NOW CONTRACTING FOR 1940

CAN PLACE—Up-to-date Side Show, Motor Drome, Monkey Circus, Hawaiian Show, Girl Review, Fun House, Animal Show, Single Pit Shows and any other worth-while Attractions, with or without transportation. Can also place Octopus, Roll-o-Plane, Ride-o-Kiddie Rides or any other new and novel rides.

CONCESSIONS—Will book strictly legitimate Concessions of all kinds. No racket. Our rates are reasonable and we will sell a few exclusives.

The show will open early in April and the season will extent until late in October. If you want to be connected with an old and reliable show that has a long circuit of Fairs and Celebrations, write us at once. Address

W. G. WADE SHOWS
DETROIT, MICHIGAN

Permanent Address Winter Office
289 Elmhurst Avenue 1900 Michigan Avenue
Phone Townsend 8-1506 Phone Cherry 9779

Increase Your Gate Receipts!

Attractive carnival pictorial paper and cards, in sizes from a ½-sheet card to a 16-sheet stand, will boost attendance. New designs. Write for samples.

"Quality, Service and Reasonable Prices"—our motto

RONALDSON

DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.
NEW YORK CHICAGO ST. LOUIS

SEASON'S GREETINGS CRESCENT AMUSEMENT CO. 1940 - Now Booking - 1940

Opening January 15 Hardee Co. Strawberry Festival and Fair, Bowling Green, Fla., followed by Greater Miami Fair, Miami, Fla.; Indian River Fruit Festival and Fair, Vero Beach; Southwest Florida Fair, Fort Myers, Fla.; Broward County Fair, Fort Lauderdale, Fla.; St. Lucie County Fair, Fort Pierce; Melbourne Fair, Melbourne, Fla.; Highland County Fair, Sebring, Fla., and four more pending.

SHOWS with own outfits and transportation now in Florida. Motor-drome, Crime, Big Snake, Girl, Peeking, expose. Bob Edwards, Cash Miller, Mable Mack, Clyde Howey, Hastings Crime Show, Doc Willie, please write.

RIDES with own transportation. Ride-o-Tilt, Auto Speedway. Can use complete set rides week Feb. 12 and 19, with more dates following.

CONCESSIONS that work for stock and not over 10c. No wheels, spinners or grift wanted. No X except bings and diggers, which are sold. WANT COOKHOUSE, Eating Stands, Custard, Photos, Ball Games, Scales, Novelties. Will sell X on Rat and Pan points to reliable party with deposit. Truck and car permits arranged. FAIR SECRETARIES and COMMITTEES in FLORIDA wanting a clean midway, 14 sides, 14 shows, or only rides, write us or look us over.

WILL BUY Side Show Top, canopy style preferred. FOR SALE: Two 20x30 tops, one 20x40 Top, 30x24 Marquee, Minstrel Show Banners, 3 Girl Show Banners. All address L. C. McHENRY, Manager, Sherman Husted, General Agent, winter quarters, Fort Myers, Fla., until Jan. 12, then per route.

The Great Latin American Markets

By ROB AND TERESA ORTIZ de SEYFER

IT HAS taken the second European war with subsequent closing of markets abroad to focus the attention of both the amusement and merchandising industries of the United States on the untapped reservoir of rich markets lying beneath the Southern Cross—in that vast expanse of American territory between the silvery Rio Grande and the pampas of Patagonia. To those people who have actually lived in Mexico, Central and South America the latent opportunities that lie in this great Latin American terrain are so obvious that it intrigues the imagination to visualize what profitable enterprise could be possible with the right kind of development and promotional activity.

Certainly the economic and political future of the United States and all of these Latin American countries is so inextricably enmeshed that a large scale mutual exchange of cultural advantages is inevitable. The two great American continents are seriously beginning such a trend.

Doing business in Latin America requires a certain adjustment in method, way of living and pattern of procedure. This transition, however, is not too difficult nor are the obstacles to be encountered insurmountable.

To begin with, the impresario of any amusement organization will find it vitally necessary for assurance of success to become associated with either some representative of the federal government or an influential local promoter of the particular country where bookings are to be made. A knowledge of the Spanish language (Portuguese in Brazil) is essential to profitable operation, although North American representatives with such a knowledge are usually available for hire. Copies of all contracts should be deposited with the United States Consular office and a definite sum of money guaranteeing the return transportation fare of all members of the company deposited with the authorities at the port of entry. This last suggestion is usually a government requirement in most Latin American countries.

The Department of State passport for foreign travel is usually recognized in most of the southern countries. This passport is issued at Washington at a cost of \$10. The passport is good for

ROB ORTIZ DE SEYFER was graduated from the University of Oklahoma in 1929 and acted as manager of Lew Dufour's Unborn Show on Dodson's World's Fair Shows in 1930. Later he was a medicine show lecturer, newspaper reporter on *The Houston Post* and *The Brownsville Herald*, purser on passenger vessels in the Caribbean and free-lance writer.



His most recent story was sold to Phillips Lord for the program *Gang-busters*—story presented on the Columbia network in 1937. Seyfer has lived in Mexico and Central America.

Teresa Ortiz de Seyfer, known as "The Songbird of Sinaloa" and a native of Queretaro, Mex., is a cousin of the Hon. Pascual Ortiz Rubio, former president of the Republic of Mexico.

two years and can be renewed for two more years at a cost of \$5. Along with the formal application a birth certificate must be presented. Before embarking for another country the Consul for that foreign country in the United States must visa the passport. In Mexico and several of the other Latin American countries special permission to work with a special passport is re-

quired. A wise thing to do before consummating a contract is to request full information on the subject from the consulate of the particular country in which one may be interested, since the labor and immigration laws are frequently subject to change without any notice. The Department of State in Washington is very co-operative with reference to information on this subject too.

Many of the countries require a charge on the weight of luggage, etc., entering the country, with of course the usual customs charge on certain items of merchandise. There is also a weight charge on luggage leaving some of the countries. This tariff is generally nominal and should be anticipated to save time and disagreement. Patience at entry and in the transaction of all business in Latin America is a virtue which pays big dividends and wins friends. Tolerance of tradition encountered in the various countries must be enforced. Should some amusement company have a tremendous amount of scenery, equipment, etc., for which the entry fee might mean a large sum of money, let us say that one "dodge" of large industrial companies operating in the foreign countries is to specify certain equipment as "for the betterment of the country." In the case of an amusement such equipment might apply be specified as "for the cultural betterment of the country," which would be true and thus avoid exorbitant entry charges. It is of course helpful and economical to have with the troupe a representative that is cognizant of Latin American methods.

The people of these Southern countries are starved for good entertainment and amusement. The gratifying success that North American motion pictures enjoy in these countries is conclusive evidence of the good reception awaiting flesh-and-amusement organizations contemplating a Latin American tour. While transportation facilities have improved tremendously down South in the last decade, there are still certain inconveniences that confront the trouper who pioneers the field. Some of the theaters are very ancient, with drafty dressing rooms, some of which may be improvised. For example, the theater in Queretaro, Mexico, with which we are familiar, is the identical building where Maximilian, Emperor of Mexico, went on trial for his life, to be subsequently sentenced to execution. However, in many of the larger centers of population good theaters are to be found, especially those used for pictures.

Distinctly an advantage is the fact that Latin Americans are usually helpful and co-operative.

The earning capacity in the Latin Americas is far below that of the United States, hence the admission price and ultimate profit per capita admission will be less. However, the cost of living, general expense, etc., are less in Latin America. The percentage of profit, measured against the cost of operation, is about the same, the difference being a little more work for the performer. This, however, reaches a balance in the fact that a trip to these other American countries offers, with a regular circuit, an assurance of weeks of steady work, educational and cultural advantage, small living expense, opportunity and inspiration for improving and renewing the acts in presentation, music and pattern.

While not essential for certain types of amusement enterprises, the advantages of knowing the Spanish language cannot be stressed too highly in Latin America. Musical acts, dance teams, acrobatics,

etc., with a universal appeal, without need of bi-lingual ability, are highly acceptable. Spoken comedy, unless in Spanish, will fall flat, naturally. Carnivals and circuses are in demand. For those that desire to learn the Spanish language it will be gratifying to know that it is one of the easiest tongues. A little study of the fundamental rules and constant practice will give one a working knowledge of the language in a few weeks.

Good dance bands would find universal acclaim in all of the Southern countries.

For the benefit of those who might be interested in ferreting out the facts of opportunity in Latin American markets we mention the principal cities and their populations. Some of these metropolitan centers doubtless are unknown, even by name, to many in the United States:

ARGENTINA—Buenos Aires, 2,230,946; Rosario, 563,703; Cordoba, 238,300; Avellaneda, 214,566; La Plata, 169,870; Santa Fe, 123,295; Tucuman, 123,272; Bahia Blanca, 106,000; Parana, 66,204.

BOLIVIA—La Paz, 150,165.

BRAZIL—Rio de Janeiro, 1,157,873; Sao Paulo, 870,788; Sao Salvador, 329,895; Recife, 340,543; Belem, 279,491; Porto Alegre, 273,376; Santos, 100,000; Niteroy, 106,233; Curitiba, 100,135; Belo Horizonte, 108,840.

CHILE—Santiago, 712,533; Valparaiso, 193,205.

COLOMBIA—Bogota, 264,607; Medellin, 143,880; Barranquilla, 129,715; Catagena, 129,944; Cali, 104,232; Manizales, 100,645.

COSTA RICA—San Jose, 57,047.

CUBA—Havana, 584,893; Santiago, 143,448.

ECUADOR—Quito, 110,100; Guayaquil, 131,229.

GUATEMALA—Guatemala City, 134,400.

HONDURAS—Tegucigalpa, 47,078.

MEXICO—Mexico City, 968,443; Guadaluajara, 179,556; Monterrey, 132,677; Puebla, 114,793; Merida, 95,015.

NICARAGUA—Managua, 45,000.

PANAMA—Panama City, 74,469.

PARAGUAY—Asuncion, 91,156.

PERU—Lima, 381,435; Callao, 70,141.

EL SALVADOR—San Salvador, 86,455.

URUGUAY—Montevideo, 666,190.

VENEZUELA—Caracas, 141,349.

The above figures do not take into consideration the smaller cities nor the vast country or farm population.

There is no territory on the face of the earth that with the right kind of method and approach offers more opportunity in the way of a rich undeveloped market than the whole of Latin America, and that goes for the performer, promoter and small and large merchant. The "last frontier" is there—it lacks only the right kind of pioneers to conquer it.

GENERAL AGENT

Offers Considered for 1940.

Results — Satisfaction.

ELMER BROWN

390 ARCADE BLDG., ST. LOUIS, MO.

PACIFIC COAST SHOWS

Want 1940 season Legitimate concessions, \$5.00 (plus) \$16.00 obligations. Want Ferry Wheel with own transportation. We open April 1st and stay out 20 weeks or more. All concessions and bids under Social Security Act. For Sale — Kluge Rock Ride.

Box 481, PACIFIC COAST SHOWS, Morros, Wash.

CONCESSIONS WANTED

SEASON 1940. OPENING APRIL.

Small Cookhouse, Shooting Gallery, Pastry, Ferris Wheel, Mike Ziegler, Hotel Manner, Philadelphia, Pa.

Fairly & Little Shows

NOW BOOKING SHOWS FOR 1940

MEET US AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION

Phil Little

Noble C. Fairly

WINTER QUARTERS ADDRESS: P. O. BOX 41, EAST ST. LOUIS, ILL.

WORLD'S FAIR MUSEUM WANTS

For No. 2 Unit, opening New Orleans, La., first week in December. Pete Korte, owner Ray Cramer, Mrs. Lee to lease from Glass Blowers, Tullio Artist, Ouellet Man, good Musical or Scotch Bagpipers, any outstanding Prizes or Novelty Attraction suitable for world's largest museum. Could use following acts: Yvette, Art, Hobbell, Chief Milletooth, Alfred Longstone (Man Who Smokes Through His Nose), Gene Kille, Hayes, Tom, Dick and Harry, Walter (Fishes) Behner and McCloud's Buzzards. Letters who can talk to high-class audience, Moz Jett, Jersey or Wire Workers or any small concession outfit welcome. Address: —

PETER KORTE or RAY CRAMER, 3rd and Nicollet Aves., Minneapolis, Minn.

ZACCHINI BROS.' SHOWS

EMMANUEL ZACCHINI, Mgr.
BOB WHITE, Business Mgr.

PERCY MARTIN, General Representative
HUGO ZACCHINI, Public Relations

GREETINGS TO ALL OF OUR FRIENDS

M ATTENTION—Fair Secretaries, Celebration Committees and Fraternal Organizations looking for an organized carnival company with the best in rides, shows and free attractions featuring **MONSTER REPEATING CANNON**, get in touch with us at once. **E** Now booking for 1940—Shows: Meritorious Shows of all kinds with or without outfits. **R** Talkers, Entertainers and Useful Show People in all lines. **R** Dancers, Musicians, Posing Girls, Sideshow People. **R** Rides: Rides not conflicting with what we have, with own transportation. No junk. **Y** Concessions of all kinds. Will sell exclusive on Bingo, Diggers, Cookhouse, Pop Core, Castard, Photos, Candy Floss, Candied Apples, Long-Range Gallery, American Palmtree. **X** Get with a winner next year, as we always draw people. We have a long season of Fairs, Celebrations and the best still dates.

M Address all inquiries to **Y**
A 2601 FOUNTAIN BLVD., TAMPA, FLA. **E**
S P.S.: All people who wrote to us in the past, please write again, as we lost a lot of our mail. **A**

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Nov. 25.—We left Salem, Ore., November 8, leaving good fall weather and headed for the Middle-West and East. Our first stop was at White City Park, Boise, Ida., where we learned that Manager-Owner Hull was still in the East, where he visited the New York World's Fair and was looking up some innovations for his park. At Fort Collins, Colo., Ralph Forsythe had two Ferris Wheels, Merry-Go-Round, Kiddie Ride and a bingo operating under Business Men's Association for Armistice Day and Sunday. He had a tie-up with merchants for free tickets for children and it proved a success. It was the first time we ever saw rides running capacity in November in Colorado. Mr. and Mrs. Forsythe and Mr. and Mrs. Kenneth Forsythe had just returned from a successful deer hunt and were serving venison dinner to guests.

At Denver, Elitch Gardens and Lakeside Parks were taking advantage of the good fall weather to get started on work for next year. Forgetting that showfolks sleep late Sunday morning we were a few hours too early to visit with Mr. and Mrs. Shrader in Concordia, Kan., but hope to visit with them when they come here for the fall festivities. At Quenemo, Kan., we stopped for a few hours' visit with Raymond and Grace Elder, who live there on their farm. The Elders visited the New York World's Fair. Altho they enjoyed the fair, Grace admitted she got rather behind on her sleep.

We found the ranks of showfolks filling rapidly at Reid Hotel here. An informal lobby reception was given us by George and Hattie Hawk, Ruth and Toney Martones, Letty and Ellis White, Pearl and Mel Vaught, Mollie Ross, Margaret and Sammy Ansher, Johnny Castle, Marie Broughten and Bird and Art Brainerd. Ruth Ann and Chester Levin welcomed us with a cocktail party in their new apartment. As usual, I had to leave my Mexican hairless dog, Chatto, at home as he cannot stand

Season's Greetings from ART LEWIS SHOWS, Inc.

AMERICA'S NEWEST RAILROAD SHOW

Presenting a Roundup of Up-to-the-Minute Attractions . . .
Gilt-Edged in Quality and Superbly Lighted With 1940 Neon
From Front to Back . . . The Continent's Latest

20-CAR ORGANIZATION

Absolutely New From the Ground Up

Now Contracting for Season 1940

WANT TO HEAR from Capable Showmen with Creative Ideas and Initiative. Also Legitimate Concessioners. Inquiries from FAIR SECRETARIES IN THE EASTERN STATES are solicited.

FOR SALE

No. 12 Eli Ferris Wheel, Smith & Smith Chair-plane, 1939 Rollo Funhouse with 65-foot front, Motordrome with 60-foot front, complete, including 4 Motorcycles. Office on Custom-Built Palace Trailer, with filing cabinets, desks, etc., complete for first-class office. Several Attractive Panel Show Fronts, Show Tops in various sizes. Calliope mounted on 1½-ton 1937 Chevrolet Truck—a Beautiful Flash. Above equipment in first-class condition and can be inspected at our Winter Quarters.

BUILDING No. 5, ARMY BASE, NORFOLK, VA.

WE CORDIALLY INVITE INTERESTED PARTIES TO VISIT OUR
QUARTERS AT ANY TIME UNTIL OUR 1940 OPENING
IN DOWNTOWN NORFOLK ON APRIL 12

● ART LEWIS Will Attend the Chicago Convention and will be in the Sherman Hotel from Sunday, December 3rd, until December 6th—Suite 1003.

Communications to Art Lewis, General Manager,
Hotel Fairfax, Norfolk, Va.

cold weather, but there are many old spaniel, staged a fight with a bulldog trouper among the dog colony at the in the lobby last week that caused his Reid Hotel. Mike, the Martones' cocker (See WITH THE LADIES on page 95)



APPROXIMATELY 800 members and guests of the National Showmen's Association attended the second annual banquet and ball in the Hotel Commodore, New York City, on Saturday, November 18. Galt's event, which drew more than 100 plates in excess of last year, was presided over by Harold G. Hoffman, former governor of New Jersey. Speakers' table included such personalities as Hon. James M. Mead, U. S. Senator from New York; Major Elwood A. Hughes, Canadian National Exhibition; Rear Admiral C. H. Woodward, U. S. Navy; Lieut.-General Hugh A. Drum, U. S. Army, and George A. Hamid, president of the NSA.

20TH ANNUAL BANQUET BALL AND CONVENTION

OF HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY

REID HOTEL, KANSAS CITY, MO.

**CHRISTMAS TO NEW YEAR'S
TACKY PARTY DANCE, DECEMBER 30TH
BANQUET AND BALL, NEW YEAR'S EVE
MAKE RESERVATIONS NOW. TICKETS \$2.50**

Showmen's & Fair Secretaries' Convention All Week

**\$ HUNDREDS OF DOLLARS IN GIFTS \$
(Donated by Manufacturers and Supply Houses)
GIVEN AWAY DURING WEEK**

**FOLLOWING FIRMS HAVE MADE CONTRIBUTIONS—
Baker-Lockwood Mfg. Co.—Crowds Pub. Co.—Haas & Wilkerson, Ins.—
Chat. Goss, Standard Chev. Co.—Paul Van Pool, Coca-Cola Bottling
Works—U. S. Printing & Engraving Co.—Midwest Mds. Co.—Cresswell
Photo Shop—Eyerly Aircraft Co.**

**"The Convention Where
Sociability Reigns."
HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel Kansas City, Mo.**

Mr. F. E. GOODING SAYS:

Sellner Manufacturing Company,
Faribault, Minnesota.

Columbus, Ohio,
August 15, 1939.

Gentlemen: The new 7-car 1939 Model Tilt-a-Whirl arrived in Censenville, Indiana, Monday morning, August 14th, and we immediately unloaded the ride and erected it ready for operation that evening.

It is a pleasure to inform you that we found this riding device perfect in every respect, and that it presents a wonderful appearance. We were particularly elated regarding the completeness and mechanical perfection of the ride. It is a splendid job throughout, and we wish to compliment you most highly for the building of such a fine riding device. To say that we are pleased is putting it mildly, and I am sure we will enjoy the best of success with our new Tilt-a-Whirl. We appreciate very much your honorable way of dealing and feel certain your Tilt-a-Whirl ride will be very popular for years to come.

Thanking you, I remain,

Respectfully yours,

F. E. Gooding, General Manager,
F. E. Gooding Amusement Co.

FEg/kh

**\$5,080.05 Gross Income First 34 Days on Mr. Gooding's New
Tilt-a-Whirl**

Visit the Tilt-a-Whirl Exhibit Booth No. 4 at Hotel New Yorker, Dec. 4-8, or See Our Representative at Hotel Sherman, Chicago, Dec. 5-6.

SELLNER MFG. CO., INC. FARIBAULT, MINN.

ATWELL LUNCHEON CLUB

WISHING ALL OUR FRIENDS WITH THE CIRCUSES,
CARNIVALS AND OTHER OUTDOOR AMUSEMENTS,
INCLUDING THE CIRCUS FANS,

**A Merry and Bountiful Christmas and
A Happy and Prosperous New Year**

LONG SEASON. WE NEVER CLOSE—RAIN OR SHINE.
Daily 'cept Sunday 1 P.M., Hotel Sherman Coffee Shop, Chicago.

THE RIDE THAT NEVER GROWS OLD

WE ARE BUILDING AND TAKING ORDERS FOR THE NEW IMPROVED PORTABLE
SCOOTER BUILDING, FULLY EQUIPPED WITH THE NEW 1940 LUSSE BROG. SKOOTER
CARS. Will load on Three 20-FL Trucks. Write for Prices.

FOR SALE
1 USED 15-CAR PORTABLE SCOOTER RIDE.
1 REBUILT 25-FT. PARKER MERRY-GO-ROUND.
1 8-CAR AUTO KIDNEY RIDE.
ALSO OTHER USED RIDES.

R. E. HANEY, 2608 EAST 73RD STREET, KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show
Kind of Show
Is it Flat-car, Baggage or Motorized?
Owner
Manager
Winter Quarters Address
Office Address
Opening date and stand for 1940 if definitely set

MUSEUMS

Address Communications to Cincinnati Office

Kortes' Museum Clicks At Minneapolis Opening

MINNEAPOLIS, Nov. 25.—Returning here after a two-year absence, Pete Kortes World's Fair Museum opened on November 18 at Third and Nicollet avenue to huge business, reports Roy B. Jones. Gross receipts were said to be up 100 per cent over the first two days of the last local stand. An extensive advertising campaign a week in advance heralded the museum. A modernistic front lends much flash to the exterior of the building. Interior is replete with new stage settings and presents a new decorative idea in ceiling banners. City officials present at opening were City Clerk Ackerman and Councilmen Bastis and Hendricks. Local papers had Dave Silverman and Mose Jones as their representatives.

Opening also was broadcast by remote control from the floor of museum. Line-up included: Pete Kortes, owner-manager; Mrs. Peter Kortes, secretary-treasurer; Roy B. Jones, publicity director; Joe Preveau and Billy Ellis, lecturers; Paul Sallee and Thure Peterson, ticket sellers; Nole DeLo, ticket taker. Entertainers include Edo and Iko sheep-headed men; Hopple, frog boy; Athelia, pinhead; Schakles, escape artist; Barney Nelson, armless wonder; Harry Lewis, castified boy; Alice from Dallas and Tiny, beef trust exhibit; Pella, Indian sculptor; Larry Johnson, sword swallower; Idaho Lewis, singing yodeling midgit; Doris and Thelma Patent, albino twins; George Vokal, man with two mouths; Jeanie Weeks, half girl; Al Tomaine, Italian giant; Pop Eye Gig; Dr. Ben Fardo, mentalist; Allen, rice writer; and Frank Julian, tattooed marvel. Zaza, alligator girl, is in the annex, with Grace Benson as nurse. Mona Preveau is Athelia's nurse. Concessions include photo gallery, in charge of Roy Rainey; Belgian glass-blowing exhibits, Wally and Sue Waldron; midgit cafe, Harvey and Grace Williams. Benny Howard is builder and electrician, with Jack Houston as porter. Carter Blevins is musical director, with Mrs. Blevins, pianist. Kortes' No. 2 Unit is slated to get under way in New Orleans about December 15.

Parkersburg Date Is Good For H. Lewiston's Freaks

PARKERSBURG, W. Va., Nov. 25.—Harry Lewiston's World's Fair Freaks closed another good week at 407 Market street here on November 11, reports

Paul D. Sprague. Because of small size of the store only half the platforms were erected, making it necessary to condense the acts on the limited platform space. Saturday a Local Armistice Day parade resulted in a large gross for the show. Rosa Lee, armless wonder, who was born here, was interviewed by the press.

O. P. Friend presented attractions at the Lions and Kiwanis clubs and conducted several programs over the local radio station. Larello and dog, Frisco, proved popular, as was Leona Young and trained chimp. Whitley Sutton, late of the Headless Girl attraction at New York World's Fair, and George White, Castified Man, who recently returned from the fair, live here and visited. Unit remained here for Sunday, before moving to Zanesville.

OCTOPUS FOR SALE

A-1 condition. Latest Seat Bars. All-Chainers Power Unit. Also Green Semi-Trailer and 1937 Chevrolet Tractor. Stored near St. Louis, Mo.

Address:
WILLIAM PINK
2821 West Ave. 32, LOS ANGELES, CALIF.

WANT FOR SEASON OF 1940

GOOD SHOWS
REAL MECHANIC
to handle best of equipment
OLIVER AMUSEMENT CO.
1417 Grafton St., ST. LOUIS, MO.

BAND ORGAN OWNERS

If you are considering having your Band Organ repaired, write to me now. Will start on my route thru Missouri, Arkansas, Oklahoma, Texas and East to Florida soon. Do all work in your winter quarters. Permanent Address: A. L. (TONY) CRESCIO, P. O. Box 231, Leavenworth, Kansas.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 25.—As this column will be the last to appear before the sixth annual meeting of the association in Chicago, we extend a cordial invitation to all owners, managers, executives and others affiliated with or interested in the carnival industry and our association to attend sessions of the annual meeting, commencing on Monday, December 4, at 11 p.m. Chicago time, in Room 118, Hotel Sherman, Chicago, and continuing nightly at same time and place until business has been completed. Elsewhere in *The Billboard* appears the complete program.

Meetings will be featured by a review of association activities for the past year, formulation of a legislative program of other activities for 1940 and full discussion of matters pertaining to railroad and motorized transportation, wage and hour law and other matters of interest. As in past years, association sessions will be in conjunction with annual meetings of the Showmen's League of America and International Association of Fairs and Expositions.

From mail being received at ACA offices, it appears that many members will be in attendance and indications are that there is general enthusiastic approval as to activities of the association. We plan to arrive in Chicago on Saturday, December 2, and to be available thenceforth but would appreciate it if members desiring to discuss specific matters would contact us as early after our arrival as possible.

St. Louis

ST. LOUIS, Nov. 25.—Mr. and Mrs. Dee Lang, Dee Lang's Famous Shows, arrived Wednesday to spend Thanksgiving Day with relatives. They plan to remain 10 days before going to Chicago meetings. John Sweeney and Mr. and Mrs. Erby Cobb, of the same shows, also arrived this week and will remain for the winter. Oscar Bloom and E. M. (Pat) Ford, owner and general agent respectively of the Gold Medal Shows, visited *The Billboard* office Tuesday while en route from North Little Rock, Ark., where shows are quartered, to points north and the Chicago meetings. Mr. and Mrs. John Francis, Greater Exposition Shows, left Wednesday for Decatur, Ill., there to spend Thanksgiving Day with relatives. Mr. and Mrs. Charles T. Goss and Mr. and Mrs. Tom W. Allen went to Peoria, Ill., to visit International Congress of Oddities.

William Pink, who closed with Park Amusement Co. recently and stored his Octopus ride here, left Friday for Los Angeles, where he will winter. Mrs. A. B. Stark, Gooding Shows, is here visiting her mother, who is recovering from a serious illness. Ted Reed, show builder, who closed with John R. Ward Shows, arrived this week and will remain with his family for the winter. Bob LeBurno, agent Royal Midway Shows, left Friday for Chicago.

Walter Hale, publicity director, and Denny Howard, assistant manager Hen-

ries Bros' Shows, after several weeks visiting friends here, left for Chicago, where they will remain until after the meetings. Charles F. Wasmuff, for many years a prominent general agent, his last connection being with Price & Dorman Shows, visited *The Billboard* Tuesday. He's a field man for the Exchange Clubs of America, which position he has held for the past eight years. Harry Beach, who closed with Park Amusement Co., informs he will remain in Lake Charles, La., with his friend, Cig Lites, this winter. Frances Ellman, Ellman Shows, who has been sojourning in Hot Springs, Ark., left there for her home in Milwaukee for a few days before going to the Chicago meetings.

Tampa

TAMPA, Fla., Nov. 25.—P. T. Strieder, general manager Florida Fair, will leave about December 1 for the Chicago meetings, as will Pat Purcell, Jimmie Lynch, Death Dodgers' representative, Peerless Pottery, after good season, visited here en route to Eau Gallie, Fla., for the winter. Ralph Hankinson, of Hankinson's Speedways, is renewing friendships at Florida Fair office and plans to attend the Chicago meetings.

Mrs. Mae Wilford, of Wilford and Mae Hoop act, is in St. Joseph Hospital suffering from a relapse of an injury sustained in a train accident several years ago. She's reported resting easily but not yet out of danger. Russell Green, of State's, paused here from a vacation in Sarasota Beach, before going to Chicago for the December meetings. Tiny Day, World of Mirth Shows, and his bride, of George Hamid's Revue of Tomorrow, are visiting friends here. They plan, however, to winter at Mrs. Day's home in Melbourne, Fla.

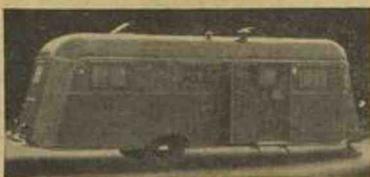
Philadelphia

PHILADELPHIA, Nov. 25.—Museums continue to do satisfactory business here. South Street Museum, this week, presents Fanny Young Revue; Eddie McMahon, magician; O. Sotiday, fire exhibitions, and Mme. Camille, mentalist, in the main hall. Dancing girls are in the annex. Eighth Street Museum has Herbert Koran, ventriloquist; Simms, juggler; Ed Callahan, human enigma; Poesa Plastik; Mystris and headless woman illusions in the main hall. In the annex are dancing girls.

Charles T. Goss Sees Good Business Outlook for 1940

ST. LOUIS, Nov. 25.—Charles T. Goss, known as the "match king" and one of the leading salesmen of motorized carnival and circus equipment, stopped at *The Billboard* office today before embarking on an extended trip thru the South. Goss will make a hurried week's trip prior to attending the Chicago meetings. He was enthusiastic over the 1940 business outlook and stated that from

YOU GET MORE IN A



KOZY Coach

TRADE NAME REG. U.S. PAT. OFF.

—more room than ever before, plus the pace-setting improvements that have made Kozy the buy-word all over America! From tall-light to hitch, it's Kozy for top value in '40!

Unique in 1940 Kozy Coaches is the new one-piece turret top—optional on all models. Butt-welded just like an automobile top—not a seam, joint or lap shows. The 8 brilliant models are full 7 feet wide—extra-safe throughout—and super-insulated. Every inch of the Kozy Coach chassis is made of steel—no wood used. The skilled craftsmen at Kozy Coach take unusual pride in even the smallest details of construction. Send today for new Catalog showing all models.

KOZY COACH CO.

1802 REED AVE., KALAMAZOO, MICH.

MERRY MAKES TO ALL OUR FRIENDS GREAT LAKES EXPOSITION SHOWS

MERRY XMAS

Can place Octopus, Rollo-Plane, Chairplane and one more Kiddie Ride with or without transportation. Also high-class Free Attraction. Charlie Fisher, answer. Will furnish complete new 10-in-1 for reliable operator. Also have several tops available for worth-while attractions. Concessions of all kinds. We positively will not carry ANY RACKET. Will sell Ex on Photos, only one of a kind. Also Ex on Custard. Book Cockhouse. Must be clean and know how to cater to showfolks. Guarantee privilege in tickets. Ride Help who can drive semi-trailers. Fair Secretaries and Committees' correspondence invited.

AL WAGNER, 2647 Cheltenham Road, Toledo, Ohio

POSTER PRICES REDUCED

100 14"x22" CARDS . . . \$2.50 . . . 100 1 SHEETS . . . \$4.50

ALL OTHER SIZES OF POSTERS PRICED PROPORTIONATELY LOW.

Best Non-Fading Paper and Inks. Flashy Display. Prompt Service.

LOWEST PRICES IN AMERICA ON CARNIVAL DATES. ALL SIZES AND KINDS.

CHAPMAN SHOW PRINT

2 KANSAS AVE., KANSAS CITY, KANSAS
"35 Years Producing Good Posters"

the number of inquiries his company is receiving 1940 should be a banner year.

In going thru his memos, his notes showed his recent sales included purchase of trucks and touring cars by the following outdoor showfolk: John Obilinski, Johnny J. Jones Exposition; Dee Lang, Dee Lang's Famous Shows; Carl Byers, Byers Bros' Shows; J. L. (Lee) Cuddy, Jones Exposition; Robert Parker, William Bartlett Concession Co. B. N. (Benny) Shannon, ride operator; Joe and Ted Hodges, Hodgins Bros., free acts; Robert (Bob) Hancock, Royal American Shows; Frank Lee, Greater United Shows; Nathan Carl, Greater Exposition Shows; Art Miller, Downie Bros. Circus; Gil Mayman, Beckmann & Getty Shows; Frank (Selbert) Sikorsky, Goodman Wonder Shows, and William

COVERED WAGONS

Can stand the stiff. THE trailer for showmen. Write for 1940 catalog. New low prices. COVERED WAGON CO., 350 East Ave., Mt. Clemens, Mich.



PARTS-ACCESSORIES-EQUIPMENT



(Bill) Gonzales, Gonzales Bros., Pony Rides.

George Shaw, Fairly & Little Shows; George Golden, Royal American; Will H. Hill, Will H. Hill Circus Unit; J. J. Stevens, International Congress of Oddities; Charles Collins, G. M. Holmes, Jimmy Neil, J. C. (Jim) Hanzelrig, E. F. (Steve) Myers, T. Tommy Robinson, J. C. (Jimmy) Zittle, J. W. (Jimmie) Winters, Lee Turnbow, J. L. (Lewey) McGee, George Mosler, B. H. (Benny) Vowell and Henry Heinz, concessioners; Rene Schifflauer, M. L. (Marty) Wines and William (Bill) Mayo, cockhouse operators; Frank Kinkel, free act, and Albert Parley, advertising agent and sound truck operator.



POLICIES and LEGISLATIVE PROGRAM for 1940 will be considered in sessions of the sixth annual meeting of the American Carnivals Association, Inc., starting in the Hotel Sherman on the night of December 4, gathering to be in conjunction with the annual meeting of the International Association of Fairs and Expositions, set for December 5, and week's doings of the Showmen's League of America. Among those to be especially active during the carnival sessions will be President Johnny Wilson (left); Secretary-Treasurer-General Counsel Max Cohen (center) and First Vice-President Floyd E. Gooding (right).



Crossing Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

ACTS, SONGS AND PARODIES

EARN MONEY IN ANY CROWD—Names of Strangers, tell Unspoken Questions, Professional Courtship Reading, Spirit Writing, etc. \$1.00. **NORMAN**, Box 3-11, San Bernardino, Calif.

MELODIES WRITTEN FOR EXCEPTIONAL lyrics on royalty basis for recordings. Big demand now. **AL SANDERS**, 1261 North La Salle, Chicago, Ill.

SONGWRITERS—MELODY COMPOSED TO YOUR words, \$1.00. Lyric writing course, \$1.00. Melody composing course, \$1.00. Chord course, \$1.00. **FRANK LITTE**, 215 Mason Theatre, Los Angeles, Calif.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—NOVELTY STORES, NEWS STANDS, Sell Fun Business Cards, Razor Blades, Novelties, etc. Sample and Catalog. **10c. NATIONAL SPECIALTY HOUSE**, Box 301, Cincinnati, O.

AGENTS—SELL A NEW HIFFY WARDROBE—Hanger, every home needs a big one. Sample, 50c. **BOX 207**, Warren, O.

AGENTS—SELL TRU-NOT NECKWEAR, The natural Knotted Necktie. Sells on sight. Big profits. Sample, 50 cents. **511 ALCOGT STREET**, Philadelphia, Pa.

AGENTS—HAND MADE DICE RINGS are now \$3.00 per dozen. Sample postpaid, 50c. **OSCAR CASTRO**, 5617 Stewart St., Portsmouth, Ohio.

AGENTS WANTED—"MAGIC BOX"—Fast Sale. Sample 10c. Money refunded if not satisfied. **SPEEDY SPECIALTY CO.**, Box 184, Chicago, Calif.

AMAZING ZIPPER CLOTHESLINE—ZIP GARMENTS on and off instantly. Easy, quick demonstration. Sure sale every home. **DUNN MFG.**, Hempstead, N. Y.

ATTRACTIVE BEAUTY AND TAILOR WINDOW Signs, size 14x22. Also Xmas and slogan signs for all business. Write E. Z DISPLAY SIGNS, 4614 Montana, Chicago.

BARCAINS—DRESSES, 10c; SUITS, \$1.50—Coats, 50c; Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT**, 154-B Monroe St., New York.

BIG SPARETIME PROFITS TAKING SUBSCRIBERS—All magazines published anywhere. Complete starting supplies free. **D. PINES AGENCY**, Dept. 253, 583 Monroe, Brooklyn, N. Y.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. Also timeline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD**, 4922-A Lincoln, Chicago.

CARTOON BOOKLETS, LITTLE BLUE BOOKS—Photos—Novelties. Lowest wholesale. Samples \$1.00. List only 10c. **AFFILIATED ROADSHOW ATTRACTIONS**, Gunterville, Ala.

DISTRIBUTORS, SALESMEN, PREMIUM MEN—\$5.00 profit on each deal; some of our men closing from two to five deals a day. Proven formula. Free literature. Exciting territory to producers; full credit on repeat orders. Write today for sample and particulars. **CRISPER COMPANY**, 3126 W. 49th Place, Chicago.

DRESSES, 10c; SUITS, \$1.50; COATS, 50c—Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT**, 162-B Monroe St., New York.

EXCELLENT OPPORTUNITY! FOR 5 MEN—Huntlers who are satisfied with about \$50.00 a week for 7 hours a day. Steady work. "Rain-makers" for sale. Write or call. **WINE ROGERS HOME EQUIPMENT CO.**, 1912 No. 3rd St., Milwaukee, Wis.

EXPERIENCED SUBSCRIPTION MEN WANTED—Also Crew Managers. Attractive club national management. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo.

FADE-A-WAY, AMERICA'S LEADING HOUSEWARE—Write today. Agents and Distributors wanted. Write today. **FADE-A-WAY PRODUCTS COMPANY**, Mt. Vernon, Ohio.

LOCAL AGENTS WANTED TO EARN BONUS—Suits and Demonstrate to Friends. Up to \$12 in a day easy. Experience unnecessary. Visible demonstrating equipment, actual sample absolutely free. **PROGRESS TAILORING**, Dept. A-117, 500 Throop, Chicago.

Set in uniform style. No cuts. No borders. Advertisements sent by telephone will be inserted unless advised in writing with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE

LEGITIMATE FAST MONEY MAKER—NO Salesboards, lortery or fake scheme. One dollar brings you prospect outfit, samples, supplies you can cash in \$25.00 with. That's all you invest now or over, further supplies, samples free. Dollar refunded if this isn't true. No "catch"—our reference: Niagara National Bank of Buffalo. If still skeptical ask for details. It's New Different! Unlimited field! Get hold of this quickly before some "five-winch" territory beats you to it. **ERMADON PRODUCTS, INC.**, 301 Emslie Street, Buffalo, N. Y.

IMPORTATIONS—SOUTH AMERICAN FEATHERS and colored Grass Pictures, Books, Curious, etc. \$1.00. State Hobby Wants. **JORDAN-ART**, 16 Cedar Lane, Boston, Mass.

LORD'S PRAYER, TEN COMMANDMENTS, Crucifixion on Real Pennies—Individually mounted on Good Luck Cards, \$4.50 gross. Sample assortment, 50c. **PERKINS**, 1109 Lawrence, Chicago.

MAGAZINE AGENTS AND CREW MANAGERS—New fast selling \$2.95 premium and 2-pay offers. Rush qualifications to M. G. DAVIES, etc. 10c. **STREIBER**, Los Angeles, Calif.

MAKE XMAS MONEY NOW—SELL LAVENDER Flowers. Flashy Package. Quick Time Seller. We trust you. Pay when sold. Enclose 25c for postage, packing and show good faith. **MIS-VO**, 2223 W. La Grange, Chicago, Ill.

MEDICINE MEN—AGENTS, PITCHERS, CAN- vassers, Truckers, Routers, Couponers, Demonstrators. Sell Old Indian Tonic. Big profits. **WICHITA COLLEGE**, 147 North Street, San Antonio, Texas.

MONEY MAKER—AT LAST, PHYSICAL Therapy simplified for the Home and Professional Life. Exclusive Territory, going fast. Remarkable item. Size 21 by 36 inches, copyrighted. Retail \$15.00. Following demonstration. Unique sales plan with chart. Sample chart, \$1.00 prepaid. **RAO, PUBLISHER**, 1517 W. Chicago, Chicago, Ill.

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico.

SELL MERCHANTS' WALL SIGNS—COST 1c, sell 10c. **STREIBER**, Los Angeles, Calif.

SELL SOAP—MAKE IT YOURSELF. LEARN at home. No machinery needed. **N. B. POSERA**, D-4545 N. Bartlett Ave., Milwaukee, Wis.

SELL PHOTOS, BOOKS, NOVELS BY MAIL—Sample, inspiring catalog, 10c. 1/2 profit. **B. BRAUN**, 133 W. 47th St., Chicago.

SILVER-LITE SIGNS WILL TO EVERY KIND OF business. Finest Standard Signs made (not litho). Best 5c; sells for 25c. Sample, 10c. **BUTTERWORTH**, Box 25, Alfred Station, Detroit.

SMASH HIT! LORD'S PRAYER ENGRAVED on Real Pennies Mounted on Beautiful Xmas Cards. Best 5c; sells for 25c. Sample, 10c. **PAVTON NOVELTY CO.**, 3753 2nd, Detroit, Mich.

THE "MYSTIC WONDER"—SENSATIONAL Novelty, Great for Southern States, 50c seller, \$3.00 dozen. Sample, 25c. **LOWDEN**, 3128 North Crawford, Chicago.

WHERE TO BUY AT WHOLESALE \$50.00—Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

WOOD JEWELRY, NAME PINS, FIRST QUALITY Buttons, Scarves, Doz. \$1.00. Gross \$18.00. Sample, 25c. Postpaid. **THE AUTOMY SHOP**, 211 East 4th St., Joplin, Mo.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

A BIG ASSORTMENT ANIMALS, REPTILES, Birds, Puma Cubs, Agoutis, Kangaroo-Rats, Possums, Monkeys, African Porcupine, etc. **SNAKE KING**, Brownsville, Texas.

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Also have live Armadillos. Write for our low interesting catalogue. **APLET ARMADILLO FARM**, Comfort, Tex.

ATTENTION! INSTALLMENT PAYMENTS! Boston; Cockers; Scotties; Wire-haired Carefully selected. Insured shipments. Order early! Information free. **SANTRE PUPPIES**, Royal Oak, Mich.

CHAMELEON, TREEFROG, SALAMANDER, Turtle, 25c each. Mounted Color Set: Rat-Huskies, 40c. Fox, 40c. Porcupine, 10c. **QUIVIRA SPECIALTIES CO.**, Winfield, Kansas.

COLLIES, SHEPHERDS, BULL PUPS, SHIP ANY- where. **BOB TONN**, Dallas, Tex.

DEBUNKING REPTILE PROPAGANDA—WRITE for your free copy on Hand Snakes and Animals from Texas, Mexico, Yucatan and Panama. **SNAKEY**, San Antonio, Tex.

DEEP SEA CURIOSITIES—STUFFED CURIOUS Fish Specimens, Alligators, Sea Weeds, Sponges, etc. **JOSEPH FLEISCHMAN**, 1515 Seventh Ave., Tampa, Fla.

FOUR TRAINED DOVES AND PROPS—REAL act complete. Work for anybody. Safe and fully guaranteed. Fifteen dollars. **THOS. FINN**, Hookick Falls, N. Y.

MIDGET CIRCUS STOCK—SMALL TYPE pure-bred Shetlands, any color, Missouri Mules that are real midgets. Matched pairs and drill teams. **FRED WILMOT**, Richards, Missouri.

PHOTOS OF THE SNOW WHITE AND WHITE and Spotted Miniature Mules, age, height, weight, price of each made on photo. Photos, 25c each. The first money order comes for \$125.00 gets the beautiful male and sound—20 months old, 44 inches tall, and snowy. **BENSON PONY FARM**, Taylor, Mo.

PLENTY SNAKES—ALLIGATORS, GILA MON- sters, Armadillos, Agoutis, Monkeys, Coati-mundus, Prairie Dogs, Puma Cubs, Peafowl, Dolphins, Parrots, Raccoon, Terapigs, Guinea Pigs, Ferrets, Rats, Nices, etc. **OTTO MARTIN LOCKE**, New Braunfels, Tex.

WANT TO BUY AT ONCE—ELEPHANT, WILL pay cash, must be cheap, send full descriptions. **W. H. COOPER**, Los Angeles, Calif.

WRITE FOR OUR CATALOGUE—IT COVERS the Animal Kingdom. **MEEMS BROS. & WARD, INC.**, Oceanide, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

CARTOON BOOKS—35 PICTURES. NEW EDI- tion. No samples! Books, \$1.00, 100, \$4.00, express. **STRALEY**, 1017 McBurney, Springfield, Ohio.

COMIC PICTURES DRAWN FOR ADS, 5c UP—How are comic post cards. Send 25c for 10. **HENRY KOZL**, Liberty, N. Y.

PHOTOGRAPHS BY GOLDCRICK—FINE FOR Collectors. Each Sepia finished. Samples, Listings, 35c. **ALBERT B. GOLDCRICK**, Mansfield, Mass.

SHOW SPIEL—SENSATIONAL BALLYHOOD with 50c Pitchman, Medicine Men, American Honors' Spiel Book, 50c. No stamps. **WM. DUKE**, Three Rivers, Mich.

TWELVE-WAY OPTION—PLAYED WITH regular playing cards, and twelve-way Combination Card Dice. **POST OFFICE BOX 842**, Denver, Colo.

WRITING, CONTESTING, CARTOONING—Make extra money without talent. Complete guaranteed instructions, only 35c prepaid. **B. MOORE**, 152 Broad, Newark, N. J.

1939 EDITION, WORLD FAMOUS COCKTAILS by Proseper. Exports 34 years. American Whiskies, 60c. Wines, 60c. Rums, 60c. **NATIONAL DRINKS**, 1107 Broadway, N. Y. C.

BUSINESS OPPORTUNITIES

A REAL GIFT! STARFISH, COCOANUT, SHELL Lamps and Novelties. Florida's largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, INC.**, 946 North Miami Ave., Miami, Fla.

ATTRACTIVE BALL-THROWING GAMES—Bottles, Cans, Dolls, Kids, Tarpins. Complete portable outfits and supplies. Real money-makers wherever people congregate. Games now operating, earn \$10.00 to \$20.00 daily. **LA-MANCE**, 782 Marion S. E., Atlanta, Ga.

EARN 150% PROFIT—PART OR FULL TIME Money-making Opportunity. Easy to sell. Exclusive Franchises. Write today. **NATIONAL DISTRIBUTORS**, Colton, Ohio.

FOR SALE—BEST DANCE HALL IN THE Southwest, one hundred twenty feet in diameter. Maple floor, forty-five foot bar, lots of tables and seats, very large trees. About eleven acres of ground. **E. L. WATMORE**, R. 1, Box 379, Tucson, Ariz.

GIANT MAIL—OPPORTUNITIES, INCLUDING 68-Page Magazine, 110c added income ideas. All for 10c. **B. KATZ**, 4234 N. Kimball, Chicago, Ill.

MAKE MONEY BY MAIL—OPPORTUNITIES—Instructive mail-order publication, answers 35 important questions. Send dime to **BART**, Box 7436, Long Beach, Calif.

"NEW MONEY MAKERS" 70-PAGE, MAIL order magazine, prints hundreds new, novel, spare-time plans, each month. Copy, 10c. **D. MARVIN**, Publisher, 330 So. Wells, Chicago.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

MEN - WOMEN - WE HELP YOU EARN Own business. Dignified. No canvassing. Little or no investment. Mutual assistance. Free circles. **PROFIT GUIDE SERVICE**, 1585 Broadway, Dept. 303B, New York.

OPERATE BIG PROFIT COLLECTION AGENCY—44 ways to collect bills completely. \$2.00. **COLLECTORS CLEARING HOUSE**, 22 Decatur Bldg., Indianapolis, Indiana.

STAR LAKE PARK FOR SALE—U. S. ROUTE 68, Mt. Park, Ohio, one hour from Cincinnati. Canteen with living quarters; gas and oil; dance hall; ready to operate; two concession stands; two-acre lake, well stocked; bath house; thirteen boats; picnic equipment; nice grove; tourist trade. Ten years' established business; yearly attendance 50,000; play vaudeville and pictures. Sacrifice \$5,000 cash. Write appointment. **C. B. COURTS**, Mt. Orab, Ohio.

START MAIL ORDER BOOK BUSINESS—NEW way, method thoroughly proven. Substantial supply source, help in getting started, circular free. **E. M. PENLTON**, 433 So. Milton, Whittier, Calif.

TURN TIN CANS INTO MONEY AT HOME—Big Profits. 25c easy instructions mailed. **H. CHANEY**, 1130 East 16th Street, Jacksonville, Fla.

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 COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for literature. **ASCO**, 383 Hawthorne Ave., Newark, N. J.

CANADIAN OPERATORS ATTENTION—WILL buy your equipment. State all particulars to **JAMES MINTZ**, 444 Manning Avenue, Toronto, Canada.

CHEAP—FREE PLAY CLICKS, ASCOT DERBYS. Triple Plays, \$9.50 each. Barmint, \$1.00; Stop 'N Go's, \$24.50; 1-2-3's, \$15.00; Fairgrounds, \$22.50. **SEIDEN DISTRIBUTING**, Broadway, Albany, N. Y.

CLEARANCE—WURLITZER 616A, 8BT SLOTS, \$29.50; 616, \$39.50; 612, \$49.50; \$12, \$29.50; Lockbox, \$10.00; Rhythm King, \$49.50; Regular, \$39.50; Nite Club, \$29.50; Gabol Junior, \$25.00; Mills Blue Fronts, \$27.50; Rockola Lobby, \$24.50; Penny Pusher, \$5.50; Real 21, \$4.50; Bally Bumper, \$5.00; Jeannette Converter, \$20.00. **C. D. CARLTON**, Marianna, Florida.

FAIR F. P., \$20.00; NATURAL F. P., \$25.00; Bally Baskets, \$20.00; Spottin' F. P., \$30.00; Bang F. P., \$45.00; Rockola World Series, \$75.00; 15 DuCrenier S. T., \$45.00; 2 DuCrenier 9 Column, \$60.00; Evans Phonograph, \$135.00, remote control; Evans Hi-Loah Special, \$115.00, remote control; Mills and Jennings Double Jackpot Slots; Bang-a-Deer, \$75.00. **SNACK**, 1706 Broadway, Buffalo, N. Y.

FOR SALE—25 1c HERSHY MACHINES, 95 each; 25 Northwestern Deluxes, \$9.50 each. **VA. COIN**, 1400 E. WAMEO YENING, 133 West 42nd, New York.

FOR SALE—ONE HUNDRED 1c SNACKS, 3 compartment machines, in good working condition, or will trade for Ball Gum Machines or others. **BOX C-337**, Billboard, Cincinnati.

JENNINGS CIGA-ROLAS, 5 AND 10c MODELS—Used about 2 months. Will trade for \$1.50 or trade for Walling Scales or Vest Pocket KALA COIN GAMES CO., 12 Mill St., Kalamazoo, Mich.

LATEST USED FREE GAMES—MR. CHIPS, Thriller, Follow Up, Lucky, Twing, Pick Em, Triple Threat, Chicken Card, \$69.50. Big Six, Rebound, Scoop, Punch, Nippy, \$79.50 each. Champion, Backdoor, Letta Fun, \$59.50 each. Scootem, Up and Up, \$59.50 each. Chevron, Fair Shot, \$59.00 each. Variety, \$64.50; 1-2-3, \$99.50; Sports, \$67.50; Ocean Park, \$55.00; Multi Races, \$150.00; Asport, Tappit, \$49.50 each. Pot Shop, Cowboy, \$45.00 each. Gun Race, \$25.00. Let us know your needs. Send order with 1/4 deposit. **LEHIGH SPECIALTY**, 2nd & Green, Phila., Pa.

MAKE OFFER—MUST DISPOSE 9 IRON CLAW Diggers on Flashy Trailer. Quick on or off road. Tappit, \$49.50 each. Sell Shop, Cowboy, for late Truck or House Car. Assume. **CEO RITTER**, 164 Vista Ave., Daly City, Calif.

Show Family Album



ORIGINAL CASTING CAMPBELLS, a well-known comedy act of an earlier era, is shown here as its members appeared in 1910, when the picture was taken. From left to right are Mattie O'Mara, deceased; Joe Quinn, now in the jewelry business in Attleboro, Mass.; Louis L. Campbell, now manager of the Peoria, Campbell and director and superintendent of concessions of Harwinton (Conn.) Fair, and George Gooding, now a police sergeant in Waterbury, Conn.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL DEVELOPMENT, NEWEST GUARANTEED FORMULAS. Biggest catalog free. Nominal prices. **GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.**

FREE FORMULA—MAKE YOUR HAND LOUSIONS, Facial and Body Massage Creams with Remolif. Address REMO CO., Box 527, Bridgeport, Conn.

MAKE DUNCANS DELICIOUS HAMBURGER Spread—It's better, faster, easier. More money. Keeps for ev. Formula, one dollar. HAMBURGER DUNCAN, Lorenzo, Tex.

PITCHMEN'S 900 PAGE FORMULA-MAKING Bible—Contains 10,000 formulas, secrets, recipes for easily making fast sellers and bigger profits. \$1.50 postpaid or C. O. D. Foreign \$1.85. ADAMS-BROWNS COMPANY, Chestnut Hill, Mass.

THAXLY FORMULAS FOR PERFECT PRODUCTS. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO., Washington, D. C.**

FOR SALE—SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES—Guaranteed. Heavy aluminum geared popping kettles. \$7.50 each. CAMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

CARAMELCORN OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all-electric; Burners, Tanks, Stoves, Popping Kettles. Formulas free. **NORTHSIDE CO., Indianapolis, Iowa. 1413X.**

FOR SALE—1937 CHEVROLET BUS, LOW mileage, fine condition. ROGER GRAHAM, 1244 3rd Ave. E., Cedar Rapids, Ia.

POPCORN, POTATO CHIP, CRISPETTES, Caramel popcorn and Cheese Coated popcorn machines. LONG EAKINS CO., 1976 High St., Springfield, Ohio. 163X

"THE SPINNER" NEWEST NOVELTY ELECTRIC Peppercorn Machine. Details for Stamp. F. M. WELCH, 735 East Main Street, Rochester, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

CATERPILLAR, AEROPLANE, TUMBLE BUG, Miniature Train, 1000 ft. track. Carousal, Shooting Gallery. Reasonable offers accepted. I. B. ALEY, Anacostia, R. 4, D. C.

FERRIS WHEEL, 40-FT., GOOD CONDITION, fully equipped, motor, fence. Can be operated at present location, \$750. GEORGE BARKER, 130 W. Main, Mechanicaville, Pa.

FOR SALE—SIXTY-BOOTH OUTFIT, 8x10, FOR Food Shows and Expositions. HUTCHISON, 801 Winsor, Elmira, N. Y.

FOR SALE—HAND CARVED HORSES, LOW Prices. Must be seen to be appreciated. W. TOTTHILL, 1815 Webster, Chicago, Humboldt 1317.

FOR SALE—LONG RANGE SHOOTING GALERIES, moving targets. All-steel constructed. Well-built, dandy road galleries. M. B. SHERBANN, Wayne, Neb.

FOR SALE—CONDERMAN FERRIS WHEEL, Chairplane, small Wurlitzer Organ, several Tents, Lawnmower Sharpener. Will buy used rides, any condition. Want Eli Operator for season. Top wages. RAY YARHAM, Newton, Iowa.

IF PENNY PITCH, 45-50; OTHER GAMES; PA System; Magic; Mind-Reading; Big Bargains. List, Stamp. KINNELLY'S, U. Sta., Fayetteville, Ark.

KIDDIE AUTO RIDE, MILK BOTTLE GAME AND others. Husband's death reason for selling. LOUISE RIGG, R. R. 2, Evansville, Ind.

ONE HUNDRED THEATRICAL CURTAINS—Various sizes, colors and designs, used. Price \$2.00 to \$8.00. PAUL TAVETIAN, 61 Rutgers St., New York.

10x14 SHOOTING GALLERY AND ONE ON Truck, Callaphone, 4-in-1 Photo Guffin, Chuck Cage, Racing Wheel. WHITTAKER, 5404 Wentworth, Chicago.

HELP WANTED

AGENT FOR BIG NOVELTY MUSICAL ACT—Schools and Theaters, know Louisiana and South, percentage. Answer by mail THREE SCLAIRS, Gen. Del., Baton Rouge, La.

CHORUS GIRLS WANTED TO WORK STOCK—Steady work. JOYLAND THEATRE, 614 So. State Street, Chicago, Ill.

FIRST TRUMPET FOR SEMI-NAME BAND—Good salary. State everything in first letter. Box C-343, Chicago, Ill.

PIANIST—YOUNG AND ABLE TO ARRANGE and interested in playing vaudeville act. Write 'WHITEY' ROBERTS, care Billboard, 1564 Broadway, N. Y. C.

MAGICAL APPARATUS

BARGAIN—MAGICAL SECRETS, MINDREADING, Mystery Escapes—Side Show Illusions. Chemical, L.I.E., GENOVES, General P. O. Box 217, New York, N. Y.

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Magic Horoscopes, Foretelling, Future Photos, Crystals, Luck, Picots, Palmistry, Graphology Charts, Books, Wholesale. Largest stock. New 156-page illustrated catalogue. JOE NELSON ENTERPRISES, Nelson Bldg., Columbus, O. 6623

DICE, CARDS, INKS, STRIPPERS AND BOOKS of the latest expenses. Literature free. VINE, MILL & CO., Dept. B, Swanton, O.

FREE—NEW 220-PAGE PICTORIAL CATALOG. Latest Tricks, Fine Magical Apparatus, Books, Ventriloquist Figures. Large stock, prompt shipments. KANTER'S, 1309 Walnut St., Philadelphia, Pa.

GREATEST MAGIC POCKET TRICK EVER INVENTED—Confounds and Amazes all. Anyone can work it immediately. Details free. Semods, 35c. Refund if wanted. SUPERIOR SERVICE, Box 57-N, Superior, Wis.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City.

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. REILLY, 57 E. Long, Columbus, O.

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1261 North Wells St., Chicago. Illustrated folder free. Some good magic.

SENSATIONAL MONEY IN GHOST SHOWS—We sell complete shows with all dope, \$30.00. GRANT, Box 254, Sta. G, New York.

SPRIT CABINET, HAUNTED CHAIR, SPIRIT Hand, Talking Sand, Anything operated from a distance by wireless better than magic. Good as Spirit War Exhibitions, Submarines blowing up a Battleship, Hanging Hillier. BAUGH, MAN, Wireless Expert, Warren, Ohio.

\$100.00 WORTH OF TRICKS, 50c. Professional secrets. Escape from locked trunk, rope ties, etc. Professional Mind Reading Course, \$1.00. BROOKS, 81208, Arkansas, Wis.

MISCELLANEOUS

CARDBOARD BOXES—JOB LOT—37x41x41 inches. Suitable for many purposes, \$1.20 thousand. Regular price \$1.50. PEELESS CO., 2726 Shurtevant, Detroit, Mich.

GASOLINE SAVING DEVICE, \$1.00—FORD V-8's 1934-40; Chevrolet 1935-1940. WALTER CO., 3429 N. 10th St., Milwaukee, Wis.

"KIENNERDGE" YOUR OLD LADIES—ONE shaved 1175 times. Still better than new. \$1.00 prepaid. Money-back Guarantee. KEEN ERDGER, Obong, Ill.

KNIFE THROWING SECRETS EXPOSED—Gimmicks and experts, get this book now. 40 Hacks and Thrills. Regular price \$1.00. \$1.00 postpaid. FRANK DEAN, 1294 E. San Fernando, San Jose, Calif.

MODERN HOME FOOD CHART—ALL ABOUT All Foods, in five colors. Nothing like it in world. Regular price \$2.00, mailed postpaid \$1.00. Money back if not satisfied. MOTHER NATURE CO., 1300 N. 12 Street, Milwaukee, Wis. N. 12.

NEW 1500 WATT FLOODLIGHTS WITH BULB, \$8.50. Regular \$9.50 low stand 22" Air Circulating Fans, \$15.00. MILLER SURPLUS, 2553 Madison, Chicago.

PATENTS, TRADE MARKS—CONFIDENTIAL, person services. Book and advice free. Registered Patent Attorney. L. F. RANDOLPH, Dept. 771, Washington, D. C.

PHOTO ENGRAVINGS—DRESS UP ADVERTISEMENTS. \$1 buys minimum size cut. Write for further information. CLAY CENTER ENGRAVING CO., Clay Center, Kan.

PURE CATSKILL MOUNTAIN MAPLE SYRUP—Delicious on Pancakes, \$2.25 gal. 10 gal., \$21.00 F. O. B. MILES FRISBEE, East Meredith, N. Y.

SPECIAL RATES FOR THEATRICAL FOLKS—Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean. 1623X

5,000 GOLF CLUBS—REGULATION SIZE. Five club matched set, \$2.50. LIZCOLM SURPLUS CO., 123 S. Galena, Freeport, Ill. "Bankrupt Stock."

M. P. ACCESSORIES & FILMS

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.

NOTICE

A BIG NEW CATALOG OF SUPER PRODUCTIONS, all types, Roadshow Attractions, new series, Westerns, Compters, Horror, Musical Comedies, Educational, Adventure, Action Pictures, Technicolor Cartoons, Comedies, Short Subjects, 35mm, Talkies Only. Public Address Systems, Portable Projectors. We supply the outstanding Attractions. Everything for the Showman's Needs. BUSSA FILM EXCHANGE, Friendship, O.

ASTONISHING BARGAINS—16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented, sold, \$5.00, \$7.50 reel. NO. 521. ST. PAUL, MINN.

FOR SALE—35MM. SOUND FEATURES, Westerns, Comedies, Perfect Condition. Westerns, \$15.00. U. J. PITTS, Sharon, Tenn.

Additional Ads Under This Classification Will Be Found on the Next Page.

ONE 5c CHROME BELL, USED 10 DAYS, \$90.00; One 1c Blue Front, New, \$52.50; Three 1c Blue Fronts, \$27.50 each; Two 5c Blue Fronts, \$32.50 each; Two 5c Melon Bells, \$45.00 each; One 5c Cherry Bell, \$42.50; One 10c Cherry Bell, \$45.00; Two Vest Pocket Bells, \$25.00 each; Two 5c Little Dukes, \$5.00 each; One 5c Walling Rolatop, \$12.50; One Bally Hawthorne, \$69.00; Cigarette Reel Columbus, \$32.50. ROBERT ALLRED, Randleman, C.

PHONOGRAPH BARGAINS—WURLITZER 412, \$79.50; Marblite & Lite-up Grid, \$65.00; Wurlitzer 616, \$89.50; Marblite & Lite-up Grid, \$110. EAST COAST, 455 West 45th St., New York City. 1616X

SCALES WANTED—WATLING, LARGE Old style models preferred. Cash! Describe completely. BABE LEVY, 2830 10th Court, Birmingham, Ala.

SEE ME FIRST—PACES RACES, BAKERS Papers, Pick-a-Packs, Mills Slots, \$5.00. CHARLES PITTLER & CO., New Bedford, Mass.

SEND FOR LIST OF SLOT MACHINES AND Counter Games—All models for sale cheap. A. L. KROPP, Tuscaloosa, Ala. de2

SNACKS THREE COMPARTMENT VENDORS, \$7.50; Northwestern all-purpose merchandisers, \$4.50; Northwestern ball gum vendos, \$3.00. WARD PETERS, Baton Rouge, La. 1616X

SPECIAL—TWENTY FREE GAME GOTTLIEB Track Records, like new, \$60.00 each. Send one-third deposit. NEW ORLEANS NOVELTY COMPANY, 238 Dryades.

WANTED—WATLING AND JENNINGS JR. Scales immediately. For Sale 30 "Major" vending vendors, like new. SILENT SELLING CO., Marion, Ind.

WANTED—WILL BUY K. O. FIGHTERS OR parts for same. Also Bally Reserves in good condition. Write STEELE VENDING CO., 5831 Henry Ave., Roxborough, Philadelphia.

WANTED—WILL PAY \$45 EACH FOR WATLING Fortune Telling Scales. Give Serial Numbers and state condition of scales. SULLIVAN SALES CO., Salem, Ind.

WANTED FOR CASH—BROWN PACES RACES, Pastimes, Triple Entries, Square Bells, Vest Pockets, Spinner Winners, Reel Dice, Reel 21, Reel Races, Hold & Draw, Self-Starting. Good Condition. Quantities for Resale. SILENT SALES, 635 "D" Northwest, Washington, D. C.

WOULD LIKE TO HEAR FROM PARTY DESIRING to purchase complete Arcade Equipment. AMUSEMENT CO., 103 First Ave., North Minneapolis, Minn.

YOUR 1940 POOL TABLE WILL BE WORTH 1/2 price 1945. Lowest depreciation any investment game made. All sizes. Easy terms. Dealers and Distributors, write MASSENGILL, Kingston, N. C.

31" BALL GUM, FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, S. C.

1 25c MILLS BLUE FRONT, \$27.50; 1 10c Blue Front, \$26.50; 1 10c Mills Golden Vendor, \$16.50; 1 5c War Eagle Bell, \$14.50; 3 10c Jennings Chiefs, \$18.50; 1 25c Walling Reel, \$9.50; 2 5c Target Model C, \$7.50; 2 Dward Black Jack, 21, \$2.00; Daily Dozens, Forward March, Silvery Fish, Foot-prints, \$1.50 each. Deposit. WEST COAST AMUSEMENT CO., 820 South Lisbon Ave., Tampa, Fla.

38 HERSHEY BAR TO VENDING MACHINES (most new \$16.50 each), \$175.00 for lot. HOY G. WELCH, 153 Spencer, Marion, Ohio.

200 like new TWO-COLUMN TO VENDORS, \$7.50 each. Formerly \$11.50 each. BUREL & CO., INC., 679 Orleans, Chicago, Ill. 14X

40 PENNY AND NICKEL SPARKS SLIGHTLY used with new finish, \$22.50 each, with meters attached, \$25.00 each; Sparks, old finish, \$17.50 each; 20 penny Mercury, slightly used, \$19.00 each; 20 Columbus, new finish, \$37.50 each; nickel, dime & quarter frontons, \$37.50; Three-way Grippers, \$1.00 each. 20 certified deposits. WEST COAST PANY, 204 N. Evergreen St., Memphis, Tenn.

40 PENNY ARCADE MACHINES—VERY GOOD condition, \$275.00. MICKY STARK, 503 So. LaSalle, Milwaukee, Wis.

500 to SNACKS THREE COMPARTMENT VENDORS, like new, equipped with latest ad-inator for merchandise compartment, \$13.95 each; 25 or more, \$10.95 each. BUREL & CO., INC., 679 Orleans, Chicago. 14

COSTUMES, UNIFORMS WARDROBE

COMPLETE THEATRICAL LINE—RENT OR Sale—Costumes, Tuxedos, Minstrel Supplies, Free Catalogue. SKEETS MAYO COSTUME CO., Church Street, Louisville, Tenn.

INDIAN RELICS, BEADWORK, CURIOUS, Weapons, Old Glass, Catalogue, \$c; 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$5.00, fine. INDIAN MUSEUM, Northbranch, Kan.

SHAPELY LEOPARDS, RUBBER STOPS, WOVEN Blouse—Rubber Garments, Silk Opera Hose, Tights, Wigs, Toupees, Eyelashes, Cosmetics, All. Fireproofs, Fresh Talking Records, A. Stage, Evergreen Street, Chicago. Importators' Outfits. Illustrated Catalog, 10c, de-writable. SEYMOUR, 246 Fifth Ave., New York.

ATTENTION—SHOW TALKIES, THEATRES... Communities. Sound Equipment, Weekly Programs, rented. ROSHON, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn.

BARGAINS IN USED PROJECTION MACHINES... Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Write for Catalogue to: MOVIE SUPPLY CO., LTD., 1319 S. Wabash, Chicago, Ill. de9x

FILM BARGAIN—UNCENSORED TALKING... Simple Reel of Actual Chinese Executions. Extremely Sensational. New 35mm. prints with stereoscopes, \$25.00. 8K-ART Pictures, 600 S. Westlake, Los Angeles.

OPERATE ROAD SHOWS—WE RENT AND... Sell Sound Projectors and Pictures. SOUTHERN VISUAL, Box 9494, Memphis, Tenn. de9x

ROAD SHOW MEN PLAYING CATHOLIC... School—Buy 35MM. or 16MM. Prints of St. Anthony of Padua. Price reasonable. IDEAL, 20 E. Eighth St., Chicago, Ill. de9x

ROADSHOW, WESTERN, COMEDY, ACTION... Mystery, 35mm. features. Sale or rent, state nos. SPEER FILMS, 2937 College, Fort Worth, Texas.

SACRIFICE—PAIR HOLMS SOUND ON FILM... Complete. \$13.00. Powers Heads, \$15.00 each. STICKNEY, Flat River, Mo.

SPECIAL LATE SOUND 35MM. WESTERN... like features, like new. \$30.00. Shorts, \$3.00 up. Programs rented, \$7.50. Silent Machines, \$25.00. Silent Features, \$5.00. Odd Reels, \$1.00. Feet. 50c. "Helen Holmes" two reel Railroad Thriller. L. SIMPSON, 1275 So. Broadway, Dayton, O.

SUPERIOR PROJECTOR COMPLETE WITH... Sound, Arc Lamp and Rectifier. Very cheap. THEATRE SOUND SERVICE, Box No. 395, Rockford, N. J.

THEATRE MACHINES, SCREEN, LAMPOUSES... Push Drages, Films, Chairs, Trailer, Sound Equipment, Booth, Converters, Motors. OWEN WILSON, 1609 1/2 Booneville, Springfield, Mo.

WANTED TO BUY—CHEAP SILENT FILMS... All kinds. Also want lists. MADRAN FILMS, 743 So. Potomac St., Hagerstown, Maryland. de9x

35MM. 16MM. SOUND ON FILM EXPLOITATION... Specialties and Medical—Also Religious Features. OTTO MARBACH, 630 9th Ave., New York City. de2

35MM. PORTABLE PROFESSIONAL TALKIE... Offits Cheap—Send for 100-page catalog. WILSON, 100 W. 42nd St., S. O. S. CINEMA SUPPLY CORP., New York. de2

\$90.00 M. P. E. 7x9 FOLDING TYPE SCREEN... Good as new, \$35.00, or will trade for sound film. BYLUND, 130 Barrett Ave., Jamestown, New York. de9x

MUSICAL INSTRUMENTS, ACCESSORIES

SMALL CRANK ORGANS FOR BLIND, BALLY... or Advertising purposes. Your choice of music. Specialty organ repairs, reasonable prices. J. A. CUMMARDY ORGAN CO., Tacony, Philadelphia, Pa.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR... "Black Magic Miracles," never before shown in America. Address: PIATEAU, 1122 Tulane Ave., New Orleans, La.

WANT PARTNER FOR PORTABLE RINK OR... cash to build same. Have fine location. BOX 792, Sta. 5, Miami, Fla.

WANTED—PARTNER WITH FINANCES TO... build 100 portable Roller Coasters for Fair, easy to load. A. VETTEL, Route 4, Springfield, Ohio.

PERSONALS

A REAL 1940 PRESS CARD, 25c—(SIGNED... and registered in your name.) Reporter's Badge, 25c. "PRESS," 1481 Washington, Boston, Mass.

FLORIDA ATTORNEY—DOMESTIC RELIEF... from Consumer, 90-day divorce, low legal fee, \$1.00; DAVID A. FRANK, Attorney, 1544 West Flagler Street, Miami, Fla.

SUPERFLUOUS HAIR NOW REMOVED QUICKLY... and easily from legs, arms or face with Venus Wax Hair Remover. \$1.00 postpaid. Money back guarantee. VIDA CO., 2818 Prospect, Kansas City, Mo.

"1940" READY—PRESS CARDS FOR "1940"... The finest machine-made embossed gold pressed cards. Press 25c coin for your 1940 supply. Guaranteed satisfaction! BUDENKAY ENTERPRISES, Plymouth, Pa.

PHOTO SUPPLIES AND DEVELOPING

BUILD YOUR OWN PHOTO MACHINE—Camera, \$10.00; Center Panel with Camera, Lens, Light Cabinet, \$10.00; 35mm. film, \$1.00. Total, \$65.00. Plans for building cabinet free with either order. Enlarger making 3x5 and 5x7 enlargements, \$10.00; new Hi-Speed and 35mm. camera, \$10.00. Write for catalogue. OLSON SALES CO., 313 9th, Des Moines, Ia.

PHOTO REPRODUCTIONS—QUALITY WORK... at Fair Prices. Write us Today for Details and Prices. NATIONAL PHOTOGRAPHIC LABORATORIES, 291, Richmond, Ind.

PHOTO POSTCARDS FROM ANY PHOTO... Souvenir folder, envelope, Photostamp, Cuts, Mats, Photo Creating Cards. WILLIAM FILLINE, 3027 N. Koster Ave., Chicago, Ill. de9x

PHOTOGRAPHIC CHRISTMAS GREETINGS—... Portrait or view from your negative, in beautiful French style, envelope, Dozen, \$1.85. LORENZ PICTURES, Madison, Ind.

ROLLS DEVELOPED—TWO PRINTS EACH... and Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. de9x

SELL YOUR BEST "HUMAN-INTEREST" PICS... to 3,000 Publications. Adv. Agencies, include TYANIK PICS SALES AGENCY, 1228 Park Row Building, N. Y. C. de9x

SPECIAL BUILT HOUSE AND PHOTOSTUDIO... Trailer—Cost \$700 to build, 4-for-dime studio on the back end and living compartment for two in the front. Complete with four-door sedan Cadillac, \$400; with light and fluorescent lighting equipment, \$500. HOLLYWOOD STUDIO, Newcastle, Ind.

SALESMEN WANTED

ADVERTISING PENCILS—THERMOMETERS... Calendars, New Paper Novelties, Fast Sellers. Exceptional Earnings. REAL-AD PENCIL COMPANY, 209 West Fourth, Oklahoma City.

ADVERTISING BOOK MATCHES—WORLD'S... largest "Direct Selling" Book Match Factory offers advance Cash Earnings calling on every type of business. Experience unnecessary; full part time. Low prices for high quality, quick deliveries, help you get orders. Good repeat orders. Free Kit, Instructions. MATCH CORP. OF AMERICA, 3433 West 48th Pl., Dept. 5-12, Chicago. de9x

MEXIHOT BARBECUE HAMBURGER COMBO... \$28.50, Commission, \$8.00. Just What They Have Been Looking For. DICKERSON MANUFACTURING, Department 2, Springfield, Missouri. de9x

OWN YOUR OWN BUSINESS, MADE RICH... by depression. Part or full time. Earn comfortable living. DITTMAN, Box 403-H, Youngstown, O. de9x

SALESMEN—AMERICA'S FINEST SIDELINE... 40% commission daily. 725 fast selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEI PRESS, 312 So. Hamilton, Dept. RL, Chicago. de9x

SCENERY AND BANNERS

BEAUTIFUL BANNERS, SCENERY, DYEDROPS... All styles, all quantities. Artists work. Reduced Rates. Order Now. Send dimensions for lowest estimate. ENKEBOLL STUDIO, Omaha, Nebraska. de9x

FOR MUSEUMS, STORE SHOWS—ATTRACTIVE... Pictorial Displays on Masonite, 30x48 inch, \$12.50. NIEMAN STUDIOS, Inc., 1236 S. Halsted St., Chicago. de2x

NEW ARKANSAS PUNKS, \$9.00 DOZ. BANNERS... Modern Show Fronts. Studio of DON LUTTON, 627 Prospect, Kansas City, Mo.

TATTOOING QUALITY

TATTOOING MACHINES—CHROME PLATED... \$3.50 and \$5.00 each; also Engravers' Tubes, 50c. Prompt service. OWEN JENSEN, 412 S. Main St., Los Angeles, Calif.

TATTOOING OUTFITS, SUPPLIES—ROCK... bottom prices. List free. Pair best Machines, \$5.00; 100 Used Stencils, \$4.00; Electro Engraving Machines, \$5.00. PERCY WATERS, Anniston, Ala.

THIRTY YEARS' ACCUMULATION OF TATTOO... Material—Machines, Supplies, Appliances. Retiring from business. Illustrated catalogue. Stamp. MILLER, 433 Main, Norfolk, Va.

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS—... 2'x12', 20'x30', 20'x40', 30'x50', 30'x60', 40'x80', 40'x80', 40'x100', 40'x200'. State size. Stamp with inquiry. SMITH, 28 N. 4th, St. Paul, Minn.

USED TENTS—10x12, 12x19, 14x24, 20x30, 20x40, 30x45, 30x50, 40x60, 50x60. KERR CO., 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

ALIVE—WHAT IS IT—ALIVE—LOOKS LIKE... Fox, Ant-Eater, Opossum, Raccoon, Monkey. Eats same food as human. Must see to believe. Real Alive Attraction. \$500.00 takes Annual, Calif., Coast, Calif. If taken this month. WATSON HAUSER, 224 Ridge Ave., New Kensington, Pa.

CHRISTMAS PRINTING FOR SHOWMEN... Businessmen, Orchestras. 50 Christmas fold-up with name, \$1.00. Christmas Letterheads, Cards. Samples free. RIGGS PRESS, Weyau, Indiana.

CHRISTMAS SPECIAL! 125 BOND LETTERHEADS... 8 1/2x11, 125 Envelopes 6 1/2, both for only \$1.00 prepaid. 20-word limit. COOK, 730 West Cliff, Peoria, Ill.

COLORING HANDBILLS—3x8, 1,000, \$1.25... 5,000, \$2.75; 6x9, 1,000, \$1.50; 5,000, \$4.50. Merchants' Tickets, \$5.00, \$3.00. STUMPFPRINT, South Whitley, Ind. de9x

FLASHY 14x22 WINDOW CARDS, THREE TO... five colors—Stage Shows, Magicians, Tent Shows, Carnivals, Rinks, Rodeos, Dances. Hundred, \$3.00. TRIBUNE PRESS, Fowler, Ind.

PRINTING SPECIAL—100 8 1/2x11 BOND... Letterheads, 100 6 1/2 Envelopes printed to suit for 4-line copy. Both only \$1.00 postpaid. F. C. CRAMER, Box 93, Chicago, Ill. de9x

SAVE ON DODGERS—2,500 4x9, \$3.38... 5,000, \$5.36; 2,500 6x9, \$3.49; 5,000, \$5.78. Colored colors. 50% deposit. RECORD PRINTING CO., Lancaster, Kv. de9x

WINDOW CARDS—SPECIAL, 100 14x22... Write, 2-color ink, \$2.95. Handbills, 1,000 3x8", \$1.25; 6x9", \$2.50. Bumperettes, 50 6x20", \$1.50; 100, \$2.00. SOLIDAYS, Knox, Indiana. de9x

WINDOW CARDS—14x22, ONE COLOR, 100... \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna. de9x

WINDOW CARDS—ESPECIALLY DESIGNED... and Engraved for Dance Bands and Radio Entertainment. \$3.00 per 100, dated. CATO SHOW PRINT, Cato, N. Y.

100 11x7 TWO-COLOR WINDOW CARDS... \$2.00. 1,000 5 1/2x15 Herald, bright colors, \$2.00. 1,000 3x9 Tonigherts, \$1.00; 5,000, \$3.50. Show Cuts using EXHIBITORS ART PRESS, 708 E. Matthews, Jonesboro, Ark.

250 ENVELOPES, \$1.00. NICK'S PRINTING... SERVICE, 191 Stanton Street, New York City.

500—8 1/2x11 LETTERHEADS, \$1.50; 500 6 1/2 Envelopes, \$1.50; 350 large Envelopes, \$1.50. Any two items, \$2.75. Prepaid. JOURNAL SYRACUSE, Ind. de9x

WANTED TO BUY

HAVE ALL CASH FOR USED HAMMOND... Electric Organ. Any condition, any model finish secondary. State all particulars. BOX 411, Birkhead, Chicago, Ill. de9x

LATE MODEL CHESTER POLLARD BALLOON... Racer Units—New style valves; also Waltzing Whoolpa Game. TWIGG, care Municipal Trailer Park, Tampa, Fla. de2

PAY CASH FOR FERRIS WHEEL, TILT, WHIP... and Kiddie Ride. WILLIAM WOLF, Box 2725, Bloomington & Lake Sta., Minneapolis, Minnesota. de9x

USED POPCORN MACHINE OF FEARLESS... construction model C type. Cassino size small. Kwikup Concession stand, James Johnson, Bobtown, Pa.

WANT TO BUY—TRICK BICYCLE. LOWEST... price, condition, dimensions (26" wheel), GEO. ENNIS, 54 N. Fitzhugh St., Rochester, N. Y. de2

WANTED TO BUY—TILT-A-WHIRL. ALSO... want Free Acts for June and July, 1940. HOWARD AMUSEMENT CO., Howard, S. D. de2

WILL PAY \$1.00 EACH FOR 1885 LIBERTY... Head Nickels, 1886 Nickels, 30c; 1892, 94-0, 95-0, 96-0, 96s, 97-0 dimes, 40c each, good to poor condition, clear dates and mint litters. HANS BIELEN, Springfield, Minn.

WILL PAY CASH FOR PENNY ARCADE... diggers, rides, show tops or show of merit, complete. H. L. WYSS, Wayland, Ia.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c & word—FIRST LINE IN THIS STYLE TYPE 2c a Word—FIRST LINE IN THIS STYLE TYPE to a Word—FIRST LINE IN this style type. Minimum 25c Cash With Copy

AT LIBERTY ACROBATS

BAR PERFORMER—Thoroughly experienced in... all Attrs. Aerial or Ground Bars. BAR P232-FOURIE, Billboard, Chicago.

YOUNG MAN—For Work or Amiable Act. Some... Contortion and Handbalancing. Age, 18; weight, 135. Training desired. KARL VOGLER, General Delivery, Paris, Tex.

AT LIBERTY AGENTS AND MANAGERS

AGENT WITH CAR—IN MY TWENTY YEARS'... experience have been General Agent on some of the largest Carnivals and Circuses. Also booked and contracted some of the largest Fraternal Shows. Familiar in any territory. Will furnish references. HERMAN O. SMITH, 1803 Chicago Ave., Minneapolis, Minn.

EXPERIENCED BOOKER, BANNERS, SOUND... Announcer, Aerial and Thrill Show Performer, Driver, Escape Artist. Free to travel, clean, capable, formerly managed my own troupe, write best offer at once. CAPTAIN JACK-O-DIAMONDS, Milner Hotel, Oklahoma City, Okla.

AGENT AT LIBERTY goes with Car for... Management, Unimpaired, Musical Act, Ind. Circus. Will meet 3 to 4 schools day. Have 300 in Indiana, Kentucky, Term, 90-95 out take. JAMES ADLER, General Delivery, Indianapolis, Ind. de2

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE FOR HOTEL, Resort or Club. Seven union musicians with versatile high vocal, featuring Hammond Organ. Vocal trio, special arrangements, complete equipment, attractive fronts, uniforms. Cut any show. Sweet, swing or lam. Two weeks' notice. NEIL WRIGHTMAN, 56 W. Washington, Chicago.

ENTERTAINING DANCE AND COCKTAIL... Unit—Three men and a girl featuring twelve instruments. Outstanding vocalists, specialties. High-Class propositions only. BOX C-338, The Billboard, Cincinnati, O. de23

FAST TWELVE-PIECE COLORED ORCHESTRA... Available four nights per week for one nighters in New York and vicinity. ED ROBERTS, 113 W. 114th St., New York City. de2

SMALL NOVELTY ORCHESTRA of attractive... Girls, excellent Musicians, from southern beach for winter season; Florida preferably. Complete Library and complete changes. All girls desirable. Letter sent to 3c. O. sings, dances, plays saxophone, clarinet, violin, accordion. Write BOX C-333, Billboard.

THE BROADWAY PLAYBOYS ORCHESTRA—... Available for New Year's Eve, Non-stop, 100% complete. Write for details. CHARLIE WALTERS, 822 West 170 St., New York, N. Y.

AT LIBERTY CIRCUS AND CARNIVAL

THE ORIGINAL RALPH, Elephant Skin Man. At liberty for coming season. R. A. KROONER, 1822 Brush St., Oakland, Calif.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

LERFOLD CLOWN TRIO AT LIBERTY FOR... Indoor Circus Dates. Best of wardrobe and props. Address Billboard, Chicago.

AT LIBERTY—Fat Man and Skeleton Duet for... circus. Write for details. CHARLES HAMILTON, 258 West 116th Ave., Brooklyn, N. Y.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY—CONCESSIONER, WOULD LIKE... to get concession rights on popcorn; also hauling concessions, at five dollars a week, from train and back, with large carnival fifty-fifty. See me or write JOHN PRUITT, 4 First St., Denver Station, Colorado, N. C.

AT LIBERTY
MAGICIANS

CAN YOU USE A first class magician? My act consists of a first class magician... HARRY HENNINGER, Greenville, Ind.

AT LIBERTY
M. P. OPERATORS

PROJECTIONIST—14 YEARS' EXPERIENCE, any equipment. Reason not employed just honorably discharged from U. S. Army. Salary \$10.00 non-union, write me an offer, PAUL COUNCIL, 1107 East Grand Ave., Nashville, Tenn.

CAMERAMAN—With Hollywood production experience, write assignments to make studio plans for schools, theaters, night clubs, etc. Rate \$10.00. Have camera, projector and car. State salary. Write MURKIN, 101, care Billboard, 1984 Broadway, New York.

AT LIBERTY
MUSICIANS

ABLE ORGANIST—WITH complete Hammond equipment. Sing, entertain, swing. Young, reliable, travel. Fully experienced. MASON, 201 E. Belmar, Lakeland, Fla.

FAST TRUMPET—DIXIE—land, good reader. All essentials. Tone-range. Write, TOAD-THARP, El Morro, New Mexico. de9

A-1 DRUMMER—SEVEN YEARS' EXPERIENCE. Act only. Call for no notice. Contact JOE W. EMAN, 219 2nd St., Blomack, North Dakota.

ALTO SAX, CLARINET AND ARRANGER.—With to join traveling band. Good sight reader, good tone. Have had plenty experience. Can give recommendations if necessary. Can join immediately. Address D. R. BELASCO, 820 So. 7th St., Cothen, Ind.

ALTO BARITONE CLARINET—AGE 27. WANT Florida job. Have orchestra equipment. BOX C-346, Billboard, Cincinnati, O.

CELLIST—DOUBLE GUITAR. LOTS OF TRIO experience. Make cello fit in swing. Guitar rhythm and feature. South for season. GENE SMITH, 908 H St., N. E., Washington, D. C.

COLLEGE MAN WISHING WORK—TENOR.—Sax, Clarinet and Violin. Capable vocalist. Good reader. Nice getoff. Union. Free to travel. JERRY SHANE, 1042 Longfellow Avenue, Bronx, New York.

DIXIELAND TRUMPONE—FINE TONE, RANGE, take-off. Read well. Double Trumpet. Featured Singer. Prefer location with reliable band. Can leave at once. ART WEITE, Waco, Minn. de2

DRUMMER—18 YEARS' EXPERIENCE. READER.—Open for metropolitan New York engagements. Non-union. WALTER ALBERT, Orange 2-6105, N. Y. C.

GIRL DRUMMER—EXPERIENCED ALL branches of the business. Union. BOX C-342, Billboard, Cincinnati, O.

GIRL TRUMPET—EXPERIENCED. READ, FAKE. Fine tone and range. Any location with reliable orchestra. BOX C-340, Billboard, Cincinnati, O.

GUITARIST—YOUNG, FEATURED VOCALS, strolling, trio and name experience, car, appearance, references, consider everything. Available Nov. 25. MUSICIAN, 411 Hayes Hotel, Jackson, Mich. de2

GUITARIST—ELECTRIC SPANISH AND SPANISH—Young, featured vocal, single. Name experience. Four years with hotel units, strolling and orchestra. A. system and 27 solos. Location preferred. Available on short notice. Dependable. MUSICIAN, Hatfield Annex, St. Joseph, Miss. de2

STRING BASS DOUBLING VIOLIN—Union, experienced dance and concert. Young, reliable. Can anywhere on good job. WALLY PELLETIER, Erie, Ill.

TRUMPET—FIRST AND CO. NAME BAND experience. Range-Tone, 24. Good appearance. Can anywhere. Road or location. Distance immaterial. Big band, jam band. Write or wire. WALTER MUTTER, Jr., 20 Marshall St., Syracuse Lake, New York.

TWO MUSICIANS—UNION. TENOR, SAX, clarinet and arranger. Transpose and go. Drummer doubling vibes and fiddle. Pianist, by off. SKEE ELDER, 25 St. James Ave., Springfield, Mass. de2

VIOLIN—DOUBLING STRING BASS. EXPERIENCED. South preferred. BOX C-344, Billboard, Cincinnati, O.

A-1 MAN—Trombone, Clarinet and Tenor Sax. Excellent. Range-Tone, 24. Good appearance. Can anywhere. Road or location. Distance immaterial. Big band, jam band. Write or wire. WALTER MUTTER, Jr., 20 Marshall St., Syracuse Lake, New York.

DRUMMER—Modern, Bash, Lead. Call shows right. Something else here. DUKE HILLIS, General Delivery, Warsaw, Ind. de2

STRING BASS—Young, sober, union, essential. With own beat. Write or wire. Write all, no collect calls. RAY "DUTCH" HILL, 719 Duane, Galena, Ill. de2

SWING GUITARIST—Just left nationally known. Has been leading good and tonic. 10 years' band. Live experience. Have \$400 guitar. Young, clean. Write MUSICIAN, 368 W. Saratoga, Desator, Ill. de2

AT LIBERTY
PARKS AND FAIRS

THE MOST TRAVEL—AMERICA'S NEWEST and best located, modernized thrill performance. Two girls perform on swinging traps high above motorcycle. The ultimate in balance and control. Strong enough to feature. Copyright. Work anywhere from 15 to 20. Lights for night. Particulars on request. Want 1940 contract. JACK EVANS, 443 Mt. Vernon Rd., Newark, O.

CHAS. AUGUSTUS—Classy Traps and Artist. Appearing and specialties change often. Write for 1-page prospectus under most any low or high price. Also, for 1-page prospectus under most any low or high price. Original act. Fully equipped. Can give recommendations if necessary. Price reasonable. Special notice to Committees, Exhibitors, etc. I have an additional Harmonium available. Also have several small Circus Acts in combination with Harmonium, or you can engage Harmonium without. Address CHAS. AUGUSTUS, 699 Calhoun St., care Dretzer Drug Co., Ft. Wayne, Ind.

DASHINGTON'S CIRCUS—Ten Days, Fair, Minibus, two distinct acts, for Southern States, carnival, etc. Write for 1-page prospectus. Phone 1316 Locust, Philadelphia, Pa. de2

FRED AND MARIE GUTHRIE—Four separate acts. Fully equipped. Write for 1-page prospectus. Address 201 W. Ninth St., Cincinnati, O.

FROM RIPLEY'S "BELIEVE IT OR NOT?"—The Nation's Highest Bid, featuring 8-22-22 Betty Lee. Book of records, 1000 records, 1000 to 10,000. Have 800 and 1000 available. Best of recommendations. Do not contract this to be of any other act. Available now. Write for facts. Good shows. Electric, 1000. Also now in combination with Harmonium. Write for facts. NELSON, 4815 O St., Lincoln, Neb.

THE CLAYTONS—Four different Free Attractions. 1. Light and shadow play. 2. Harmonium. 3. New Jaw Battery and Double Trap. 4. Harmonium. 5. Musical. 6. Harmonium. 7. Harmonium. 8. Harmonium. 9. Harmonium. 10. Harmonium. 11. Harmonium. 12. Harmonium. 13. Harmonium. 14. Harmonium. 15. Harmonium. 16. Harmonium. 17. Harmonium. 18. Harmonium. 19. Harmonium. 20. Harmonium. 21. Harmonium. 22. Harmonium. 23. Harmonium. 24. Harmonium. 25. Harmonium. 26. Harmonium. 27. Harmonium. 28. Harmonium. 29. Harmonium. 30. Harmonium. 31. Harmonium. 32. Harmonium. 33. Harmonium. 34. Harmonium. 35. Harmonium. 36. Harmonium. 37. Harmonium. 38. Harmonium. 39. Harmonium. 40. Harmonium. 41. Harmonium. 42. Harmonium. 43. Harmonium. 44. Harmonium. 45. Harmonium. 46. Harmonium. 47. Harmonium. 48. Harmonium. 49. Harmonium. 50. Harmonium. 51. Harmonium. 52. Harmonium. 53. Harmonium. 54. Harmonium. 55. Harmonium. 56. Harmonium. 57. Harmonium. 58. Harmonium. 59. Harmonium. 60. Harmonium. 61. Harmonium. 62. Harmonium. 63. Harmonium. 64. Harmonium. 65. Harmonium. 66. Harmonium. 67. Harmonium. 68. Harmonium. 69. Harmonium. 70. Harmonium. 71. Harmonium. 72. Harmonium. 73. Harmonium. 74. Harmonium. 75. Harmonium. 76. Harmonium. 77. Harmonium. 78. Harmonium. 79. Harmonium. 80. Harmonium. 81. Harmonium. 82. Harmonium. 83. Harmonium. 84. Harmonium. 85. Harmonium. 86. Harmonium. 87. Harmonium. 88. Harmonium. 89. Harmonium. 90. Harmonium. 91. Harmonium. 92. Harmonium. 93. Harmonium. 94. Harmonium. 95. Harmonium. 96. Harmonium. 97. Harmonium. 98. Harmonium. 99. Harmonium. 100. Harmonium. 101. Harmonium. 102. Harmonium. 103. Harmonium. 104. Harmonium. 105. Harmonium. 106. Harmonium. 107. Harmonium. 108. Harmonium. 109. Harmonium. 110. Harmonium. 111. Harmonium. 112. Harmonium. 113. Harmonium. 114. Harmonium. 115. Harmonium. 116. Harmonium. 117. Harmonium. 118. Harmonium. 119. Harmonium. 120. Harmonium. 121. Harmonium. 122. Harmonium. 123. Harmonium. 124. Harmonium. 125. Harmonium. 126. Harmonium. 127. Harmonium. 128. Harmonium. 129. Harmonium. 130. Harmonium. 131. Harmonium. 132. Harmonium. 133. Harmonium. 134. Harmonium. 135. Harmonium. 136. Harmonium. 137. Harmonium. 138. Harmonium. 139. Harmonium. 140. Harmonium. 141. Harmonium. 142. Harmonium. 143. Harmonium. 144. Harmonium. 145. Harmonium. 146. Harmonium. 147. Harmonium. 148. Harmonium. 149. Harmonium. 150. Harmonium. 151. Harmonium. 152. Harmonium. 153. Harmonium. 154. Harmonium. 155. Harmonium. 156. Harmonium. 157. Harmonium. 158. Harmonium. 159. Harmonium. 160. Harmonium. 161. Harmonium. 162. Harmonium. 163. Harmonium. 164. Harmonium. 165. Harmonium. 166. Harmonium. 167. Harmonium. 168. Harmonium. 169. Harmonium. 170. Harmonium. 171. Harmonium. 172. Harmonium. 173. Harmonium. 174. Harmonium. 175. Harmonium. 176. Harmonium. 177. Harmonium. 178. Harmonium. 179. Harmonium. 180. Harmonium. 181. Harmonium. 182. Harmonium. 183. Harmonium. 184. Harmonium. 185. Harmonium. 186. Harmonium. 187. Harmonium. 188. Harmonium. 189. Harmonium. 190. Harmonium. 191. Harmonium. 192. Harmonium. 193. Harmonium. 194. Harmonium. 195. Harmonium. 196. Harmonium. 197. Harmonium. 198. Harmonium. 199. Harmonium. 200. Harmonium. 201. Harmonium. 202. Harmonium. 203. Harmonium. 204. Harmonium. 205. Harmonium. 206. Harmonium. 207. Harmonium. 208. Harmonium. 209. Harmonium. 210. Harmonium. 211. Harmonium. 212. Harmonium. 213. Harmonium. 214. Harmonium. 215. Harmonium. 216. Harmonium. 217. Harmonium. 218. Harmonium. 219. Harmonium. 220. Harmonium. 221. Harmonium. 222. Harmonium. 223. Harmonium. 224. Harmonium. 225. Harmonium. 226. Harmonium. 227. Harmonium. 228. Harmonium. 229. Harmonium. 230. Harmonium. 231. Harmonium. 232. Harmonium. 233. Harmonium. 234. Harmonium. 235. Harmonium. 236. Harmonium. 237. Harmonium. 238. Harmonium. 239. Harmonium. 240. Harmonium. 241. Harmonium. 242. Harmonium. 243. Harmonium. 244. Harmonium. 245. Harmonium. 246. Harmonium. 247. Harmonium. 248. Harmonium. 249. Harmonium. 250. Harmonium. 251. Harmonium. 252. Harmonium. 253. Harmonium. 254. Harmonium. 255. Harmonium. 256. Harmonium. 257. Harmonium. 258. Harmonium. 259. Harmonium. 260. Harmonium. 261. Harmonium. 262. Harmonium. 263. Harmonium. 264. Harmonium. 265. Harmonium. 266. Harmonium. 267. Harmonium. 268. Harmonium. 269. Harmonium. 270. Harmonium. 271. Harmonium. 272. Harmonium. 273. Harmonium. 274. Harmonium. 275. Harmonium. 276. Harmonium. 277. Harmonium. 278. Harmonium. 279. Harmonium. 280. Harmonium. 281. Harmonium. 282. Harmonium. 283. Harmonium. 284. Harmonium. 285. Harmonium. 286. Harmonium. 287. Harmonium. 288. Harmonium. 289. Harmonium. 290. Harmonium. 291. Harmonium. 292. Harmonium. 293. Harmonium. 294. Harmonium. 295. Harmonium. 296. Harmonium. 297. Harmonium. 298. Harmonium. 299. Harmonium. 300. Harmonium. 301. Harmonium. 302. Harmonium. 303. Harmonium. 304. Harmonium. 305. Harmonium. 306. Harmonium. 307. Harmonium. 308. Harmonium. 309. Harmonium. 310. Harmonium. 311. Harmonium. 312. Harmonium. 313. Harmonium. 314. Harmonium. 315. Harmonium. 316. Harmonium. 317. Harmonium. 318. Harmonium. 319. Harmonium. 320. Harmonium. 321. Harmonium. 322. Harmonium. 323. Harmonium. 324. Harmonium. 325. Harmonium. 326. Harmonium. 327. Harmonium. 328. Harmonium. 329. Harmonium. 330. Harmonium. 331. Harmonium. 332. Harmonium. 333. Harmonium. 334. Harmonium. 335. Harmonium. 336. Harmonium. 337. Harmonium. 338. Harmonium. 339. Harmonium. 340. Harmonium. 341. Harmonium. 342. Harmonium. 343. Harmonium. 344. Harmonium. 345. Harmonium. 346. Harmonium. 347. Harmonium. 348. Harmonium. 349. Harmonium. 350. Harmonium. 351. Harmonium. 352. Harmonium. 353. Harmonium. 354. Harmonium. 355. Harmonium. 356. Harmonium. 357. Harmonium. 358. Harmonium. 359. Harmonium. 360. Harmonium. 361. Harmonium. 362. Harmonium. 363. Harmonium. 364. Harmonium. 365. Harmonium. 366. Harmonium. 367. Harmonium. 368. Harmonium. 369. Harmonium. 370. Harmonium. 371. Harmonium. 372. Harmonium. 373. Harmonium. 374. Harmonium. 375. Harmonium. 376. Harmonium. 377. Harmonium. 378. Harmonium. 379. Harmonium. 380. Harmonium. 381. Harmonium. 382. Harmonium. 383. Harmonium. 384. Harmonium. 385. Harmonium. 386. Harmonium. 387. Harmonium. 388. Harmonium. 389. Harmonium. 390. Harmonium. 391. Harmonium. 392. Harmonium. 393. Harmonium. 394. Harmonium. 395. Harmonium. 396. Harmonium. 397. Harmonium. 398. Harmonium. 399. Harmonium. 400. Harmonium. 401. Harmonium. 402. Harmonium. 403. Harmonium. 404. Harmonium. 405. Harmonium. 406. Harmonium. 407. Harmonium. 408. Harmonium. 409. Harmonium. 410. Harmonium. 411. Harmonium. 412. Harmonium. 413. Harmonium. 414. Harmonium. 415. Harmonium. 416. Harmonium. 417. Harmonium. 418. Harmonium. 419. Harmonium. 420. Harmonium. 421. Harmonium. 422. Harmonium. 423. Harmonium. 424. Harmonium. 425. Harmonium. 426. Harmonium. 427. Harmonium. 428. Harmonium. 429. Harmonium. 430. Harmonium. 431. Harmonium. 432. Harmonium. 433. Harmonium. 434. Harmonium. 435. Harmonium. 436. Harmonium. 437. Harmonium. 438. Harmonium. 439. Harmonium. 440. Harmonium. 441. Harmonium. 442. Harmonium. 443. Harmonium. 444. Harmonium. 445. Harmonium. 446. Harmonium. 447. Harmonium. 448. Harmonium. 449. Harmonium. 450. Harmonium. 451. Harmonium. 452. Harmonium. 453. Harmonium. 454. Harmonium. 455. Harmonium. 456. Harmonium. 457. Harmonium. 458. Harmonium. 459. Harmonium. 460. Harmonium. 461. Harmonium. 462. Harmonium. 463. Harmonium. 464. Harmonium. 465. Harmonium. 466. Harmonium. 467. Harmonium. 468. Harmonium. 469. Harmonium. 470. Harmonium. 471. Harmonium. 472. Harmonium. 473. Harmonium. 474. Harmonium. 475. Harmonium. 476. Harmonium. 477. Harmonium. 478. Harmonium. 479. Harmonium. 480. Harmonium. 481. Harmonium. 482. Harmonium. 483. Harmonium. 484. Harmonium. 485. Harmonium. 486. Harmonium. 487. Harmonium. 488. Harmonium. 489. Harmonium. 490. Harmonium. 491. Harmonium. 492. Harmonium. 493. Harmonium. 494. Harmonium. 495. Harmonium. 496. Harmonium. 497. Harmonium. 498. Harmonium. 499. Harmonium. 500. Harmonium. 501. Harmonium. 502. Harmonium. 503. Harmonium. 504. Harmonium. 505. Harmonium. 506. Harmonium. 507. Harmonium. 508. Harmonium. 509. Harmonium. 510. Harmonium. 511. Harmonium. 512. Harmonium. 513. Harmonium. 514. Harmonium. 515. Harmonium. 516. Harmonium. 517. Harmonium. 518. Harmonium. 519. Harmonium. 520. Harmonium. 521. Harmonium. 522. Harmonium. 523. Harmonium. 524. Harmonium. 525. Harmonium. 526. Harmonium. 527. Harmonium. 528. Harmonium. 529. Harmonium. 530. Harmonium. 531. Harmonium. 532. Harmonium. 533. Harmonium. 534. Harmonium. 535. Harmonium. 536. Harmonium. 537. Harmonium. 538. Harmonium. 539. Harmonium. 540. Harmonium. 541. Harmonium. 542. Harmonium. 543. Harmonium. 544. Harmonium. 545. Harmonium. 546. Harmonium. 547. Harmonium. 548. Harmonium. 549. Harmonium. 550. Harmonium. 551. Harmonium. 552. Harmonium. 553. Harmonium. 554. Harmonium. 555. Harmonium. 556. Harmonium. 557. Harmonium. 558. Harmonium. 559. Harmonium. 560. Harmonium. 561. Harmonium. 562. Harmonium. 563. Harmonium. 564. Harmonium. 565. Harmonium. 566. Harmonium. 567. Harmonium. 568. Harmonium. 569. Harmonium. 570. Harmonium. 571. Harmonium. 572. Harmonium. 573. Harmonium. 574. Harmonium. 575. Harmonium. 576. Harmonium. 577. Harmonium. 578. Harmonium. 579. Harmonium. 580. Harmonium. 581. Harmonium. 582. Harmonium. 583. Harmonium. 584. Harmonium. 585. Harmonium. 586. Harmonium. 587. Harmonium. 588. Harmonium. 589. Harmonium. 590. Harmonium. 591. Harmonium. 592. Harmonium. 593. Harmonium. 594. Harmonium. 595. Harmonium. 596. Harmonium. 597. Harmonium. 598. Harmonium. 599. Harmonium. 600. Harmonium. 601. Harmonium. 602. Harmonium. 603. Harmonium. 604. Harmonium. 605. Harmonium. 606. Harmonium. 607. Harmonium. 608. Harmonium. 609. Harmonium. 610. Harmonium. 611. Harmonium. 612. Harmonium. 613. Harmonium. 614. Harmonium. 615. Harmonium. 616. Harmonium. 617. Harmonium. 618. Harmonium. 619. Harmonium. 620. Harmonium. 621. Harmonium. 622. Harmonium. 623. Harmonium. 624. Harmonium. 625. Harmonium. 626. Harmonium. 627. Harmonium. 628. Harmonium. 629. Harmonium. 630. Harmonium. 631. Harmonium. 632. Harmonium. 633. Harmonium. 634. Harmonium. 635. Harmonium. 636. Harmonium. 637. Harmonium. 638. Harmonium. 639. Harmonium. 640. Harmonium. 641. Harmonium. 642. Harmonium. 643. Harmonium. 644. Harmonium. 645. Harmonium. 646. Harmonium. 647. Harmonium. 648. Harmonium. 649. Harmonium. 650. Harmonium. 651. Harmonium. 652. Harmonium. 653. Harmonium. 654. Harmonium. 655. Harmonium. 656. Harmonium. 657. Harmonium. 658. Harmonium. 659. Harmonium. 660. Harmonium. 661. Harmonium. 662. Harmonium. 663. Harmonium. 664. Harmonium. 665. Harmonium. 666. Harmonium. 667. Harmonium. 668. Harmonium. 669. Harmonium. 670. Harmonium. 671. Harmonium. 672. Harmonium. 673. Harmonium. 674. Harmonium. 675. Harmonium. 676. Harmonium. 677. Harmonium. 678. Harmonium. 679. Harmonium. 680. Harmonium. 681. Harmonium. 682. Harmonium. 683. Harmonium. 684. Harmonium. 685. Harmonium. 686. Harmonium. 687. Harmonium. 688. Harmonium. 689. Harmonium. 690. Harmonium. 691. Harmonium. 692. Harmonium. 693. Harmonium. 694. Harmonium. 695. Harmonium. 696. Harmonium. 697. Harmonium. 698. Harmonium. 699. Harmonium. 700. Harmonium. 701. Harmonium. 702. Harmonium. 703. Harmonium. 704. Harmonium. 705. Harmonium. 706. Harmonium. 707. Harmonium. 708. Harmonium. 709. Harmonium. 710. Harmonium. 711. Harmonium. 712. Harmonium. 713. Harmonium. 714. Harmonium. 715. Harmonium. 716. Harmonium. 717. Harmonium. 718. Harmonium. 719. Harmonium. 720. Harmonium. 721. Harmonium. 722. Harmonium. 723. Harmonium. 724. Harmonium. 725. Harmonium. 726. Harmonium. 727. Harmonium. 728. Harmonium. 729. Harmonium. 730. Harmonium. 731. Harmonium. 732. Harmonium. 733. Harmonium. 734. Harmonium. 735. Harmonium. 736. Harmonium. 737. Harmonium. 738. Harmonium. 739. Harmonium. 740. Harmonium. 741. Harmonium. 742. Harmonium. 743. Harmonium. 744. Harmonium. 745. Harmonium. 746. Harmonium. 747. Harmonium. 748. Harmonium. 749. Harmonium. 750. Harmonium. 751. Harmonium. 752. Harmonium. 753. Harmonium. 754. Harmonium. 755. Harmonium. 756. Harmonium. 757. Harmonium. 758. Harmonium. 759. Harmonium. 760. Harmonium. 761. Harmonium. 762. Harmonium. 763. Harmonium. 764. Harmonium. 765. Harmonium. 766. Harmonium. 767. Harmonium. 768. Harmonium. 769. Harmonium. 770. Harmonium. 771. Harmonium. 772. Harmonium. 773. Harmonium. 774. Harmonium. 775. Harmonium. 776. Harmonium. 777. Harmonium. 778. Harmonium. 779. Harmonium. 780. Harmonium. 781. Harmonium. 782. Harmonium. 783. Harmonium. 784. Harmonium. 785. Harmonium. 786. Harmonium. 787. Harmonium. 788. Harmonium. 789. Harmonium. 790. Harmonium. 791. Harmonium. 792. Harmonium. 793. Harmonium. 794. Harmonium. 795. Harmonium. 796. Harmonium. 797. Harmonium. 798. Harmonium. 799. Harmonium. 800. Harmonium. 801. Harmonium. 802. Harmonium. 803. Harmonium. 804. Harmonium. 805. Harmonium. 806. Harmonium. 807. Harmonium. 808. Harmonium. 809. Harmonium. 810. Harmonium. 811. Harmonium. 812. Harmonium. 813. Harmonium. 814. Harmonium. 815. Harmonium. 816. Harmonium. 817. Harmonium. 818. Harmonium. 819. Harmonium. 820. Harmonium. 821. Harmonium. 822. Harmonium. 823. Harmonium. 824. Harmonium. 825. Harmonium. 826. Harmonium. 827. Harmonium. 828. Harmonium. 829. Harmonium. 830. Harmonium. 831. Harmonium. 832. Harmonium. 833. Harmonium. 834. Harmonium. 835. Harmonium. 836. Harmonium. 837. Harmonium. 838. Harmonium. 839. Harmonium. 840. Harmonium. 841. Harmonium. 842. Harmonium. 843. Harmonium. 844. Harmonium. 845. Harmonium. 846. Harmonium. 847. Harmonium. 848. Harmonium. 849. Harmonium. 850. Harmonium. 851. Harmonium. 852. Harmonium. 853. Harmonium. 854. Harmonium. 855. Harmonium. 856. Harmonium. 857. Harmonium. 858. Harmonium. 859. Harmonium. 860. Harmonium. 861. Harmonium. 862. Harmonium. 863. Harmonium. 864. Harmonium. 865. Harmonium. 866. Harmonium. 867. Harmonium. 868. Harmonium. 869. Harmonium. 870. Harmonium. 871. Harmonium. 872. Harmonium. 873. Harmonium. 874. Harmonium. 875. Harmonium. 876. Harmonium. 877. Harmonium. 878. Harmonium. 879. Harmonium. 880. Harmonium. 881. Harmonium. 882. Harmonium. 883. Harmonium. 884. Harmonium. 885. Harmonium. 886. Harmonium. 887. Harmonium. 888. Harmonium. 889. Harmonium. 890. Harmonium. 891. Harmonium. 892. Harmonium. 893. Harmonium. 894. Harmonium. 895. Harmonium. 896. Harmonium. 897. Harmonium. 898. Harmonium. 899. Harmonium. 900. Harmonium. 901. Harmonium. 902. Harmonium. 903. Harmonium. 904. Harmonium. 905. Harmonium. 906. Harmonium. 907. Harmonium. 908. Harmonium. 909. Harmonium. 910. Harmonium. 911. Harmonium. 912. Harmonium. 913. Harmonium. 914. Harmonium. 915. Harmonium. 916. Harmonium. 917. Harmonium. 918. Harmonium. 919. Harmonium. 920. Harmonium. 921. Harmonium. 922. Harmonium. 923. Harmonium. 924. Harmonium. 925. Harmonium. 926. Harmonium. 927. Harmonium. 928. Harmonium. 929. Harmonium. 930. Harmonium. 931. Harmonium. 932. Harmonium. 933. Harmonium. 934. Harmonium. 935. Harmonium. 936. Harmonium. 937. Harmonium. 938. Harmonium. 939. Harmonium. 940. Harmonium. 941. Harmonium. 942. Harmonium. 943. Harmonium. 944. Harmonium. 945. Harmonium. 946. Harmonium. 947. Harmonium. 948. Harmonium. 949. Harmonium. 950. Harmonium. 951. Harmonium. 952. Harmonium. 953. Harmonium. 954. Harmonium. 955. Harmonium. 956. Harmonium. 957. Harmonium. 958. Harmonium. 959. Harmonium. 960. Harmonium. 961. Harmonium. 962. Harmonium. 963. Harmonium. 964. Harmonium. 965. Harmonium. 966. Harmonium. 967. Harmonium. 968. Harmonium. 969. Harmonium. 970. Harmonium. 971. Harmonium. 972. Harmonium. 973. Harmonium. 974. Harmonium. 975. Harmonium. 976. Harmonium. 977. Harmonium. 978. Harmonium. 979. Harmonium. 980. Harmonium. 981. Harmonium. 982. Harmonium. 983. Harmonium. 984. Harmonium. 985. Harmonium. 986. Harmonium. 987. Harmonium. 988. Harmonium. 989. Harmonium. 990. Harmonium. 991. Harmonium. 992. Harmonium. 993. Harmonium. 994. Harmonium. 995. Harmonium. 996. Harmonium. 997. Harmonium. 998. Harmonium. 999. Harmonium. 1000. Harmonium. 1001. Harmonium. 1002. Harmonium. 1003. Harmonium. 1004. Harmonium. 1005. Harmonium. 1006. Harmonium. 1007. Harmonium. 1008. Harmonium. 1009. Harmonium. 1010. Harmonium. 1011. Harmonium. 1012. Harmonium. 1013. Harmonium. 1014. Harmonium. 1015. Harmonium. 1016. Harmonium. 1017. Harmonium. 1018. Harmonium. 1019. Harmonium. 1020. Harmonium. 1021. Harmonium. 1022. Harmonium. 1023. Harmonium. 1024. Harmonium. 1025. Harmonium. 1026. Harmonium. 1027. Harmonium. 1028. Harmonium. 1029. Harmonium. 1030. Harmonium. 1031. Harmonium. 1032. Harmonium. 1033. Harmonium. 1034. Harmonium. 1035. Harmonium. 1036. Harmonium. 1037. Harmonium. 1038. Harmonium. 1039. Harmonium. 1040. Harmonium. 1041. Harmonium. 1042. Harmonium. 1043. Harmonium. 1044. Harmonium. 1045. Harmonium. 1046. Harmonium. 1047. Harmonium. 1048. Harmonium. 1049. Harmonium. 1050. Harmonium. 1051. Harmonium. 1052. Harmonium. 1053. Harmonium. 1054. Harmonium. 1055. Harmonium. 1056. Harmonium. 1057. Harmonium. 1058. Harmonium. 1059. Harmonium. 1060. Harmonium. 1061. Harmonium. 1062. Harmonium. 1063. Harmonium. 1064. Harmonium. 1065. Harmonium. 1066. Harmonium. 1067. Harmonium. 1068. Harmonium. 1069. Harmonium. 1070. Harmonium. 1071. Harmonium. 1072. Harmonium. 1073. Harmonium. 1074. Harmonium. 1075. Harmonium. 1076. Harmonium. 1077. Harmonium. 1078. Harmonium. 1079. Harmonium. 1080. Harmonium. 1081. Harmonium. 1082. Harmonium. 1083. Harmonium. 1084. Harmonium. 1085. Harmonium. 1086. Harmonium. 1087. Harmonium. 1088. Harmonium. 1089. Harmonium. 1090. Harmonium. 1091. Harmonium. 1092. Harmonium. 1093. Harmonium. 1094. Harmonium. 1095. Harmonium. 1096. Harmonium. 1097. Harmonium. 1098. Harmonium. 1099. Harmonium. 1100. Harmonium. 1101. Harmonium. 1102. Harmonium. 1103. Harmonium. 1104. Harmonium. 1105. Harmonium. 1106. Harmonium. 1107. Harmonium. 1108. Harmonium. 1109. Harmonium. 1110. Harmonium. 1111. Harmonium. 1112. Harmonium. 1113. Harmonium. 1114. Harmonium. 1115. Harmonium. 1116. Harmonium. 1117. Harmonium. 1118. Harmonium. 1119. Harmonium. 1120. Harmonium. 1121. Harmonium. 1122. Harmonium. 1123. Harmonium. 1124. Harmonium. 1125. Harmonium. 1126. Harmonium. 1127. Harmonium. 1128. Harmonium. 1129. Harmonium. 1130. Harmonium. 1131. Harmonium. 1132. Harmonium. 1133. Harmonium. 1134. Harmonium. 1135. Harmonium. 1136. Harmonium. 1137. Harmonium. 1138. Harmonium. 1139. Harmonium. 1140. Harmonium. 1141. Harmonium. 1142. Harmonium. 1143. Harmonium. 1144. Harmonium. 1145. Harmonium. 1146. Harmonium. 1147. Harmonium. 1148. Harmonium. 1149. Harmonium. 1150. Harmonium. 1151. Harmonium. 1152. Harmonium. 1153. Harmonium. 1154. Harmonium. 1155. Harmonium. 1156. Harmonium. 1157. Harmonium. 1158. Harmonium. 1159. Harmonium. 1160. Harmonium. 1161. Harmonium. 1162. Harmonium. 1163. Harmonium. 1164. Harmonium. 1165. Harmonium. 1166. Harmonium. 1167. Harmonium. 1168. Harmonium. 1169. Harmonium. 1170. Harmonium. 1171. Harmonium. 1172. Harmonium. 1173. Harmonium. 1174. Harmonium. 1175. Harmon

CONVENTIONS

ALABAMA
Birmingham—Asn. of Southern Agri. Workers, Jan. 7-9. J. H. Miller, Box 2281, Mobile, N. C.
Birmingham—Order of Red Men, April 12. M. H. McKinon, Box 484.
Montgomery—A. F. & M. Masons, Dec. 3. O. T. Smith, Masonry, Dec. 3.

ARIZONA
Nogales—State Cattle Growers' Assn. Feb. 1. Mrs. J. M. Keith, Phoenix.
CALIFORNIA
Oakland—National Horticulturists' Congress, Dec. 5-7.
San Francisco—Grand Commandery K. T. of April 22-23. Thos. A. Davies, Masonic Temple.

COLORADO
Denver—P. of H. State Grange, Jan. 14-15. Rudolph Johnson, Boulder, Colo.
Denver—Amer. Natl. Live-Stock Assn., Jan. 11-12. F. E. Molin, 518 Cooper Bldg.

DISTRICT OF COLUMBIA
Washington—Order of Odd Fellows, Jan. 24-25. H. L. Andrews, 419 23rd St. N. W.

CONNECTICUT
Hartford—P. & A. Masons, Feb. 7. W. Buck. Elford-State Entomological Soc. & Fruit Show, Dec. —. H. C. Miles.

DELAWARE
Dover—P. of H. State Grange, Dec. 12-13. H. J. Johnson, Box 783.
Middletown—Jr. Order United American Mechanics, April 18. J. M. Sweeten, 507 Tenth.

DISTRICT OF COLUMBIA
Washington—Order of Odd Fellows, Jan. 24-25. H. L. Andrews, 419 23rd St. N. W.

FLORIDA
Jacksonville—Order Odd Fellows, April 16-18. J. B. Alexander, Hotel Sheraton.
Tampa—Tin Can Tourists of the World, Feb. 12-13. L. F. Cleveland, Florence, Wis.

GEORGIA
Macon—Asn. of Agr. Fairs, Jan. —. E. R. Jordan, Box 779.

ILLINOIS
Chicago—American Farm Bureau Fed. Dec. 4-7. R. W. Blackburn, 48 E. Washington St.
Chicago—International Assn. of Fairs & Expositions, Dec. 4-6. Frank H. Kingman, Brooklyn, N. Y.
Chicago—Showmen's League Banquet & Ball, Dec. 5. Joe L. Streibich, 165 W. Madison St.
Chicago—Columbia Machine Mfrs.' Assn., Jan. 15-16. James A. Gilmore, Hotel Sherman.
Chicago—State Nurserymen's Assn., Jan. 9-11. M. W. Bryant, Box 232, Princeton.

INDIANA
Indianapolis—State Farm Bureau, Feb. 27. Mrs. L. D. Scott, Clayton, Ind.
W. Winkler, State Hort. Soc. Jan. 9-11. R. L. Winkler, Ind.

IOWA
Des Moines—Natl. Farm Institute, Feb. 23-24. J. D. Adams.
Des Moines—State Adjutants Conf. Post Conf. Comm. Am. Legion, Feb. 18-19. R. L. Laird.

KANSAS
Neodesha—P. of H. State Grange, Dec. 11-13. R. M. Perria, Oage City, Kan.
Topeka—A. F. & M. Masons, Feb. 14-15. E. W. Strain, Masonic Temple.
Topeka—State Poultry Breeders' Assn., Jan. 6-8. J. R. Cowdrey.
Topeka—State Home of Agriculture, Jan. 10-12. J. C. Mohler, State House, Topeka.
Topeka—State Fair Assn., Jan. 9-10. E. M. Satchell, Olathe, Kan.
Topeka—State Hort. Soc. Dec. 7. O. W. Kinkaid, Topeka.

KENTUCKY
Lexington—State Farm Bureau Fed. Jan. 16-18. H. Kliger.
Louisville—Conf. of United Army of Republic, Last week April. M. H. Davidson, 485 South 25th St.

LOUISIANA
New Orleans—Knights Templar, Feb. 14. C. M. Hutton, Minden, La.
New Orleans—F. & M. Masons, Feb. 12-14. D. P. Lassens Jr., Masonic Temple.
New Orleans—B. A. S. & M. Masons, Feb. 13. L. W. Harris, 104 Alexandria, La.

MAINE
Portland—State Poultry Assn., Dec. 13-15. G. W. Stone, 100 W. Park St.
Portland—P. of H. State Grange, Dec. 4-6. F. A. Richardson, Strong, Me.

MARYLAND
Baltimore—State Farm Bureau Fed. Jan. 9-12. C. E. Wise Jr., 2 E. North ave.
Baltimore—Order of Odd Fellows, 34 week April. J. F. Simpson, IOOF Temple.

MASSACHUSETTS
Boston—Grand Army Republic, April 9-10. Mrs. H. A. Phinney, Room 27, State House.
Boston—Order of Odd Fellows, March 7. H. A. Holland, 86 Florence St.
Pittsfield—P. of H. State Grange, Dec. 12-13. G. W. Stone, 100 W. Park St.

MICHIGAN
Springfield—State Agr. Fairs Assn., Jan. 19-19. A. W. Lombard, State House, Boston.
Worcester—Order of Odd Fellows, Jan. 3. H. A. Whalen, Boston.
Worcester—194th U. S. Inf., Vets. Assn. of Army Dept. 26-27. Mrs. E. A. Wagner, AdH. 201 Oak St., Holyoke, Mass.

MICHIGAN
Grand Rapids—Lisle Hort. Soc. Dec. 5-7. H. D. Hootman, E. Lansing.
Lansing—State Farm Equipment Assn., Dec. 12-14. S. T. Larsen, 853 Ollivis St., S. E. Grand Rapids.
Lansing—State Assn. of Nurserymen, Feb. —. H. E. Benzker, Yanket St., Niles, Mich.

MINNESOTA
St. Paul—State Nurserymen's Assn., Dec. —. H. N. Hoedlinger, 2925 Colfax ave., S. Minneapolis.
St. Paul—A. F. & M. Masons, Jan. 17. J. H. Anderson.
St. Paul—Farmers & Homeowners' Week, Jan. 15-17. L. A. Churchill, Univ. Farm, St. Paul.
St. Paul—State Farm Bureau Fed. Jan. 15-17. J. S. Jones, Globe Bldg.

MISSISSIPPI
Jackson—State Dairy Products Assn., Jan. 23-26. H. P. McWilliams, Box 1030, Hattiesburg.
Meridian—Jr. Order United American Mechanics, April 23. W. D. Hawkins, Box 543.

MISSOURI
Kansas City—Western Assn. of Nurserymen, Dec. 1. G. W. Hoisinger, R. R. 8, Kansas City, Kan.
Kansas City—Music Teachers Natl. Assn. Dec. 27-28. J. M. Schout, University of Kansas, Lawrence, Kan.
Kansas City—Sons of the Revolution, Feb. 27. St. Louis—State Outdoor Adv. Assn., Nov. 26-29. O. Oendorf, Springfield.

MISSOURI
Bozeman—State Farm Bureau Fed. Nov. —. Mrs. F. Wyatt.

NEBRASKA
Omaha—H. & S. M. & R. A. Masons, Dec. 5-6. L. E. Smith, 401 Masonic Temple.
Omaha—Parsons Educational & Co-Op State, Union, Feb. 14. E. L. Shoemaker, 35th and Leavenworth Sts.
Lincoln—State Assn. of Fair Managers, Jan. 22-23. C. O. Marshall, Box 25, Arlington, Neb.

NEW HAMPSHIRE
Manchester—P. of H. State Grange, Dec. 12-14. J. A. Hammond, Laconia, N. H.

NEW JERSEY
Atlantic City—P. of H. State Grange, Dec. 3-6. D. H. Agan, Three Bridges, N. J.
Atlantic City—State Hort. Soc. Dec. 5-7. A. Trenton—Agr. Week and State Farm Show, Jan. 23-25. W. C. Lynn.
Trenton—State Farm Bureau, Jan. —. H. E. Taylor.

NEW YORK
Albany—State Hort. Soc. Jan. 9-12. H. P. McPherson, R. D. 2, Le Roy, N. Y.
Syracuse—P. of H. State Grange, Dec. 12-15. Harold Stanley, Skaneateles, N. Y.

NORTH CAROLINA
Charlotte—Theater Owners of N. C. & S. C., Inc. Dec. 3-4. Mrs. Walter Griffith, Box 1696.

NORTH DAKOTA
Bismarck—State Farmers Grain Dir., Assn. Probably Feb. 7-8. C. H. Conway, 415 S. Broadway, Fargo.

OHIO
Cleveland—State Nurserymen's Assn., Jan. 6. H. Brummel, Medina, O.
Columbus—State Bro. of Maritians, Jan. 26-27. S. W. Reilly, 57 E. Long St.
Columbus—State Fair Managers' Assn., Jan. 10-11. Mrs. Don A. Dietrick, Holland Theater Bldg., Bellefontaine, O.
Columbus—State Farm Equipment Assn., Jan. 11-12. S. T. Larsen, 853 Ollivis St., S. E. Grand Rapids, Mich.
Columbus—State Farm Bureau Fed. Nov. 23-24. M. Gibson.
Columbus—P. of H. State Grange, Dec. 12-14. W. F. Kirk.
Toledo—State Farmers Grain Dir.'s Assn., Feb. 21-22. C. S. Latchaw, Box 128, Postoffice 21, O.
H. H. Hannam, 28 Dake St.

OKLAHOMA
Chickasha—P. of H. State Grange, Dec. 7-8. M. E. Siebert.
Outher—A. F. & M. Masons, Feb. 13-15. O. M. Simpson, Muskogee, Okla.
Oklahoma City—State Farmers Educl. & Co-Op Union, Jan. T. Cheek.

OREGON
Hood River—State Hort. Soc. Dec. 6-7. O. T. McWhorter, Oregon College, Corvallis, Ore.
Hood River—State Hort. Society, Dec. 7-8. O. T. McWhorter, Agri. Hall, Corvallis, Ore.
Portland—Grand Com. K. T. April 8. D. H. Cheney, Masonic Temple.

La Grande—Grand Council Royal & Select of Ore., April 9. J. H. Richmond, 604 S. E. Pescock Lane, Portland, Ore.

PENNSYLVANIA
Chambersburg—P. of H. State Grange, Dec. 12-13. K. Hagshaw, Hollidaysburg, Pa.
Harrisburg—State Outdoors Adm. Assn., Jan. 15. P. O. Yecker, Box 13, Lancaster.
Philadelphia—Natl. Pigeon Assn., Jan. 19-23. H. C. Baldwin, Camden City, Mo., Box 502.

RHODE ISLAND
Providence—P. of H. State Grange, Dec. 13-14. P. J. Kennedy, Greene, R. I.

SOUTH CAROLINA
Charleston—A. F. M. March 13. O. Frank Hart, 502 Palmetto State Bldg., Columbia, S. C.
Columbia—State Assn. of Fairs, Jan. —. J. A. Mitchell Anderson, S. C.
Coffey—Order Red Men, April 14. J. L. Smith, 529 W. Smith St.
Greenville—Jr. Order United American Mechanics, April 23-24. C. H. Holmbeck, Spartanburg, Box 665.

SOUTH DAKOTA
Sioux Falls—Mid-West Conf. of Maritians, April 21-22. Claude Pickett, 221 Jewett Bldg., Des Moines, Ia.

TENNESSEE
Cookeville—Asn. of Tenn. Fairs, Feb. 5. O. D. Mass.
Memphis—State Nurserymen's Assn., Jan. 25-26. O. M. Hendrix, Knoxville, Tenn.
Nashville—F. & M. Masons, Jan. 24-25. T. E. Doos.

TEXAS
Dallas—State Assn. of Fairs, Feb. 1-3. Pete H. Smith, Plainview, Tex.
Dallas—Variety Club of America, Apr. —. Frank D. Drew, 2346 Payne ave., Cleveland, O.
El Paso—Shrine Directors' Assn. of N. A. March 20-23. Louis C. Fischer, Charleston, S. C., Box 635.
Fort Worth—Reed, Leland & Co. Hardware, Inc. March 12-14. Henry Bell, Coliseum 1554.
Waco—Order of Odd Fellows, March 18-20. S. M. Williams, 516 Lins Bldg., Dallas.

VIRGINIA
Waco—A. F. & A. Masons, Dec. 6-7. O. H. Bowers, Box 446.

VIRGINIA
Richmond—A. F. & A. Masons, Feb. 13-15. J. M. Cliff, Masonic Temple.
Stanton—Va. Assn. of Fairs, Jan. 22-23. Chas. B. Reinton.

WISCONSIN
Madison—Farm and Home Week, Jan. 23-Feb. 2. W. W. Clark, College of Agr. Medicine.
Milwaukee—Vets. Assn. Jan. 3-6. J. Malone, Beaver Dam, Wis.

CANADA
Calgary, Alta.—Order of Odd Fellows, March 14. Alex B. Ballentine, 203 Odd Fellows Temple.
Calgary, Alta.—P. M. P. March 13-14. A. E. Hartley, 2 Dominion Bank Bldg., Medicine Hat, Alta.
Edmonton, Alta.—Un. Farmers of Alta. Jan. —. Elton Birch, Renfrew Bldg., Calgary.
Regina, Sask.—Dairy Assn. of Sask. Feb. 1-2. J. H. Galt, 1000 Commercial Bldg., Saskatoon.
Saskatoon, Sask.—Agr. Societies Assn., Jan. 11-13. John G. Hayver, University, Saskatoon.
Toronto, Ont.—United Farmers of Ont. Nov. Winnipeg, Man.—Western Can. Assn. of Exhans. Jan. 15-17. Bid. W. Johns, Saskatoon, Sask.

WINTER FAIRS

ARIZONA
Tucson—Live-Stock Show & Fair, Feb. 29-26. Jack O. Kinney, 6016 Mary Lovelock, Socy. Chamber of Commerce.

CALIFORNIA
Indio—Riverside Co. Fair Coaches Valley Date Festival, Feb. 15-18. Indio Civic Club, Stewart W. Yost, Box 618, Indio.
Tampa—Florida Fair & Gunpowder Assn., March 2-15. D. V. Stewart.
San Bernardino—Natl. Orange Show, March 14-24. William Sparks, Box 29.

FLORIDA
Fort Lauderdale—Broadway Agri. Fair Assn., Feb. 12-17. W. E. Parker, 1102 E. 6th St.
Fort Myers—Southwest Fla. Fair, Feb. 12-17. C. F. Bruak.
Orlando—Central Florida Expo., Feb. 19-24. Crawford T. Bickford.
Sebastian—Agr. Fair Assn., March 5-9. John T. Sargent, Sebring, Fla.
Stuart—Martin Co. Fair Assn., Feb. —. R. J. Stuart, Box 474.
Tampa—Florida Fair & Gunpowder Assn., Jan. 26-Feb. 10. P. T. Strider, mgr., Box 1231.
Winter Haven—Florida Orange Festival, Inc. Jan. 22-27. W. W. Hamilton, Box 750.

ILLINOIS
Chicago—International Live-Stock Expo. Dec. 2-9. B. H. Hedges, 1818 S. Dearborn, Chicago.

LOUISIANA
Lafayette—S. W. La. Midwinter Fair, Jan. 12-14. E. A. Stager.

NORTH DAKOTA
Valley City—N. D. Winter Show, March 5-9. J. T. Banger.

OHIO
Columbus Grove—Putnam-Allen Ind. Fair, Dec. 19-23. T. M. Tesparrin.

TEXAS
El Paso—Southwestern Live-Stock Show, March 30-April 2. W. S. Foster, 523 U. S. Courthouse.

Harlingen—Valley Midwinter Fair, Jan. 23-28. Sidney Kring.
Houston—Houston, Fat Stock Show & Live-Stock Expo., March 23-31. W. & C. Cox.

UTAH
Ogden—Live-Stock Show, Jan. 5-11. Myrtle Haber, Hotel Bostwick, Ogden, Utah.

WISCONSIN
Milwaukee—Winter Fair, Dec. 5-8. A. H. Cooper, Jr. 4 West Allis, Wis.

Poultry Shows

COLORADO
Delta—Jan. 3-6. J. P. Hartman, Box 177, Montrose, Colo.

CONNECTICUT
Danbury—Dec. 8-10. Lewis J. Rhode.
New Haven—Dec. 4-6. Eric Dabner, 430 State St.
Manchester—Dec. —. J. Edward Stinson, 283 Hazard St., Manchester, N. H.
Norwich—Dec. 6-8. Lillian E. Dyer, 30 Hedge ave., Norwich.

ILLINOIS
Morrison—Nov. 23-Dec. 1. Geo. C. Bewick, 108 E. N. St., Morrison.
Manning—Dec. 4-7. M. P. Enebach, 644 4th St., Manning.
Washington—Dec. 6-8. H. W. Ramseyer.

KANSAS
Arkansas City—Dec. 5-7. T. C. Paris, 1624 N. 2d St.
Newton—Dec. 6-8. O. C. Sharris, 423 E. 9th St.

MAINE
Portland—Dec. 12-15. Chester T. Adams, North Kennebunkport, Me.
Manning—Dec. 4-7. M. P. Enebach, 644 4th St., Manning.
Washington—Dec. 6-8. H. W. Ramseyer.

MASSACHUSETTS
Springfield—Dec. 7-9. G. L. Colchester, 1694 Main St.

MICHIGAN
Alexandria—Dec. 15. H. H. Hanson.
Preston—Dec. 5-7. H. A. Petchow, 618 E. W. 4th ave.

MISSOURI
Kansas City—Dec. 11-16. Mrs. K. K. Biorck, 569 B. Noland St.
Minot—Dec. 11-16. Albert E. Stewart, Box 222.

NORTH DAKOTA
Guthrie—Dec. 8-9. T. D. Brown, 529 Mayo Bldg., Tulsa, Okla.
Waterford—Dec. 1-2. R. P. Kendall, Box 122.

PENNSYLVANIA
Pittsburgh—Dec. 9-14. J. J. Bodel, 89 Park St., Millville, Pa.

RHODE ISLAND
Providence—Dec. 8-10. Wm. H. Coster Jr., 310 State House.
Westerly—Nov. 30-Dec. 2. Robt. Drysdale, Box 394, Westerly.

WYOMING
Casper—Dec. 11-13. C. M. Terry, Box 1131.

CANADA
Saskatoon, Sask.—Dec. 11. Sid W. Johns.

Winter Fairs

ARIZONA
Tucson—Live-Stock Show & Fair, Feb. 29-26. Jack O. Kinney, 6016 Mary Lovelock, Socy. Chamber of Commerce.

CALIFORNIA
Indio—Riverside Co. Fair Coaches Valley Date Festival, Feb. 15-18. Indio Civic Club, Stewart W. Yost, Box 618, Indio.
Tampa—Florida Fair & Gunpowder Assn., March 2-15. D. V. Stewart.
San Bernardino—Natl. Orange Show, March 14-24. William Sparks, Box 29.

FLORIDA
Fort Lauderdale—Broadway Agri. Fair Assn., Feb. 12-17. W. E. Parker, 1102 E. 6th St.
Fort Myers—Southwest Fla. Fair, Feb. 12-17. C. F. Bruak.
Orlando—Central Florida Expo., Feb. 19-24. Crawford T. Bickford.
Sebastian—Agr. Fair Assn., March 5-9. John T. Sargent, Sebring, Fla.
Stuart—Martin Co. Fair Assn., Feb. —. R. J. Stuart, Box 474.
Tampa—Florida Fair & Gunpowder Assn., Jan. 26-Feb. 10. P. T. Strider, mgr., Box 1231.
Winter Haven—Florida Orange Festival, Inc. Jan. 22-27. W. W. Hamilton, Box 750.

ILLINOIS
Chicago—International Live-Stock Expo. Dec. 2-9. B. H. Hedges, 1818 S. Dearborn, Chicago.

LOUISIANA
Lafayette—S. W. La. Midwinter Fair, Jan. 12-14. E. A. Stager.

NORTH DAKOTA
Valley City—N. D. Winter Show, March 5-9. J. T. Banger.

OHIO
Columbus Grove—Putnam-Allen Ind. Fair, Dec. 19-23. T. M. Tesparrin.

TEXAS
El Paso—Southwestern Live-Stock Show, March 30-April 2. W. S. Foster, 523 U. S. Courthouse.

Coming Events

TEXAS
Galveston—1903 Birthday Celebration, Dec. 9. Houston—Arabia Shrine Circus, Nov. 27-Dec. 7. Rev. J. W. E. Arey.
Weslaco—20th Anniversary Celebration, Dec. 7-9. John N. Hager, City Hall.

DOG SHOWS

INDIANA
Indianapolis—Nov. 28. John W. Hillman, Indianapolis Star.

MICHIGAN
Detroit—Dec. 19. Wilson Bow, 3400 12th St., Detroit, Mich.

NEW JERSEY
Newark—Dec. 2. Foley, Inc., 3009 Hanover St., Philadelphia, Pa.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

H-M Shrine Gate Exceeds 60,000, New Philly Top

PHILADELPHIA, Nov. 25.—Hannaford Shrine Circus closed the most successful engagement it has ever played here on November 18. During six days more than 60,000 attended, last five night shows playing to capacity and turn-away crowds. Saturday three shows had to be given. First was given in the morning for 12,000 children, guests of a department store. Matinee on the same day was capacity and the night performance a sell-out. Shows were staged in Cavalry Armory for benefit of crippled children and three rings and steel arena were used.

Among 25 displays on the bill were Clyde Beatty, Christy's unit, George Hanford Family, Mrs. Clyde Beatty, Five Queens, Capt. Roland Theobald, Seal, Reynolds Skaters, American Eagles, Flying Harolds and Flying Beesches. Clown alley was represented by Horace Laird and Company, Shorby Flemm, Jimmy Davidson, Florenz Trio and Emmett Kelly. Mrs. Beatty's Madison Square Garden Band played the show. Arctic Ice Girls were concert feature.

Visitors were Howard Bary, George Hartzell, Phil Plant and Charles Hunt, Hyams Amusement Co. had concessions. Staff included Bob Meckon, director; George Kenyon, general representative; M. H. Robinson, special representative; Arnold F. Malay, auditor; Mark Wilson, press, and Harold G. Spinks, electrician.

Shorts

G. ARNOLD MASINO'S Barnyard Follies troupe, which has been playing schools in recent weeks, has been booked for two-day Christmas party in Akron for employees of Firestone Tire and Rubber Co.

OPENING SPEC for six-day Canton (O.) Shrine Circus in City Auditorium is being arranged by Rex de Roselli, staff member of Cole Bros. Circus, who sailed relatives in Bloomington, Ill., recently, following close of the Cole show. More than 100 people and animals will appear in the spec. He will also assist Sterling (Duke) Drukenbrod in framing program and work on publicity.

ATTENDANCE records were set at the third annual Food Show of Kenosha (Wis.) Retail Food Dealers' Association on November 14-16. Acts included Eddie and Pannie Cavanaugh, Tommy Bartlett, the Jolly Four, Patsey Ide and Helen Bentley.

FOUR KRESSELLS, serialists and comedy acrobats, who played Charlotte (N. C.) Food Shows on November 8-18, report large crowds attended, bill including: L. M. L. and May, Reckless Recklaw, Kirk's Animals, Skating Carters and Breng's Golden Horse.

GOOD CROWDS attended a home and food show under direction of Robert Kacher, former general agent of the Title Show, at the University of Illinois, on November 14-17, reports Robert Wheat.

ACTS playing Hoosier Democratic Club party on Indianapolis Fair grounds on November 17 were Whiteless Troupe, Walter J. Powell; House of Morgan, clown; Betty and Mary, and May, Denton Duo, perch act, and Burns' Animal Circus.

CAPT. JAY CODY reports he played Hardscrabble (N. C.) Shrine Indoor Carnival on November 15-17, doing blindfolded driving over the body of Mrs. Cody. He has appeared recently under auspices of a number of chambers of commerce.

WORKING Western territory since Decoration Day, Don LaVola and Carlotta, high wire, report a successful season, and bookings for Deming (N. M.) Thrilling Roundup and Las Cruces (N. M.) Fall Fiesta.

TWO-DAY circus will be staged in Quincy (Ill.) Armory by Seventh Ward Civic Club, proceeds of which will go toward development of public park property, reports H. L. Andrews.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Hub Circus Opens After Gate Is Off At Legion Thriller

BOSTON, Nov. 25.—First half of the 10-day thrill show and circus under sponsorship of the American Legion National Convention Corp., and directed by George A. Hamid and Bob Morton in Boston Garden on November 16-20, featured Lucky Teter and His Hell Drivers in addition to five circus acts, but patronage was off. Ticket selling campaign was not a success and show opened poorly, picking up slightly during the week.

On the program with Teter and associates were Les Kimira, serialists; Wallendas, high wire; Woolford's Dachshunds, Eddie Wiswell and his Punny Ford and Dennatt Troupe. Teter was injured on Friday night, when a steering wheel broke and a windshield was pierced by a piece of burning wood. During the afternoon performers visited a children's hospital.

Last half of the show, featuring circus acts, opened on November 21. Gov. Leverett Saltonstall attended on opening night and a picture of him mounted atop an elephant appeared on front pages of newspapers the following day. Bob Morton is doing a good job as equestrian director, assisted by George Hanford. Paul Denish is handling stalls for George A. Hamid. Floyd Bell, former Ringling-Barnum circus press representative, is doing publicity.

Bill includes Miss Harriet, equestrienne, Captain Belew's Football Follies and Elephant; Hanford Jr., equestrian; Orsons, chair balancing; Miss Valentine, single aerial web; Harolds and Voicees, loops; Christy's Ponies; Kinko, contortion clown; Captain Harrold's Ponies; Mrs. Clyde Beatty, tiger and elephants; Jean Evans, Emma Davis and Emma Wilson, trapeze and muscle grind; Florenz and Rice-Davidson trio, comedy acrobats; Miss Conchita and the Valentines, lion jaw; Clyde Beatty, lions and tigers; Wallendas, high wire; Voicees, serialists; Christy's High-School Horses; Woolford's Dachshunds; Captain Belew's High-School Horses; Romas Duo and Ortons, trapeze; Bob Forrest Jr., aerialist; Jean Evans; Harrold and Christy, elephants; Edith Christy, elephants; Christy's Liberty Horses; Great Peters, hanging act; George Hanford and Company; Page and Conchita, perch; Shorby Flemm, Billy Rice, Emmett Kelly and Kinko, clowns; Dennatt Troupe, acrobats; Flying Beesches and Flying Harolds. Music was furnished by George Venturi's Band.

N. C. Show Draws 80,000; Bill of Vaude Acts Appear

CHARLOTTE, N. C., Nov. 25.—The 14th annual Charlotte Food Show and Exposition closed on November 18 with attendance of about 80,000 for the 10-day show. The year marked the merging of exhibitions by Home Service and Service System stores, which in the past had staged separate shows. Attendance on the final night, when an automobile and other merchandise was given away, totaled 10,000.

Acts appearing during the show were Baron Richard Nowak, midjet; Breng's Golden Horse, Skating Carters, Four Kressells, Levine and Mae, Reckless Recklaw, Kirk Adams' animal show and Golden Gate quartet.

C. M. Kiser was president of the exposition and J. B. Vogler, secretary of Home Service stores, served as show manager.

Wirth in Hartford Again

NEW YORK, Nov. 25.—Frank Wirth announced that his circus has been engaged by Sphinx Shrine Temple, Hartford, Conn., next spring, marking Wirth's eleventh year as producer. Harry Brown, Chief Rabban, has appointed committees for the show, which will be a three-ring production.



G. HODGES BRYANT, who has been appointed director of the 1940 second annual Coastal Empire Paper Festival in Savannah, Ga., succeeds D. G. Moon, who directed the first festival with marked success. Director Bryant, in show business many years, was manager of the Georgia-Carolina Coastal Fair in Savannah this fall.

N. Y. Elks' Charity Circus Successful; New Dates Set

SCHEENECTADY, N. Y., Nov. 25.—Elks' Charity Circus under direction of Dillon-Karen Enterprises in the Armory here on November 18-19 was very successful, report J. Richard Dillon and J. D. Karen. Among featured acts were Bob Eugene Troupe, aerial bars; Poodies Hanford Family; Riders Avalon Troupe, tight wire and teeterboard; Nancy Darnell, muscle grind; J. R. Malloy's Dogs, Capt. Billy Sells' Lions and Slivers Johnson and his Midjet Austin.

Contracts for shows in Utica, Troy, Albany and Syracuse, N. Y., had to be canceled by Dillon and Karen due to inability to obtain armories for more than one night, but they plan to return to Ohio for several dates early in the new year.

Bryant Preps for Ga. Fete

SAVANNAH, Ga., Nov. 25.—Shows, rides and concessions are planned for downtown areas during six-day Coastal Empire Paper Festival here under auspices of civic leaders and underwritten by merchants, reports G. Hodges Bryant, managing director. Free street dances will be given nightly and winner of a queen contest will be honored with a ball. Military, mums' and children's dances will also be staged. Exhibits of the paper industry will be housed in City Auditorium. Daily float parades are being arranged. Event has received endorsement of the Chamber of Commerce and announcement was made with a page ad in *The Savannah News* on November 19.

WITH THE LADIES

(Continued from page 67)
mistress, Ruth, to faint but no harm was done to Mike. Troupier, the Mel Vaughns' bulldog, cannot seem to know why the Vaughns picked out Kansas City

for the winter, when he is used to the Texas climate.

Dan MacGuggin borrows Margaret Snow's Skye Terrier and has him sit up for visitors. Pat Duncan's terrier, Tootie, greets all her concert, but is the home guard among the dogs. Almer left on November 15 for New York to attend the National Showmen's Association Banquet and Ball, but my duties as president of the Little Italy Library of the Heart of America Showmen's Club will keep me here until the first week in December.

H. P. Large Shows' Trek Is Below Par

CLARKSDALE, Miss., Nov. 25.—H. P. Large Shows, which closed the season in Phillip, Miss., on November 11, and are now quartered at 352 Delta avenue here, registered below par business on the year. Secretary Earl Willis said here last week. Shows were handicapped the greater part of the tour because of heavy rains and floods in the territory played.

Owner H. P. Large, it was said, is contemplating leaving the outdoor field in 1940 in favor of operating a tourist camp on his property north of the city.

15 Years Ago

(From The Billboard dated November 29, 1924)

T. A. Wolfe Shows closed a 30-week tour in it and went into quarters at Camp Gordon there. . . E. G. May and William H. Dempsey were in Detroit arranging to launch an amusement company in 1925 under title of May & Dempsey Shows. . . Beaumont, Tex. for 1925. . . Billy Breeze was handling promotions with Central States Shows, playing in Florida. . . Mr. and Mrs. Walter Lankford, Hershel Stanhope, Mr. and Mrs. Clyde Birch and Mr. and Mrs. Frank Wright returned to Bone Gap, Ill. for winter.

After closing with George T. Scott Shows, P. Price began a tour of still dates with concessions. . . Mr. and Mrs. P. W. Cobb, ride operators, closed with Dryman & Joyce Shows and went to Augusta, Ga., for winter.

Frank S. Smith ended the season at Eaton (O.) Fall Festival and was selling specialties on Huntington, W. Va., streets. . . Mr. and Mrs. William Yates wound up the season with Rubin & Cherry Exposition in Montgomery, Ala., and headed for Lakeland, Fla., to begin a 16-week engagement with John Fingerhut's Band.

Monroe, La., second date of the winter tour, proved satisfactory for Don T. Kennedy Shows. . . Zeldman & Polite Shows called it a season in Charleston, S. C., and went into quarters in Spartanburg, S. C. . . Robert (Bob) Sicksle resigned as general agent of C. D. Scott Shows after six years with the organization. . . Formerly with Snapp Bros' Shows, Frank Clement died November 14 at his parent's home in Chicago. . . Mr. and Mrs. Roy E. Ludington, closed with John T. Wortham Shows and returned to Boswell, Okla., for winter. . . Thomesville, Ga., was a red one for Billie Clark's Broadway Shows of America. . . After a 10-day engagement in Cairo, Ill., Little Amusement Co. went into quarters there.

WANT

Show People who have real acts for Sportsmen's Show. Any attraction that fits show of this type. Must be A-1 and the McCoy. No larrics or washed up hams need apply.

Shooting Manfields, Pete Adams, Chief White Horse, Ellison and Foster, write immediately.

JANUARY 20-28 INCLUSIVE.

TOLEDO SPORTS & HOME SHOW

936 Edison Bldg., TOLEDO, OHIO

Wholesale ORDER MDSSE EARLY

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Toy Sales Up as Factories Refuse To Fill Late Orders

Year's total expected to hit \$230,000,000 with two-thirds of business to be done during holidays—only early orders receive guarantee of being filled

NEW YORK, Nov. 25—Toy sales this year will total about \$230,000,000, approximately two-thirds of which will be accounted for by Christmas sales, manufacturers and distributors report. According to C. L. Kingsbury, president of Toy Manufacturers of the U. S., this represents an increase of between 5 and 10 per cent over the 1938 total. He also stated that the European war would have no effect whatever on supply of toy goods available here for Christmas. This point was emphasized at a recent convention and preview of Christmas toys held under auspices of the toy makers, when it was shown there will be no dearth as in 1914, when approximately half the total supply was shut off by war blockades.

Manufacturing Curtailed

Despite reported sales, there seems to be no agree of manufacturing activities. Most of the firms have, it is reported, decided to operate conservatively and produce only what they have already assurance of selling. Few manufacturers seem to have intentions of building up inventories on the flimsy premise that they should have additional quantities on hand in case retailers run short. Some factories are said to have already stopped taking orders. While orders now on hand and those received within the next few days will be handled, manufacturers are not planning any rush hour tactics to accommodate late buyers. To produce extra goods on a rush basis would entail in many cases overtime, which under the mandate of the wage and hour law would cut into profits. This attitude reflects a determination to make a profit even if less goods are sold.

The move of manufacturers to serve only those who got orders in early was evidently brought about by last-minute experiences in 1937 and 1938. Last year one manufacturer reported he received a single-item order, the price of which was \$2. There was a collect telegram costing 50 cents; transportation was 35 cents and filling, shipping and billing was set at 25 cents, a total charge for delivery amounting to \$1.10. Another manufacturer said his telegraph and long-distance calls last year were 700 per cent higher than in 1937. Plant executives are determined not to allow such costs to eat into profits this year.

Advise Early Orders

This, of course, means that the boys who as yet haven't filled orders better not lose another minute in getting them in. It also is a hint to those who want to get small orders to try as feelers that they had better decide to take a gamble and shoot the orders to plants. If orders are not filled promptly, then workers who have procrastinated may never make up their minds to accept substitutes.

For the past 10 years less than 5 per cent of toys sold in this country have been imported. Today American manufacturers are ready to fill the gap with 100,000 different types of toys, all carefully tested for fun appeal, age suitability, safety and educational value. Imported toys from Germany, Japan and Czechoslovakia have sold chiefly in lower-priced brackets since the last war and have represented an almost negligible percentage of the dollar volume of the trade, it was pointed out.

A tremendous gain will be shown in the quantity of toy goods distributed by pitchmen, door-to-door workers and

Bingo, Boards Pushing Winter Sports Numbers

NEW YORK, Nov. 25—Winter sports merchandise, which made its debut on salesboards in 1937, is now receiving bids from bingo operators. With cold weather well under way in North Central States, ops are taking advantage of the falling mercury and stocking numbers that will appeal to those in the area. This policy is also being followed by counselors in mountain resort regions, where hotels offer special rates and facilities to those who enjoy ice skating, skiing and tobogganing.

While unseasonable weather in some sections has delayed introduction of winter merchandise, the boys in the areas that have already recorded low temperatures are reported offering ice skates, hunting traps, lumberjack coats, sleds and even snowshoes to bingo patrons.

Board operators are pushing shotguns, rifles, hunting knives, skis, hunting coats and ski shoes and suits. Hunting knives and rifles are going well in sections where the gunning season is at its height. In Louisiana and Mississippi canvas coats especially adapted to duck hunting are earning big profits for card ops. With the rabbit season in full swing in Midwestern States, both board and bingo operators are cashing in on the spurt in demand for sports items.

A survey of several territories revealed that bingo and salesboard operators are going strong for winter sport items. However, bingo operators are pushing merchandise that is in lower price brackets, while the salesboard boys are using larger cards and quality merchandise to attract patrons, thus increasing takes.

All in all the boys are optimistic over the outlook despite the fact that the weather man hasn't exactly smiled on them in every territory.

Metal Items Are Clicking

Look good for Christmas trade as Dame Fashion boosts popularity

NEW YORK, Nov. 25—Metal novelties are enjoying a spurt in demand these days, reports reveal. While brassware has always been good, it has not in the past few years received the promotion it is getting now. Tying in with the campaign that brass items last forever, merchandisers are offering ash trays, candlestick holders, book-ends and candy dishes.

Those in the know attribute the turn to brass to the popularity gained during the latter part of 1938 and 1939 by alloy products. With women's fashions favoring black and gold and introduction of metallic jewelry to fill the need, it is easy to see how the public was made metal conscious. Pins, brooches, clips, bracelets, boutonnieres and medallions fashioned of metal and finished in metallic hues are still holding top popularity and the items are receiving added impetus from window displays in department stores and shops.

Aluminum soared to new heights in popularity recently when several metropolitan firms put hand-hammered dishes and bowls on display. Because of the never-tarnish quality of the light metal and low cost of production, aluminum items are clicking. Bingo operators are finding aluminum items designed to fill some decorative and useful part in the household toy items. They are priced to allow a good margin of profit. With many bingo players working on their Christmas shopping list, bingo ops are lining their stands with the items and increasing attendances and takes. Items claiming top demand in the hand-hammered material are fruit bowls, letter and ash trays, candlestick holders, cookie and sandwich trays and relish dish holders.

demonstrators, both indoors and outdoors, it is generally agreed. Aided by some grand fall weather, outdoor workers have been cleaning up with scads of hot mechanical numbers that strut their stuff on the sidewalks and street corners. Outstanding of these are the mechanical seal and the playful cat. (See ORDER MDSSE, EARLY on page 103)

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Almost every conceivable type of item has been offered on a card or board. It is this elasticity in choice of merchandise which has enabled operators to carry on during long spells when new items are conspicuous by their absence. However, it is when operators begin to work on Christmas promotions that they experience the least amount of trouble finding something appropriate to use on a deal. Not only can they select items from the novelty flash group, to which they restrict themselves in the main part of the year, but they can also go to the practical merchandise group with a good chance of winding up with an item that will produce a good profit.

In referring to a practical merchandise group we do not wish to give the impression that novelty flash merchandise cannot be adapted to practical use. We want to differentiate between the latter and the regular run of household items which ordinarily haven't the required oomph to turn over satisfactorily. When Christmas spirit is in the air John Public is more likely to go for staple merchandise than at any other time, and because of this operators enjoy the happy experience of a wide latitude in choice of items and the opportunity of working many deals simultaneously if they wish.

While we are on the subject let us not forget that the Christmas season of few fraternal organizations, clubs and churches a grand opportunity for fundraising promotions. The smart operator always manages to get his finger into this pie somehow. With everyone in a spending mood and seeking gifts to distribute, it is no problem to get men and women to patronize a card. Organizations naturally go in strong for salescard deals during weeks preceding the holidays and if you are wide awake you will cash in on this trend.

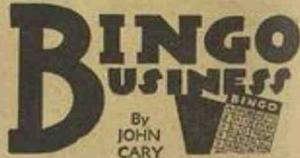
Boys working store locations may (See DEALS on page 103)

Christmas Clubs To Unleash Cash

NEW YORK, Nov. 25—A total of \$350,000,000 will be distributed to more than 7,000,000 Christmas Club members by approximately 4,700 banking and financial institutions during National Prosperity Week starting December 4, according to an estimate given out yesterday by Herbert P. Rawll, founder and president of Christmas Club, a corporation, sponsor of National Prosperity Week.

The effect of putting this amount of money into circulation should be felt by all who deal in wholesale merchandise for weeks to come. Rawll estimates that \$113,400,000 or 32.4 per cent will go for Christmas purchases. The balance goes for taxes and other bills. Distribution per member amounts to \$48.80 as against \$47 for 1938.

In the distribution of Christmas Club funds this year New York State leads with about \$100,000,000. Estimate for Pennsylvania is \$36,000,000. Massachusetts, \$32,000,000. New Jersey, \$25,000,000. New York's metropolitan districts will receive about \$80,000,000.



By JOHN CARY

MILWAUKEE bingo operators and hall owners are to be congratulated upon the stand they have taken in recent weeks to establish the game in that city. Despite the fact that opposition made a few strikes at the beginning of the battle, bingo enthusiasts knew they were right and kept plugging. The result is that the courts are recognizing rights of these men, and seems that the game will soon be again in full swing in the beer capital.

THE TROUBLE began with the halting of games last summer. E. C. Broughton, a Sheboygan editor, immediately came to the aid of the game thru his editorial columns. Not satisfied with this, the editor spoke against the ban at a picnic sponsored by the Fraternal Order of Eagles. His contention was that officials had no right to stop a game conducted by taxpayers for the benefit of charitable organizations. Broughton defended the game on the basis that (See BINGO BUSINESS on page 102)

Get More Money - Making

FREE IN ONE BIG 260 PAGE BOOK

DREXEL COMBS WITH PREMIUMS ON A CARD

No. AR340-4. Almost appearing in 100. Holds 6 or 12 combs. Colors in black and white. 12 different premiums.

When a customer purchases a comb for 10c he receives a "Free Premium" which, when used together with other combs, will give him a variety of valuable gifts.

Suggested Selling Price to Dealers, 80c. Wholesale Price, Each Card, \$10 Cards, \$4.50.

ZINC POT CLEANER

No. 11K1 - Made of woven fibrous metal. Cleans and polishes effectively. Weighs about 20 grams. Dozen \$2.40; Gross \$2.65.

No. K52 - Copper pot cleaner. 30 grams. Dozen \$2.40; Gross \$4.75.

GUARANTEED WRIST WATCH

No. W301 - Quality wrist watch. Case and band of metal. Shaped like a pocket watch. Case, with telescopic crystal and adjustable metal case. Has waterproof movement. A three-year service guarantee is given with each watch.

Any Quantity, \$1.40 Each.

TIE SETS

No. C131 - A set of three rayon ties in a beautiful box, including a smart looking tie, a scarf and collar bow. The tie comes in assorted designs, popular patterns.

Sample Set 29c; Dozen \$9.50.

No. C209 - Four-in-hand tie. Comes in attractive, plain and assorted colors.

Dozen 75c; Gross \$8.25.

ST. BERNARD DOG FIGURE WITH PERFUME

No. D285 - The dog's head for the perfume bottle. A new, late creation - it's smart, appealing and lovely. Contains of blue-colored fine material with shining entrance. Water and alcohol figures in a contrasting color.

St. Bernard dogs which look like figures of perfume bearing a St. Mertz label-bronze tied to the dog's back. Fine as a gift or price, an attractive figure on the roadside.

Sample 14c; Dozen \$1.45; Gross \$16.75.

GOING AS GOOD AS EVER

D210 - Here is the sensation of the day. It's the real hot number that pulls the money into the counter. It's the one that's not only a lot of fun, but it's a lot of profit for the dealer. It's the surprise that's combined with the greatest sensation of the year. Suggested selling price, 75c. Sell to Dealers for 50c to 75c. Cost, 10c. Sample \$2.50; 12, \$2.25. Each.

SPORS ALL-PURPOSE CEMENT ON DISPLAY CARD

No. AT699 - Recommended for use in such items as: leather, wood, glass, metal, etc. Leaves a smooth, lasting joint. Put up in a display card, complete with screw eye display card.

Sample Card \$5c. 10 Cards \$4.00

SPORS WATERPROOF CEMENT

No. 104 - Recommended for use in such items as: leather, wood, glass, metal, etc. Leaves a smooth, lasting joint. Put up in a display card, complete with screw eye display card.

Sample Card \$5c. 10 Cards \$4.00

Big Money Selling to Dealers

MECHANICAL PENCIL WITH PRINTED AD

No. 11R2 - An ideal pencil for advertising purposes. Smooth finish round, which is covered in assorted colored tops. Made of plastic material. Nickel plated band, tip and clip. Has eraser and pencil action. This pencil may be had with any ad desired up to 6 lines of not more than 20 letters per line. It is printed in a rich bright red or blue color.

SALESMEN Here is a chance for you to make some easy money without any investment. When you get an order from a Dealer for the above pencils, add 2 or 3c to our price for your profit, and send the order to us. If the dealer is rated he will ship direct to him, and the money and allow you your commission. Just think of it! If you get an order for 1,000 pencils with a profit of 3c each you will make \$300.00 for about 10 minutes' work.

Prices Are As Follows:
Lots of 250 - \$5 Each
Lots of 500 - \$4 Each
Lots of 1,000 - 7c Each
Lots of 2,500 - 5c Each
Lots of 5,000 - 4c Each

SALESMEN: Samples of above pencil with an already printed thereon. Recommended as a selling job. 1c Each 7c. No Less Than 250 Impressed.

BUCKING TOY

No. 11R3 - His toy which he'll love to play with in his stall and jump in his way. Operates in a lively manner. Operates with any juar saddle. Will resist to reasonable shock.

Dozen \$20; Gross \$27.00

COIN PURSE DISPENSER

No. 11R8 - Coin cannot fall out - it is carried in a holder which is attached to the leather or your protection. Change kept in separate compartments. Ready for use. 10 - 8 quarters, 10 - 2 pennies, 8 nickels, total 100 cents.

Handy - can be carried in pocket or purse or worn on belt. Also very elegant. Operator of filling stations, vegetable stands, grocery stores, confectionaries at fairs, bazaars are a very ready prospect that should be on sight.

Sample 18c; Dozen \$1.80

LADIES' EMBROIDERY BOXED HANKY CUFFS

No. 5014 - Hand woven embroidery. Assorted colors. Great demand on order. One - sixteenth inch wide. One - eighth inch deep. One - eighth inch high. One - eighth inch wide. One - eighth inch high. One - eighth inch wide. One - eighth inch high.

Sample 18c; Dozen \$1.80

QUEEN KLEAN CLEANING CRYSTALS FOR MAKING CLEANING FLUID

No. 11R4 - A new, late creation - it's smart, appealing and lovely. Contains of blue-colored fine material with shining entrance. Water and alcohol figures in a contrasting color.

Sample 18c; Dozen \$1.80

TWO BLADE POCKET KNIFE

No. 11R5 - A new, late creation - it's smart, appealing and lovely. Contains of blue-colored fine material with shining entrance. Water and alcohol figures in a contrasting color.

Sample 18c; Dozen \$1.80

YOU CAN MAKE TWO FILTER TIP CIGARETTES - ONLY 7c

No. M16 - Makes 20 per cent. profit. In a few minutes you can make a kind of tobacco pipe, transilluminated or fluorescent or fluorescent. It is made of all metal, no parts wear or break. Cor-k is made with 100 cigarettes. Each tube costs 12 on an attractive display card. Dozen \$1.20; Gross \$1.40; \$35.00.

8-PIECE LADY ALICE DEAL IN BASKET

No. D310 - Serves a dozen. Contains 1 1/2 dram bottle of perfume, 1 1/2 dram bottle of soap, 1 1/2 dram bottle of cream, 1 1/2 dram bottle of lotion, 1 1/2 dram bottle of powder, 1 1/2 dram bottle of lipstick, 1 1/2 dram bottle of rouge, 1 1/2 dram bottle of blush. All packed in an attractive basket, which is used as a sewing basket or fruit dish. Cellulose wrapped. Sample 50c; Dozen \$5.00; Gross \$50.12

ELGIN DRY SHAVERS

40c EACH GROSS LOTS

No. 2M8 - Has self-sharpening cutter, revolution band, vibration motor. Constructed to give longer service. Operates on 110 volts. A.C. current. (Not connected with Elgin Watch Co.)

Sample 50c; Dozen \$5.00; Gross \$50.12

12 Dozen, 45c each.

No. 2M20 - Underwood dry shaver with rubber grip. Operates on 110 volts. 60 cycle A.C. Guaranteed.

Sample \$1.00; Dozen \$11.40.

NEW FALCON CAMERA

ONLY \$11.18

No. W18 - Great pocket size, takes all standard 8 exposure roll film. Picturite size 1 1/2 x 3 1/4 in. Light weight but sturdy. Operates on 110 volts. Price of attractive color. Front stage into rigid position automatically when opened. Lens is standard type. Aperture has two stops. Contains indicator for choice of instantaneos or time exposure action.

Wholesale Price, Each \$1.18.

3-WHEEL WINDPROOF POCKET LIGHTER

No. M81 - A well constructed, neatly designed lighter that will light any pipe or cigarette in a heavy wind. Wind extinguishes flame as it is blown up, wick cover is automatically removed. It is produced by simple dip of the thumb. The sleeve is checked in the wind, which is blown up, giving it a very attractive appearance. Operates on 110-120 A.C. or D.C. flash in box with instructions. Wholesale Price, Each \$1.75; Gross \$19.00.

WATER HEATER

No. G241 - Gives you water quickly from light socket. Ideal for cottages, cabins, offices, homes, camps, offices, etc. Operates on 110-120 A.C. or D.C. flash in box with instructions. Wholesale Price, Each \$1.75; Gross \$19.00.

CHARMS WITHOUT RIBBON

No. W231 - A new, late creation - it's smart, appealing and lovely. Contains of blue-colored fine material with shining entrance. Water and alcohol figures in a contrasting color.

Sample 18c; Dozen \$1.80

GARDENIA FACE POWDER AND PERFUME DEAL

No. S22 - An eye-opening sample size lot. A fragrant powder that gives you a lovely complexion without cake. A balanced face powder that's not too heavy. Too light. Fresh or hatched shade. Its delicate, unusual new odor harmonizes with any perfume. It's a real beauty. It's perfect. It's pleasant and lasting odor. Each deal wrapped in cellophane. Sample 10c; Dozen \$1.20; Gross \$14.40 each.

MAGNETIC TRICKY DOGS

No. J200 - Bewitching, fascinating. The magnetic quality makes possible endless tricks and stunts. They are under their own power, as though they were alive. They play like real dogs. Packed 1 set of two in box. Sample 10c; Dozen \$1.20; Gross \$14.40.

SPORS

WHOLESALE CATALOG WITH 4000 TESTED & PROVED HIGH VALUE PRODUCTS

Salem, Dealers, Operators - Rush your request for this amazing book. Shows over 4,000 bargain-priced Goods, Hardware, Automobile Accessories, Food Products, Cosmetics, Leather Goods, Wearers Apparel, etc. ALL PRICES ARE F. O. B. LE CENTRE, MINN.

PHOTO PRINTER SET

25 XMAS FOLDERS

No. D242 - Print any snapshot negative on paper, cloth or metal. No wiring equipment required. Complete instructions with each set. Also letter to drug and department stores. Wholesale Price, 25c; Dozen \$2.50; Gross \$25.00.

25 ASSORTED XMAS FOLDERS

Attractive coloring. Novel. Wholesale Price, 25c; Dozen \$2.50; Gross \$25.00.

No. D93 - A fine selection of 21 of the better quality Xmas folders that should sell at once. Attractively bound.

Sample 50c; Dozen \$5.00; Gross \$50.12.

TRIX SINGLE OR DOUBLE EDGE BLEND, YOU CAN TRIM IT FOR 10c

No. 11R6 - A new, late creation - it's smart, appealing and lovely. Contains of blue-colored fine material with shining entrance. Water and alcohol figures in a contrasting color.

Sample 18c; Dozen \$1.80

GENUINE LEATHER BILLFOLD WITH ZIPPER

No. M339 - Hand-tooled design. Black or brown leather. 1 1/2 x 3 1/4 in. compartment. Patent zipper and snap fastener design.

Sample, 27c; Dozen \$2.70; Gross \$29.00.

POCKET PENLITE

No. H22 - Handy, convenient. Fits in pocket or purse. Lens 1/2 in. diameter. Includes lens cap and lens. (Lens No. H19 included, but lens not included.) To light press button at bottom of case.

Sample, 15c; Dozen \$1.50; Gross \$17.50.

FAMOUS DREXEL PUMP PEN SETS

No. B300 - Noted for their dependable service. Pen and ink with the new writing lever mechanism. No treatment without showing ink level; pump filler. Mechanical pen to match. Ink blue or black.

Sample 9c; Dozen \$2.55; Gross \$28.30.

Christmas Merchandise Thru the Years

By SAM ABBOTT

WHILE some of the Christmas items may appear to be new creations, brought out this year for the first time, many of them will be making reappearances on the market.

This has been an outstanding merchandise year and the workers, because of bumper harvests and general prosperity, coupled with items from the world's fairs, have made money. Already they are turning their eyes to 1940 to foresee what will be going good that year. Predictions can be made on the basis of certain qualities seen in items this year which may be developed to put them across in fine style next year. But to say definitely that a certain item will be tops next year brings up that old saying, "Your guess is as good as mine." One thing is certain, merchandise to lead the parade next year will have to be like that which led this year and in other years—it must be worth while and have an immediate appeal. The merchandise of other years, when similar events were scheduled such as political campaigns, can be viewed with the idea of predicting what will go good. Every topnotch item has potentialities of repeating its popularity and there are always good items during a year which may crop up as best sellers a year after they were introduced. Some of these will have been changed even slightly and impress the public as new numbers. The worker handling these items doesn't care so much what the public thinks about the

item in this respect—it's the demand he watches.

This year children will get Alabama Coon Jigger dolls and no thought will be given to the oldness of this mechanical toy. It pleases and it sells—those are paramount points. A glance thru back issues of *The Billboard* reveals that the Alabama Coon Jigger was one of the top items for the Christmas trade in 1912. While the Alabama Coon Jigger has given way several times to other figures that dance the jig to exert more influence on the public, the manufacturers go back to the colored figure when others fail to command sales. Following the Armistice some manufacturers substituted the Coon Jigger with Uncle Sams and others put American flags in the jigger's hand to supply the patriotic touch. These little improvements do much toward promoting sales. Shrewd merchandise buyers watch these little changes because they mean big sales for them.

Back in 1906 there was a definite trend toward jewelry, and diamonds, moderately priced, were tops for the Christmas trade. The pitchman was

reaping a profit with sea shells and shell novelties. There was no definite tie-in with the yuletide season on these items, but they sold just the same. The Living Moyana, an Oriental figure made as a monkey mitt, was appealing to Christmas shoppers. The gay coloring of Moyana's garb was outstanding and the red and green motif put it in the category of Christmas merchandise. The outstanding pitch item was a make of scissors which had 18 different tools in its make-up. Buyers of this item could use it as a pen knife, cigar-box opener, gas-pipe tong, ruler, measure, cartridge extractor, ink eraser, stereoscope and, last but not least, scissors. When it came to getting more for your money there was probably nothing on the market which surpassed this item of so many purposes. Thirty-three years ago folding Christmas bells were, as they are today, in demand for household decorations.

Two years later there appeared on the market an item which definitely caught the public's eye. It was known as the Dancing and Performing Bears. The bears, two of them, had paper-mache heads and glass eyes and came with or without bells. These bears were tied together on a string, one end of which the person attached to a table or chair leg and with the manipulation of the other made the "animals" dance and do other antics. In later years there was a variance of this item and the "performers" appeared as "Shimmy Dancers," clowns and prize fighters.

Gyroscope Tops Favored

Mechanical bottles were also of the vintage of 1908. They made a decided hit as a Christmas toy, as did the barking dog, a fur-covered dog on pedestal with a bellows under the cardboard base upon which the dog was fixed. By pressing the bellows a noise was made which, with imagination, led people to believe the dog was actually barking. Then there was the gyroscope top, which was spun by inserting a string thru a hole in the shaft of the top and wrapping the cord around the spindle. A jerk on the string would set the top to spinning at a terrific speed. The gyroscope could be set either straight up or at an angle on top of a wooden pedestal. Streetmen made money with this item and nearly every toy store in the nation, even in the smallest of towns, sold quantities of these tops.

The following year an automatic pencil came on the market. It consisted of a series of pencil points arranged one behind another in a tube. The selling angle was that the writer always had a sharpened pencil and that it was "the only pencil in the world with a real point."

In the novelty field that year were explosive cigar boxes and frying pan rattles.

Pushed under the heading of "useful items" were "Palm Pistols," which fitted snugly in the palm of the hand; safety self-filling and self-cleaning fountain pens and safety razors. White metal was all the rage and engravers and wire workers enjoyed a profitable business during the Christmas rush.

The year 1912 was a campaign year and pennants on the "Bull Moose-Toddy," "Democracy and Wilson" and "G. O. P. and Taft" were seen every place. Automatic stamping machines were earning money and a gift for those who were not in the vicinity of a machine was a token with the name and address of the person receiving it imprinted on metal. This item went over big that year. Excursion boats plying the Mississippi River below St. Louis featured these machines.

In addition to the Alabama Coon Jigger offered this time was the climbing monkey sold under the trade name of "Joeko." The monkey went up and down the string which was held at one end by means of a wire ring to which the string was attached. Walking boy dolls went good and writing paper was the ideal gift. Tea cups and saucers of thin translucent china were a top Christmas item, too.

What exact effect the outbreak of the World's War in Europe in 1914 had on Christmas merchandise is unknown, but there was a dearth of items that year. The combination belt and suspender set made its debut; Indian head, United States Flag and September Morn pillows were selling fast. A great many sales of the book *The True Story of the Great European War* were made. Collar bags, comb and brush sets, shaving stands, brush and mug sets, billfolds with sections and calendar, folding umbrellas, opera glasses and straight razors were bought by Christmas shoppers. Those who gave kitchen ware for Christmas bought the "7-in-1" combination, which consisted of pudding pan, Berlin Kettle, colander, double boiler, steamer and casserole. A percolator that fitted



WIND-UP TOYS ALL NEW AND ALL FAST SELLERS

The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% discount must accompany C. O. D. orders. Order from this ad. Postage must accompany each order.

	Net.	Gross
8858 Pressing Penguin	\$.75	\$1.50
8859 Cassette Monk	1.25	2.50
8860 Looping Airplane	1.00	1.50
8864 Dancing Couple 2 1/2 in.	1.75	2.50
8861 Dancing Couple (4 in.)	.85	9.50
8862 O. U. Dog (Small)	.85	10.00
8862 O. U. Scotty Dog	1.75	20.00
8863 Walking O. U. Dog	2.65	30.00
8863 Pop-Pop Beak	.75	8.00

15 ITEM ASSORTMENT
(One of Each of Above Items), \$1.62

LEVIN BROS., Terre Haute, Ind.

THANKS

SHOWMEN—FAIR MEN
CONCESSIONAIRES
NOVELTY MEN—PARK MEN

For your Patronage during the Past Season
FOR 1940 WE PROMISE EVEN BETTER SERVICE AND THE LATEST
IN TOP MERCHANDISE.

B. & N. SALES

HOUSTON, TEX. DALLAS, TEX. KANSAS CITY, MO.
707 Preston 2030 Commerce 310 West 9th

THE SMASH LINE FOR '39 XMAS CARDS

Big attractive cards in cellophane packages, \$5.00 per hundred packages; sample 10c.—Deluxe \$1.00 assortment, Best Eye Offenders, \$4.50 dozen; sample 50c.—These stringently different \$1.00 assortment, \$5.50 dozen.

Complete sample set, consisting of four \$1.00 assortments and one cellophane package set, \$1.50.

MONEY REFUNDED IF NOT SATISFIED

BEACON CARD STUDIOS, 729 Boylston St., Boston, Mass.

JUST OFF THE PRESS.

CATALOG No 40. WRITE FOR YOUR COPY NOW.
ALL PRICES REDUCED. BE SURE AND
MENTION YOUR LINE OF BUSINESS.

MIDWEST MDSE. CO., 1010 BOWY, KANSAS CITY, MO.

SEE THESE PRICES

TUCKER-LOWENTHAL
Rebuilt Watches

**ELGIN, WALTHAM
and ILLINOIS**

18 Size Ea. \$1.95
12x6 Size Ea. 2.25
16 Size Ea. 2.95
12 Size Ea. 3.00

A Reconditioned Watch
with a Reliable Guarantee.

SEND FOR CATALOG

TUCKER-LOWENTHAL CO.
5 So. Wabash Ave.,
Chicago, Ill.

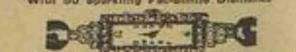
REPEAT ORDERS ASSURED BY OUR
FUR COATS FREE CATALOG

Our latest and greatest catalog is now ready with complete fur models in Coats, Scarfs, Capes, Jackets (180 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves we have the highest value. Guaranteed satisfaction or money refunded in 3 days. Same day delivery. See 25% Dep., Bal. C. O. D. Lowest Prices.

H. M. J. FUR CO.
150 W. 2d St.
N. Y. C.

SENSATIONAL OFFER

JEWELLED LADIES' BAGUETTE WATCH
With 50 Sparkling Faceted Diamonds



SPECIAL: No. 150—HIGH GRADE 15 J. Brand New Movement. Guaranteed to keep accurate time for 3 years. Modified from a \$200 value. **\$5.95**

LADIES' WRIST WATCH—2 1/2 in. Case
Dark Wonderful Premium Item. Boxed. **\$1.85**

Complete. Each Sample \$1.00 Extra.

25% Deposit. Balance C. O. D.

SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY

FRANK POLLAK
72 Bowery, NEW YORK CITY.

GENUINE FUR CHUBBYS and FUR COATS

Latest style. Buy from well-known New York Firm. Pleased. Best Dye. Comfortable or breaking color. Guaranteed quality. Sizes 14-42, \$8.00 each. \$1 Dep., Bal. C. O. D. Money returned within 3 days if not satisfactory.

GENERAL FUR MFG. CO.
152 West 24th St., New York, N. Y.



BAKER BINGO BLOWER

The Most Practical Device on the Market for Operating a Group Bingo Game. Automatic Action, Lethalistic, Attractive and Trouble-Free. Size 12x10x9. Inches. Electric Bingo Master Boards, Bingo Circular Free Games of Every Description.

POP BAKER
2507 W. Warren, DETROIT, MICH.

into any utensil was noted on the market.

Burnt leather goods came on the market in 1916 and cigar cases of this material proved good sellers. For the straight Christmas trade the boys offered the electric canary, Japanese vase; scarf pins, which were black enameled and in silver finish; knife-watch-chain combs, English novelty glassware, new round cushions and Indian, moosehair. For the gentleman folding cases were at the top.

The war ended in 1918 early enough to give the boys several breaks on merchandise. Rejoicing that the World's War had ended, people were in a spending mood. Not only this but new items were turned out rapidly to get on the market in time for the Christmas buying. But until November 11 things looked none too good for the merchandise boys. Things were so gloomy that on the front of *The Billboard* dated October 5 this editorial appeared:

"Nix—Christmas Issue—Nix"
"The *Billboard* will not bring out a Christmas Number this year. After long and careful consideration we have decided that were we to do so we could not square ourselves with ourselves—that we could not do so and honestly convince ourselves that we were doing our utmost to help win the war.

"There is not paper enough to go around. The shortage is acute—very serious. The War Industries Board is hard put to it—very—to apportion it.

"Big, heavy and expensive holiday editions of periodical publications under the circumstances cannot be justified or excused.

"They are wrong—dead wrong.

"And believing so we pass ours up and announce it now, so that we can urge all of our clients who contemplated using a page or a half page ad in it to buy a Liberty Bond instead.

"Mr. McAdoo has made the loan only \$8,000,000,000 instead of \$8,000,000,000, but even at that in order to put it over everyone will have to take twice as much of it as he or she did of the third loan.

"Everyone can, moreover, because everyone can hit upon something that they can give up—something, too, which, while they may have regarded it as a necessity heretofore, they will find in the light of actual experience is really a luxury—or perhaps at best only a small comfort.

"The *Billboard*, its staff and every one of its employees are going to subscribe for three times what we took last time. We don't see how in the hell we are going to pay for them, but then we could not

see our way any clearer on the last lot and we got away with it all right.

"One never knows what one can do until one tries.

"That's—that's the stuff.

"Tackle it. You'll win if you undertake it. Somehow, some way you'll manage, never fear—and oh, boy, that feeling that follows! It alone is worth several times the value of the bonds."

"Things turned out very well with the December business. The merchandise items with the patriotic slant that were hot at that time included insignia serv-

LARGEST AND BEST ASSORTMENT OF MECHANICAL TOYS

Plush Covered. Each in a Box. Popular Sellers.
No. B30N14—O. U. Dog (Small).
Gross \$7.50; Doz. 70c
No. B40N174—O. U. Dog (Large).
Gr. \$15.00; Doz. \$1.95
No. B33N90—Running Scottish Dog.
Gr. \$18.00; Doz. \$1.80

Celluloid Figures on Metal Stand. Made in Two Sizes.
No. B40N155—Dancing Couple (Small).
Gross \$7.20; Doz. 60c
No. B40N156—Dancing Couple (Large).
Gross \$18.00; Doz. \$1.80

Celluloid Figures, Very Realistic in Action.
No. B40N155—Dog With Bone (Small).
Gr. \$7.20; Doz. 60c
No. B33N15—Boy With Dog (Large).
Gross \$18.00; Doz. \$1.80

Real Lifelike in Appearance and Performance. In Big Demand.
No. B33N20—Monkey Combing Hair.
Gross \$18.00; Doz. \$1.80
No. B33N10—Ballooning Monkey.
Gross \$18.00; Doz. \$1.80

Colored Celluloid. Winding Causes Duck to Shake Frog.
No. B33N17—Duck With Frog (Small).
Gr. \$8.50; Doz. 75c
No. B40N17—Duck With Frog (Large).
Gross \$18.00; Doz. \$1.80

Mechanical Bears. Very Amusing When in Action.
No. B40N158—Dancing Bear.
Gross \$18.00; Doz. \$1.80
No. B33N20—Panda Bear With Ball.
Gross \$18.00; Doz. \$1.80

Made of Metal, Finished in Bright Colors. Runs Along and Makes Loop the Loop.
No. B30N18—Turn-Over Plane (Small).
Gross \$8.50; Doz. 75c

Cloth Covered, Metal Figure. When in Action Performs Continuous Somersaults.
No. B40N154—Tumbling Clown.
Gross \$8.50; Doz. 75c

It's New—The Rumba Girl. Plenty of Action. A Hot Seller.
No. B30N31—Rumba Girl.
Gr. \$18.00; Doz. \$1.80

Giant Size, 5 Inches Long, The Best Demonstrating Toy on the Market.
No. B33N27—Walking O. U. Dog.
Gross \$24.00; Doz. \$2.40

Wood Walking Toys
No. B40N73—Donkey.
Gross \$21.00; Doz. \$1.90
No. B40N81—Elephant.
Gross \$21.00; Doz. \$1.90
No. B40N74—Clown.
Gross \$21.00; Doz. \$1.90
No. B40N82—Penguin.
Gross \$21.00; Doz. \$1.90
No. B40N80—Mammoth.
Gross \$21.00; Doz. \$1.90

THE LATEST HIT SELLER! GODBLESS AMERICA
A stream, made of riveted, brightly colored, nickel at top with cord for hanging. Size 2 1/2 x 1 1/2 inches.
B40N72
Per Gr. \$19.80
Per Doz. 1.75

Now! Mystic Glasses!
16-ounce size. See-odd drink causes mother to form and the parents drop away. As moisture dries, parents appear again.
B40N71
Per Gr. \$21.00
Per Doz. 1.85

TWO SCOTTY DOGS
No. B1N30 Per Gross Sets \$14.40
Per Dozen Sets 1.25
ELEPHANT AND DONKEY
No. B1N41 Per Gross Sets \$14.40
Per Dozen Sets 1.25

MEN OF WAR
Two Soldiers Fighting. Act Same as Dog.
No. B1N46 Per Gross Sets \$14.40
Per Dozen Sets 1.25

No. B1N47 Scotty Dogs, as above, Per Gross Sets \$13.80
but made of plastic. Per Dozen Sets 1.20

The Best Values in FUR COATS & JACKETS
The best buys—latest styles
Minkskins, Minklets, Fox, Martlets, Caracul, Sealines, Squarlettes, Striped Coats, Coats Up
\$8.00
BUY DIRECT FROM THE MANUFACTURER.
Best Buys for Bingo Games and Sales Shows.
Write for FREE Price List and Catalog!
COHEN BROS. & SONS
146 West 28th St., New York City

TIES
ORDER RIGHT NOW CHRISTMAS GOODS
Great Values to Make Money
\$2.00 Doz. Value for **\$18.00 Gross**
Sample Doz. \$4.75 Postpaid
HAND MADE TIES
\$4.00 Doz. Value for \$3.00 Doz. Postpaid.
FREE CATALOG AND SWATCHES
25¢ Doz. Box. C. O. B. N. V. Order slip from this ad. Do not let off at HERCULES NECKWEAR MFG. CO., 772 Vermont St., BROOKLYN, N. Y. GUARANTEES THEIR GOODS and TREATS YOU RIGHT.

Latest Fur Coats
From Manufacturer lowest popular prices
Big value for finest quality, most up to date models in Coats, Scarfs and Caps. This season's merchandise by all sizes. Beautifully illustrated catalog of latest selling numbers in latest style SEALINES, LAPINS, COATS, CARACUL, MINKS, BEAVERETTES, SQUIRETTES, etc. Lowest prices. Send for free illustrated catalog today.
J. ARKAS
Manufacturing Furrier,
125W West 27th St., New York

WATCHES EGIN OR WALTHAM
GUARANTEED LIKE NEW
MEN'S WRIST AND POCKET WATCHES
20% WITH ORDER, BALANCE C. O. D.
Write for Catalog of other MEN'S and LADIES' Watch Barrels.
JOSEPH BROS., Inc.
56 E. MADISON STREET, CHICAGO.

BEDSPREADS
Rayon and Cotton, 72x96, heavy quality, six assorted and conspicuous colors, three fringes, only \$12.00
INDUSTRIAL ART SUPPLY CO.
2272 Grand Ave., Detroit, Michigan.

HOOPS FOR DARNING OUTFITS EACH
BRIGHT SILVER METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES
MADE ESPECIALLY FOR MACHINE DARNING KITS
1 EACH
WHEN PURCHASED IN QUANTITIES BY RETAILERS, SPECIAL PRICES
THE GIBBS MANUFACTURING CO.
CANTON, OHIO

THE LATEST HIT SELLER! GODBLESS AMERICA
A stream, made of riveted, brightly colored, nickel at top with cord for hanging. Size 2 1/2 x 1 1/2 inches.
B40N72
Per Gr. \$19.80
Per Doz. 1.75

Now! Mystic Glasses!
16-ounce size. See-odd drink causes mother to form and the parents drop away. As moisture dries, parents appear again.
B40N71
Per Gr. \$21.00
Per Doz. 1.85

TWO SCOTTY DOGS
No. B1N30 Per Gross Sets \$14.40
Per Dozen Sets 1.25
ELEPHANT AND DONKEY
No. B1N41 Per Gross Sets \$14.40
Per Dozen Sets 1.25

MEN OF WAR
Two Soldiers Fighting. Act Same as Dog.
No. B1N46 Per Gross Sets \$14.40
Per Dozen Sets 1.25

No. B1N47 Scotty Dogs, as above, Per Gross Sets \$13.80
but made of plastic. Per Dozen Sets 1.20

N. SHURE CO. 200 West Adams St. CHICAGO

The Only Time at this
SENSATIONAL
LOW PRICE!

MARINE
WHEEL

ELECTRIC CLOCK

YOUR
COST \$1.50
EACH

Lots of 6 or more
Complete with cord and plug
SAMPLE \$1.60

AT THESE
GIVE-AWAY PRICES
WHILE PRESENT
SUPPLY LASTS!

RUSH
YOUR ORDER NOW!

Terms: 1/3 Deposit With Order;
Bal. C. O. D., F. O. B. Chicago

NATION-WIDE MERCHANDISE CO.

DEPT. 825
64 W. RANDOLPH ST., CHICAGO, ILLINOIS

NEVER BEFORE—NEVER AGAIN—
will this amazing premium value be
duplicated! Fully guaranteed, smartly
styled with rich, gleaming natural-
wood case and metal wheel handles in
Bronze-Gold finish, the MARINE
WHEEL CLOCK is an unparalleled
household for making SALES in any
operation! While present supply lasts,
orders will be filled as received...
SO ACT PROMPTLY!

Get our mailing list for other
merchandise you can use at our
submarine prices!

NOTICE

KIPP BROS.' CO., Importers, Exporters and Wholesalers in Indianapolis since 1880, have entered the Mail Order field under supervision of Leon Levin, formerly of Terry Haute. KIPPS have added such lines as Chinaware, Glassware, Silverware, Watches, Diamonds, Jewelry, Electric Appliances, Radios and Luggage in their lines of Toys, Stationery, Sundries, Celebration Goods, Fireworks, Optical Goods and Notions.

KIPP'S First Catalog will be ready just in time for Xmas Buying, December 1st.

LOOK AT THESE INTRODUCTORY SPECIALS

Men's Assorted Color Sox—Regular 30c per doz. quality. 1 Doz. in Bundle. BB101—DOZ. 69c	Electric Heating Pad—Marked and made to retail for \$2.50. Complete, reed. Each in flashy gift box. BB105—EACH 75c DOZEN \$8.50	42-in. Square Rayon Table Cover. Guaranteed fast color. BB108—DOZ. \$2.25
Men's Assorted Color Striped 15 1/2 x 15 1/2 in. Handkerchiefs—Regular 35c doz. quality. BB102—DOZ. 22c 5 doz. to bdle. \$1.05 Per Bdle. \$1.70	Black Clip Pocket Combs or Comb in Shield—Regular 35c doz. quality. State choice. BB106—DOZ. 23c GROSS \$2.40	Goldtone Spectacles—All strengths from 8 to 144. Retail \$1.00 per pair. Regular wholesale price \$6.00 doz. BB109—SPECIAL, DOZEN \$4.15
Ladies' 11x11 in. Handkerchiefs—Same as above. BB103—DOZ. 18c 10 doz. to bdle. \$1.70	Xmas Cards—25 ast. colorful Xmas Greeting folders with Envelopes. Regular wholesale price 25c per box. BB110—SPECIAL, Per Box \$2.15 DOZ.	Assorted Colored Celluloid-Handle, Two-Bladed Pocket Knives—1 doz. on display card. Regular \$2.00 doz. quality. Excellent 1c to 39c special. BB104—DOZ. \$1.75 10 Dz. Lots, Dlx. \$1.65
72-inch. Steel Tap—American made. Fly-back. Wonderful value. BB107—DOZ. \$2.40 GROSS \$27.00		

Prices Quoted F. O. B. Indianapolis—25% Deposit With C. O. D. Orders

KIPP BROS.' CO. 117-119 S. MERIDIAN ST., INDIANAPOLIS, IND.

CHOCOLATES "EVERY OUNCE PURE"

In 1-lb. oversize, double extension boxes, 8 different brands. Regular wholesale prices \$4.80 to \$6.00 per dozen.

SPECIAL PRICE FOR DECEMBER ONLY

\$3.00 per dozen in case lots of 2 1/2 dozen. Assorted brands only. Not more than 5 or less than 2 brands to an assorted case. Quantities with order or in agreement with order balance C. O. D. Any further information desired write, wire or phone.
WM. C. JOHNSON CANDY CO. (Since 1912), P. O. Box 111, Station V, Cincinnati, O.

BULOVA - GRUEN - ELGIN - WALTHAM

1,500
ON HAND
POSITIVELY
LOWEST PRICES

Wrist & Pocket Watches
FOR LADIES AND GENTS
Reconditioned, Guaranteed Like
New, 1940 Styles now available.
Write for Free Catalogue.

NORMAN ROSEN
Wholesale Jeweler

801 SANSON ST.

Wholesale Jeweler

PHILADELPHIA, PA.

ice bars, the Allied flag, pillow tops with the picture of President Wilson on them, war pictures with a patriotic punch, patriotic jewelry—service rings and those with gold stars in them, satin handkerchiefs cases with soldier and girl figure in an oval surrounded by flags, the Pershing Scout puzzle, the Alabama Coon Jigger waving a flag and "The Kaiser's Last Round," which was a jigger toy in which Uncle Sam soaked Kaiser Bill. Other merchandise items were combination manure sets, some with 17 pieces; pop guns and the Kutie Kids.

Things began to perk up in 1920 and the Kewpie Doll was one of the top items. This item in the Beach Bab and American Beauty were much in demand. Electric fiber lamps, genuine Chinese baskets, pistols that shot rubber balls, tool sets, square wackers, Outta fortune-telling tops, swagge sticks, White House clocks, beaded bags, harmonicas, Indian blankets, silk handkerchiefs, armadillo baskets, the "Hutzel Putzel" wooden dolls, doll lamps and the Maggie and Jiggs dolls. Where two years before pillow tops reflected the patriotism of the country, they now took on an atmosphere of peace and Indian maidens in canoes supplanted "Berlin or Bust" tops.

Movie Star Influence

Pearls were outstanding and movie stars were exerting a marked influence on Christmas merchandise and merchandise in general in 1924. Progress was noted in Christmas wreaths, for electric wreaths and electric flower baskets were being pushed. There were also reflectors for Christmas tree lights. Betty Compton, Rudolph Valentino, Gloria Swanson and Bebe Daniels were the outstanding movie celebrities and their

photos were being used to sell ash trays. The automatic pistol cigarette cases which carried the cigarette in the handle with the top opened by pulling the trigger was one of the leading items among young men. Portable phonographs were plugged as Christmas gifts and radio was making a bid in the Christmas merchandise field. Fur scarfs and coats sold well and an outstanding item was the complete "tea set in a nut shell," the cover of which resembled a peanut. Over-night bags, cedar chests trimmed in copper, electric reed lamps, serving trays, lamps with clocks, gold-finish pen and pencil sets and zodiac rings were definitely in the race as items for the yuletide.

In 1927 Spanish lace shawls were captivating the buying public at Christmas and the camera pocket flask was a novelty that made a good gift for young men. Rugs had a good market and Lindy airplanes, popularized by Charles Lindbergh's solo flight over the Atlantic, were tops as presents for children. Electric

SPECIAL-ELGIN & WALTHAM

WRIST WATCH
E.G. O. Size, 7 1/2
Strap and Box
with price tag.
Lots of \$3.00
Each

POCKET
WATCHES V

12 1/2, 7 1/2 Elgin and Waltham Knife Edge \$3.25

Model, Each \$2.75; 15 1/2, Each \$2.75

16 Size, 7 1/2 Elgin with New Yellow \$1.25

Case, Lots of 6, Each \$1.00

18 Size, New R. Model, Waltham or \$1.75

Elgin, 7 1/2, Lots of 6, Each \$2.50

Barrel, Lots of 6, Each \$2.50

16 Size, 7 1/2 Elgin and Waltham, New \$2.25

Barrel, Lots of 6, Each \$2.25

18 Size, 7 1/2, Lots of 6, Each \$2.25

Ladies' Diamond Rings, Yellow 10K, Lots of 6, \$3.00

Special Prices for Quantity Orders, 25% Deposit,
Balance C.O.D. Sample 50c Extra, Send for Catalogue

N. SEIDMAN New York, N. Y.

FAST-SELLING MECHANICAL TOYS
... at New Low Prices

No. 2262—Large Crawling Baby Doll	Green \$1.50	Gross \$17.50
No. 4042—Large 0-15 Dog With Socks	1.25	15.00
No. 4035—Small 0-15 Dog With Socks	1.25	15.00
No. 2263—Trampling Clown	1.25	15.00
No. 4037—Monkey With Comb and Brush	1.50	18.00
No. 4038—Monkey With Hat and Socks	1.50	18.00
No. 4045—Dancing Couple	.95	7.20

Make big money this season. Send for one copy of our big General Catalog Today!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

"NOW YOU'RE TALKING!"

The souvenir that talks. Self-mailing, easy to operate, printed with colors and very attractive. Wrapped in cellophane complete with instructions for operating sound strip several different ways. Size 4"x5". Sample dozen 90c. With orders of 100 or more the name of the town, resort or your attraction imprinted thereon without additional cost at \$6.50 per 100, F. O. B. Chicago. Weight 7 lbs. per 100. Talking cards available for Souvenir Birthdays, Get Well, CHRISTMAS, Valentine and various holidays. Ask your dealer for them or write direct to JACKSON PUBLISHING COMPANY, 4021 Carroll Avenue, Chicago.

"The Talking Card That Speaks For Itself"
SEEN? IS BELIEVIN'!

GLAMOROUS FUR COATS

BOLEROS, CHUBBIES AND SCARFS

Foses in all lengths and colors of all shades.

BUY YOUR FUR COAT NOW—YOUR CHOICE OF BEAUTIFUL REELINES, LAPPING COYS, CARACUS, MARMINKS, KID PAW, BENDZ, BEAVER, MUSK, RATS, BEAVERETTE, SKUNKS, PONY, SKUNKLENE, KRIMMER PAWS, BERESIAN CHECKING and Every Other Fur Coat

UP Complete Seasonal Set-Up for Discussion, Sales and Single Operation. THIS CARD FOR WRITE FOR 10c.

Write immediately for Illustrated Catalogue, Price List and Sample Sales Card without obligation.

S. ANGELL & CO. MANUFACTURING FURRIERS
236 West 27th St., N.Y.C.

The Last "Word" in Your Letter to Advertisers, "Billboard"

HOLIDAY BEST SELLERS!

TRICKY DOGS

BATTLING PALS, Elephant & Donkey
2 Knockout Hits—Amazingly Low Prices



No. 866—Dotan, \$1.10; Gross, \$12.60
No. 867—BATTLING PALS, Same Prices
No. 869—PLASTIC DOGS, Dozen, \$12.00; Gross, \$13.80.

Trial Dozen, Assorted, \$1.25 Postpaid



MYSTIC GLASSES

Entirely New and Different!

Sensational! They're hot when they're cold! Cold drink in glass makes girls shed their clothes before your eyes. When cooled off, they again don't clothes. Seems like magic. No need to turn glass around. Repeats every time glass is filled. A wondrous holiday seller! Stock up plenty!
Dozen, \$1.85; Gross, \$21.00; Trial Dozen Postpaid, \$2.00

ALL PRICES F. O. B. CHICAGO

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

CLIPPER-SHIP LAMP

IT'S CAPTIVATING

A Natural Salesboard and Premium Item. The deck is so constructed that when the Lamp is lit a myriad of magnificent colors shoot upward and reflect on the brightly polished chrome-plated sails. This beautiful Ship Lamp is 16 3/4 inches high and 17 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut, Swedish Modern or Mahogany. Complete with Bulb, Cord and Switch.



PRICED LOW!

No. 9637—\$3.85 Each. **\$3.75**
In Lots of Three

FOR REAL PROFITS
WRITE! WIRE! NOW

WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

hatters, under-arm canteens or vanity cases, Hollywood alarm clocks, quick-light pocket lighters, pipe sets and attractively packed perfumes were items which seemed to appeal to everyone.

Remember 1929? Well, during the following year miniature golf courses sprang up like mushrooms over the nation. Silk-lined ties, embroidered scarf sets and table runners, Amos 'n' Andy toys, Gladstone bags, scene-in-action lamps, jingle bell Christmas wreaths and binoculars were among top-selling items.

Radioes proved an excellent Christmas item in 1933, with the Hotcha Girl doing honors for the pitchmen. Nested hip cups, small cups that fitted snugly into one another, were given as gifts and magic writing pads made excellent presents for students and business men. Children's mitts sold good and comb cleaners, felt rugs and artificial poinsettias headed the "must" list.

The Billboard marked its 40th anniversary in 1934 and the anniversary number introduced to the holiday trade was West jewelry, safety-razor blade strips, the Home League baseball game, jumping fur dogs, 3-5 blade tooth-

pick knives and the Miss America handbag. A novelty item was the Fan Dancer, a doll 12 inches high with natural feathers.

The boys got an early start on their merchandise in 1936 and midget radios made their debut. Enameled toilet sets, pearls "canned in the oyster," French boudoir dolls, electric shavers, pendant and ring sets, radios in general, time tellers with world globes, smokers' robots and the plunger pen were outstanding.

The next year smoker sets, perhaps a carryover from the smokers' robots, with the ivory-finish radio were tops at Christmas. The electric Mayflower ship lamp, the pee-wee radio, petal pillow cases, religious scenic shell lamps and electrical appliances attracted the bulk of the sales.

Electric shavers and Charlie McCarthy dolls were most popular in 1938. Rural electrification projects made electrical appliances available to almost the entire nation. Razor blades, while not definitely in the Christmas trade category, still held an edge with pitchmen.

This past year has found many new items on the market, but the trend has been to the old stand-bys. Electrical appliances are increasing in popularity and woolen blankets, clocks, watches, always consistent items, are holding their positions near the front of the parade. Radios, portable, midgets, pick-up-and-go and two-ways, are in demand for gifts for both men and women.

The holiday merchandiser doesn't have a lot to worry about in the selection of items. He has learned thru the years that the numbers that sell the best are those that have quality and eye-appeal. Get items with these two prerequisites and you've got something—Christmas merchandise that is sure to sell.

FROM A RABBIT'S FOOT TO A MINK COAT



CHAS. BRAND
154 W. 27th ST.
NEW YORK N.Y.

ONE OF NEW YORK'S LARGEST WHOLESALE FURRIERS
CLOSING OUT ENORMOUS STOCK OF
FUR COATS
JACQUETTES AND SCARFS

A special group of odds and ends. Big size Kidkins fitted models, size 12 to 14, and others at **\$7 UP** Never before such values and prices as never again.

PIECED COATS

Pieced Sealine Hairdown (Black) ..	\$ 9.00
V-Shaped Sealines (Black) Swagger and Box Coats ..	10.50
Brown Beaverettes ..	11.00
Middles, Pieced Skin Sealines ..	11.50
Black, Brown and Gray Caraculs, Pieced ..	22.50
Pieced Marmots, \$16.00. Better Quality ..	18.50
V-Shaped Sealine Strouts, Sizes 44 and Up, 10% Extra.	

FULL SKIN COATS

Brown or Black Coney ..	\$15.00
Gray Coney ..	16.50
Sable Striped Coney ..	18.50
Squirrellettes ..	22.50
Sealines, \$24.50. Better Quality ..	27.50
Lapins ..	27.50

FUR JACQUETTES

Dyed Black Opossum, 18-20-Inch ..	\$15.00
Black or Brown Coney ..	12.50
Fox Scarfs, Pointed Like Silver, \$12 Each, Pair ..	22.50
Imitation Silver Scarfs, Each ..	6.00

MONEY BACK IN 3 DAYS IF DISSATISFIED
Choose the coats you want from this list. Rush your order today for the biggest Christmas business you have ever done. Send \$2.00 deposit, balance C. O. D. on all orders. Address all orders and inquiries to Dept. 72. FREE CATALOGUE ON REQUEST.

CROWN ELECTRIC PRESSER 480
Sales in 1 Day!



- That's the record hung up by one demonstrator in a leading eastern department store. No wonder demonstrators everywhere are acclaiming Crown Electric Presser as the hottest Xmas Gift item on the market. If you're looking for a best-seller made to order for convincing demonstrations—one that sells like lightning because it's the ideal answer to every gift problem—send above all, a item that will bring you a bushel full of \$\$\$—ORDER YOUR PRESSERS TODAY!
- Presses all men and women's clothing.
- Operates on A.C. or D.C.—Automatically controlled.
- No burn, scorch or shine.
- You press 'em while they wear 'em—No moisture or board required.
- Finished in chromium and walnut—Comes packed in 3-color gift box.

Special to Demonstrators Only
\$7.20 a dozen. Sample, 75c
Complete pitch and sales talk, pass out sheets and mats furnished free on all orders of 1 doz. or more.

ORDER TODAY! 1/3 cash with order, bal. C.O.D.

THE HALL CO. Merchandising, Inc., 1775 Broadway, New York City

5,000 WATCHES—BIG ASST. NATIONALLY KNOWN BRANDS

XMAS SPECIALS ELGIN or WALTHAM
O-Size—5 Jewel, Engraved Case. With English Leather Band. Individually \$3.00. Special with attractive Price Tag, R. B. in lot of 3 Each

KANE WATCH CO. New York, N. Y.

Holiday Goods--Big Profits!

XMAS CARDS WITH ENVELOPES—UNUSUAL VALUES!
SEND 69c FOR 3 SAMPLE BOXES.
Xmas Wreaths, Seals, Birthn., Turkey and Push Cards, Perfumes, Electric Clocks, Lamps. FREE CATALOG. Hundreds of New Items for Wagon Men, Agents, Premium & House Callers.
CHAMPION SPECIALTY CO., 814-F Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVER
\$1.00 Each Plus Postage (25c Deposit). Write for Quotations Please.

Sanitary "SEE THRU" Bingo Markers
Are in demand everywhere because they are the only Transparent Sanitary marker suitable for all types of games. Made in size 1/2, 3/4, and 1 inch in diameter. Colors Red, Green, Orchid and Gold. Special put up for Jobbers. Write for samples and prices today.
Manufactured exclusively by the
AUTOMATIC BUTTON CO.
MUSCATINE, IOWA
New York Sales Office, 1225 Broadway

TREMENDOUS CHRISTMAS OFFERING ON ZITO'S DOG CARTOONS

The Hottest, Fastest Selling Novelty Item in the Nation
SCREAMINGLY FUNNY SUBJECTS

Here is the BIGGEST MONEY MAKER EVER OFFERED for Christmas promotion. Tremendous success already enjoyed by Zito's Dogs for framing, in miniature in color and in the post card series guarantees fast sales. And 300,000,000 match books featuring Zito's cartoons distributed by match companies throughout the nation give your valuable free publicity which will make your selling job even easier. You can't miss. Every man and woman is a prospect for one or more sets to give to their friends for a laugh. Show them and you'll sell them.



Oh! Mary's back from Florida

HERE IS THE OFFER

(Good until January 1, 1940)

- 1 Set of Zito's Dogs, 9x12 ready for framing, dox., to set. Retail Price..... \$1.00
- 1 Set of Zito's Dogs in miniature in color (45 to set in window box ready for mailing). Retail Price..... .50
- 1 Set of Zito's Dogs on post cards (12 to set). Retail Price..... .50
- 1 Pocket Size Edition of My Ken's "Dog Follies" Book, beautifully bound (30 pictures, size 5 1/2"x7 1/2"). Retail Price..... .50

Total Retail Price..... \$2.50

YOUR COST . . . \$1.00

(For complete set of samples, 1 set of each)

SPECIAL PRICES IN QUANTITIES

State rights to Florida already sold to Radio City Novelty Company of N. Y. Other exclusive state rights available.

Complete list of wholesale prices sent with each order. Display material furnished free.

Be the first in your territory to take advantage of this offer

SHOOT YOUR ORDERS TODAY

NOVEL ART PICTURE CO.

313 West 37th St., New York City
Phone: PE. 6-4886 LO. 3-2295

Sole Distributors

HOLLYWOOD'S LATEST FAD! THE PERFECT GIFT!

An Unusual, Individual Gift Every Man or Woman Will Appreciate!

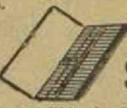


Mr. Charles Brown
215 Main Street
Anytown, U.S.A.

A shiny, white enameled metal Cigarette Case that is a replica of an envelope. Actual size of case, 6 1/2" long by 3 1/2" wide, attractive bronze finish inside.

HOLDS 20 CIGARETTES

Mail One Today.



SNAP SPRING ACTION!

SAMPLE

\$1

POST-PAID

MELWOOD, Dept. E, 197 Greene St., N. Y. C.

Write for Agents Deal

ANNOUNCEMENT

METRO MANUFACTURING CO.—Original designers of the EVERLASTING BINGO BALLS and CHUTE CAGE for Bingo Games, takes another step in the Adult Game Field. We are pleased to announce the opening of our New Plant and Showroom for the manufacture and sale of a complete line of adult games, including the most popular home game in America.

CHINESE TILE SETS

For the Playing of Ma Jong

Every game we manufacture is outstanding and produced to give you maximum sales and profits. Prices are lowest in the field.
For Bingo Equipment and Adult Games of the Better Kind write today for

FREE CATALOG and PRICES

METRO MANUFACTURING CO.

New Address — Plant and Showroom

28 WEST 15TH ST.,

NEW YORK CITY, N. Y.

FAST MONEY—FLASH—QUICK SALES

New "ONE SHOT" Board Deals—New 1c to 39c Deals—BIG VALUE Candy Deals—FLASH Toy Deals—HOLIDAY Catalog Ready—All Xmas Leaders—Mechanical Toys—Xmas Cards—Giftwares.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST. ST. LOUIS, MO.

BINGO BUSINESS

(Continued from page 95)

such a ban was endangering civil liberties.

THE NEXT move in the battle was banning of the game in Bahn Prel Hall. This really stirred bingo boys to action and they immediately laid plans to fight thru the State Supreme Court, if necessary, to defend bingo where profits go to charitable, civic and patriotic organizations. This did not restore the game at Bahn Prel Hall, but ops were not discouraged. Later the district attorney in Milwaukee refused to issue warrants charging six operators of fraternal bingo games with violating the State law. District Attorney H. J. Stevens was the chief of police a nine-page letter explaining his reasons for refusing the warrants.

THIS BRINGS the matter up to date. Edward P. Grimssek, it is reported, has resumed games at Bahn Prel as a result of a decision by the State Supreme Court staying an injunction issued recently by Circuit Judge Stuart L. Aarons which held games to be against the law. The court acted on petition of Max Raskin, counsel for Grimssek and bingo hall owners and operators, who appealed Aarons' decision. The State Supreme Court will review the case either this month or next.

OF COURSE, no one can say definitely how the Supreme Court will rule on the matter. Since ops have taken such a vigorous stand, public sentiment is with them. Our guess is that bingo in Milwaukee will be returned to its former position. District Attorney Stuart L. Aarons has his stand in this matter and Milwaukee bingo players are fortunate to have such a person go to bat for them.

WHILE THIS item is a little late for anyone to do anything about it, it is worthy of consideration. It was clipped from a paper circulated in a Midwestern city. Here it is: "Dear Editor: I've just received a pamphlet from the American Red Cross, giving reasons for the necessity of raising some \$100,000 in this district this year.

"Recently, a local newspaper disclosed some interesting figures about bingo games. It read in part: 'October attendance was 243,917; receipts totaled \$193,232.31. Games netted \$149,023.50.' Those figures are for one month.

"The American Red Cross is trying to raise \$115,000 during the next year. In my humble opinion this greatest of benevolent institutions should be eligible to operate bingo games. Why shouldn't the Red Cross participate in these lucrative returns?" The letter is signed by R. G. Henkel.

BINGO is serving in a direct manner to relieve suffering throughout the nation. The only thing is that no national organization has yet taken to it to raise funds. There are numerous hospitals, school lunch projects and relief agencies that get money from bingo games. Since funds secured from bingo games do so much good, operators should make special effort to point this out to community authorities.

PACKARD Lektro SHAVERS

AC-DC Current

SHAVERS

IN LOTS OF 7 OR MORE

\$4.41

EACH



No. B1662—PACKARD ROUND CUTTING EDGES will remove the toughest beard in 30 seconds. Feet without the slightest vibration, leaving the skin clear and smooth. Operate with cord and plug, for 15 minutes on 100 or 200 current. GUARANTEED FOR ONE YEAR. Each \$4.80. In lots of 7 or more, each \$4.41.

DEALERS ONLY—Write for Catalog, State Type of Business.

ROHDE - SPENCER CO.

223-25 W. MADISON ST., CHICAGO

Elain and Waltham RB and GUARANTEED

SPECIAL VALUES

0 Blk. 7-Row, Star Case, \$9.00
1 Blk. 7-Row, Star Case, \$8.50
10 Blk. 7-Row, Star Case, \$7.50
10 Blk. 7-Row, Star Case, \$7.50
Med. Size 7-2, Gold Color, Free Chain, \$2.25. Pocket Watch with Krystone Case, 25% with order. Lowest Price. O. D. Sample, 80c Extra.

M. FRIEDMAN - 74 FORTYST ST. N.Y.C.

A RED HOT ITEM!



Q and 3/0 Size American Rabbit Yellow Top Stainless Back Watches in Beautiful Silk Box. \$3.95

(15-1, \$1.00 Extra) Write for Catalog.

TUCKER-LOWENTHAL, Inc. 5 S. WABASH AVE., CHICAGO, ILL.

FURS! FURS! FURS!

Seidel Offers BIG VALUES



In Beautifully Illustrated Catalog Shows the Latest Styles in COUREY, SEALINE, COG COTTES, FROST SQUIRREL, ETTES, GENUINE, U-SQUIRRELS, CARACUL, FERRELLIAN, etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

SALESCARDS \$6.00 Per 100

M. SEIDEL & SON 243 West 30th St., N. Y. C.

Something Different

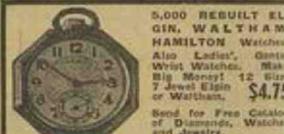
Desk Memo Pads

Big Profits

For Agents, Jobbers, Distributors. Every 100 Station memo pads, 100 pads on single, 100 pads and Premium Item. Best constructed, automatic, patented, 100 pads. Walnut, Finish. SPECIAL OFFER—2 Pads complete with rolls. Postpaid only \$1.00.

AUTO AND DESK MEMO PAD CO.

1306 Granville Ave., CHICAGO



5,000 REBUILT ELGIN, WALTHAM, HAMILTON Watches. Also Ladies', Gents' Wrist Watches, Men's Elgin, Waltham, 12 Size 7-Jewel Elgin, \$4.75

Send for Free Catalog of Diamonds, Watches and Jewelry.

THE NEW YORK JOBBERS

74 Bovey, Dist. B., New York, N. Y.

"POCKET TRICK"

Mysterious! Baffling! Fascinating! Pass them out at 50c each. Absolutely irresistible—easy to demonstrate. A beautiful glowing light finish product. Send only \$2 for sample, or 25c (cash) for sample. We prepare all shipments. AGENTS AND DEALERS WANTED.

A. M. WALZER COMPANY, Minneapolis, Minn.

FIREWORKS

For the Southern Trade

Get Our Prices Before You Buy Your

FIREWORKS and CHINESE FIRECRACKERS

AKRON MERCHANDISE CO.

677 S. Main St., Akron, Ohio

IMPORTED HOOKED RUGS

Beautiful Christmas Presents, and priced at less than one-half you would pay if made in the U. S. All hand made in lovely floral patterns, red, green, blue, etc. Wholesale prices on request. Full-size sample, 24 by 48, priced \$3.99. We will refund your money in 10 days if you are not perfectly satisfied.

E. CONDON Box 176, Upper Darby, Pa.

BINGO GAMES

Every style and size. Markers, Paper and Catalogs. Special 1,500 and 3,000 Balls, Cigars.

Lowest Prices. WARRICK NOVELTY CO., Conimack, R. I.

SPECIAL ANNOUNCEMENT
STEPPIN' SAM, AMERICA'S FASTEST SELLER
 NOW OFFERS **NEW LOW PRICES**
 FOR **STEPPIN' SAM**
 OR **STEPPIN' SUE**

Write for Quantity Price **\$4.00** 1/3 Cash or Money Order Must Accompany All Orders. Shipped C. O. D.

Wonderful Christmas Number! **GOING OVER BIG IN ALL DEPARTMENT STORES!** Demonstrated with Victrola or Public Address System. **RUSH YOUR ORDER IMMEDIATELY! SAMPLE: 60¢** Prepaid Anywhere in U. S.

STEPPIN' SAM RETAILS AT 50¢ EVERYWHERE!

STEPPIN' SAM CO., 4458-60 Griscom Street, Philadelphia, Pa.

RED HOT

MAGNETIC TRICK DOGS
 Genuine Alnico G. E. Magnets. Best Made. Large size dogs. Each set to box. **SAMPLE PREPAID 15¢**

Doz. \$1.25—Gr. \$13.95

NEW! HOT! COMIC GLOVE XMAS CARD

Each in an Envelope. Retail for 15¢ Each and Up. Sample Prepaid 10¢.

DOZEN 65¢—GROSS \$7.20

1939 XMAS CATALOG NOW READY. SEND FOR FREE COPY. FULL LINE OF XMAS TREE BULBS, TREE LIGHTS, XMAS CARDS, etc.

ORDER MDSE EARLY
 (Continued from page 96)

Oh-U-Dog is back on the shelves and making money for the boys.

Outlets Increase

Toy manufacturers are not only reaping sales from these outlets, for a large volume of toy goods will find its way into homes via bingo, salesboards and other prize channels. Combined efforts of the boys in the fields stand to make 1939 one of the outstanding toy years in merchandise history.

A good quantity of appealing merchandise has made its appearance on the market. Interest continues in character dolls, with films exerting a great influence on designs. Last Christmas the Deanna Durbin doll was making its debut, with Charlie McCarthy coming out in new form as a hand dummy. This year Deanna and Charlie will be back, joined by Mortimer Snerd, Baby Sandy, Sonja Henie, Wizard of Oz, Pinocchio and Gulliver's Travels dolls. The Disney gang is expected to again be popular.

Games Popular

Games are more appealing this year than ever before and are claiming much attention. Seen as top numbers this year are Quick Wit, a game played with special cards which allow any number to play, World's Fair games, Chinese Checkers, Ice Hockey, Trik-R-Shot, Stockade, Whistling Wizard, Gene Altry's Bandia Trail game, Sticks and dart games.

BENGOR PRODUCTS CO.
 575 BROADWAY, NEW YORK, N. Y.

ATTENTION

Premium Operators
 BULOVA, ELGIN, WALTHAM, HAMILTON



Complete Line of Ladies' and Gents' Wrist Watches and American Pocket Watches. Send for our **NEW CATALOG.**

STYLE — QUALITY — PRICE

CENTRAL

WATCH MATERIALS & SUPPLY CO., INC.
 184 S. 8th St., Philadelphia, Pa.

DEALS
 (Continued from page 96)

again be able to capitalize on the popularity of Zito Dog cartoons. These laugh-provoking sketches are available in sizes for framing, in color, in miniature and in a postcard series. Because they may be spotted without much additional effort, they are an excellent source for extra income.

Capital Sales Co.'s electric food cooker is going well, according to reports. It works on AC or DC, is delivered with one pound of home-style chocolates and is being offered on a 30-hole card, 1 to 15 cents, with a 6¢-45¢ take.

HAPPY LANDING.

MECHANICAL O-U-DOG

Special Value. Small Size. **Dz. 70¢**
Gross \$7.50

Send \$2.00 for sample of 10 sets. On request we will send FREE BULLETIN of latest mechanical toy novelties.

JUST OUT. Send for your copy.

ACME NOVELTY CO.
 712 S. Los Angeles St., LOS ANGELES, CALIF.

FREE DEAL!
HAMILTON LIGHTER
 RETAIL VALUE, \$3.95

800 WALTHAM Double Edge BLADES Regular Price \$5.00

All For **\$4.95**
 Special Price **\$4.95** net

100 Waltham Blades, \$1.00

GLITTER BLADE CO.
 230 5th Ave., N. Y. City

JACKASS CIGARETTE DISPENSER

Sales Board Operators! Bingo Operators! Tavern! Newsstands and Novelty Men! THE KID STUFF HERE! Cash in while it's HOT. Sample, 50¢ Sample Dozen, \$4.50 Prepaid.

KELLY SEARS, Siler City, N. C.

NEW—BEAUTIFUL—DIFFERENT

The Hamilton Marine Lighter

never lets you down whether you use it as a gift item—as a premium—or as a sales stimulator. Just turn the wheel and it lights! 5 in. high. Bright chrome finish.

Retail Price **\$2.95**

You Can Depend on the HAMILTON 'Knight in Armor'

to bring you BUSINESS and PROFITS. Decorative as well as useful. Just press the helmet — and it lights! 10 in. high. Rich satin finish Armor.

Retail Price **\$3.95**

De Luxe Models Up to \$6.95

AVAILABLE AT ALL ESTABLISHED WHOLESALE DISTRIBUTORS at Profitable Discounts!

Manufactured in U. S. A. by

Hamilton Art Metal Corporation
 230 FIFTH AVENUE NEW YORK

SENSATIONAL PRICE REDUCTION ON THE ORIGINAL MIRROR VANITY CHESTS

The Season's Big Holiday Hit. Operators Cleaning Up.

Each chest packed with delicious 3-in. box quality homemade assorted chocolates.

BUY THE ORIGINAL—IT PAYS TO GET ORIGINAL

This comes in silver and gold, all mirror with center swing mirror.

ONLY \$1.70 each, case lots 8 to case Sample \$1.00 (New sales plan given with each chest ordered).

WRITE—WIRE

FREE: Freight allowance up to \$1.50 per hundred weight on orders of 24 Vanities (filled) or more. Terms 1/3 cash with orders, balance C. O. D., F. O. B. Chicago.

UNITED SALES DISTRIBUTORS
 Write for new circular showing complete line of Mirror Vanity Chests.

New Illustrated Price List.
 608 South Dearborn St., CHICAGO, ILL.

HOLIDAY LEATHER GOODS
Billfolds—Two and Three Piece Sets

Packed in Individual Gift Boxes. Can Ship From Stock. Wire or write for

THE HAGERSTOWN LEATHER CO.
 HAGERSTOWN, MD.

MOVED TO LARGER QUARTERS

We are now carrying a larger assortment of novelties and Xmas items.

• Two Scotty Dogs \$1.25 Doz. Sets (Black & White) \$14.40 Gross Sets \$11.25 Doz. Sets \$11.40 Gross Sets

• Elephant & Donkey \$1.40 Doz. Sets \$11.40 Gross Sets

• Black Scotties (Lits Box) \$1.65 Ea. Doz. Lots \$18.00 Gross

Complete With Names

Large Assortment of Mechanical Toys

STAR NOVELTY UTILITIES
 27 So. Wells St., CHICAGO, ILL.

CHRISTMAS SPECIAL!

Something Really New!

RADIO and LAMP

Combination

Thrilling New Combination of

- ★ A POWERFUL SUPER-HET RADIO
- ★ A TABLE LAMP OF RARE BEAUTY!

HOTTEST PREMIUM HIT IN YEARS!

Here it is . . . the greatest advance in design since the invention of radio! So novel, it's taking the country by storm! Combines a powerful 5-tube superheterodyne radio in a table lamp of breathtaking beauty! So handsome . . . so useful, it's perfect for any room in the home, office, den, etc. Amazing distance-getter, has rich-tone dynamic speaker, automatic volume control, illuminated dial. Tunes broadcast, amateur and police calls. Lamp has glass reflector bowl, 16-inch pleated silk shade. Either lamp or radio may be operated alone or together. Be FIRST to clean up with this terrific hit!

ALLIED PREMIUM SALES CO., 1313 W. Randolph St., Chicago



Height, 23 inches. Shipping Wt., 15 lbs. Choice of finishes: Ivory and Gold, Old English Bronze, Silver and Gold. In Lots of 6, ea.

\$13.95

SAMPLE \$14.95

25% cash, Bal. C. O. D.

NEW MONEY MAKING MECHANICAL TOYS

PLAYFUL PUSSY



This cat is one of the fastest selling mechanical toys ever placed on the market. It is full of action, colorful and attracts large crowds wherever worked. There is a small metal ball colored ball between the front paws. When wound up the cat shakes after the ball, then rolls over and over as natural as any live cat could ever do. The toy is well made, having a powerful spring and an all-metal body covered with plush.

\$27.00

GROSS

A LARGE MECHANICAL WALKING DOG



Walks on all four legs, turning its head from side to side, holding a sand in its mouth. A consistent money maker last year, and running strong this year.

PER DOZ.

\$2.25

GROSS \$25.00

1/3 Deposit, Balance C. O. D. Send 25c for Sample of Any One or \$2.00 for 10 of Our Best Selling Mechanical Items. Postpaid. NO CATALOG. We Specialize in Mechanical Toys and Therefore Always Have a Large Supply of the Fastest Selling Mechanical Items on Hand. IF IT'S A GOOD MECHANICAL TOY—WE HAVE IT!

COHEN BROS.

108 PARK ROW, NEW YORK, N. Y.

IT "CLICKS" ON SIGHT

Peace and patriotism are in every real American's heart. Everyone who sees this patriotic button made in American colors, red, white, and blue, wants it on sight! Unquestionably America's best seller! Cash in now! Send 10c for sample and quantity prices.

WESTERN BADGE & NOVELTY CO.

402 No. Exchange St. at 6th

St. Paul, Minnesota

ACROBATIC CIRCUS MONKEY



Here is the latest mechanical monkey. It tumbles and turns, performing tricks on two chairs. The monkey is dressed up in bright colored suit. It is a well constructed toy and can take plenty of abuse.

GROSS

\$24.00

MECHANICAL MONKEY—Cumb and Mirrors. Doz. \$1.00. Gross \$17.50

MECHANICAL MONKEY—Tipping Hat. Doz. \$1.00. Gross 17.50

LARGE WALKING BEAR—Covered with Brown Plush. 6 1/2" long 2 1/4" high. Doz. \$2.00. Gross 22.50

DARE-DEVIL MOTOR CYCLIST. Runs along the floor and falls down, then gets up and repeats the action many times. Doz. \$2.00. Gross 22.50

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.

AC-DC Midget Radio

The new antennalass Lafayette midget radio is making money for bingo and salesboard operators and concessioners. Radio Wire Television, Inc., reports. Model D-73 is one of the outstanding sets to come on the market in recent months, the firm claims. In this model the streamlined plastic cabinet in ivory or walnut, efficient dynamic loudspeaker driven by a beam-power output tube, and the built-in loop antenna combine to provide both eye and ear appeal. Six tubes provide ample sensitivity and volume for excellent reception of standard broadcasting stations with the built-in antenna, and terminals are provided for external antenna for shortwave and distant reception. Other terminals provide for phonograph and television sound connections. Tuning coverage is from 540 to 1,650 kc, and 5.7 to 18 megacycles, with both bands fully calibrated on the illuminated dial. The item is sure to attract attention and make money at low new prices now effective, the firm reports.

Handy Rack

A new compact and handy holder for brooms, dust pans and brushes is offered by Post Products Co. On each side is a channel in which a corrugated rubber roller awaits insertion of a broom handle. It then presses the handle against the other side of the channel and holds it securely. In the center is a place to hang the dust pan, and there are hooks on each side for brushes. Item is made of stamped metal and attractively finished. Each is attractively boxed and makes a snappy looking package, the firm reports.

Perfumer Gadget

A unique new way of perfuming rooms is supplied by a gadget introduced by Lyndon Products Corp. It's made up of a little wire container that has a perforated compartment which holds perfume pellets and is snapped on to an electric light socket. Heat causes fragrance to permeate the room. The gadget comes complete with two vials of perfume pellets of different odors. Since it sells at a nominal price to homes, theaters and clubs, it looks like a money-maker for specialty men, demonstrators and pitch men, the company reports.

Car Owner Monograms

A new type of personal monogram for car owners, offered by Monocrest Monograms, is getting popular acceptance because it may be put on or taken off a car easily. It is made of rich-looking competition material and is said to have the beauty of a custom paint job. It has three letters to identify the owner. Since it overcomes former arguments against the permanent style of monogramming, it should be a sure-fire seller to car owners, the firm declares.

Talking Souvenir

"Now You're Talking" is one of the fastest selling items streetmen and novelty workers have ever had, Jackson Publishing Co. reports. It is a greeting card that speaks for itself, and since it is self-mailing, its selling potentialities are unsurpassed. The company states. Card comes equipped with sound strip saying "Hello, Sweetheart." In quantity lots, item is imprinted with name of city or resort. Firm also carries stock cards, with sound strips, saying "Happy Birthday." "Please Get Well" and cards with messages for various holidays. Prices allow a large margin of profit, the firm reports.

Drain Flusher

Agents and canvassers will welcome introduction of a new-type drain flusher, Kay Mfg. Co. announces. The item attaches to the kitchen spigot and

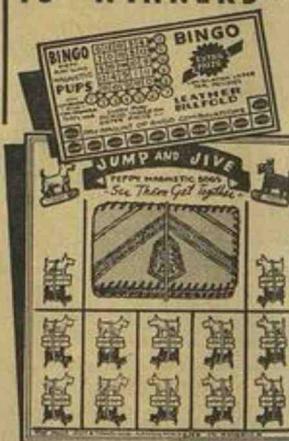
cleans sink pipes without harsh chemicals. Every restaurant, hotel, cafe, bar, auto court, filling station and home is a prospect for the item. The boys can secure the item at low prices and make some money because the item sells itself, the firm reports.

Neutrality Button

Here is a button that streetmen and novelty workers can go to town with. Western Badge and Novelty Co. reports. Since peace and patriotism are in every real American's heart, everyone wants the patriotic button coming in red, white and blue. It has "Keep America Out of War" across the face of it, and many Americans will buy it on sight.

BINGO!

12 SALES 1 Cent to 39 Cents
13 WINNERS---



HOTTEST SELLER OF THE YEAR — ENTIRELY NEW TAKES IN \$3.99

12 Sets of Jump and Give Pups. Also Grand Prize, Genuine Leather Briefcase.

Dozen Lots, \$1.60 Each

Gross Lots, \$1.50 Each

WITH TALON ZIPPER BILLFOLD

Add 25c to Cost of Each Display Card. 25% Deposit, Balance C. O. D. Bernole Wholesale, \$1.75. With Zipper Billfold, \$2.00.

BERG SALES CO.

119 So. Wirth St. (Dopt. H), CHICAGO.

24 No. 4th St., MINNEAPOLIS, MINN.

The Sensational "TALKING" SANTA CLAUS CARDS

15c Each

\$1.00 for 15

\$8.60 Per Gross

3 1/2" Inches High Sell Like Wildfire on Demonstration. Rush Your Order.

TALKING DEVICES CO. CHICAGO

4451 Irving Park Blvd.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Tell the Advertiser in The Billboard Where You Got His Address.

AMAZING CHRISTMAS TEN DAY OFFER

30 Copies

\$2.00

YOU SAVE \$2.50

From the Single Copy Cost... No Sales Tax on Subscriptions



This offer good ten days only

LESS THAN 7¢ A COPY
IF YOU MAIL YOUR COUPON NOW!

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

Please enter my subscription for the next 30 weeks, for which I inclose, not the \$4.50 I would pay for 30 copies at the regular single copy price, but ONLY \$2.

NEW Name

RENEWAL Address

Occupation City State

Subscribers may take advantage of this offer to extend their subscriptions. This \$2 rate applies only in United States and Canada. Foreign rate, \$3.50. Regular rates: One Year, \$5; Single Copy, 15c in U. S. A. and Canada.

MAIL THIS COUPON NOW

It is said. Quantity prices afford workers an opportunity to make a good profit, the firm reports.

Marine Lighter

The Hamilton Marine Lighter is an item that is filling a long-felt want of bingo and salesboard operators and concessioners, Hamilton Art Metal Corp. reports. It is a lighter that doesn't let you down, the company states. Item is five inches high and comes in bright chrome finish. A flick of the pilot wheel lights the device. It is decorative as well as useful. Prices allow good margins of profit, but orders must be filled early, the firm says.

Porcelain Bric a Brac

Leo Kaul Importing Agency reports that it has received from Europe a shipment of porcelain bric a brac that is claiming interest and sales. Prices, the firm reports, are so reasonable that novelty workers and prize users are pushing shoes, flowers, vases, powder, bon bon and jewelry boxes in this line. Since the line is different from anything on the market, it will give the boys quick turnover, it is said.

Electric Food Warmer

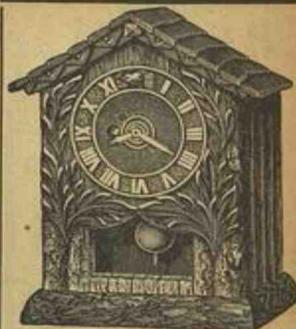
Because the Gay-Hue electric food warmer serves a definite purpose in the household, its popularity is growing rapidly, Capitol Sales Co. reports. The device is also used for cooking. Colors are attractive and will blend with any breakfast or dining room color scheme, cover and bottom plate being finished in two shades and baked at high temperatures, leaving a hard no-mar surface. It operates on 110-volt, 200-watt AC or DC lines. Since it is an ideal Christmas gift and new low prices are offered, workers are urged to order early, the firm states.

NOTES from SUPPLY HOUSES

Due to war conditions in Europe prices on commodities in the cosmetic line have gone up, and James Edelson, of Manufacturers Sales Outlet Co., suggests that the boys stock up before further increases come thru. He reports excellent response from his first announcement in *The Billboard* and expects good turnover for Christmas.

Radio City Novelty Co. has acquired rights from Novel Art Picture Co. to distribute Zito Dog cartoons in Florida. Ben Cohen, of Radio City, expects to do a big job down South this winter. Moe Horowitz, of Novel Art Picture Co., says the Zito Dog series is going over bigger than ever and that from indications the item will be a knockout for Christmas business.

Metro Mfg. Co., maker of Chute Bingo Cage and Everlasting Bingo Balls,



No. B5201—Bird House Clock. Large molded wood product case 7 1/2" high, 6 1/2" wide. Here's a novelty clock with bird in action that appeals to everyone. Produces 30 by movement Amer. mads. Each \$1.25. Lots of 6, each \$1.20.



B18X176—Jumbo Ksops Cuddly Mary-Lou Doll. A big flash that sets the novelty body, arms and legs plush lined arms and legs contrasting candy hair with purple and powder, porcelain bonnet with buckles trim, contrasting piping on trim, organdy trimmed. Pressed doll face, clasped in eyes with moving pupils, wool hair, squeak voice, Meltit appears. Pk'd. Packed single. Per dozen \$20.00, each \$1.85.
B18X175—21" Plush Doll, similar to above. Per dozen \$16.00, each \$1.35.
B18X171—20" Plush Doll, similar to above. Each 75c. Per dozen \$8.50.



MAGNETIC NOVELTIES

We are pleased to announce we have acquired the manufacturing rights of the original **SHOOTY PUPS** and **FRIENDLY ENEMIES**. This magnetic novelty which we introduced only a few months ago is the biggest and most novelty item of this type ever offered, and from indications indicates a big seller for some time to come. Be sure to cash in on their popularity. Do not confuse these with cheap imitations. These are the best yet available. They twirl, jump realistically. Cuts actual size.
B18X172—Friendly Enemies. Gray Elephant and Tan Donkey securely mounted on 1 1/2" Red Injection base in slide boxes with special instructions for G. O. P. and Dem. Per doz. 22.00
B18X09—Shooty Pups. Black and White rounded dogs with dotted eyes, mounted on they stay on their smoothly finished 1/2" Red Injection base. In slide boxes. Per doz. 1.85 Per gross 22.00
B18X60—Shooter Pups. Black and White Shocks mounted on 1/2" magnets. Per doz. 1.35 Per gross 16.00
B18X173—Fishing. On 1 1/2" magnets as above. Per doz. 22.00



HORN OF PLENTY

Each \$2.75
In Lots \$1.75

25% Deposit, Balance O. O. D.
Prices F. O. B. Chicago.
Send for Our New Catalog 330 and 391.

JOSEPH HAGN COMPANY
The World's Bargain House,
217 & 223 W. Madison Street, Chicago, Ill.

1c Is All It Costs

—to get the world's finest and fastest premium service! Spend 1c for a post card, send your name, we'll put it on our mailing list. From then on you'll receive Evans' free flash bulletins containing an amazing series of the most sensational exclusive new items ever offered. Invest that 1c NOW! It will bring BIG returns!

EVANS NOVELTY CO.
800 Washington, Chicago, Ill.

BULOVA-ELGIN-WALTHAM
WATCHES AS LOW AS
\$2.95
Send for Free Catalog.
LOU MALTZ
204 E. 5th St., PHILA., PA.
Wholesale Jeweler Since 1912.



ZENITH'S HIT PARADE OF SUPER VALUE SPECIALS



• HAND-DIPPED CHOCOLATES • GORGEOUS SUBJECTS

Try for flash! Full 5-lb. luscious hand-dipped chocolates in 16 1/2 x 22 1/2 inches. Beautiful gift box with gorgeous picture subjects in natural colors. It's the prize hit of the season.

ASSORTED, LOTS OF SIX OR MORE, EACH ... **\$1.85**

FREE FREIGHT ON 24 OR MORE



GENUINE LEATHER BAGS

Genuine Burton Onwilde with Talon Zipper and lock. Real leather. Fully lined, with inside pockets. Double handles. A full 19-inch size. Looks like three times the money. **\$3.95**

Two-Tone Effect
Modernistic Blue and Silver Mirror Vanity Dressers



• PACKED WITH ONE-POUND HAND-DIPPED CHOCOLATES

• PLENTY OF FLASH
NO. 325—IN LOTS OF SIX OR MORE, EACH ... **\$1.75**

FREE FREIGHT ON 36 OR MORE

Write for circular on other "Hot Numbers," including music varieties and candy specialties.

RADIOS



ZENITH — PHILCO — GENERAL ELECTRIC — MOTOROLA — STEWART-WARNER

Increase sales and profits with Nationally Advertised Radios. Everybody buys! Write or air mail for sensational low price radio circular. First time offered.

"BUY DIRECT AND SAVE"

TERMS: 5% cash discount, 25% deposit, balance C. O. D. No. 10 percent made without deposit.

ZENITH SALES CO.
329 So. Franklin St., CHICAGO

has moved into new and larger quarters. The firm has set up a complete manufacturing unit to produce adult games and novelties, in addition to its well-known bingo line. Chinese tile game and backgammon will be among featured adult games.

Demonstrators are taking to Crown Electric Pressers as one of the hottest numbers on the market, officials of the Hall Co. report. This statement is attested to by the fact that demonstrations were started the past week at Stearn's, Hearn's, Wanamaker's and Loewer's in New York, and Wanamaker's and Edward's in Philadelphia.

Canadian Orgs Get Funds Thru Bingo

ST. JOHN, N. B., Nov. 25.—Praternal and social organizations of St. John are finding bingo parties an effective means of improving their financial status. Bingo for merchandise prizes has provided much needed money for enlarging and repairing buildings.

Lucky Hall, a large store converted into a bingo base, is busy every night, under different sponsorships. Accommodations are for about 400 persons, and the capacity is generally taxed. Each sponsoring body brings its own following. Yellow Lantern Hall, formerly used nightly for card parties, has shifted to bingo, and offers the game under auspices of organizations which feature merchandise prizes.

Disney Toys Eyed As Xmas Leaders

CHICAGO, Nov. 25.—Toy models after characters created by Walt Disney are again expected to hold ranking positions on the merchandise front as holiday shopping crowds swell. Snow White and the Dwarfs, Ferdinand the Bull, Mickey Mouse and Donald Duck are expected to join with Pinocchio in capturing holiday cash. Mickey Mouse, Disney's first character, still holds an edge in public affection, and toys of this design will be seen at practically every turn.

Donald Duck's cousin, Gus, and Pinocchio are two newcomers on the market, but already there is widespread interest in them. Pinocchio is being seen in connection with many items. Gus is coming along rapidly since his debut, but his popularity does not endanger that of his kin, Donald.

Knowing how the public goes for Disney characters, workers are stocking the numbers and there will be plenty of them on bingo and concession stands as the public hands up holy wreaths.

CIRCUS MENACES

(Continued from page 44)

force the use of another lot where the rental is high, the claim being made that the contracted lot is in a restricted zone.

A well-known town on the New York Central Railroad has been trying for years to force the circus to use a part of a city lot. This lot I myself broke in a number of years ago. Since that time the best part of the lot (the only solid ground) has been used for a ball park. It was necessary here to break in a new lot. An effort was made to force a zoning menace against the new lot, but the owners got up a petition throughout the neighborhood and were able to fight the matter thru the city council. Why does the city try to force you to use the filled-in ground? Because when a circus used the lot before the ball park was built circus day would find two long lines of concessions right down to the front door. Now that the new lot is used, they don't have this any more, but they are still trying to force the circus on the filled-in lot. For the circus that has to use it and get a wet day, it will be just too bad. Parking lots might hold light cars, but not circus wagons.

Another menace is the pue. This situation is getting so bad that it is almost impossible to do business in some towns. They not only ask big license fees but want you to take care of hundreds of orphans. They think nothing of asking for 300 or 300 tickets for their various

THOUSANDS ALREADY SOLD

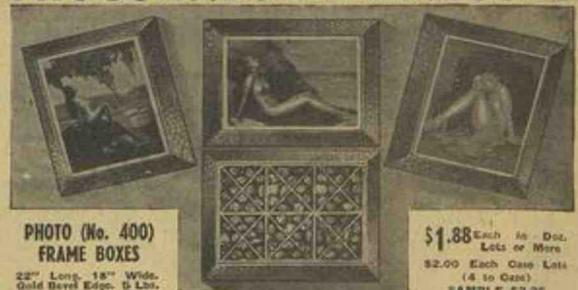


PHOTO (No. 400) FRAME BOXES

22" Long, 18" Wide, Gold Bevel Edge, 5 Lbs. High-Grade Asst. Glass

\$1.88 each in Doz. Lots or More

\$2.00 Each Case Lot (4 to Case)

SAMPLE \$2.25

No. 75



ELECTRIC FOOD WARMER

CEDAR CHEST with MIRROR

10 1/2" Long, 6" Wide, 4" High

A Beautiful Embossed Cedar Chest with FULL size Plain Mirror inside of cover. Packed with one pound of high-grade Chocolates. BIG PROFITS FOR OPERATORS.

\$1.65 Ea. in Doz. Lots or More, \$1.75 in Case Lots (6 to Case), With Decorated Mirror, 15c Extra. Sample \$2.00.

• FREE WITH EACH UNIT—50-Hole Card, 1c to 15c, Takes in \$6.45, or 40-Hole Card, 1c to 15c, Takes in \$4.95. Specify Size of Card With Order. TERMS—1/3 DEPOSIT, BALANCE C. O. D. F. O. B. CHICAGO.

WRITE—WIRE YOUR ORDER NOW

CAPITOL SALES CO. 1233 EAST 53RD ST. CHICAGO, ILL.

Nationally Advertised SENTINEL COMBINATION CLOCK-RADIO

The real McCoy in flash, value and performance. A complete radio with built-in, genuine Hammond synchronous clock. The nationally advertised product of a world famous maker. Beautifully designed modernistic cabinet makes 'em all slow, look and listen.

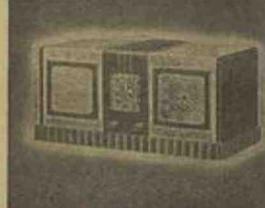
GIVES 7-TUBE PERFORMANCE

Gives big set performance—plenty of volume. Requires no aerial or ground. Brings in distance like local. Gets real play and action on any kind of a deal. Push your sample order. Send 25% deposit on C. O. D.

WRITE, WIRE OR PHONE YOUR ORDER NOW! **\$14.95** EACH, ONLY.....

F. O. B.

D. A. PACHTER CO.
MERCHANDISE MART • CHICAGO, ILL.



TOPS IN VALUE

Full 5-tube superheterodyne circuit—for AC or DC operation. Tuning 525 to 1750 KC. Automatic volume control. Large dynamic speaker for perfect tone. Illuminated dial. Distinctive cabinet of beautifully figured wenge wood with contrasting eggshell leatherette panels. Measures 14x7x16 inches. Packed with "new" value.

departments. In one of the larger cities in New York, it is so arranged by ordinance that the agent of the circus must pass around the lot with a petition and have all the property owners sign it. Then you have to take it to the city hall and make application for your license. The application then comes up at a meeting of the council and it is even necessary for the councilman from the district in which the showgrounds are located to sponsor the application. Before you can get this done you have to give assurance that 150 tickets will be issued for the councilmen and the man who writes up the application has to get 35, to say nothing of the remainder of the city hall, all for the privilege of paying a \$300 license. There are many other such cases. How can the circus keep going with this menace?

Another menace that is growing with leaps and bounds is the lot-cleaning one, this coming under the health depart-

ment in most cities. It's getting to be one of the worst shakedowns that one can imagine. In a city in the West this year, the city department asked \$175 to clean the lot. This was more than the rental, and any circus man knows that at the outside, where the lot was located, \$50 would be too high. Still they want the high price—and passes, too.

The Circus Fans have done a lot of good work. Melvin D. Hildreth, in Washington, D. C., is one of the most tireless workers in the interest of the circus, and has fought many a battle, both in the city and nationally, but Circus Fans can't be in every town. If cases have to combat these menaces, if they are going to keep going, and the first thing they have to do is have peace and harmony in their own ranks, like the tradition of the successful circus was built on, like the greatest of all American circus men built their mighty circus—the original Ringling Brothers

themselves. We must make friends for the circus. If we don't have local friends, we are sunk, as the circus has many enemies that would like to see it out of business.

I am the oldest contracting agent in the business, from the standpoint of consecutive years, and I think I know whereof I speak. The circus has many faults that will have to be corrected. One of the most important things is to make friends, not enemies. Another is to keep control of your employees. It's a hard thing to be before a city council battling away for a license and have a group of taxpayers from around the circus grounds appear against you and tell how the milk is stolen from the front porch the day the circus comes to town, how they are afraid to leave home for fear that somebody will break in their home, and many other such complaints. These people live in the towns. They are taxpayers. They have votes. We are the strangers. To cope with these things we must have friends that fight for us and help us with our battles. It's true that not all of the so-called complaints are justified. Some of them are caused up by local opposition, and some of them are local political battles behind them. But some of them are true, and there you stand before the local body telling your story and fighting your way into town. People back with the circus know very little of what the local contracting agent has to go thru, day after day. In fact, some of them think that he is met at the station with a brass band and given the keys to the city. Far be it from that. If anything went wrong the year before the first man to get the "beef" is the contracting agent. If the circus wagons drove over the sidewalk and broke down the curbs, the agent gets the "beef" next season. If they tore up the streets going back to the runs at night the agent gets the "beef" next season and finds a big street bond in force.

Another menace that came up more than ever last season is the pay-or-play-cash-rot rent. I had a man in a small town in Florida ask me for \$500 rent and \$250 for cleaning, cash in advance—no contract. Of course, that will never be done. Another lot was contracted for the wedge and when the 24-hour man got to town it was a different story. In the same week, also in Florida, another owner asked \$800 for his lot, cash—no contract.

A contracting agent would have to be a walking First National Bank to carry enough money to meet these demands. These cases cited show what the circus is up against. It's getting to be so that

it seems every way you turn somebody is against you.

The circus will have to overcome all these things because the children will always want it. The circus will always give the greatest value in entertainment for the price. It will go on and improve and it won't be long until there will be new tents, new performance, new comforts for the public; in fact, the circus will be in keeping with the slogan, "All New This Year." But all the new tents, new performance and new comforts for the public do not mean a thing unless you have a place to put the circus. The most important things of the circus are lot and license. They come first of all. And if these menaces of zoning, passes and shakedown and holdups are not combated the circus in a few years will find itself out in the country, as that will be the only place left for it to show.

SAINTS AND SINNERS

(Continued from page 44)

McCreeary's new circus restaurant, located on the second floor of its store on 34th street. This is a great layout and carries with it a fine circus atmosphere—a huge canvas tent above, rubber flooring designed to simulate sawdust and gay 80's gaslight. They call it The Big Top. We noted Freddy Benjamin, Lowell Thomas, Doc Clement, Ed Penn and others there. We were happy, too, when informed that the management got the idea while attending one of the luncheons of the Dexter Fellows Tent.

Dorothy Killallen, in her November 15 column in *The New York Journal and American*, writes: "Bad news for the kids: The American circus is dying. Next year Ringling Bros. and Barnum & Bailey Circus probably will be the only big top on the road." Wanna bet, Dot?

Clarence Riddick, treasurer of the Virginia State Fair Association and former secretary of the C.S.S.C.A., is mighty busy these days packing up what might be correspondence, minutes and notices, getting them ready for a journey to the writer. We hope he has packed a few rare heralds in the lot of stuff, for that will compensate us for unpacking the mass of stuff.

Many C.S.S.C.A.ers attended the National Showmen's Association dinner at the Commodore Hotel. All thru the affair could be seen the fine hand of George Hamid. His touch certainly works magic in affairs of this kind.

Jim Schonblom, press agent for the Lillian Leitzel Tent, sends us the following list of personnel. All we can add is the hope that Jim Casen't too seriously ill and that soon his cheery smile will greet the C.S.S.C.A. crowd:

"Hugh Grant, who is honeymooning somewhere south of the border, is expected to return soon. Jim Casey, our treasurer and keeper of winter quarters for the Mighty Watson Shows, is laid up (in bed) under orders of Doc Kerwin, our superintendent of grooms and horse-trim. Casey is carrying on as best he can to all Saints and Sinners who drop by. Dick Camp is back in town after a summer on Chautauqua Lake. Art Haggerty is itching to get another parade under way. Ed Hanley is around again after a western trek. Jack Stewart is having trouble with his bowling arm this season. As our chief of detectives, he certainly should find out what's wrong. Eggie Miles is the proud papa of 'Butch.' He claims he'll grow up to be wilder than the old man."

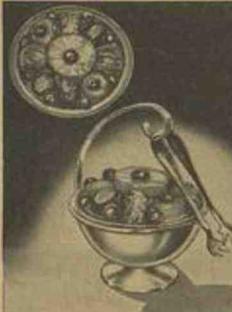
Corrections on Wrecks.

Detroit. Editor, *The Billboard*: I submit corrections on train wrecks from contributions by readers in 1935, which have been neglected thru oversight and lack of information. The Barnum & Bailey circus was on its way to Montreal from Gouverneur, N. Y., when the first section was wrecked August 23, 1889, near Potsdam. The same show's train was in a wreck at Burnham, Mo. (now Hannington), July 3, 1885 (not 1882), when a car was derailed and rolled down an embankment. John Robinson's train of 27 cars was in a wreck in the Union Depot yards at St. Louis, November 4, 1887, when about a dozen cages were broken open and animals escaped, but were later recaptured. Five or six flat cars jumped the track at a switch. A canvasser on top of a cage was killed. No one was hurt.

THANKS FOR WAITING

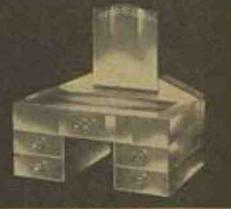
NOW READY FOR IMMEDIATE SHIPMENTS

ALL RED HOT SELLERS



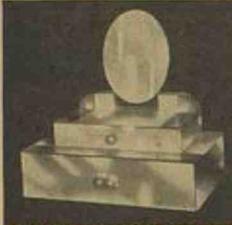
CALIFORNIA 3-Pc. Fruit Bowl. It's called—Plum of Action—A hot seller. Chromium set filled with 1 lb. finest California glazed and stuffed Fruits. \$12.50 per doz. In 4 doz. lots. Sales Plan "Free" with each set. NO FREIGHT ALLOWANCE ON THIS ITEM.

\$1.10 Each, Doz. Lots or More. Sample \$1.75 Complete.



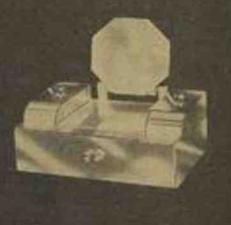
No. 303—HONEY MOON VANITY. Two-tone Comb. All Mirror Glass and Silver with center swing mirror. Home-Made Asst. Chocolates. Packed 6 to case. Size 10" high, 11" high. Less than case lots. \$2.50 Each.

\$2.25 Each, Case Lots



No. 404—SPECIAL Two-Tone Comb. Blue & Silver, all mirror, with center swing mirror. Packed with 9 pound box assorted Chocolates. Packed 6 to case. Size 9 1/2" high, 10" high. Less than case lots. \$2.00 each.

\$1.80 Each, Case Lots



No. 285—GOLD & SILVER Two-Tone Comb. All Mirror Glass and Silver with center swing mirror. Home-Made Asst. Chocolates. Packed 6 to case. Size 9 1/2" high, 10" high. Less than case lots. \$2.25 Each.

\$2.00 Each, Case Lots

ORDER TODAY WRITE—WIRE

GOLDWYN CO. 440 S. DEARBORN ST., CHICAGO, ILL.

Write for New Circular Showing Complete Line Mirror Vanity Chests.

CANDY SUPER-VALUES

FOR SALESBOUR OPERATORS

ARTIST MODEL—FLASHY

Filled with 2 1/2 Pounds Hand-Dipped Chocolates. Sample \$1.25 Dozen \$12.00

CHOCOLATE CHERRIES

One Pound, Very Flashy. Just the Item for 1c to 30c Deals. Case of 24 Boxes \$4.25 5 Cases for \$20.00

SWING-MIRROR VANITY CHEST

With Choicest Hand-Dipped Chocolates. Very Best Deal. Sample \$2.25 Six for \$11.50

5 POUND CHOCOLATE MINIATURES—The Most Popular Ass. Chocolates in Beautiful Box. Sample \$1.25, Dozen \$12.00.

Terms 25% Down, Bal. C.O.D. F.O.B. Chicago. Send for Free Price List of Other Candies at Money-Saving Prices. Also Push Cards for All Purposes.

Star Novelty Candies

2021 N. Halsted St., CHICAGO

ELGIN, WALTHAM, BULOVA

Renowned Watchmakers. **STARTS AT \$2.95**

WOMEN'S WRIST WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF

728 Walnut St., Philadelphia, Pa.

EVER SEE ANYTHING TO EQUAL THIS!

AMAZING CLOS-IT DOOR CLOSER

EAGERLY BOUGHT ON SIGHT

Imagine the instant sales you will make with this amazing clever patented door closer that does the work of high priced door closers! For 35c thousands will eagerly buy what 'til now they would have to pay several dollars to put! Saves time. Installed without screws in 30 seconds. You simply saved the "swing" and place on pinhole of hinge. Nothing more to it. No metal to use woodwork. Every Home, Store, Factory, Office—every outside door you see needs one. Bright nickel plated. Sells for 35c or 3 for \$1.00. \$1.50 per doz. \$4.25 for 50. \$2.50 for 25. F. O. B. Detroit. Order now or write for details. Sample postpaid 25c. Rush TODAY.

CLOS-IT MFG. CO., 5434 15th St., Dept. 15, Detroit, Mich.

\$ CLEAN UP BIG with NEW HUMIDOR \$

SENSATIONAL NEW FAST SELLING HUMIDOR sweeping country—take orders right and left, SIMPLY SHOW IT AND SALE IS MADE.

ONLY \$2.95 Complete Deal

Complete deal includes Humidor with 9 cubes available in Black and Ivory. RUSH YOUR ORDER TODAY NOW! CASH IN QUICK with the new MYSTIC TORCH table lighter—positive light, never fails. Ever-ready goes wild over this BIG money-maker. Only \$9.00 per dozen. Order Today. 1/3 deposit on all orders required.

STANDARD SALES CO. 2363 Milwaukee Ave., CHICAGO, ILL.

The show was returning to winter quarters at Cincinnati, and going thru Brazil, Ind., would have been an out-of-the-way detour. There is no record of any wreck in the Brass Paper of November, 1887 date, which is proof that statement of a wreck there is wrong as to name of show, town and date.

Wreck of Cook & Whitby's circus train, July 8, 1892, was at Magill, Ia. Instead of Wisconsin. **HARRY W. COLE.**

BINGO

SEVEN COLORS 1000 Receipts Heavy Cards Black Markers Coupon Tickets Certificates Roll Tickets

WRITE—WIRE—CALL

11 E. 19th St. **SCHULMAN** New York, N. Y.

Your Cost \$1.00

EACH COMPLETE

IN LOTS OF 50 OR MORE, EACH 90c
YOUR PROFIT ON EACH SALE \$4.00
TO RETAIL AT \$5.00

The maker of this shaver believes it is to equal in quality and performance to any \$15.00 SHAVER



Patent No. 2,139,136

FEATURES

- EXCLUSIVE UNDERWOOD DOUBLE-ACTION CUTTING HEAD.
- MULTI-WAY BEARD PICKUP.
- DISTINCTIVE STREAMLINED DESIGN.
- PRECISION BUILT MOTOR.
- EQUIPPED WITH SIMULATED PIGSKIN POUCH.
- SELF-STARTING . . . SELF-SHARPENING.
- NO RADIO INTERFERENCE.
- 110-120 V.—60 CYCLE A. C. OPERATION.
- APPROVED BY UNDERWRITERS' LABORATORIES.
- LIFETIME GUARANTEE.

At Last! A Dry Shaver of Distinction Priced To Meet the Requirements of Mr. and Mrs. Average Customer with EXCLUSIVE UNDERWOOD FEATURES THAT ARE EQUAL IN QUALITY AND PERFORMANCE TO ANY SHAVER SELLING FOR MANY TIMES YOUR LOW COST!

UNDERWOOD ELECTRIC DRY SHAVER

IVORY RUBBER GRIP



Packed in sturdy, hand-carton.
some 3-color lithographed

... AND ANOTHER NATURAL FOR CHRISTMAS SALES!

SPEEDEX CANDID TYPE CAMERA

IN LOTS OF 50 OR MORE, EACH 90c

TO RETAIL \$2.98 A Genuine YOUR \$1.98
FOR ONLY \$5.00 Value! PROFIT

Easy To Sell at This Low Price—Easy To Profit
on This Amazing Low Cost!

- Graf Meniscus 50mm lens. Fixed focus—easy to operate.
- Double lens eye-level view finder.
- Time exposures and snap shots.
- Compact—5½" wide, 3" high, 2½" deep.

- Uses standard vest-pocket film. Kodak 127 or Agfa 8.
- Produces 16 pictures per roll, 1½ x 1¼ inches.
- Sharp detail of pictures makes for good enlargements.
- Sturdily built. Ultra-modern design. Metal parts chrome finished.

You'll Make More Sales and More Money with SPEEDEX . . .
Right Now and from Now On! CHECK THE SELLING POINTS.
CHECK THE MARK-UPS and RUSH YOUR ORDER NOW!

SPECIAL INTRODUCTORY SAMPLE OFFER
USE THIS CONVENIENT ORDER BLANK

DEANE SALES CO.

134 W. 32nd St., N. Y. City
Gentlemen:

Please ship the following order RUSH:

..... UNDERWOOD DRY SHAVERS

(Amount Inclosed)

..... SPEEDEX CANDID TYPE CAMERAS

(Amount Inclosed)

I have inclosed 25% deposit and will pay the balance C. O. D.

BUYER'S NAME

ADDRESS

CITY

STATE

SHIP VIA:

Parcel Post

Express

The Speedex is a quality Candid Type Camera with features equal to those retailing for 50% more!

Cash in on the great demand for low-priced candid type cameras with this streamlined model. It's specially designed and offered for your 'round as well as Christmas sale!

25% Deposit With Order, Balance C. O. D.

FREE! Newspaper mats, electros, counter displays on Shavers and Cameras.

DEANE SALES CO.

134 West 32nd Street, New York, N. Y.

New Higher Court Decisions Affecting Itinerant Merchants---

By LEO T. PARKER
Attorney at Law

IT IS well known that numerous pitchmen and solicitors, thru lack of legal knowledge, discontinue profitable business locations and connections to avoid legal controversies. With proper and authentic legal information at hand these persons could refuse to forfeit their legal rights and consequently accumulate large sums otherwise lost.

This is so because in many instances pitchmen, solicitors and other itinerant vendors discontinue profitable business to avoid litigation and to eliminate chances of heavy expenses which may result from unfavorable verdicts. Moreover, very frequently they pay excessive and illegal license fees, which expenditure is a total loss.

Now, therefore, the purpose of this article is to carefully review leading higher court cases involving various phases of the newly established license and taxation laws to enable readers to quickly and dependably determine, with reasonable certainty, whether a license fee demanded by State, county and municipal officials may be legally refused. It should be kept in mind, however, that rather than flatly refuse to pay an apparently illegal or excessive license fee it may be advisable to pay the tax under protest and then subsequently sue and recover the illegal license fee, plus resultant expenses and financial losses.

Unreasonable Laws

First, it is important to know that any and all State, county or municipal

license fees that are unreasonably high are invalid.

For example, in the leading case of State v. Peterson, 230 N. W. 830, it was shown that a city ordinance required payment of \$25 each day by pitchmen who transacted business and sold their merchandise in the city. The higher court promptly held the ordinance void and said:

"This ordinance is not concerned with the amount of business done . . . and it does not have any reference to the cost to the city of enforcing the ordinance."

On the other hand, let us consider the leading case of Levin v. City, 154 Atl. 742, in which a municipal ordinance was litigated which required "itinerant vendors" who sold bankrupt stocks to pay a license fee of \$500 monthly. In holding the ordinance valid the court said that it was fair and reasonable that a person who purchased bankrupt stocks and sold same in a temporary location should be heavily taxed. This court also said that in view of the "regular and temporary business" the license tax was not unreasonable.

Obviously, the important reason the court held this ordinance valid is that, located in a storeroom, the seller imported from other cities a variety of bankrupt stocks and sold many thousand dollars' worth of merchandise each month and, therefore, the cost of supervising the business under police protection was excessive.

Regular Business Place

Many higher courts have held that if a person has a regular place of business in a State or city, neither this person nor his agents may be compelled to pay a State or city license fee for the privilege of selling ordinary merchandise in temporary locations, as on vacant lots, sidewalks, store doorways and the like.

For illustration, in Carrith v. State, 152 So. 65, it was disclosed that a person had paid a general license fee to transact business. The legal question arose whether this person or his agents could be taxed additionally for selling in temporary locations. In view of the fact that the State law did not specifically require payment of both license fees the higher court held that payment of the one fee entitled the person and his agents to sell merchandise in temporary locations. This court said: "Where the language of the statute is reasonably capable of two constructions, the one most favorable to the taxpayer must be adopted."

Also see late case of Fisher v. Town of Waynesville, 4 S. E. (2d) 316, reported October 12, 1939, in which the higher court refused to hold an employer of solicitors, pitchmen or peddlers liable for failure to obtain a State license to employ persons engaged in this work. This court said: "Even if it be conceded that any person, firm or corporation employing the service of another as a peddler is liable for tax therein imposed, it does not follow that the employer must obtain a license, as well as the employee employed."

In other words, in this case it was conceded that a North Carolina State law requires solicitors, pitchmen and peddlers to obtain a license, but that this law could not be implied that employers were liable for payment of the licenses.

Wholesale Business

Another important point of the law of special interest to many readers is that in many States a company which pays a privilege tax to do business in a county has a legal right, without paying other license fees, to sell its merchandise to dealers in every place and town in the county. Also, its agents have the same privilege. For instance, in the leading case of

Guly v. Alex, 158 So. 201, Mississippi, it was shown that a company pays a privilege tax to a county. Later the legal question arose whether the company could be compelled to pay special license taxes in different towns in the county. In holding that it was not compelled to do so the court explained that the company "has the right to sell its products in any manner and to any person or persons within the county" and in addition has the legal privilege of sending its agents into other counties, so long as sales are made exclusively to dealers. Furthermore, no agent is liable for the transient vendor's tax.

Also, in the leading case of Murree v. Town, 68 S. W. (2d) 935, Tennessee, the court held a company not compelled to pay a municipal license fee to distribute its merchandise, thru agents, where the testimony proved that the company had paid ad valorem and other State and county taxes.

Reasons for Invalidity

Various higher courts have held that a municipal license ordinance may be invalid because it is unreasonable, as well as upon the ground that it is unconstitutional. See case of Richardson v. Cook, 2 S. E. (2d) 626, reported June 1939, in which the higher court said: "The right to work and make a living is one of the highest rights possessed by any citizen. It may be abridged to the extent, and only to the extent, that is necessary reasonably to insure the public peace, safety, health and like words of the police power."

Generally speaking, a constitutional violation is necessary to justify a court to declare a statute void; that of course the violation of the constitution may arise from unreasonableness if it extends to the point of arbitrariness or consists in unlawful discriminations. Municipal ordinances are void if they violate constitutional rights. They are also invalid if they are unreasonable. And the courts may declare a municipal ordinance void as unreasonable.

So, therefore, it is quite apparent that a city taxation law is void unless it is authorized by a valid State law. And the State law is void if it fails to conform with constitutional provisions.

Naturally, no State Constitution provision is valid which encourages unreasonable or discriminatory license or taxation laws.

In the imposition of license taxes the courts will enforce the observance of the due process and equal protection provisions of the Constitution. For this reason, such taxes cannot be unreasonable or arbitrary, either as to basis of classification or amount of the tax imposed.

The usual test of validity by which a license tax will be determined is this: The business taxed must be a lawful one, that is to say, one conducive to the public welfare, health, safety or morals. If the objects, or businesses taxed, are classified, the classification must be on some reasonable basis. The tax must bear equally on all similarly situated and must bear a just relation to the cost of protection. If the classification is arbitrary or the amount of the tax is such that it impairs one's rights to engage in a lawful business or unduly hampers the owner in the pursuit of his business or tends to drive large numbers out of business, it will be stricken down and held void.

Another important point of the law is that differences in license taxes must be based on differences in the cost of police protection, modes of conducting the business, the burden imposed on the governmental entity in enforcing the license laws or on some other just and reasonable basis. They cannot arise on the ground of residence or citizenship when no other factor is involved. Neither can they be employed to force

one out of or deter him in going into a lawful business or to give one an unfair advantage over another engaged in the same business.

See State ex rel. James v. Gerrell, 189 So. 812, reported July, 1939, in which the higher court refused to hold a State tax valid which required all persons conducting an auction sale to post a bond in the sum of \$2,000, payable to the governor, conditioned to pay all losses and damages claimed for misrepresentations. In this case it was contended that the law was necessary to prevent fraud of buyers. However, the court said:

"The Legislature may within its discretion impose reasonable excise taxes for the privilege of engaging in business of any kind including that of selling by auction. It may also require a bond to protect the public against fraud and deception, but to impose a bond of \$2,000 . . . without any reference to the character or the amount of the sale is so palpably arbitrary and unreasonable as to condemn it on its face. Such an imposition amounts to a prohibition of large numbers from engaging in a legitimate business and is beyond all the necessities for the legislation."

So, therefore, while this above case illustrates excessively unreasonable laws, yet it is made apparent that no State, county or municipal license law or other regulatory act will be held valid and enforceable if its enforcement is not necessary to safeguard the public

AUTO OWNERS

Save time and trouble. Carry new small colored plates. Labeling your ownership and number. Makes identification easy. Sent postpaid with chain for only 25c. Agents send for free literature.

FRANK SONOMO (SB-2)
Brooklyn, N. Y.

BIG HOLIDAY SELLER

Thousands sold every day

Thousands of items in 1/2 from storekeepers are merchants for this quick handy machine sign that is used for Xmas gifts, price cards, posters, menus, merchandise, etc. on light in down late. Big profits. Other big profits.

COST TO YOU
Dress (2 1/2" Each) . . . \$3.00
2 1/2" Dors. (400 Dors) . . . 1.00

Gordon Mfg. Co., 110C E. 23d St., N. Y.

THREE IN ONE Glass Cutter, Knife Sharpener and Bottle Opener

Low price makes quick sale. Demonstration order. Excellent. Excels. For advertising premiums. Samples 15c. Wishing our customers and friends a Merry Xmas and a Happy New Year.

Manufactured by **APEX NOVELTY CO.**
1948 West Adams St., Chicago, Ill.

COMIC XMAS CARDS

OVER 20 CARDS AND FOLDERS
All in 5 & 8 Colors.

COST 25¢ SELL FOR 10¢.
Send 15c for Sample Cards and Folder.

WEIDEMAN'S
718 JAY ST., SACRAMENTO, CALIF.

WHY WEAR DIAMONDS?

W. H. Zircon Co. Diamond - Dazzling Zircon (Metals Diamonds) from the Mines of Vermont. Zircon are an effective and inexpensive. Retail sold - for advertising premiums. Samples 15c. Wishing our customers and friends a Merry Xmas and a Happy New Year.

THE ZIRCON CO.
Dept. 102-A, Westing, W. Va.

MILLIONS SOLD YEARLY!

Quality blades at lowest factory price only 10¢ per set, daily earnings. **Ready money. WE PAY 50%!** (BING) Flashy display cards. Big Profits! Free Samples!

ACE BLADE COMPANY.
68 E. Eagle Street, Dept. Y, Buffalo, N. Y.

GET YOUR SHARE EXTRA MONEY

Big Values in Xmas Card Assortments, beautifully bound, SPECIAL 21 Folders and Cards, each with Envelope. 100 Boxes, 15c per box; 20 boxes, 12 1/2¢ per box. Sample Box mailed for 25c. Many other Assortments carried. Ask for Lit. Do Not Buy 21 Xmas Folders with out this Lit. Contains 1000's of \$4.00 or more. Continental Dealer, 811 at 81-60 Broadway, New York. Deposit to be sent with C.O.D. orders.

CHARLES UFT CO. Good Values. Prompt Service Since 1913.
19 East 17th St., NEW YORK, N. Y.

SOCIAL SECURITY

Start in business for yourself! Stamp plan in 15 minutes on Social Security cards with key and pen. **NO EXPERIENCE NEEDED!** Profit. The as little as \$5.00 we will give you a stamping outfit, consisting of a complete set of dies, including adjusted, and registers and dies. You can start now and you shall not for 30 days. When you send money and chairs we will send you 600 stamps for \$2.50 and 1000 chairs for \$1.00. A small deposit is required on C. O. D. orders.

RELIABLE - \$5.00 CASH
Dept. 58, 1132 Broadway, New York City

PERFUMES

Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Free-Draft Bottles of Assorted Oders.

LE-MAR LABORATORIES,
37 West 31st St., New York City

PAPERMAN

Experienced and Reliable Man to take subscriptions for the WESTERN FARM LIFE in Montana, New Mexico, Arizona, Nevada, Western Nevada and Kansas. No trouble to make twice the money that you are now making. We have the latest European War Map just in the press. Write for circular.

1520 COURT PLACE, DENVER, COLORADO.

Sell Improved Originals

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

9x11, 4 1/2 x 11 B.L.U.E. SIGLITE Christmas, Snowflake Christmas Signs, 9x11, 8x30 set 100 printed. Free literature. Free order blank. Extraordinary Money Making Plans. Write for circular. Cost, 1¢. L. Smith, Me.

PIPES

(Continued from page 108)

really went to town on the street. Mines are working like old times and everybody has cash. I met a real pen worker while in Trinidad, Colo., who is the cleanest worker I have seen in years. The man I refer to is Eddie Reed, and he got his share of the gelt. I am leaving here for San Francisco, where I will winter. Salt Lake City is deserted as far as pitchmen are concerned."

PITCHMEN'S SAYINGS: "You can use em over and over and round and round."—Bob Cunningham.

LOU KREM . . . who has been pitching fruit extractors in St. Petersburg, Fla., now has a good location there for hose menders.

MYRTLE HUTT . . . comes one from Chicago: "I'm working punch needles in the 12th street store and have three other stores going with same. Things look pretty good. Was in the Loop the other day. Kresge looks like a fairground, with all the different pitchmen. I'd like to read news from the gang I left at the Tulsa (Okla.) Fair—Helen Teters, Joe Ackerman, C. Darling, Ray Martin, Bert Skiles and Mr. and Mrs. Hubbell."

HAVENT HEARD . . . lately from Jack (Gummy) Current, Al Decker, Melvin Sproat, Art Nelson, Charley Courteau, Bob Marsh and the Hagan Twins, Madeline and Mary. Pipe in, boys and girls.

YOU have to be in a position to fulfill promises before you can hope to make them.

DOORWAY READER . . . on the main street of Parkersburg, W. Va., is \$1, according to word emanating from that section. Town is good on Friday and Saturday.

MECHANICAL TOYS

- MONKEY WITH COMB & MIRROR.** Dox. \$1.60. Gross . . . \$18.00
- MECHANICAL SAM THE ORCHESTRA LEADER.** Dox. \$1.50. Gross . . . 16.50
- REGULATION O-U DOG.** Best quality. Dox. \$1.40. Gross . . . 18.00
- REGULATION O-U DOG.** Best quality. Dox. \$1.20. Gross . . . 13.20
- HONEY BEAR.** with wheels. Dox. \$1.00. Gross . . . 18.00
- LARGE WALKING DOG.** with wheels. Dox. \$2.25. Gross . . . 18.00
- SMALL O-U DOG.** Best quality. (Not the same as Dog advertised at lower prices.) Dox. 75c. Gross . . . 8.50
- MECHANICAL MONKEY.** With Tipping Derby Hat, Medium Size. Dox. 75c. Gross . . . 8.40
- MECHANICAL CAR ON TRACK.** With Rider. Dox. 75c. Gross . . . 8.00
- TISSUE DANCING SANTA CLAUS.** Gross . . . 4.00
- GIANT SIZE SANTA CLAUS WORKERS.** Each75
- SHREWD & RACING DOLL.** Gross . . . 6.50
- SILVER FOIL ICICLES** (large size) (50% deposit on icicles) 10 Gross Lots. Gross . . . 2.75
- 100 Gross Lots. Gross . . . 2.25
- M. M. R. I. C. DOGS.** Dox. \$1.25. Gross . . . 14.40

Send for Descriptive Circular
H. SPARBER & CO.
 108 North 7th St., St. Louis, Mo.

ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as . . . \$2.40

ATTENTION, PAPERMEN MARKETS

Weekly News and Agricultural News, Farmers, Stockmen, etc. Write for essentials and particulars to **W. H. SCHUBURGER**, 10 So. 4th Street, Minneapolis, Minn.

"Pitchmen's Rights as Citizens"
 Eighth Installment To Appear in the Next Issue of The Billboard

Can Pitchmen be victorious in a fight against the unjust taxation that has been inflicted upon them?
 Is it impossible for itinerants to have an effective organization because of excessive cost, or the fact that they are spread all over the country?

These and other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl. The eighth article of the series, entitled "Pitchmen's Rights as Citizens," will appear in the December 9 issue of The Billboard.

Follow the series and fortify yourself with proper potential weapons to legally aid you in your rights to sell.

Pitchdom Five Years Ago

Miami, Fla., was proving a bloomer for Doc Earle C. Jester with auto polish. . . . Doc Oscar Turner was still confined in his house trailer in Montgomery, Ala. . . . Doc A. M. Johansen was managing to make a living working Louisiana territory with soap, novelties and cosmetics. . . . Tom Sigourney was finding Los Angeles to be about the worst spot in the country for pitchmen and especially men. . . . Billy Brown was still in Camden, N. J., his fourth year there with med. . . . Jim Ferdon, with his free mineral show and mystic mineral, was operating in Tuscaloosa, Ala., to good business. . . . Mrs. Jew Jackson was seriously ill in Hot Springs, Ark. . . . After 32 weeks of fair business Doc R. E. Lewis closed his show in Hope, Ark., and returned to Hot Springs, Ark. for the winter. . . . Happy O'Curran had his med show clicking in DeQueen, Ark. . . . After being confined in a hospital for a long time, Bill Rutz was getting the lucre working Youngstown, O. . . . Richmond, Va., proved a red one for Jeff Farmer. . . . Bert Jordan was spending the winter working court days at Knoxville, Tenn., his home town. . . . Roster of the J. H. Gasaway med show playing Texas territory included Doc Fred Gasaway; Fay and Joe Abbott, sketch team; George Reno, comic, and Charles Williams, blackface. . . . J. C. Garwell, the Whistle Whiz, was in Cuero, Tex., for his big turkey trot. . . . Charley Elder and wife, La Raine were playing amateur shows in the South with sharpeners. . . . Doc Franklin Streets rambled into Hot Springs, Ark., following close of a successful 35-week season in Hason, Ark. . . . Among the pitch fraternity working Oklahoma City were Little Doc Roberts, Mrs. Bob Laidlaw and Harry Kincheleo. . . . That's all.

EDDIE REED . . . is in San Antonio for the winter. He recently concluded a good run with pens in Trinidad, Colo.

STILL MANAGING . . . to gather some lucre in the North Carolina sector are Doc Wood and Dr. J. C. Miles.

WE KNOW of a number of big firms who have recognized the psychology behind the pitchmen's sales methods and have applied some of the methods to their own business with great success.

STANLEY NALDRITT . . . recently closed two successful weeks in Birmingham, Ala., at H. L. Green's store, and opened November 20 in McLellan's there. Says he plans to return to New Orleans about December 1 to open in Woodworth's for the holidays. Naldritt would like to read pipes from Al (Pop) Adams, Pido Kerr, Buster Robertson, Freddie Krause, Harry Alving, Morris Davidson, Charles Kashier, Jack Branscombe, Ted Travers, Bert Kenny, Charles Gay, John Collins, Joe Colby, Bill Gorch, Whitley Alim, Rod Winterhalter, Al Bailey, Donald Crabb and Marty Robbins.

REASON for most pitchmen's success lies in the fact that they go their own way, changing their mode of operation to conform to the times, but always retaining the underlying fundamentals of their profession.

Events for 2 Weeks

- November 27-December 3
- MASS.—Boston, Natl. Winter Sports Revue & Ski Show, 30-Dec.
- Boston, N. Eng. State's Indoor Expo., 27-Dec. 6.
- S. D.—Sioux Falls, Auto Show, 30-Dec. 2.
- TEX.—Houston, Arabia Shrine Circus, 27-Dec. 2.
- December 4-8.
- IA.—State Center, Corn Show, 5-7.
- MICH.—Grand Rapids, Apple Show, 5-7.
- TEX.—Galveston, 103rd Birthday Celebration, 5.
- Wiscon., 20th Annl. Celebration, 7-9.

DEEP SOUTH BOOMS

(Continued from page 3)
 all-time record. Lumber mills are sold up 60 days ahead and practically all larger plants working full capacity to

keep up with the backlog of orders. Three advances in petroleum prices in about six weeks have turned the oil industry of Louisiana, South Arkansas and East Texas from the red to the black side of the ledger. Oil too is bringing a boom to the Yazoo Valley area of Mississippi.

Banks of the Mississippi Delta towns report a more prosperous condition at present than has been the case for many years as a result of a bountiful cotton crop in that section of the South. Despite crop failures in other parts of Mississippi, State banks disclose an increase has come from banks in 14 Delta counties. Bankers of Texas, Arkansas, Louisiana, Mississippi and Alabama report that total resources from 1939 will be far in excess of 1938, when annual statements are issued at the end of the year. A survey of the Yazoo area where Mississippi recently brought in its first commercial oil well shows that homes are scarce and there is plenty of money circulating in leasing.

Barfield's Closes Well in Valdosta

VALDOSTA, Ga., Nov. 25—Barfield's Cosmopolitan Shows closed the 1939 tour here at South Georgia Fair on November 15 to mood weather and business reports. W. H. Johnson, Business started slow but increased daily, and Friday, School Day, was one of the best of the year. Rain Saturday marred the day's results. Their homey and vacation H. K. Wilkinson and his assistant, E. A. Vinton, co-operated.

Fitting closing exercises were held before shows were shipped into Macon, Ga., where quarters in Central City Park are being furnished by the city. Many letters for their homey and vacation crew, in charge of Curley Little, will remain in quarters and will start building and repair work about January 1. Mr. and Mrs. C. E. Barfield left for a vacation in Florida.

Plug for Old Dobbin

Editor The Billboard: Dayton, O.
 Being a natural lover of fine horse flesh, the recent articles in your magazine regarding the horse vs. tractor problem greatly interested me.

The article by Mr. Silloway stating that the Ringling-Barnum menagerie is torn down in one hour added to my interest. On September 8 I was on the Cole lot all day and from observations I still believe that old Dobbin can hold his own or better with the gas.

At 5:30 p.m. the first cage was pulled out and at 9 o'clock there wasn't one particle of the menagerie tent left. All center poles (five) were down and loaded; canvas had been rolled and loaded and all cages were on their way to the ring. This swift turnaround requiring only 30 minutes was accomplished with only two teams for the cages and one six-up for the menagerie canvas wagon. The marquee is included in this turnaround.

Of course, the Big One has over twice the number of cages that Cole has, but by presuming that each show carries the number of tractors or stock that they think are capable of doing the job, it still shows that horses can keep up with the streamlining.

GEORGE B. HUBBLER.

ENGRAVING JEWELRY

Hand-Made Gold Wire Jewelry. Also Wire-workers' Supplies. Our quality is the best and our prices are the lowest in the country. Send \$1.00 for ten different samples, or \$2.00 for complete samples. No catalogs required.

ATTENTION, AGENTS ABROAD.
AMERICAN JEWELRY NOVELTY MFG. CO.
 73-75 North Washington St., Plainville, Mass.

WALTHAM REDUCES PRICES
 ON ALL FOUNTAIN PENS
PEARL PALMER PENS \$18.00 OR TWO-PIECE OBSERVATIONS \$19.00 OR

Lowest prices on new push filter type pens. All pens are made in our own plant in U.S.A. We have received our old price list be sure and get our new one, as it has the lowest prices in the pen field today. All pens come complete with the WALTHAM name. America's fastest selling fountain pens. Write at once for New Low Prices!
WALTHAM PEN CO.
 300 W. Adams St. (Dept. B-32), Chicago, Ill.
 Mfrs. of Waltham Pens and Pencils

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard, Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:
 Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

Hartmann's Broadcast

In *The American Magazine* for December Bruce Barton has a very interesting article entitled *One Sure Thing*. So well did we think of the article that we read it twice and each time the thought struck us that therein was a hint as to what might be the trouble with the canvas circus, which, generally speaking, has been on the downgrade.

Mr. Barton stresses the importance of change and cites several examples of how a business must undergo change or pass from the picture. The title is based on what he says he tells young people—that they can be sure of only one thing about tomorrow, and that is, it will be different from today.

↑ ↑ ↑
EVER hear of indoor fireworks in this country? We never did, and it seems to us our fireworks manufacturers might be overlooking a good bet.

In a recent issue of *The World's Fair*, a magazine, trade paper, published in Osham, England, we read where fireworks manufacturers in Britain reported big orders for indoor fireworks.

Indoor fireworks are noiseless and quite harmless, many of them also being very beautiful," the item said. "Although they have been in use for several years, this November will see them leap definitely into popularity."

↑ ↑ ↑
ROBERT D. GOOD, president of the Circus Model Builders and Owners' Association, writes that the old band wagon at the Sarasota winter quarters of the Ringling-Barnum circus is the "United States" band wagon, while the old "Two-Hemisphere" wagon is in a building on the Des Moines fairgrounds.

"Both wagons are in a bad state of preservation and beyond repair," he says. "The 'Two-Hemisphere' was so decayed that it was a problem to transfer it from Fred Buchanan's farm at Granger, Ia., to the Des Moines fairgrounds. Both wagons are full of dry rot.

"The 'Two-Hemisphere' band wagon was the finest and most costly circus wagon ever constructed and at the same time the most symbolic of the performers of the circus who are recruited from all countries of the world.

"It was built at James A. Bailey's order in 1903 by the Sebastian Wagon Works in New York City at a tremendous cost. Bailey had it made to head the parade of the 'Greatest Show on Earth' on its return from the European tour. With the 40-horse team pulling it in parade, it literally knocked the eye out of all those fortunate enough to see it."

Good makes the suggestion that John Ringling North have the "Two-Hemisphere" wagon reproduced, regardless of cost, and again use just this one wagon as a parade feature to advertise the circus on "Circus Day." He thinks that from 10 to 40 horses—the more the better—should be used to pull the wagon, and that in this horseless age it would really do the circus more good than all the lithos, banners, radio programs,

etc., the circus uses to bolster business. Good thought so much of the "Two-Hemisphere" wagon that he has in his home a 1/2-inch scale model of it with a 10-horse team and band in a glass case on his parlor table. He carved the entire outfit himself.

Notes From the Crossroads

By NAT GREEN

STATE STREET is taking on the appearance of Santa Claus lane, what with gay decorations adorning the light poles from Van Buren to Lake street and department store windows blossoming forth with gorgeous reindeer, gnomes, Santas and all sorts of mechanical holiday displays in motion. Jack (Abe) Tavlin has half a hundred midgets entertaining children and grown-ups at one of the large State street stores. At another Joe Coyle, known as the clown, is bringing joy to the kids, as he has for the past eight or nine years. Chester Cass, giant, adds an eerie thrill to one of the toy departments. At every store the holiday spirit is in evidence. And already crowds are flocking to the retail marts of trade in unusually large numbers. Merchants report that briskness of early buying indicates a tremendous holiday season. Similar reports come from other Midwestern cities. The upsurge of business is being felt in every line.

By the time this column is in print the boys will be gathering for the annual conventions. Those who celebrated the early Thanksgiving are here or on their way and the Magic Carpet is buzzing with gossip. This is the time of year when the Atwell Luncheon Club comes into its own. Now six years old, it has become an institution known far and wide, and showmen coming to town naturally gravitate to the Sherman coffee shop at 1 o'clock to enjoy the good-fellowship season. It's getting so almost every day it is necessary to put in a couple of extra "middle pieces" to accommodate the crowd and Louise, the genial and capable young lady who serves the club and knows the members' likes and dislikes, now has her hands full. Two leading Loop hotels have made a bid for the club. A guest book recently inscribed already contains the names of many nationally known showmen and men in allied lines.

There is no dearth of activity in the indoor circus field. Shows will be staged in many Midwestern cities this winter. Omer J. Kenyon and Sam T. Polack were in Chicago last week setting the stage for Midwestern dates; Kenyon for Bob Morton and Polack for the Irv. J. Polack show. Milwaukee, Peoria and Rockford are cities within a radius of 100 miles of Chicago that will have Snake circuses during the winter. . . . R. L. Lohmar, of the Amusement Corp. of America, is resting for a few days at his home in Morton, Ill., in preparation for the strenuous convention week. . . . Bernie Head, former circus man now with the Barger-Marcus musical

show, arrived in Chi last week to handle the show's billing. . . . Bob Atterbury, of the Atterbury circus, is spending a brief vacation in Chicago with relatives. . . . Earle Reynolds, dean of roller skaters, in town to pick up some South American rumba records for use at the rink he's operating in Rensselaer, Ind., in his spare time. Back in the days when Reynolds and his wife, Nellie Donagan, were featured in the *Pollies* they were the authors of several tunes that won wide popularity. . . . A group of 37 European ice skaters, headed by Pamela Prior of England, arrived in Chicago a few days ago to start rehearsals for the International Ice Revue, which will tour the country this winter from coast to coast.

at the age of 81, featured trombone playing while immersed. She also claims that the Pinneys, an English troupe, vocalized with pails over their heads while completely submerged. Smoking under water, she says, goes as far back as 1900.

Frank (Conklin Shows) Conklin knows all the angles, including those connected with Mr. Isaac Walton's gentle art of snaring the tin. He feared that revelation of his fishy activities in the Florida Everglades would result on skeptical ears. Now why should Frank mention a thing like that? It's unworthy of a great devotee of hook, line and sinker. Nevertheless, Conklin cannot be blamed for guarding his skill and integrity with loving care. This protective instinct takes the form of a heroic study by the cameraman which is reproduced herewith.



Frank Conklin

Nobody will accuse the great Conklin of effecting an optical illusion photographically, but he has an angle for such an accusation, too. He urges one and all to get in touch with Capt. Alton Bogus, who was on the trip with him. "I don't for a minute think you will doubt my word that I caught this whopper, but I thought I would pass this information on to you, anyway." It seems to us that there's something peculiarly fishy about Mr. Conklin's indorsement, the same being Captain Bogus.

Aerialist Emma Davis, who appeared at several Hamid-Morton fraternal dates, plus last week's Hamid-Harricker show in Boston Garden, is a Rooster-born girl who is versed in half a dozen languages, does pencil sketches skillfully, is a former ballet dancer and is from the social blue book. Most interesting of all, her grandfather, William Holland, built the famous Holland Tunnel, the underwater tube which joins New York to New Jersey. . . . Earl Chapin May's wife (he is the sawdust author) is reading a magazine article called *Men Who Made America*. It goes into *This Week*. . . . That was Frank Braden, the Ringling-Barnum tub-thumping tycoon. . . . We were happy to receive a visit from Loyd W. Briggs, formerly of the Brockton Fair. Brockton has always been known for its tremendous fireworks displays it presents. And so it was natural that when Briggs left the fair he should hook up with—Justin A. McCarthy Co., Boston, dealer in fire hose and fire-fighting equipment. . . . Emil and Otto Pallenberg, of Pallenberg's Bears, are being negotiated with for some sequences in the forthcoming Jack Benny picture. If everything goes well, they'll go to Hollywood.

Out in the Open



Leonard Traube

Whirl of a Week

ACCORDING to official word which Frank (Booker) Wirth has received from Cyril B. Mills of London, the Bertram Mills Olympia Circus, a celebrated annual fixture during the jubilee season, has been dropped this year. British Home Office and other departments of the government in whose hands the safety of the public is entrusted have refused the Mills Brothers permission to operate. Cyril Mills has requested that this announcement be passed on to the trade in this country.

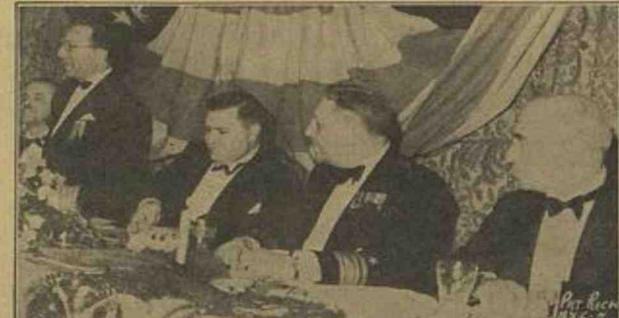
It would appear that the circus business cannot find room any longer for its top personnel. An interesting example is Ralph Clawson, for years an exec with Ringling-owned and other outfits, who will transfer operations to the carnival industry by becoming business manager of Henkle Bros. Shows. It will be interesting to watch how an out-and-out circus faree with a big carnival. . . . Del Rio Midway Family, most exploited of freaks in the U. S., have been taken over by their former manager, Jack (Abe) Tavlin, who has the troupe in a Chi department store for the holidays. . . . Loyalty, it would seem, does not pay dividends. Troupers who left a certain circus during the season were paid off in full, including holdback, but those who stayed until the finish of the seven-months-and-one-day tour were trimmed. Such outfits beg for disloyalty.

In *The Pool Whirl* column recently a reader asked Nat A. Tor, the conductor, who originated under-water acts. Jimmy, legless swimmer-actor, was credited with the creation. A Miss Nevada, who says she does a singing turn under the aqua and also books the attractions for Nany Sam's museum in Newark, N. J., has other ideas. She observes that a Captain Enoch Adams, who died a few years ago

Highlights of NSA Second Annual Banquet, Hotel Commodore, New York, Nov. 18.



MAJOR ELWOOD A. HUGHES, general manager, Canadian National, Exhibition, and long friend of George A. Hamid, introducing the president of the NSA who is sitting at Hughes' right.



IRVING ROSENTHAL, co-owner of Palisades (N. J.) Amusement Park and chairman of the banquet committee, introducing former governor Harold G. Hoffman of New Jersey, who was toastmaster for the evening. From left to right are George A. Hamid, president; Rosenthal, Hoffman, Rear Admiral O. H. Woodruff and Paul Moss, License Commissioner of the City of New York.



ADOLPH SCHWARTZ (right), Palisades Amusement Park, Palisades, N. J., receiving his gold Life Membership card from NSA president George A. Hamid.

—Photos, Pat Rich, New York City.



UNDERWOOD *Universal* PORTABLE

☆ **Lucky** is the one whose name appears on the gift card attached to an Underwood Portable Typewriter this Christmas . . . for Underwood has a *new* Universal Typemaster for personal writing. ☆ This Anniversary Model celebrating Underwood's production of more than Five Million typewriters is quieter and finished with a beautiful non-glare finish. ☆ This personal Underwood offers Typemaster features including champion keyboard, modern streamlined sealed action frame, touch tuning, 100% typing visibility, backspacer in normal typing position, standard width ribbon and many other features. ☆ Underwood produces a complete line of Portable Typewriters priced from \$39.50 to \$67.50, including the carrying case. ☆ See the new Underwood Built-in Typing Stand at your local Underwood Dealer . . . ask about convenient budget terms.



Exclusive
Typing Stand
\$750 extra

Cannot be purchased separately

Portable Typewriter Division

UNDERWOOD ELLIOTT FISHER COMPANY

Typewriters . . . Accounting Machines . . . Adding Machines
. . . Carbon Paper . . . Ribbons and other Supplies . . .

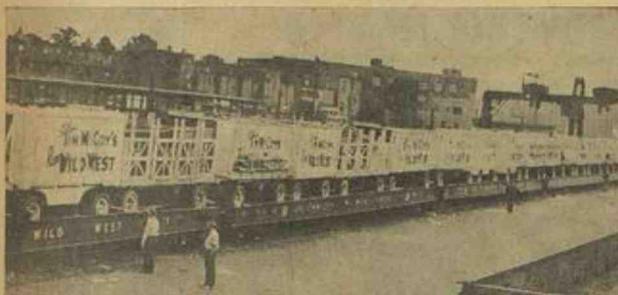
One Park Avenue, New York, N. Y. • Sales and Service Everywhere

Copyright 1939, Underwood Elliott Fisher Company

Season's Greetings!!

The
FLYING OTARIS
FAMILY

The World's Greatest
Criss-Cross Flying Novelty



America's Oldest Manufacturers of
**CIRCUS, CARNIVAL & SHOW
WAGONS AND TRAILERS**
CIRCUS SEATS AND STAKES
SPRINGFIELD WAGON & TRAILER CO.

SPRINGFIELD, MISSOURI
H. Frank Fellows, President

NEW 1940 CATALOG OF SCHULT TRAILERS

NOW READY!

See the big array of 1940 Schult Trailers, replete with matchless features, new conveniences and scintillating beauty in every line. Seven popular new models in a wide range of prices. Best trailer beds you can buy! Newly designed interior arrangements to satisfy every traveling and living need. Built and guaranteed by the world's largest trailer coach manufacturer. Engineered to last longer and give greater comfort in all climate extremes. See the quality and added features you dollar will buy in a Schult before you make your choice. Send for your copy of the new FREE catalog, just off the press! Filled with scores of photographs and illustrations of new models and the construction details that make Schult Trailers outstanding. Write today!



SCHULT TRAILERS, INC.

Dept. 212

ELKHART, INDIANA



THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

some elaborate plans for each of the three midways," said President Sedlmayr, who announced that among innovations for the coming season was contracting of Gene Austin, with Koko and Otto, in Gene Austin's Revue for mid-winter fairs in Florida. Details of the contract were completed by Elmer C. Velare before he left Tampa for Chicago to provide for Austin to open his attraction at Pinellas County Fair, Largo, and to appear at Florida State Fair, Tampa; Central Florida Exposition, Orlando; Florida Orange Festival, Winter Haven, and Pageant of Santa de Sota, Sarasota.

Big Names Entering

Austin's retirement from national radio chains and theaters to enter the midway field, President Sedlmayr said, is one of several new breaks that are in time for announcement for the 1940 season. Austin was featured song star of Joe Penner's chain broadcast for two years. He is said to have received royalties on more than 30,000,000 recordings. Reaching into higher brackets of show business for talent, ACA executives said, is a result of phenomenal results gotten by Lottie Mayer's Disappearing Water Ballet, Del Rio Midgets and others who were given trial contracts during the season by ACA midways.

Many Records Are Made

Among unusual records made in 1939 by ACA midways was the all-time State Fair high midway gross of Royal American Shows at Minnesota State Fair. This gross was reported at \$93,335.50, an average of \$9,330 daily. At Alabama State Fair the same show grossed \$62,000, said to be the largest six-day State fair record in midway history, averaging \$10,500 daily.

Beckmann & Gerety broke all midway records at Michigan State Fair, Detroit, established a new all-time high at Illinois State Fair, Springfield, and broke the 1938 midway record at Southeastern Fair, Atlanta.

Rubin & Cherry Exposition set a new high midway gross for Iowa State Fair, Des Moines, and was 10 per cent ahead of its own previous eight-year-high record at Iowa (Mich.) Free Fair.

Many other unusual results were reported for these three midways during their initial year under direction of the ACA.

Outstanding among the dates in 1939 were Minnesota State Fair, St. Paul; Calgary (Alta.) Exhibition and Stampede; Florida State Fair, Tampa; Tennessee State Fair, Nashville; Alabama State Fair, Birmingham; Mississippi State Fair, Jackson; Brandon (Man.) Provincial Exhibition; Edmonton (Alta.) Exhibition; Saskatoon (Sask.) Exhibition; Regina (Sask.) Provincial Exhibition; Canadian Lakehead Exhibition, Fort Williams-Port Arthur, Ont.; Tennessee Valley A. & I. Fair, Knoxville; Western North Dakota Fair, Minot; North Dakota State Fair, Grand Forks; Tri-State Fair, Superior, Wis.; Mid-South Fair, Memphis; Greater Gulf Coast Fair, Mobile, Ala.; Interstate Fair, Pensacola, Fla.; Florida Orange Festival, Winter Haven; Central Florida Exposition, Orlando; Mid-Summer Festival, Milwaukee; Anderson (Ind.) Free Fair; Iowa (Mich.) Free Fair; Iowa State Fair, Des Moines; Kansas Free Fair, Topeka; Four State Fair, Tulsa, Okla.; Oklahoma State Fair; Texas State Fair, Dallas; South Texas State Fair, Beaumont; Battle of Flowers, San Antonio, Tex.; National Cotton Carnival, Memphis; Illinois State Fair, Springfield; Michigan State Fair, Detroit; Southeastern Fair, Atlanta; Northern Wisconsin District Fair, Chippewa Falls; West Tennessee District Fair, Jackson; Mississippi Fair and Dairy Show, Merit-

TRICK SEAL

The large also cloth-covered toy bubbles up and down in true seal manner while a balloon on its nose revolves.

DOZ. \$2.00
GROSS \$24.00

Oh-U-Dops, bead \$ 2.50
Tiger Crawling Baby 2.50
Krinkle Santa Claus 4.00
Giant Workers, 50c each 12.00
Monkey Tipping Hat 2.25
Mark Tricky Taxi 21.00

Send \$2.00 for samples best sellers. One-half deposit on all orders.

HARRY KELNER & SON, INC.
50 BOWERY, NEW YORK

**50,000 WOMEN SATISFIED
WITH SINDERELLA HOME WAVE**

WHAT IS SINDERELLA! HOW IS IT SOLD!

Beautiful Home Permanent Wave Pack, age including 50 curlers, 50 tin foil, wavying powder, shampoo. No heat or dyes necessary. \$30.00 Gross. 25% with order. Free Coupons With Gross Order. Also Mail. Send Money Order. Wholesale to Operators Only.

THE SINDERELLA CO.
1162 Broad St., Augusta, Ga.

A SENSATIONAL NEW SELLER!

Get this while it's NEW! 3-Color Auto License Tag - to be stamped with individual State A & I License Numbers. Sample with Key-Chain and Your Number, 10c.

Ask for Complete Wholesale Price List of Blank, Key Chains, Stamping Machines and the ONLY COMPLETE Identification Plate List.

Identification Plate & Machine Co., Inc.
World's Largest Distributors of Identification Plates and Stamping Machines.
1500 Broadway, 35 & Dearborn St.
NEW YORK Des. 85 CHICAGO

BIG MONEY MAKING SENSATION!!

Wonderful Xmas and silver-rod demonstration. Fastest selling item on the market. Nothing like it! Spectacular seller. Big profits.

**MARTELL FIFTH AVENUE, Dept. B,
79 Fifth Avenue, New York, N. Y.**

FUNLAND SHOWS

"America's Cleanest Midway"

THANKS to all our business associates for the FINE season they gave us during 1939.

GREETINGS to all for a GOOD 1940

(We Are Now Contracting)

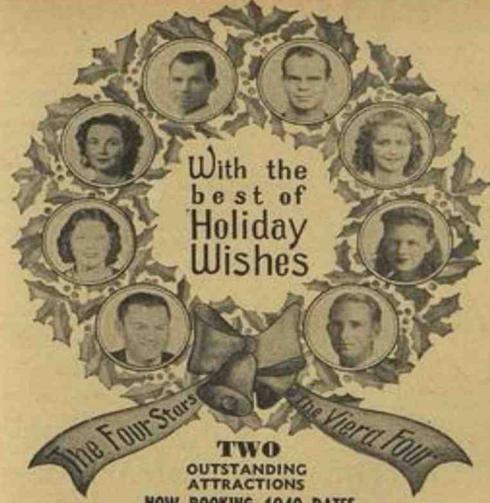
BOX 128, Winter Quarters, Newman, Ga.

GREETINGS AND BEST WISHES

MILLER BROTHERS
CONCESSION COMPANY

FRANK MILLER

PAUL MILLER



With the
best of
Holiday
Wishes

TWO
OUTSTANDING
ATTRICTIONS
NOW BOOKING 1940 DATES
Address

EDDIE VIERA Care of The Billboard,
Cincinnati, Ohio

ADVANCE ANNOUNCEMENT
The Coast's Biggest Winter Event
THE 18TH ANNUAL
CHARITY BANQUET AND BALL
OF THE
PACIFIC COAST
SHOWMEN'S ASSOCIATION
Blue Room, Billmore Hotel, Los Angeles
ON THE NIGHT OF JANUARY 16
BANQUET AND BALL TICKETS \$5.00
MAIL RESERVATIONS EARLY TO INSURE GOOD
LOCATION ON BANQUET FLOOR
MAKE ALL CHECKS PAYABLE TO
PACIFIC COAST SHOWMEN'S ASSOCIATION

**"SHOWMEN"
WE'LL BE SEEING
YOU**

SHERMAN HOTEL
DEC. 2 TO DEC. 6
Write - Wire - Phone
BAKER-LOCKWOOD
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative, R. E. CAMPFIELD,
152 W. 42d St., New York City

Pacific Coast
Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

Ladies' Auxiliary
LOS ANGELES, Nov. 25.—Club held its regular meeting on November 20, with Second Vice-President Margaret Farmer presiding. Other officers present were Chaplain Minnie Fisher and Secretary Edith Bullock. New members were Alberta Riley, Mildred Levitte, Mrs. John Weisman, Edna Gonzales, Evelyn Harms, Ruby Favinger and Jessie Campbell. Sick committee reported that Lucille Zimmerman is ill.

Bank night award went to Rose Clark, with Blossom Robinson winning the door prize. A vote of thanks was given House Chairman Nina Rodgers and all her committee for their efforts in making the luncheon and party on November 15 a success. On nomination night, November 27, a special luncheon will be served, with Florence Webber, Bobbie Fisher, Lillian Schue and Fern Cheney as hostesses. Rosemary Loomis supervised a game of bingo and presented the winner with a large box of candy.

Lucille King and Fern Cheney returned from a vacation at Gillman Springs. Florence Webber presented her summer harvest of tin foil, about 50 pounds. House Chairman Nina Rodgers served luncheon at Hilary's Costume night November 22. Many out-of-town guests have been entertained at the rooms the past month.

Sweeney Stays With RCA

CHICAGO, Nov. 25.—Al Sweeney, well-known sports promoter, who has been associated with Racing Corp. of America the past six years, said today that he had signed a new two-year contract with John A. Sloan, president of RCA. Sweeney, who promoted many other lines of sports before entering the auto racing field for the late J. Alex Sloan, plans to stage collegiate basket-ball games in Rock Island, Ill., where he promoted the Jona-aid Budge - Elsworth Vines tennis matches last spring, before returning to fair dates in the fall.

WANT

For indefinite stand in Pittsburgh and balance of winter, to enlarge show, High-Class Attractions suitable for up-to-date museum. Merit-Hobbs, write. Can place good feature attraction. No box. We pay in cash, not promises. Address:

HARRY LEWISTON
Hotel Roosevelt, PITTSBURGH, PA.

**MERRY CHRISTMAS
TO ALL FROM**
SNAPP GREATER SHOWS

Now Contracting Shows and Concessions for 1940
Winter Quarters Address: 118 Joplin St., Joplin, Mo.

CHRISTMAS SPECIAL
RHESUS MONKEYS
150 Only—\$3.50 Each

CHIMPANZEES
NEW ARRIVALS TAME
Each \$300
Monkey Headquarters
217 Fulton St., New York City.

TILLEY SHOWS
A MERRY CHRISTMAS AND
A HAPPY NEW YEAR
TO ALL OUR FRIENDS

Now Booking Shows and Concessions for season 1940. Will furnish complete outfit to reliable Side-Show Manager.
Can use sober, experienced Ride Help.
Address: P. O. BOX 297, Ladd, Ia.

LESS THAN 3 1/2 CENTS A DAY
Buy the Hospital Expense Policy

21,000 people will go to the hospital tomorrow. It may be you. You can't tell a hospital "to change its mind." Our Hospital Expense Policy will pay you the following: Hospital expenses, \$5.00 per day for 31 days; operating room expenses, X-ray and ambulance bill.
For More Details Write

HARRY KRICEFF
151 South 4th St., Philadelphia, Pa.

WANT

Conscientious and Circus Acts. Must be occasional and price reasonable. Concessions that work for show only, no wheels or porcelain.
Write or Wire **MANAGER**,
Ala Drum & Bugle Corps Circus
Room 211, Hillman Hotel, BIRMINGHAM, ALA.

SEASON'S GREETINGS
VISIT OUR DISPLAY ROOMS AT THE
CONVENTION

GLOBE POSTER CORPORATION
633 Plymouth Court CHICAGO, ILLINOIS
1531 Washington Ave. ST. LOUIS, MISSOURI

BEN WEISS CONCESSION CO.
Presenting
The Flashiest and Most Up-to-Date
BINGOS ON THE ROAD
NOW BOOKING FOR SEASON 1940.
PERMANENT ADDRESS, 1108 AVE. R, BROOKLYN, N. Y.

ATTENTION
Novelty Acts for Ripley Odditorium. Must be outstanding and of a Believe-It-or-Not Character. Write, giving full description and photos.
RIPLEY ODDITORIUM
1600 Broadway New York

The Final Curtain

CANNON—Neil, 50, for the past 19 years trainmaster and night watchman for the Anderson-Strader Shows, recently of a heart ailment at his home in Wichita, Kan. Survived by his brother and two sisters. Burial in the family plot, Pratt, Kan.

CAVENDISH—Isaac, 62, former actor and for many years employe in Lansing, Mich. theaters, in Edward W. Sparrow Hospital, Lansing, November 18, of pneumonia. Cavendish went to Lansing 27 years ago with a traveling band in which he was a cornetist. He was later employed at the old Colonial, Capitol and Strand theaters there. Deceased was one of the organizers of the Lansing local of the IATSE and served for several years as its president. Survived by his widow, Ethel, and daughter, Patricia. Services in Lansing November 30 with burial in Mt. Hope Cemetery there.

COVENTRY—Florence, 65, actress, in Hotel Langwell, New York, November 22. Her first stage appearance was with Viola Allen in *The Palace of the King*. She played with stock companies in Toronto for several seasons, and had a part in such successful farces as *A Pair of Sixes* and *Irene*. More recently she had supported Guy Bates Post, and played *The Doctor's Girl* in Louisville. Buried under the auspices of Actors Fund of America in Kensico Cemetery, New York.

DAVISON—Susie H., wife of John H. Davison, magician and past president of the International Brotherhood of Magicians, her home at Clarksville, Pa., E. L. November 15, after a long illness. Survived by her husband and a son, Dr. Roland Davison, of Tucson, Ariz., personal physician to General John J. Pershing. Services in Westbury, E. L. November 18 at the residence of her mother, B. M. rings from four States. Interment in Union Cemetery, North Stonington, Conn.

DEVERE—Peggy, stock actress, November 17 at Michael Reese Hospital, Chicago. In past years Miss Devere had appeared with many of the larger stock companies throughout the country. Burial in St. Louis.

DOWARD—Susan C., 65, well known in outdoor show circles and wife of John A. Doward, former circus operator, animal trainer and equestrian director, at her home in Bethesda, Md., November 22 after a three-year illness. She had been living in retirement. Mrs. Doward assisted her husband in the operation of Doward's Parian Dog Circus, Robeson Bldg., and Charles Lee's Great London Shows. Acting as treasurer, she also often drove four-horse teams over the runs. The Dowards also were with the John Robinson Circus. Besides her husband, a son, William F. Doward, and a daughter, Catherine S. Doward, survive. Burial in Charles Evans Cemetery November 25.

DOWELL—Dickson D., 47, song-writer and musician, November 18 in Printers' National Home, Springfield, Ohio. He was professionally known as Demaree, Prince of Magic. Burial in Jackson, Mich.

DRAKE—Elizabeth, 26, in New York recently of a heart ailment. A graduate of Carnegie Tech drama school, she had been working in New York radio and theater productions for four years. Survived by her parents, Mr. and Mrs. Joseph B. Drake, of Pittsburgh.

FLETCHER—Mr. Josephine, 72, mother of Gail Fletcher, projectionist at

the Victoria Theater, Wheeling, W. Va., in Camden Clark Hospital, Parkersburg, W. Va., October 29. Mrs. Fletcher formerly kept a rooming house catering to performers. Burial in Mount Olivet Cemetery, Parkersburg, November 1.

GARDEN—Robert D., 88, father of Mary Garden, former grand opera star, in Aberdeen, Scotland, November 19 where he had been residing since his retirement 12 years ago from the automobile business in New York. Garden was president of the Harolds Motor Co., which he had bought and trucks in New York for 28 years. Survived by his widow, Mary J., and three other daughters.

GAYLORD—Samuel X., 78, for many years president of the Mills Theater Co., Detroit, at his home in that city November 18. Deceased was a noted theatrical producer. Two grandsons survive. Interment in Woodmere Cemetery, Detroit.

GRAHAM—George, 64, actor, who played in the recent production of *Hamlet* at the Grand Opera House, Chicago, suddenly in his room at the Hotel Sherman, Chicago, November 16. He had played feature parts in many Theater Guild plays in the last six years. A widower, his home was in England.

GREEN—C. V. (Dad), formerly with C. D. Scott Shows, in Kankakee, Ill., recently.

HARRISON—Frances Louise, wife of Ralph Harrison, orchestra leader and booker, November 19 in Pittsburgh. Survived by her husband; a daughter, Dorothy Ruth; two brothers, and her parents, Mr. and Mrs. J. Maser.

LINNE—Dr. Hans S., 76, Viennese composer and conductor, in San Francisco Hospital, that city, November 22. Linne came to this country in 1896, and after a number of successful concert tours became conductor of the San Diego Symphony Orchestra, San Francisco, in 1916.

MIRTO—Ralph J., musician and orchestra leader, in Springfield Hospital, Springfield, Mass., November 19 after a long illness. He was at one time a member of the United States Army, and prior to that he had been a band leader in the Coast Artillery at Ft. Wright, N. Y., holding the rank of corporal. More recently he headed his own orchestra. Survived by his mother, a sister and a brother. Burial in the family plot in St. Michael's Cemetery there.

NICODEMUS—Charles K., 64, stage-hand at the Hartman Theater, Columbus, O., since the house was built, November 16 at his home in that city after a brief illness. He was a member of the International Alliance of Theatrical Stage Employees' Union No. 12. Survived by his widow and two sons. Services in Columbus, with burial in Green Lawn Cemetery there.

RANDALL—Mrs. Kathryn, in Clinic Hospital, Cleveland, November 21. She and her husband, the late J. R. Randall, had operated concessions in various carnivals and parks the past 30 years. They had worked in Chester and Coney Island parks in Cincinnati, Cedar Point and others. Burial in Spring Grove Cemetery, Cincinnati.

SCHNEIDER—Gerald P. (Jerry), 41, manager of the Stratford Theater, Detroit, for eight years, November 18 in that city of a heart ailment. His father, P. A. Snyder, who still owns the theater, is one of the pioneer theater owners of west side Detroit. Deceased was a member of Variety Club and the Knights of Columbus. Survived by his widow, his father and one son. Interment in Woodlawn Cemetery, Detroit.

SCHOTT—Louise, 67, aunt of Edward L. Schott, president and general manager of the Coney Island Co., Cincinnati, at her home in that city November 19 of a cerebral hemorrhage. Services in Cincinnati November 22, with burial in Spring Grove Cemetery there.

STEVENS—Charles F., 87, former old-time showman of Toledo and workhouse commissioner in that city under Mayor Brand Whitlock, in Santa Monica, Calif., November 18, of a heart ailment. Years ago Stevens had managed the People's Lyceum and Wheeler theaters in Toledo, going to Santa Monica 22 years ago. Services in Santa Monica, November 18, and attended by a number of old Toledo friends. Burial in Woodlawn Cemetery, Santa Monica.

WALTERS—Mrs. Martha Orlena, 80, mother of Neal Walters, president of the U. S. Printing and Engraving Co., Kansas City, Mo., at his home in that city November 18, after a long illness. Survived by two other sons and three

daughters. Services at the home with burial in Cadmus, Kan.

WILSON—Major Earl Hill, 58, circus performer, in Los Angeles November 18. Wilson flew away from home when 13 to join a circus, was a veteran of two wars and the first United States army flying instructor.

WOWRA—Constantine, 60, for many years a theater operator in Barberton, O., November 16 at St. Petersburg, Fla. Owner of the Pastime Theater, Barberton, he retired as manager four years ago. His widow, five daughters and three sons survive. The body was returned to Barberton for services and burial.

Marriages

BRENNAN-WALKER—William Brennan, nonpro, and Sally Walker, former chorus girl in Variety and Casino theaters, Pittsburgh, in that city recently.

CODY-MINYARD—Capt. Jay Cody, thrill stunt performer, well known in carnival and sponsored events circles, and Sally Minyard, of Leslie, Ky., with the Cody act, in Pineville, Ky., October 31.

DI MAGGIO-ARNOLD—Joe Di Maggio, outfielder with the New York Yankees, and Dorothy Arnold, Hollywood actress, in St. Peter and Paul Cathedral, San Francisco, November 19.

GETTY-LYNCH—Jean Paul Getty, hot magnate, and Teddy Lynch, night club singer in Rome September 14, it has just been learned.

HEBO-PHELPS—Dr. Halfdan Hebo, nonpro, and Elinore Phelps, actress, August 27, it has just been learned.

LAPHAM-MOORE—Eryon Jerome Lapham, nonpro, and Georgia Moore, former Polles girl, November 16 in New York.

LLOYD-CLINE—Eddie Lloyd, trumpet player, of Erie, Pa., and Myrsabelle Cline, nonpro of Winnebago, Minn., in Rochester, Minn., November 18.

MURPHY-JONES—Raymond B. Murphy, former ticket seller and concessionaire with the Tom Mix Circus and others, and Virginia I. Jones in Ashland, Ky., November 16.

OLSON-POWERS—John Olson, radio producer and former chief announcer for Station WTMJ, Milwaukee, and Mildred Powers, staff member of the station, October 8 in Decatur, Ia.

ROSS-CURTIS—Frank Ross, former wheel foreman on Dick's Paramount Shows, and Rosalie Curtis, with the girl show on the same organization, in New York recently.

SAVIDGE-SMITH—Walter Savidge, Jr., son of Mr. and Mrs. Walter Savidge, owners of the Savidge Shows and Rides, and Elizabeth Smith, in Omaha, November 8.

SENNESS-HASSELL—Frank Senness, Cleveland booker, and Mary Lou Hassell, chorus girl, November 22.

SIEVERT-YOUNG—Eddie Sievert, of the Ringling-Barnum circus, and Ethel Young, nonpro, November 18 at Tucson, Ariz.

STEBLIN-WHITE—Col. Joe Steblin, operator of the Sunny Isles Club, near Miami, Fla., and Mrs. Dorothy W. White, daughter of the late Alfred Stenford, Chicago Board of Trade, in New York November 19.

WILLIG-BUNDE—W. Alvin Willig, nonpro of Louisville, and Mary Bunde, burlesque performer, recently in that city.

Births

A 6½-pound son, Donald Scott, to Mr. and Mrs. Don Owsby in Maternity Hospital, St. Louis, November 11. Father is news editor at Station KMOX.

A nine-pound boy, John Jr., to Mr. and Mrs. Clara McMahon, November 30 in St. Clare's Hospital, New York. Father is general manager of Ripley's *Believe It or Not* Odditorium.

A 9½-pound son, James Lee, to Mr. and Mrs. Archie L. Boyd in Kansas City, Mo., November 29. Parents are with the State Fair Shows; father is electrician

and mother is in charge of monkey circus.

A 9½-pound son, Jack Edward, recently to Mr. and Mrs. Jack Plostein. Father was manager of the athletic arena on the Anderson-Strader Shows the past season.

A 7½-pound boy, November 19, to Mr. and Mrs. C. J. Plostein in General Hospital, Cincinnati. Father was formerly in the concession departments with Ringling-Barnum, Hagenbeck-Wallace and Robbins Bros.' circuses.

A seven-month son to Mr. and Mrs. Ramon L. Ruiz in St. Francis Hospital, Indianapolis, recently. Father is known professionally as Sir Edwards, mentalist.

An 8½-pound girl, Kathleen MacFarlane, to Mr. and Mrs. Kerby Bushing November 19 at Lying-in Hospital, Philadelphia. Father is a sportsman at Station KYW.

Divorces

Helen Gilbert, film actress, from Mischa Bakaleinikoff, film musical director, in Los Angeles November 18.

Mrs. Ethel Baillie advises that she obtained a divorce from her husband, Jack Baillie in Savannah, Ga.

Ruback's '39 Biz Reveals Increase Over Other Years

SAN ANTONIO, Nov. 25.—After a week of inclement weather in Goose Creek, Tex., General States Shows terminated the season there on Tuesday and came into quarters here. Final check of gross receipts revealed a slight increase over former years. Organization traveled an estimated 9,000 miles and played eight States. Deceased remained about the same throughout the tour and no serious illness or casualties were registered.

Owner Jack Ruback will remain here for a week before leaving for the Chicago circuit. Other members gave these destinations: Mr. and Mrs. H. Denzels, Waco, Tex.; Mr. and Mrs. T. Kitterman, Houston; Mr. and Mrs. L. Schotten, Los Angeles; Mr. and Mrs. L. Woods, San Antonio; Mr. and Mrs. B. Aldrich, Miami, Fla.; Mr. and Mrs. B. Bass, Lubbock, Tex.; Mr. and Mrs. Steve Hanks, St. Louis; Mr. and Mrs. S. Norton, Chicago; Mr. and Mrs. Del Crouch, Norfolk, Va.; Mr. and Mrs. Bill Williams to remain here.

Business Manager Albert E. Wright left for Catalina Island for deep-sea fishing. General Agent J. A. Schneck went to Houston.

Burke Combo Still Out; Safford Gives Fair Biz

SAFFORD, Ariz., Nov. 25.—Management of Frank Burke Shows, which plan to remain on the road this winter as long as business and weather permit, closed a week's stand here on November 18 to satisfactory results altho cold weather at night cut into attendance. Indians from near-by reservations were steady customers at Rollopians, which topped rides. Ferris Wheel was next. Bob Brookshire's illusion topped shows, and Harry Gold's corn game continues as a success.

Joe Lewis, joined with Kongo, the gorilla, and Mr. and Mrs. Carter established their shooting gallery in a Tucson store for the winter. Mr. and Mrs. Burke made several trips to quarters in Mesa, Ariz., storing some excess and bringing out other equipment.

Joyce McEValn returned to school in Mesa. Mrs. Phoebe Klingble was stricken seriously ill and left the show at Miami, Ariz., for Mesa. Ernest Gleason, adjuster, leaves soon to spend the Christmas holidays at his home in Albuquerque, N. M. Mr. and Mrs. Frank Urke, owners, and Mr. and Mrs. Joe Zerale are making plans to attend Pacific Coast Showmen's annual Banquet and Ball.

Tucker, Blondin in Miami

MIAMI, Fla., Nov. 25.—R. A. McNally, new used car manager of Luby Chevrolet Co. here, reports that recent showmen visiting with him were Bill "The Snake" Eddy, who has a new show, and E. Blondin, who bought a new truck for use in animal training this winter. McNally has wide acquaintance among showmen and says that Miami is filling rapidly with trouper.

Artur Bodansky

Artur Bodansky, 61, senior conductor of the New York Metropolitan Opera Company for the past 34 years, and considered the foremost conductor of Wagnerian opera in America, died in New York Hospital, New York, November 24 of heart disease and arthritis complications. He was to have opened the Met opera season for the 25th season November 27. He had been in the hospital since October 28.

Bodansky, known as one of the foremost of musical disciplinarians, had great control for the most sophisticated audiences which arrived late or applauded too soon. He accorded no special privileges to the royal box patrons or the highest paid opera stars. He was an intent musician, seldom heard by those who worked with him. The multitude lauded him for his scholarly and "living" interpretations. He led orchestras for Caruso, Boré, Farrar, Pons and other great.

Bodansky was the widow, Mrs. Ada Bodansky, and a daughter, Mrs. William Muechenhelm.

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.

CAMPAIGN

Apparently, after some hesitation, it was decided on November 21 that the people of Los Angeles should vote definitely at a special city election, December 12, on the question of pinball games.

This seems to be the first instance in which the people of any large city or State have been asked to vote on a definite question of whether they want modern pinball games banned or not. Possibly two or three States have had the issue involved in questions of candidates or pension moves.

In Los Angeles the question seems to be a direct one. Whichever way the vote goes, it will probably be referred to many times after it is all over. So that a review of the angles involved from the standpoint of the trade should be made a matter of record before the event occurs.

The situation seems to be this: Los Angeles has the oldest city ordinance for licensing pinball games in the country; the games have been licensed at \$3 per game for many years. The present city administration was chosen on a recall movement in 1938 and is known as a reform administration, with a well-known professional reformer supporting the administration. Led by the mayor, the city administration is asking for repeal of the present city license ordinance. He would then proceed to ban them, it is anticipated.

Apparently, the question to be voted on at the special election is whether the voter favors repeal of the license law. The voters will be asked to declare the games a public nuisance. Apparently, this will require a "Yes" to vote against the games, and a "No" to vote for them. There are times when the very wording of the question itself may decide an election. The pinball question will probably be No. 3 or No. 4 on a ballot that contains some very important questions of city government. The pinball question will be considered by many as a very minor matter in relation to other serious problems on the ballot.

The campaign by the city administration is expected to be very bitter against the games. Already the mayor has used one entire radio address against them. He also appeared before the city council at its hearings on the subject. His professional reform supporter has also started a magazine, and in the first issue much space was devoted to marble games.

First of all, the agitation itself is definitely political. The present city administration came into office in a bitter campaign. The mayor and his supporters in the present campaign charge that the operators' association (California Amusement Machine Operators' Association), referred to as CAMOA, is a political organization and that it works for corruption of local officials. The mayor does not seem to be so much against the games as against the organization of operators and its leaders. The CAMOA says the real point is that the mayor wants to control the association—and that he cannot control it. An attorney for a drug association

charged at a hearing on the question that the city administration wanted to declare the games illegal, and later let them run under "protection."

Since the agitation is definitely political at its source, charges and counter charges will be hurled during the campaign. The vote, after all, may not be a real test of public opinion about pinball games—since local politics in Los Angeles is a hot issue.

While an attempt has been made to agitate the pinball situation since the ill-starred "Kendall pinball bribery trial" last April, it has been hard to keep them in the limelight. Scandals break out in the city government at intervals. Local newspapers have recently published items of the increase in major crimes in the city. During the year the mayor has been in office, it is said that most major crimes have increased. According to the papers, since July there have been 38 bank hold-ups. In the year preceding there were only nine. Property losses to citizens because of increasing crime are stated to be enormous.

The supporters of pinball games are saying that all of this is taking place while the mayor and his officers rant about pinball games. The very questions appearing on the special ballot, they point out, show that he is neglecting important issues while he spends time and money (belonging to the taxpayers) in a crusade against pinball games. It is reported that there are over 3,000 licensed games in the city. The city council devoted at least two long sessions to a hearing on the question of pinball games and the arguments before the council, and by council members themselves, indicated the bitterness of the drive. Whether the city administration can keep agitating the pinball issue above other city issues until election remains to be seen.

A very important and unusual development in the situation is the support given to the pinball games by organized labor and by retail trade associations. Drug and restaurant trade associations especially have openly and boldly championed the side of the games. Some of the boldest charges against the mayor have been made by representatives of retail trade associations.

Organized labor has also taken an open and bold stand in favor of the games. They are presenting two arguments in favor of the games. One is that the revenue from the games helps the locations where they work to stay in business. They consider the games an indirect but very important aid in providing employment. This is expected to be an important and weighty argument in the campaign.

Organized labor has also asserted its right to play the games, just as well-to-do people can play them and other devices in their clubs. This is an unusual angle but it is being asserted with force. In other words, working people are objecting to that form of paternalism which argues they should not spend their coins on the games. It is an assertion of freedom that may make history.

EVERY HOUR - EVERY DAY!

BIG SIX

ORDERS ARE POURING IN—SO MANY IN FACT, THAT AFTER 6 WEEKS OF TOP PRODUCTION WE'RE STILL BEHIND IN BIG SIX DELIVERIES!

It's the ONE Game Operators have found they can't afford to be without!

J. H. KEENEY & COMPANY (NOT INC.)

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

All we can say is—
THIS NEW KIND OF
FREE GAME
MUST BE MAKING
MORE MONEY FOR
OPERATORS!

Gerber & Glass Report Heavy Biz

CHICAGO, Nov. 26.—According to reports, operations are functioning smoothly at the headquarters of Gerber & Glass with sales volume hitting a new high. When inquiries are received by the firm, the invariable comment, according to officials, is "Who's worrying about business? There's nothing to worry about."

"Evans' Ten Strike has produced such a heavy volume of sales, which were not anticipated a few months ago, that we decided to take care of this item alone," they said. "At the present time we are attempting to prepare for our annual winter tour."

"In addition, we are doing a large volume of business on phonograph grilles and light-up phonograph domes. This line is being expanded as fast as our facilities will allow. This, incidentally, is another highly successful department which has been installed during the past year."

"Regardless of this activity, all departments are functioning efficiently. We are making immediate deliveries and are so organized that we are able to take on any other lines at a moment's notice. Take it from us—business is swell."

Universal Hints On '40 Jar Games

KANSAS CITY, Mo., Nov. 25.—With the greatest part of the 1939 jar game

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike

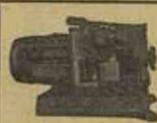
10 Challengers, Used 3 Weeks \$19.50
S. V. P. Balls, Cig. Symbols, Over 11,000 29.50
8 Clowns, 10 Cig., Late Model, Repainted 14.50
Wurlitzer Counter Model Phonograph 122.50
Sardines Ball (Poco), Like New 77.50
Indian Disc, \$ 3.00 Flicker, F.P. 17.50
RTZ or ZETA — 2 for \$18.00
Flicker, Gum, 50 Cents \$ 5.50
Flicker (New) \$10.00 | Arrowhead, F.P. 30.00
Flicker (New) 21.50 | Day (Like New) 37.50
No Shipment Without \$ 2.00 Postage

Write for Complete Business List
MARION COMPANY, WINNIE, KANSAS

season gone, the Universal Mfg. Co. reports that it is looking forward to even greater success during 1940. "See our great display of jar games and pad games at the 1940 Coin Machine Show and you will be convinced that '40 is the year," declares Joe Berkowitz, head of the firm.

In a recent statement, Berkowitz said: "We were comparative youngsters at the last three shows—but time and experience will tell. At the coming show you will see the greatest array of new ideas, color schemes, tickets and pads, all of which will revolutionize the jar game industry."

"Just to mention a few—too much cannot be said about Stars & Stripes—



110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

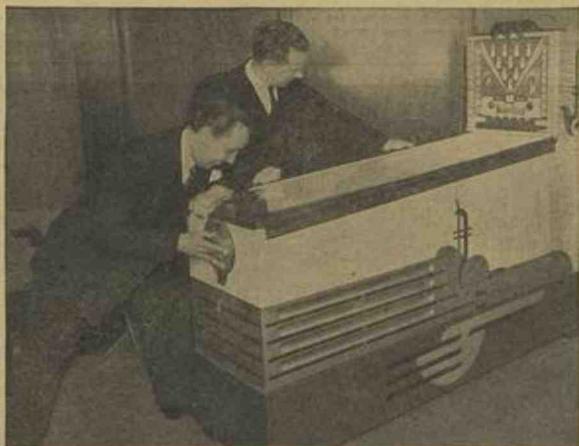
Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.
Complete 250 Watt, 110 AC Light Plant—List \$ 20.00
Complete 500 Watt, 110 AC Light Plant—List 120.00
350 Watt Kato Rotary Converter—List \$1.00

KATOLIGHTO, Mankato, Minnesota, U. S. A.

you'll boost your treasury with Treasury Balance—and, ladies and gentlemen, look for this one, Ladies and Gentlemen. These are only a few of a great line.

"With so many new types of deals we

find it impossible to display our entire line in one booth. Therefore, we will occupy two booths at the coming show. All of our men and myself are looking forward to the coming show. It will be our pleasure to renew old acquaintances and make new ones."



"BALLY ALLEY IS RIGHT UP MY ALLEY," says Sam May, shown demonstrating fancy shots to Ken Wilkinson. May and Wilkinson are reported as joining forces to distribute Bally products in Southern Texas. Headquarters are in San Antonio.

The PRESIDENT of the UNITED STATES

... has a great responsibility to the nation. But your responsibility to your family is just as important to you. Is your business solid and profitable enough for you to look ahead without worrying about that responsibility? PHOTOMATIC, the legal, steady moneymaker, is the answer.

INVESTIGATE International Microscope Reel Co., Inc. 44-01 11th St., Long Island City, N.Y.

GET KIRK'S GUESSER-SCALE

(PENNY BACK IF YOU ARE RIGHT) with the WATCH YOUR HEART BEAT feature

GREATEST MONEY MAKER EVER BUILT

C.R. HIRK CO.
2626 W. WASHINGTON
CHICAGO, ILLINOIS

ALL MECHANICAL OPERATION

PRE-INVENTORY SALE PRICES SLASHED

PIN GAMES		PHONOGRAPHS		Wurlitzer #16	
Always	\$ 8.50	Capelhart, Mod. MZW	\$ 35.00	Ever Ready Patent M.	115.00
Auto Derby	6.00	10 Record	25.00	Wills-Dance Master	10.00
Baby's	13.00	Seaborg Selenophons	19.50	COUNTER GAMES	
Chicago Excursion	6.00	Deluxe	25.00	Army	\$ 6.00
Chicago Derby	6.00	Mod. A. Blum, Cab.	75.00	Cardinal	5.00
Daytona	6.00	Seaborg Symphonia	30.00	Challenger	24.50
Davy Jones	79.50	Seaborg Symphonia	40.00	Deval Ram	3.50
Electric Scoreboard	6.00	Seaborg Symphonia	35.00	Deuce Wild	6.00
Happy Days	6.00	Mod. A. Blum, Cab.	75.00	Five a Hand	7.50
Home Stretch	6.00	Seaborg Symphonia	35.00	High Stakes	6.00
How to Win	6.00	Seaborg Symphonia	35.00	High Tension	4.00
Long Beach	6.00	Mod. A. Blum, Cab.	75.00	Indian Day	7.50
Maple America	5.50	Seaborg Symphonia	35.00	Jazzing Flip Target	4.50
Maple	11.50	Seaborg Symphonia	35.00	Lucky Pack, like new	12.50
Odd Ball Reserve	18.60	Seaborg Symphonia	35.00	Poker Face	8.50
Running Sides	6.00	Seaborg Symphonia	35.00	Push a Ball, non-corn	6.00
Rose Bowl	9.00	Seaborg Symphonia	35.00	Red Poker, new	12.50
Running Wild	7.00	Mod. A. Blum, Cab.	75.00	Red Spot	5.00
Shatterer	6.00	Seaborg Symphonia	35.00	Red 21	6.00
Snake	45.00	Seaborg Symphonia	35.00	Rock a Way, 5 Jacks	7.50
Tape Queen	7.00	Seaborg Symphonia	35.00	Shooting	4.50
Zeta	14.00	Seaborg Symphonia	35.00	Thirty Six Game	12.50
Chubby	20.00	Seaborg Symphonia	35.00	Threat	4.00
AUTOMATIC PIN GAMES		Mod. Plan	175.00	W. B. Dandy Peanut	3.50
Bally Belmont	\$ 7.00	Wurlitzer #12	30.00	Vander, new	6.50
Bally Bonus	7.50	Wurlitzer #12	30.00	W. B. Dandy Peanut	3.50
Jackpot	5.00	Mills De Ro Mi	35.00	Select Em	3.00
Jackpot	5.00	Mills Studio	110.00	TERMS: 1/3 DEPOSIT, BALANCE C. O. D.	
Turf Champ, Tusk	9.50	Mills Swing King	23.50	Our Reconditioned Machines are shipped on approval with the understanding if they are not satisfactory you may return within five days from receipt of shipment for refund in full less only transportation charge.	
CONSOLES		Rock-Ola Imperial	89.50		
Bally Field	\$ 25.00	Rock-Ola No. 2	30.00		
Bally Teaser	20.00	Rock-Ola No. 2	30.00		
Big Boy, 1938	25.00	Rock-Ola No. 2	30.00		
Tantrou	25.00	Rock-Ola No. 2	30.00		

Our Reconditioned Machines are shipped on approval with the understanding if they are not satisfactory you may return within five days from receipt of shipment for refund in full less only transportation charge.

W. B. NOVELTY CO., INC. 3105 GILLHAM PLAZA, KANSAS CITY, MO. 3800 N. GRAND BLVD., ST. LOUIS, MO.

CANDY OPERATORS READ--THINK--ACT

We are closing out our present line **LARGE FLASHY EXTENSION EDGE BOXES** at unheard of prices. **24--1-lb. boxes of quality chocolates at \$3.50**
12--2-lb. boxes of quality chocolates at \$3.50
Quantity is limited. First Come, First Served. Don't ask for further details. Have nothing else to tell you. Order from this ad. 1/3 deposit required with order, balance C. O. D.

CASEY CONCESSION COMPANY
1132 S. Wabash Ave., Chicago, Ill.

SEASON'S GREATEST VALUES!

FREE PLAY GAMES

1-2-3 With Animal Reels	\$84.50
Western RAISEALL	\$9.50
DAVY JONES	35.50
SNOKS	34.50
KEEN-A-BALL	34.50
BATTING CHAMPS	29.50
POT SHOTS	29.50
BARTY	29.50
CHUBBY	29.50

YOUR CHOICE AT \$24.50
BUBBLES, SIDE KICKS, CIRCUS, STOP A GO, CHIEFS, MIAMI, GUN CLUB, NATURAL BOX SCORE. Mention 2nd choice.

COUNTER GAMES
Brand New SPELLING in the... \$14.90 (Lots of Free \$12.50)
Bally's LIFE SAVERS... 9.50
Wills KOUTER KINGS... 9.50
Write for our Jobbers' Prices on the latest Free Game releases! Shipped SUBJECT TO INSPECTION upon receipt of 1/3 Deposit!

AUTOMATIC SALES CO.
416-A Broad Street, Nashville, Tenn.

Hood's Thanks for Ten Strike Ovation

CHICAGO, Nov. 25.—"Thanks for your overwhelming okeh and whole-hearted indorsement of Ten Strike," says R. W. (Dick) Hood, president of H. C. Evans & Co. "Never before has a game received such an ovation of approval. When a game receives that kind of approval from the trade there's no doubt about it being top—so many leaders of the industry simply can't be wrong."

"There's a reason for everything," Hood explained, "and the secret of Ten Strike's phenomenal success and popularity can be boiled down to just a few important points. First, its realistic pin action and the automatic pin boy feature. Pins actually are knocked over and entirely cleared from sight, exactly as in regulation bowling, leaving the remaining pins standing clear and without confusion. That feature is a winner. Second is the mankin play action. No make-believe there."

"Then, third, is the alley itself. It is actually a regulation alley, scaled down with ball return and other features exactly reproduced. Last, but by no means least, is the fast, unflinching tested and proven performance of the game. Ten Strike had all its bugs removed long ago, for it has been tested and perfected under all playing conditions for many months before being put on the market. When you aim it up it's no wonder this sensational game is receiving such unparalleled indorsement from the trade. Ten Strike is a game that can't be matched."

Gottlieb Production Up; Hire More Men

CHICAGO, Nov. 25.—"Example of the high regard of operators for our games, Bowling Alley and Lite-o-Card, may be found in the fact that we now have approximately four times as many workmen in our factory as is normal for usual production. Not only that, but we're working them in shifts," report officials of D. Gottlieb & Co.

"Distributors in all parts of the country tell us they're pressed by operators for more machines—but, we simply can't produce them fast enough."
"These two convertible free play novelties are certainly bearing out every prediction made for them," continued the officials. "Bowling Alley offers unusual appeal, with its extremely simple yet tantalizing play action. The fact that it looks as easy to beat as falling off a log, yet takes plenty of skill when you get at it, is the best come-on a game ever had. New features with three ways to score, a new high-scoring feature and interesting fast action make it a favorite everywhere."

"Lite-o-Card is also proving a knock-out for getting play. Operators who have been handicapped by poor-paying locations are finding these two hits veritable life-savers for profits. Our only regret is that we can't turn them out fast enough to please everybody."

Joe Frank Says Business Is Up

NASHVILLE, Tenn., Nov. 25.—Joe Frank, head of Automatic Sales Co., reports that sales have been rising steadily during the past few months, especially with the beginning of the fall season.

"Automatic Sales Co.'s business today is the best it has been in many seasons. We are now handling a larger volume of business than we have handled in years. We feel that a good part of this business is due to the fact that our customers are well satisfied with the excellent condition of our equipment, the low prices and fast deliveries."

"These facts have become well known," Frank continued, "and consequently our business is spreading day by day. With more business, we are better able to effect more and more savings—to our advantage and to the customers who naturally share in our lowered cost of business operation."

C.O.D. Delivers, Says Geo. Jenkins

CHICAGO, Nov. 25.—"C. O. D.," says George Jenkins, sales manager of Bally Mfg. Co., "is one game that really lives up to its name. Operators start collecting on delivery—or, at least, as soon as they deliver the game to their locations. And they collect plenty, too—thanks to the popular three-way scoring system built into C. O. D."

"Every operator," Jenkins continued,

Page Ripley!

NEW YORK, Nov. 25.—Two people in the same business bearing the same name and both not knowing of the other's existence is the history of some curious quirks of fate that came to light last week.

It all happened this way: Arthur Nack of Uneseda Merchandising Co., Philadelphia, direct factory representative for Cigarette Products Co., was pleasantly reading the Cigarette Merchandisers' Association column in *The Billboard* last week when he was startled to find that another Arthur Nack, who is advertising manager of the Rowe Mfg. Co., is all set to get married soon. Believing that *The Billboard* might be referring to him, he wrote the New York office to get straight on the matter—only to discover that he has a double in the cigarette merchandising biz.

This case brought to light another concerning Jack Mitnick, chief purveyor of Mills Throne of Music for George Ponsler, who has been trying to get out of the racket. He met with Mitnick, a phono op in Philly. Every time the Ponsler Mitnick gets to Philly he tries to reach the Philly Mitnick, but to date, it seems, they've never been able to get together.

"Knows the money-making power of the famous spot-on idea, whereby player begins to score after all numbers are lit. And every operator also knows the repeat-play power of intermediate awards. This explains why C. O. D. is boosting novelty profits from Coast to Coast. C. O. D. combines the spot-on idea and the intermediate idea. Player can start scoring one free game per bump, after only 9 numbers are lit; when all 12 are lit, he scores two games per bump."

"In addition, C. O. D. has the famous greater reserve feature, which needs no introduction to operators. It can be operated in three ways—with reserve increasing, as play increases; with reserve set at any amount decided upon by the operator; without the reserve."

Houston

HOUSTON, Nov. 25.—Hans Von Reydt is now selling Rock-Ola phonographs. He is well pleased with his new set-up and reports excellent business. Von Reydt, also still young in years, has practically grown up with the color-operated machine industry of South Texas. He was co-inventor of the Parkrite parking meters, and reports show that he has sold as many phonographs as any man in Houston. S. M. Schaefer, Rock-Ola district manager, spent several days helping Von Reydt off to a good start with his new line of merchandise.

Operator Sam Ayo and Jack Renzo were the first Houston hunters to get their pictures on the sport pages of the daily papers. They returned from a hunting trip to Old Mexico November 15, bringing back plenty of game, including two big bucks. Ayo is vice-president of Associated Phonograph Operators of Harris County.

Operator Jack Stanley collected damages on a phonograph, the cash box of which had been backed out with a sharp instrument. The next night another machine, not insured, was broken into. A few nights later police got a call that a cafe two blocks from the central station was being burglarized. They rushed down and caught a 26-year-old man just starting to go to work with a meat cleaver. He was arrested and charged with burglary. No more phonographs have been broken into since the arrest.

Six young men while playing a pin-ball machine in a Houston cafe got a winning combination. When told by the waitress that the machine did not pay out except in free play, they shoved her aside and carried the machine away. Police officers remarked that the lads would learn about paying off after they had been caught and charged with stealing the machine and over \$10 cash.

E. C. Lear and Leni Smith, manager and secretary, respectively, of Houston Electro Ball, made a business trip to Dallas November 10. Lear also made trips the following week to San Antonio, Dallas and Corpus Christi in connection with a ray gun rifle range school of instruction.

PATENT DATA ON EXHIBIT VITALIZER

The following information was omitted from the advertisement of the Exhibit Supply Co., Chicago, appearing in this issue:

Exhibit's Vitalizer (Reg. U. S. Patent Office) is manufactured under the following patents: U. S. Pat. No. 2,174,648, D-115,793, D-117,573. Other U. S. and Foreign patents pending.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

CHARLIE CASMUS, MINT VENDING CO., Birmingham, Ala., looks over Western Products' Deluxe Baseball, "It's the biggest money-making game on the market today," he declares.

Pinball Overplayed in Crusader's New Magazine

E. Clinton's venture in the publishing business is an interesting study of the mind of crusading reformers. The first issue was dated October, 1939, and bears the title of Clifford Clinton's Civic Digest. A Los Angeles newspaper had suggested that he name the publication "Marble Magazine," due to his attitude toward the city-licensed pinball or "marble games."

In a 50-page pocket magazine there are at least five different articles or items in which direct reference is made to pinball games in Los Angeles. In his program for civic reform, he suggests a commission to study a solution to the city's "pinball problem."

This is a peculiar index to a man's mind, when he lists a five-point program for a modern city, and then lists pinball games as one of the five problems, when in another place it is stated in his publication that there are only 3,300 games licensed in the city.

The other four problems facing Los Angeles, as the list shows, are: clean-up of a modernized city charter, clean-up of water and power bureau, possibly saving \$20,000,000 in money and election of a new district attorney.

Here is the modern reformer's fantasy of listing pinball games with such important issues as the need of a new city charter, etc.

Seams in His Eyes

The first issue of the Clinton publication indicates very liberal and tolerant views in solving such problems as prostitution. Other questions are handled with balance and good judgment. The purpose is said to be that of giving both sides of the issues so that people can vote intelligently.

But there is a beam in each one of Clinton's eyes and those two pet peaves distort the spirit and purpose of the whole magazine. In one eye, the vision is blurred by the fact that Clinton does not like the present district attorney, and the other eye is so blurred with his pet peave of pinball games that these devices rank among the greatest problems now facing the city of Los Angeles.

Policy Not Clear

The first issue of the magazine does not seem to set up a clear policy for pinball games. In one place it is suggested that a commission should be appointed to study the pinball problem to find a solution. In another

place it is suggested that, the law being what it is, the games should be stopped or the law changed. In another place it is suggested that the only objection to the games is in case of payoffs to players, or payment of "protection" to officials.

They Usually Stumble

Clinton's publication indicates that he is going the way of most reformers. He is not big enough to face big issues and put up a good fight for real causes. He is going the way of most reformers who make the mistake of injecting one or more pet peaves into a program made up of a few really important issues to deceive the people.

Better Trade for Retail Locations

WASHINGTON, Nov. 25.—Government reports on retail sales in independent stores for October indicate that the last quarter of 1939 will bring good business to retail locations generally. More recent reports from retail channels indicate a volume of trade getting close to that of 1929.

The dollar value of sales in 22,013 independent retail locations in 34 States showed a 7.5 per cent gain in October over the corresponding month last year, the Commerce Department reported. The monthly survey is expanded with the current report, the department said, to include stores in seven States not previously covered—the six New England States and Michigan.

The largest sales gain, 16 per cent, was reported by a selective list of stores in Ohio. Next in order were Florida, Idaho, Pennsylvania, Illinois and Alabama, with gains ranging from 15 per cent down to 12 per cent.

Last month's reported sales volume was \$256,658,045, compared with \$238,908,861 for October last year and \$244,042,017 for September of this year.

Beg Your Pardon

HOUSTON, Nov. 25.—In a recent issue it was stated the Coin Machine Sales Co., of Houston, would celebrate its sixth anniversary and we mistakenly stressed the point that the firm had been in business "just six months."

A. H. Shannon informs us that it has been six long years in which he has striven to give the best of equipment and service to the trade.

So it's congratulations for the sixth anniversary—six years of successful distributorship of coin machine products.

Small Locations Support Business

By ARTHUR V. COOLEY, Mills Novelty Co., Chicago

For the past three or four years so-called reformers, newspapers, circular sheets, motion picture producers, magazines, local organizations and hundreds of people with a personal motive not actuated even indirectly by a moral issue have attacked the coin machine business.

Anyone who knows this business is fully aware of the fact that coin machines make prosperity. They furnish good, clean amusement for millions of Americans who prefer to spend their money as they see fit.

While attacks on the coin machine business have always been covered up under the guise of a great moral campaign, they are in practically all cases inspired by an effort to divert into other channels money which is now going into the coin machine business.

Anyone acquainted with operators knows that they are all good substantial citizens and that the profit which they derive from their own business is invested in their own community.

Storekeepers and thousands of small independent merchants fighting chain stores, department stores and other large advertisers well know why the other and real side of the coin machine industry will never be presented to the public. It is up to all operators and all coin machine manufacturers to carry the real story of the coin machine industry to the locations. In the final analysis it is the owner of the small location on whom the prosperity of the coin machine business depends.

The small store owner is the man who depends on the coin machine industry to meet his overhead and numerous other expenses. He needs this extra profit to offset the handicap of low-price competition offered by chain stores whose profit is spent from headquarters thousands of miles away from the city in which it originated.

OHIO SPECIALTY CO.

SELLING OUT ALL USED GAMES
Slot Machines and Phonographs

CONSOLES		Novelty and FREE-PLAY GAMES	
Skiffles (1939)	\$110.00	Crips, Trips	\$ 9.50
Multiple Racer	80.00	Mercury	14.50
Triple Entry	115.00	Grand Stands	14.50
Derby Day (Slant)	24.50	Sparks	14.50
Derby Day (Flat Top)	19.50	Cingers	12.50
TrackTime (RedHead)	29.50	Millwheels	7.50
Jockey Club	19.50	Tallys	9.25
Flashing Thru	24.50	Old Age Pension	8.50
Rays Track	29.50	Twins	
AUTOMATICS		Chuck-a-Luck	
Zippers	\$39.50	Marble Poker	
Amusement Derby	9.50	Bellectan	
Post Time	12.50	Pinch Ball	
Lotonia (Ticket)	11.50	Sportland	
Air Races (Ticket)	10.50	Norwalk	
Rodeo	9.50	Red "21"	
Pamco Races	9.50	Hi Tension	
Handcapper	52.50	Hexas	
		Ni Me	
		Beer	
		Bank Plug	
		Black Jack	
		Louisiana, Cig.	
		Mid & Drive	

\$5.00 EACH

\$3.50 EACH

Other slots
Blue Fronts

ATTENTION, OPERATORS

North Carolina, South Carolina, Tennessee, Georgia and Virginia. Write us for our easy payment plan on new machines. We are distributors for all leading manufacturers. We have in stock ready for delivery:

EXHIBIT'S REBOUND, CONQUEST; GOTTLIEB'S LITE-A-CARD, BOWLING ALLEY, PACES RACES.

CHAMPION DISTRIBUTING CO.

4 N. PACK ST., BOX 194, ASHEVILLE, N. C.

PHONO-MIKE

Is increasing collections for phonograph operators everywhere! Holds locations and gets new locations! Brings greater respect and appreciation for you and your machine!

* Rush Your Order for PHONO-MIKE Today! Can easily be attached to machine or wall. Patrons can sing, whistle, etc., using record for accompaniment. Can be used for announcements, etc. PATRON MUST insert 5c to use PHONO-MIKE.

\$15.85

PHONO-MIKE can be used with ANY music machine. Specify name and order, but in case of C. O. D., add 50c phone when ordering. Baltimore, Md.

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

CLOSEOUT	FREE PLAYS!	FREE PLAYS!	Specials !!
DAVY JONES FREE PLAY Original Cost \$50.00 SLIGHTLY USED \$39.50	OHURBIE	KLICK	Groetchen's, Metal Type, Floor Sample, \$149.50 Western Baseball, 1939, Lightup Backboard, Like New, \$39.50
	MAJORS	SPOTTE	
	COWBOY	UP & UP	
		1/3 With Order, Bat. C. O. D., F. O. B. Brooklyn	
		LARGE STOCK OF NOVELTY GAMES OR HAND! WRITE FOR PRICE LIST!	

SAVOY VENDING COMPANY, INC.
651 ATLANTIC AVE., BROOKLYN, N. Y. (TEL. NEVINS 8-3183)

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

A. S. L. SALES COMPANY

133-135 WASHINGTON STREET DAYTON, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

EVERYTHING

YOU COULD
WISH FOR
IN A CLEAN
MONEY MAKING
MACHINE...

PLUS

FREE ROUND TRIP TO
THE CHICAGO CONVEN-
TION...

HERE'S HOW YOU CAN GET
YOUR FREE ROUND TRIP

If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford);

Tigol! just purchase 10 or more of the "RICHEST and RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. HEAR operators from all over the country acclaim Throne of Music. SEE how Mills features Throne of Music. KNOW you've bought the Best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

Season's Greetings to Our Many Friends.

GEO. PONSER.

GEORGE PONSER COMPANY

519 West 47th St., NEW YORK, N. Y. 11-15 E. Runyon St., NEWARK, N. J.
1001 E. Fayette St., SYRACUSE, N. Y. 754 Broadway, ALBANY, N. Y.

McCall's XMAS SPECIALS
FREE PLAY GAMES \$29.50
MIAMI 29.50
TROPIC 29.50
CIRCUS 29.50
RAGTIME 29.50
GENCO KICK NOVELTY GAMES \$22.50
ST. MORITZ 12.50
TOPS 12.50
SNAPPY AIRWAYS 12.50
SIDE KICK AUTOMATIC 1 BALLS \$32.50
FEED BAG (Western) 12.50
GOTTLEB BERRY DRAVS 12.50
PREAKERS 17.50
FAIR GROUND 22.50
FLEETWOOD CONGOLES \$28.50
LIBERTY BELL 49.50
KENTUCKY CLUB C. A. 49.50
WE BUY, SELL OR EXCHANGE
1747 Locust St. CALL NOVELTY CO.
St. Louis, Mo.

Fort Worth

FT. WORTH, Tex., Nov. 25.—Operating activities in this territory are somewhat better than a year ago. There are more pieces of equipment on location than the same time last year. The business of operating is settling down to a more solid foundation as operators more and more begin to turn their attention to legal equipment. At the present time the radio or electrical ray targets are holding the main spot on the program. These target games continue to click with the public like hot cakes in the front line trenches and marksmen and markswomen continue to stand in line waiting their turn to shoot the bull or tramp or whatever the object might be.

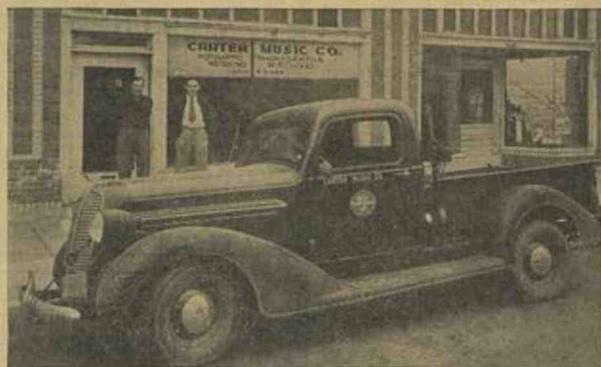
Phonograph wall box installations are getting thicker than old age pension plans, while marble tables are as scarce as Republicans in Texas. A lot of the A. B. T. target skill machines are doing a swell job for operators in and around this city and counter cigaret games still hold a nice hand in the eyes of a playing public.

According to reports reaching this city, the special Texas show delegation will be

the largest since 1935. Nearly every city will be well represented, including Waco, Austin, San Antonio, Houston, Dallas, Ft. Worth, Amarillo, Wichita Falls, Abilene and El Paso.

The huge wall box installation wired in by the Frankrich Distributors in the famous Houston street dance spot, Pirate's Cave, is proving a big success. The job consists of 40 boxes.

A case against the city to prevent seizure of certain types of marble games was recently lost by a Ft. Worth operator. Another case is being drawn up and will be filed in a few weeks.



F. P. CARTER AND R. H. SNYDER, who operate in Los Angeles as the Carter Music Co., have considerably increased their route and profits with 500 and 600 models, working the Wurlitzer Modernization Plan. The company is one of the proofs of the old adage that mighty oaks from little acorns grow. Carter was formerly salesman for a local envelope company. He conceived the idea of increasing his income by establishing Wurlitzers along his route and was one of the first purchasers of Wurlitzers in California. That was in 1936. In a few months he was able to resign his position as envelope salesman and go into the phonograph business in earnest. In no time at all he was a Century Club member. Snyder became a partner in the firm in 1939.

Predict Million New Drinkers . . .

CHICAGO, Nov. 25.—A million new drinkers will line the nation's bars and frequent its cocktail lounges by next July 1, the research department of the National Women's Christian Temperance Union in Evanston, Ill., has predicted. The forecast was based on the 22,000,000-gallon increase in the consumption of alcoholic beverages of all types reported by the United States Government for the first quarter of the fiscal year, from July thru September.

Meanwhile, in the current issue of the "Statepost" November 25, Stanley High reports "The Drys Return to the Wars." He reports that since July, 1933, when FDR hailed repeal, nearly 10,000 towns and villages, one-fourth of the nation's total, have gone back into the dry column. Other items of interest in the article deal with the revival of societies for temperance and accompanying publicity and propaganda. "The propaganda barrage which has since been laid down is in the best tradition of the Royal Air Force," writes High.

So, paradoxically, in two reports the drinkers both increase and decrease.

New Orleans

NEW ORLEANS, Nov. 25.—With new ideas in pin games arriving almost daily from the big Chicago factories, Crescent City ops have on hand this fall the greatest variety of money-makers in the history of the pin-game industry, local coin machine row agrees.

With cotton, rice and sugar prices steadily climbing, rural operators are coming to town with reports of better business in those areas where play is open. Business on the whole is up 10 per cent over this time a year ago, the ops report, and much credit goes to greater ideas of the big factory heads.

With many Gottlieb Lite-o-Cards on location in the city, the New Orleans Novelty Co. has placed an order for additional machines, according to Louis Boasberg, head of the firm, one of the largest pin operators in the South. Boasberg says that Lite-o-Cards show strong indications of setting a new mark for Gottlieb's steady stream of good money-makers, and that is cutting some mark when it must be considered that Lite-o-Pun still clicks at many locations after many months of popularity.

A marked increase in demand from the interior for console tables is reported by the Dixie Machine Co. Julius Pace, president of the Dixie company, particularly reports a good demand for Mills new 4-Bells and Bally's Royal Flush, both 5-cent and 25-cent play models. "The Royal Flush is proving its best worth at numerous inns around the city and several of these operators say that this machine has already proved its value to them," Pace reports.

Dan Cohen, of the Pleasure Music Co., reporting everything about unchanged but noticeable dressing up to kill of late. Business just must be better.

Morris Karnofsky, one of the city's largest phonograph ops and owner of the

Morris Music House, has moved into new and larger quarters on South Rampart street, a half block off the main stem of the city, Canal street. Karnofsky reports a marked increase in phonograph operations and in sales of recordings this fall.

Wally Sipple, factory representative of the Arthur H. Du Grenier Co., spent a few days here before casting out for North Louisiana and Arkansas. He was the guest here of Crescent Cigaret Service.

Julius Peres, head of the J. H. Peres Novelty Co., reports a marked increase in sales of Wurlitzer phonographs since the first of the month, and estimates that his November turnover will set a mark for the month. Al Mendez, district sales manager for Wurlitzer, returned recently from a trip thru Tennessee, Alabama and Mississippi.

A marked increase in sales of O. D. Jennings Dixie Belle bells is reported by Emil Isconopelli, manager of the Bell Distributing Co.

Bill Bolles, of the Rudolph Wurlitzer Co., North Tonawanda, N. Y., spent a few days in New Orleans, conferring with officials of the J. H. Peres Novelty Co. Officials of the firm entertained Bolles at several informal affairs. Bolles is making a flying trip thru the South and Southwest.

With thousands of out-of-town visitors each week-end helping to set new all-time attendance marks at Tulane Stadium, coin machine operators of the Crescent City are benefiting to no extent. In addition, Turkey Day marks the opening of the four-month racing season in New Orleans and the formal opening of the winter vacation season. Operators are prepared this time, for they have been buying new equipment in unprecedented volume and the attractiveness of the new equipment plus the general betterment of business in this area should give these operators a break in the right direction. It's been many days since such enthusiasm has been noted at downtown locations with all latest creations by pin table manufacturers surrounded by crowds through the midday. Locations in the theater district report equally good patronage at nights.

Toronto

TORONTO, Nov. 25.—Vignaux Bros., operators of phonographs, have moved to larger quarters on Bay street. The new location has spacious showrooms and within a block of the university of Toronto. Students have solved his problem of disposing of used records by purchasing them four-for-a dollar.

Ontario coin machine fraternity are considering plans to organize. The operators are set for a preliminary meeting here at the King Edward Hotel.

Phonograph operators find Toronto a lucrative field for the renting out of machines for private house parties and fraternity dances. The charges are \$7.50 for the evening.

Word comes from Sam Snelder, well-known coin machine operator, now located in Sudbury, Ont., that the phonograph business is going strong there. He states he will be at the show in Chicago in January.

Chicago coin machine show will see a goodly number of boys from "North of the Border" in January. This time it will be a buying spree, according to word from the trade.

Calculc Public Relations Plan Aids Business; Helps Hometown To Celebrate Sesquicentennial

FAYETTEVILLE, N. C., Nov. 25.—Advertising and publicity have played a dominant part in the success of The Vending Machine Co. of Fayetteville, headed by Joe Calcutt, the firm has consistently labored for favorable public opinion as well as renown throughout the coin machine industry.

Latest venture in public relations came with the celebration of Fayetteville's Sesquicentennial. Calcutt has contributed a large portion of the prosperity of Fayetteville. Calcutt has taken the public into his confidence, explained the coin machine industry to them and has reaped the profit of understanding and consequent good business.

In the page ad Calcutt used a catch term. "In this, too, Fayetteville is unique." He continued: "It would be most unwise to rank ourselves as among the leading cities of Fayetteville. Yet as the growth and development of Fayetteville is unique, so, too, is the Vending Machine Co. unique." For we are known as "The World's Largest Coin Machine Distributors" and have broadcast the fair name of Fayetteville for more than 20 years to every part of the seven seas and to almost every city, town and village in the world; ranging from Timbuktu to Paris, London, Buenos Aires, Amsterdam, Bucharest, Rome, To Aviv, Tokyo, Honolulu, Madrid, Singapore, Peking, New York, Chicago, Detroit, Los Angeles, San Francisco, Rome and hundreds of others. In fact, wherever people desire economical entertainment, the benefits of automatic merchandising and automatic service—there can be found the now famous insignia of The Vending Machine Co. of Fayetteville. It is therefore with justifiable pride that we say "In this, too, Fayetteville is unique" for Fayetteville is the home of the firm that leads the world in the sales and distribution of coin-operated machines of this automatic age.

The lower quarter of the page is devoted to facts about coin machines. Nine types of machines are discussed and each which is illustrated with a picture pertaining to the device explained in the sketch. Plentiful copy makes economical reading and definitely paves the way for public good feeling towards operation of coin machines.

On an adjoining page the paper offers a story of Calcutt and his firm. "Coin machines in this automatic age probably render the most satisfactory economical service obtainable," comments the paper. "Clean, simple in operation, they vend anything from peanuts to the scintillating rhythms of the most famous orchestras and singers in the world."

"Born of the depression, this new, unique industry exerts an influence on the markets of lumber, steel, wire, glass, and hundreds of other products that are the making, manufacturing and maintenance of products marketed by 'Vemco Service.'"

"The modern pinball game is regarded as one of the best-known coin machines in the world. It ranks probably with the familiar penny whizzer, sales and is peasant vender in recognition."

"In foreign countries it has won for itself the friendship of the peoples of almost every nation. Its devotees who enjoy wholesome, clean amusements number into the millions and its presence in a store is usually regarded as a profit-making one."

"Hundreds of retailers all over the world are sharing in the profits of pinball games which have in many instances been largely responsible for a depression-hit merchant keeping his store open to the public."

"America has become more music conscious since music has been offered thru automatic phonographs in the public," the paper comments. "Their fine instruments and rare as the voice and instruments of recording artists, convey every note and syllable in transcription."

It is comment such as this that has enabled the firm headed by Calcutt to enjoy the co-operation of the public.

Recognition of coin machines by newspaper editors brings about fair play in the paper's columns.

Meanwhile Joe Calcutt will develop his firm more and more—aided by favorable publicity and public feeling—and will continue to be known as "the world's largest coin machine distributors."

Crusader's Hat in Ring

Ghosts of former bed-fellows may haunt his bid for honor

MIAMI, Fla., Nov. 25.—Shades of the Annenberg, Bolita and the Florida Anti-Slot Machine Association began to stir again here recently when the Rev. James E. Barbee threw his hat into the ring, seeking to be the Democratic nominee for governor.

Barbee was known as the spearhead of the anti-slot machine crusade back in 1937, when he headed an association supposed to represent the church people of Florida. Barbee launched his new campaign by claiming to have saved Florida business \$100,000,000 "because they got rid of slot machines."

Hanging over Barbee during his campaign will be an unexplained mystery about the 1937 anti-slot machine crusade which led to the repeal of the State license law in that year.

Strange Bed-Fellows

In the lobbying against the slot machine law there were three powerful interests represented, all strange bed-fellows, but they were working for one and the same thing. The bolita interests were said to have the most active lobby. Then the Florida Anti-Slot Machine Association, which Barbee headed, was also very active. The third strange party in the crusade was the racing interests, led by an Annenberg newspaper.

It has never been satisfactorily explained why an association supposed to represent the churches of Florida should be working for the same thing that bolita and racing interests were working for. Neither has it been satisfactorily explained how such a movement by the churches was financed so that Barbee and others could travel over the State crusading against slot machines—when church people are known not to be such liberal givers to "crusades" like the Barbee crusade.

Claims Old Laurels

With the support of such powerful interests as the racing and bolita interests, the association was able

WE'VE PROVEN IT BEFORE....
AND WE VOUCH FOR IT AGAIN—

—these are THE FINEST USED GAMES IN THE U. S. A.

ASTONISHING LOW PRICES ON USED MACHINES. WRITE FOR LIST.

5% DISCOUNT ON ALL USED GAMES IF FULL CASH SENT WITH ORDER.

FREE ILLUSTRATED CATALOG. IT WILL PAY YOU TO GET ON OUR MAILING LIST.

WRITE FOR PRICES ON NEW GAMES

EXPORT We Cover the World! Write Address: "NAYNOVO," Merrick, N. Y.

Avallon ... \$34.50	FREE PLAY
Box Score ... 10.75	Smokes, with new steel
Bally Royal ... 9.50	Mr. Gibson ... \$24.50
Bat. Champ ... 27.25	Davy Jones ... 16.00
Buckaroo ... 31.50	Mr. Nippy ... 74.75
Bang ... 32.25	Lucky ... 58.50
Chubbie ... 19.75	Cowboy ... 61.75
Chief ... 19.75	Rebound ... 65.50
Contact ... 21.75	
Cherwon ... 24.75	
Dale, Feature ... 24.25	
Fifth Inning ... 15.50	
Game ... 11.50	
Lucky ... 51.00	
Lo-to-Fun ... 34.75	
Majors ... 15.00	
Mr. Chips ... 62.50	
Miami ... 17.50	
Odd Ball ... 6.25	
Slide Kick ... 11.50	
Speedy ... 16.25	
Spotlight ... 24.75	
Sky Rocket ... 14.75	
Smokes, with new steel	
whool ... 16.50	
Topper ... 22.25	
Trophy ... 10.75	
Triple Threat ... 30.50	
Zip ... 22.75	

\$7.45 Each, 3 for \$21.00

Mercury	10.00
Kyle	10.00
Life	10.00
Revolver	10.00
Robin Hood	10.00
It's	10.00
Race	10.00
Speed	10.00
Stoney	10.00

BIG TIME WINNER! Bally Alley \$25.00 Bally Bull's Eye \$24.50

NOTE TO MANUFACTURERS

We are now particularly well set up to give wide and wide-awake coverage in the eastern territory. We offer every co-operation on a distributorship deal. It will pay you to investigate.

1/3 Depot, Balance C. O. D., F. O. D. Merrick

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N.Y. PHONE-FREPORT 8320

to get a big victory. Now Barbee claims the honors and says the people of Florida should reward him with the governorship. Barbee is said to be a unique man, and this bid for honor may be among the most unique moves of his life.

are available on the revenue derived from coin machines inasmuch as such taxes were not collected at that time. New license provisions for the State account for the present returns.

Coin Machines Boost S. C. Revenue

COLUMBIA, S. C., Nov. 25.—A recent report on South Carolina's special taxes showed that, during the month of October, 1939, special tax revenue totaled \$1,928,668 as against \$1,895,933 for October of 1938. This was a gain of \$231,735.

Of this gain, coin-operated devices have contributed approximately one-eighth of the sum or \$25,000. During the period of July to October of 1939, \$56,770 has been collected on coin machines.

No comparable figures for 1938

A. B. T. CHALLENGER

\$24.50

LEGAL EVERYWHERE!

Hottest and Biggest Money-Maker in History!
10 Shots for 1¢!

NEW IN ORIGINAL CASES

DAVE JONES, Free Play	... \$45.00
AVALLON, Free Play	... 53.50

FREE PLAY

Bang	... \$40.00	Bat. Champ	\$32.50
Airport	... 40.00	Sublime	... 20.00
Asian	... 45.00	Chubbie	... 25.00
Up & Up	... 31.50	Flagtime	... 15.00
Time	... 31.50	Lo-to-Fun	... 35.00
Cherwon	... 32.50	Cowboy	... 45.00
Free Race	... 12.50	Lucky	... 56.50
Bally Arrow Head	... 45.00		

NOVELTIES

Box Score	... \$18.00	Operators	... \$12.50
Marg	... 35.00	Bat. Champ	... 20.00
Chubbie	... 14.50	Pyramid	... 20.00
Smokes	... 14.50	Smokes	... 20.00
5th Inning	... 22.50	Stress Lids	... 10.00

1/3 With Order, Balance C. O. D.

Write for Free Catalog!

MIKE MUNVES CORP.

593 10th Ave., NEW YORK

Cable: MUNMACHINE

Coming Events

- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Indiana State Operators' Assn. State-wide convention and display, Claypool Hotel, Indianapolis, December 2 and 3, 1939.
- New Jersey Cigarette Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- International Assn. of Fairs and Expositions, Hotel Sherman, Chicago, December 5-6, 1939.
- Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

SALESBOLD OPERATORS

Read
"DEALS"

A column about new salesbold ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

START MAKING MONEY

Day and Night without tending. NEW low cost Professional Vendor

"King Jr."

\$3.95



Recent, most modern money-maker for all locations. Just the right size for counter or booth. Vends Peanuts and small candies, also all types of Breath Tablets.

11 to 24.....\$3.85
25 Over.....3.75

Rush Your Order NOW!
1/3 Deposit, Balance C. O. D.



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME Producing amazing earnings in all types of locations!

PENNY PLAY

Beautiful appearance! Strurdy, long-life construction!

\$23.75

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

TORR 2047-A-50, 68 PHILA., PA.

Make \$\$\$\$ With These A-1 USED MACHINES

- | | |
|---|---------|
| 7 Col. Goretta, capacity 175 packs, with cabinet stand..... | \$11.50 |
| 7 Col. Goretta, capacity 210 packs, with cabinet stand..... | 17.50 |
| 8 Col. Blingh or Blingh, capacity 160 packs, with stand..... | 16.00 |
| 7 Col. Stewart-McClure (Du. Greater) with cabinet stand..... | 30.00 |
| 8 Col. National, capacity 150 packs, with cabinet stand..... | 25.00 |
| 9 Col. National, only 18 months, capacity 270 packs..... | 63.00 |
| 9 Col. National, special with lights, capacity 270 packs..... | 70.00 |
- F. O. B. Matineola

1/3 With Order, Balance C. O. D.
UNIVERSAL DISTRIBUTING CO.
1508 Superior Ave., CLEVELAND, OHIO

Used Cigarette Machines

Low Prices—Exceptional Values

- | | |
|---|---------|
| National No. 9-30—Enclosed Stand..... | \$38.75 |
| National No. 9-30—4 enclosed Stand..... | 38.20 |
| National No. 6-26—Enclosed Stand..... | 27.50 |
| Garetta Candy—Six Columns..... | 25.00 |
| Stewart-McClure—Four Columns..... | 22.00 |
| Same With Free Matches..... | 15.75 |
| Blingh—Six Col. Free Matches..... | 15.75 |
| Blingh—Five Col. Free Matches..... | 7.50 |
| Simplex—Six Columns..... | 12.50 |
| Grounds Pak—3 Columns..... | 12.50 |
| National No. 5—Five Columns..... | 6.00 |

F. O. B. New York City.

TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER

381 FOURTH AVE., NEW YORK, N. Y.

MILWAUKEE PRESS COMMENTS Boost Wis. Cigaret Venders

MILWAUKEE, Nov. 25.—Chief results of the 2-cent-per-package cigaret tax in Wisconsin has been the increase of the number of vending machines and the willingness of the consumer to pay the tax with little or no grumbling. The increase of the number of vending machines, in the opinion of The Milwaukee Journal, is cited in the instance of tavern locations.

"Before the tax, the tavern man used to charge 15 cents a package for cigarets. Customers would resent this and would go out to the near-by grocery or drug store and get the same cigarets at two packages for 25 cents. Now the cigarets cost the same at all places.

"The vending machine men decided to sell cigarets for 15 cents, absorbing 1 cent of the tax, with the location absorbing the other 1 cent. The tavern men are taking to the vending machines because they have no investment, don't have to bother about the machines and the vending machine man takes all the grief."

Thus vending machines are selling more of the cigarets in Milwaukee today. Like situation is found in other parts of the State as well. Locations are offering greater service to patrons and are not experiencing losses on cigarets thru petty thievery.

The cigaret tax, now two months old, at first resulted in a drop of 60 per cent in sales. This was accounted for by pre-tax stocking up of cigarets, by changing to pipe smoking and by "rolling your own." Now, with the consumer's stocks depleted and the "roll your own" consumers disgusted with the trouble of making their own, sales have climbed back to 90 per cent of pre-tax normal sales. Experienced tobacco men believe that they will not regain 100 per cent sales because a certain percentage of consumers will have permanently changed their smoking habits to pipe smoking or rolling

their own. They expect, however, to come within 5 per cent of pre-tax levels.

Vending machine men expect vending machine sales to rise considerably. First, because they now sell cigarets at the same at all other outlets, including chain stores. Secondly, with more locations they will reach more people at point of sale...

The State of Wisconsin expects to realize approximately \$3,000,000 in cigaret taxes each year. To date the yield of taxes in a two-month period has been \$763,318.

Exhibit Shows New Vitalizer

CHICAGO, Nov. 25.—Exhibit Supply Co.'s new Vitalizer is described as a machine utilizing a new principle of relieving fatigue and discomfort from tired and aching muscles of the legs and feet. Action is accomplished by oscillation thru the platform of the machine which massages the feet and stimulates circulation. There is no discomfort, no electric shocks and it is unnecessary to remove the shoes.

"Operation is accomplished by stepping on platform and insertion of coin. Immediately platform starts a pleasant vibration which flows thru tired feet and up the legs. Customer is no more conspicuous than when standing on a personal weight scale as the vibration in the platform is so rapid (3600 oscillations per minute) it appears stationary.

"The cabinet is of attractive and modernistic design with glossy white enamel finish. Exposed parts are of highly polished aluminum. The mechanism is simple in construction and is made to give long satisfactory service. Once installed there is no further expense—except for periodic calls to empty the cash box. Another fine feature is that every day or every week calls are not necessary as the cash box will accommodate a large number of coins.

"Locations for the machine are many. A few of them are ballrooms, five-and-dime stores, bowling alleys, restaurants, drug stores, fairgrounds, miscellaneous shops, doctor's office and many others too numerous to mention.

"The machine is furnished in both one-cent and five-cent models."



BEHIND THE SCENES locations are proving profitable for Bally Beverage Vender operators. Illustrated is machine in shipping department of Montgomery Ward, Portland, Ore.

OPERATORS!
Order This
Coin Counter

Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; stored, energize magnets. For labels, wrapping. Only \$1.00 each (plus postage) with order, no C. O. D. Write for complete details and list prices on SPECIAL, TOPPER, CHALLENGER, STAND, WALL BRACKETS, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

MOHAWK
COIN MACHINE EXCH.
604 10TH AVE., N. Y.
OUR CHRISTMAS GIFTS
TO THE OPERATOR

One Merchandise Vendor Given Away Free With Order of Five Machines. Rush at Listed Below.

BALL GAME VENDORS

Shooting 2.....	\$3.50
CANDY BAR VENDORS	
Advance Sports Columns, 5c.....	5.00
CIGARETTE VENDORS	
Has 4 5c Columns Wall Model.....	6.00
CIGAR VENDORS	
Garcia Grand 5c.....	4.50
PEANUT VENDORS	
Even-ready 1c, 4 Columns.....	4.50
Robin to 2 Columns.....	4.50
Silver King to.....	4.50

Machines—As good as new. Prices—Lower than any Vending Co. B. N. New York City. 1/3 deposit, balance C. O. D. Beyond our Christmas specials we carry a full line of all types of Merchandise. Consult us before buying elsewhere.

USE "PAL" & "PAL JR."

The modern Handy Service Kit, "Pal" has 4 5c columns. "Pal Jr." has 2 5c columns. "Pal" and "Pal Jr." are the best. Also Stands of all sizes. Free literature. Quality Vendors from \$3.25.

AUTOMATIC GAMES 3425-K Fullerton Ave., CHICAGO, ILL.

\$2.00 ALLOWANCE
ON YOUR OLD VENDORS

Replacement of make or condition towards purchase of NEWER and better VENDING MACHINES. Write today for complete details.

UNIVERSAL VENDING CO.
5331 Ardmore Ave., Chicago

New Metal Suitcase For Venders Announced

PHILADELPHIA, Nov. 25.—Chromalot a new stainless, rust-proof, non-ferrous and non-tarnishable metal, said to be especially suited to uses in soda fountains, ice cream cabinets, vending machine cabinets and refrigerator cases, has been placed on the market by the Colonial Alloys Co.

The metal is said to be at least 66 per cent lighter than many other metals. It is not necessary to finish by painting, plating or by other process. Chromalot, as it is furnished, is ready for use, it is said. It is available in mirror or satin finish on one side or both in sheets of standard sizes and gauges.

Theater Smoking

NEW YORK CITY, Nov. 25.—A move which will open new locations to cigaret vending machines is envisaged in New York with the new bill just passed by the City Council which allows smoking in balconies, main-frames and boxes of legitimate theaters, just as it has long been allowed in similar sections of motion picture houses.

Curiously the bill forbids the use of cigaret lighters to permit programs and does not definitely say that the use of a lighter to start a cigaret going will bring the law down.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Northwestern

**BALL
GUM
VENDOR
MAKES
GOOD
LOCATIONS
BETTER!**

Also complete line of all Northwestern Vendors.
**SENSATIONAL
USED MACHINE
BARGAINS!**

- Penny Snacks**
5c Stewart McGuire, new mech.
MASTERS 1c and 1 1/2c
Northwestern Standard 1 & 5c
All Reconditioned like new.
Used De Luxe 1c & 5c
Triector 1c & 5c
Topper Ball Gum 1c
Advance No. 11
Used Stands.

Wire, Phone or Write for amazing low prices.

**NORTHWESTERN
SALES & SERVICE CO.**

589 Conisland Ave.,
Brooklyn, N. Y.
Tel.: Buckminster 4-2770

Cigarette Merchandisers' Associations

Fred Durr, of Sunrise Amusement Co., was in the city recently to visit friends. The boys are always glad to see Durr, and can't understand why he doesn't come in more often from his Long Island headquarters.

The many friends of Mrs. Sam Jacobs, of Alice Vending Co. are happy to learn she is up and about again after a brief illness.

CMA members are looking forward to the big meeting to be held December 7. A large attendance is expected, as important matters are slated.

CMA of New Jersey News

James Cherry, manager of the CMA of New Jersey, recently made a trip to Atlantic City, where he visited with John M. Murphy, of the John M. Murphy Cigarette Service. En route back to Newark, Cherry availed himself of the opportunity to visit members of the organization and some non-members. This plan is in keeping with the one put in force some time ago to increase the membership of the association. Cherry has been doing some intensive campaigning around Newark for new members, and this is one of the several trips he has made thru the State to acquaint non-members with the organization's work.

Jacob Breidt, of Hudson Cigarette Service, is convalescing from a recent attack of pleurisy.

Sol Kesselman, counsel for CMA, is paid to give advice. However, during the past few weeks Sol has been sort of a worry to the boys, because it is understood that he's giving quite a bit of his time to a sweet young thing. He may be giving advice, but the boys contend there is no use overdoing it.

Samuel Cherry, James Cherry's father, has returned to his home after several days in the hospital. The doctor has prescribed rest for him.

Simon Alexander, of the Lewis Vending Co., was a recent visitor at the Newark office of the CMA.

Charles Stange must be a busy man these days, as the boys report they haven't seen much of him lately. Just because Unit Vending is doing a good business isn't reason enough for Stange to make himself scarce at the CMA office.

Sam Malkin has returned from Chicago, where he spent a week on business. While in the Windy City he made arrangements to show the 1940 models of the Malkin cigar machine at the Coin Machine Convention in January.

Cherry Hits Bonus Practice

NEWARK, N. J., Nov. 29.—James V. Cherry, manager of the Cigarette Merchandisers' Association of New Jersey, frequently discussed practices in placing and operation of cigarlet machines. In a recent bulletin he wrote of a cigarlet machine operator from Central Pennsylvania who made the statement: "If an operator began soliciting stops in Central Pennsylvania and offered money to the local owner, the owners would be very much surprised."

Cherry commented: "However, this is such a common occurrence in every line of business in the metropolitan area that the location owners almost invariably ask the operator for money before allowing him to place his machines. It is interesting to note that this bad business practice which began in many industries prior to the formation of associations in these industries, still continues and is one of the most difficult practices to stamp out. However, the most surprising thing is that this entirely different situation can exist in an industry as New Jersey."

"In the northern and metropolitan area a bonus is very commonly given, either as an out and out gift or in the form of an advance commission, where-

PAN • QUALITY • PAN • SERVICE • PAN • QUALITY

Time To Order . . . WINTER SUPPLIES!

CANDY for Bulk Vending Machines
CHARMS for Bulk Vending Machines
CANDY for 5c Package Machines

Fill in coupon for full information



PAN CONFECTIONS-CHICAGO

243 W. Erie St. CHICAGO, ILLINOIS
INCORPORATED IN ILLINOIS
ESTABLISHED 1900

PAN CONFECTIONS
Chicago, Ill.

- BULK CANDIES
- PACKAGE CANDIES
- CHARMS

Gentlemen: Please Send Me Full Particulars and Samples on Items Checked.

NAME _____
ADDRESS _____
CITY _____ STATE _____

as, in the southern section of the same State, it is very seldom given. A bonus is bad business practice for more than one reason. As soon as bonuses become common every new location demands money before allowing the installation of a machine, and owners of old locations, upon hearing of this practice, also make demands.

"The result is that practically every cigarlet operator, with few exceptions, is a financial institution lending money to his location. When a man tries to sell you an automobile he does not offer you any inducement, aside from the trade-in, to purchase that car. If you want a radio or a special steering wheel there is an additional charge. In other words, on an item costing some \$800 to \$3,000, no extra equipment is given as a bonus for buying a car. Why should this be done in a business which deals with smaller sums of money in individual units? That is why most location owners today regard the cigarlet vendor as a Santa Claus without whiskers, and feel that Christmas is every day in the year."

Display Practices Defended in Reply By Philip Morris

WASHINGTON, Nov. 25.—In a reply filed with the Federal Trade Commission, Philip Morris & Co. have denied that the firm discriminated between purchasers of its products as has been charged by the commission. Philip Morris is one of the eight firms against which charges were filed.

Regarding the charge that it granted special allowances to vending machine operators, the reply stated that "in all instances where respondent corporation contracts to pay owners of vending machines 50 cents for each thousand of its cigarette purchased by them and sold in such machines, respondent corporation was to receive advertising in addition to such sales of its cigarette. The advertising referred to was 'posters, placards, etc., affixed to such machines.' The position taken by the company is that these payments were necessary to secure the advertising.

Peanut Venders in Million-Dollar Biz

Do you bulk vending machine operators know that you are vending a product worth many million dollars in your peanut machines every day? We are told that last year in the State of Texas alone growers of peanuts received \$4,000,000 for their harvest and this item is steadily increasing in importance in this territory.

There are many varied uses for the peanut—of course, of first importance

New 1939 Model "E" SELMOR

\$6.25 SAMPLE

GUARANTEED FOR 5 YEARS
Vends all CANDIES TOYS and BALL GUM. Brings BIGGER PROFITS.



New Streamlined Design, Chromium and Baked Enamel.

Ask the Smart Operators. GREAT STATES MFG. CO. Dept. E, 1801-09 E. 39th St., Kansas City, Mo.



"Columbus" Model "34" THE IDEAL GUM VENDOR

Operators proclaim "Columbus" Model "34" the Ideal Gum Vender. Rugged, jam-proof, non-arching, non-mixing mechanism assures steady trouble-free play. Particularly well adapted for the prize gum feature, as this machine vends from the bottom—you cannot see the color of the next ball.

\$5.70 Ea. At Illustrated in Lots of 6 or More. SAMPLE, \$8.70. Send for Complete List of New and Used Machines, Details, With Order, Balmain C. O. D. RAKE S. S. 22nd St., Phila., Pa.

OPERATORS

Our bulk merchandisers are the best in the long run. Write for circular and our amazing low price.

REGAL PRODUCTS CO.
Madison, Wis.

to us is selling them thru vending machines. However there are 300 by-products extracted from the peanut—milk, candy, dyes, face powder, linoleum, a healing oil for infantile paralysis' after-effects, just to mention a few.

As a food the peanut contains four of the six essential vitamins and eight of the 12 body-building minerals. It therefore comes near to being the perfect food.

So the modest peanut which hides its head in the ground turns out to be a favorite child of chemistry and a product on which an entire civilization might be built.—From The Northwesterner.

Minnesota Eyes Cig Tax Attempts

MINNEAPOLIS, Nov. 25.—Minnesota tobacco men are reported suspicious of an attempt by certain groups to levy a cigarlet tax. The report is that representatives of meter machines are lobbying for the passage of the cigarlet tax. In the exact wording of the charge, Minnesota tobacco men said: "Happy over the victory in the Badger State (Wisconsin), a victory which came after nine months of persistent action, they are now laying the groundwork for what they hope will be a similar victory in Minnesota."

Tobacco men, who are to a man opposing the tax, have taken heart in the fact that the Minnesota legislature does not meet until January, 1940. Elections do not make it extremely possible, that authorities would not care to risk public disapproval with the imposition of a cigarlet tax at this time.

Masticatory News

CHICAGO, Nov. 25.—The chewing gum industry was subjected to a little friendly kidding at the hands of several newspapers recently as a result of a new series of studies undertaken by a college professor. Said one paper:

"The gum-chewing movement in the United States will be accelerated by studies recently made by Professor H. L. Hollingsworth of Barnard College and reported in the current issue of Science. Professor Hollingsworth found, in his own words, that 'the collateral motor automatism involved in the sustained use of the conventional masticatory does result in a lowering of tension, and the tension thus reduced is muscular. The gum-chewer relaxes and gets more work done. His rhythmic rumination may be compared to the unweaving observer bus now in him. He thinks of dinner, which, except for dyspeptics, is always soothing. The measured strain on his left elbow, decreases by 5 per cent or more while he adds up figures or perhaps writes poetry with his right hand. Chewing adds to his rest—one might say his gumption. The whole industry is deepened while other industries bid the dust. Can this, wonders Professor Hollingsworth, be why?"

NEW GAMES! ONLY \$9.50 EA. (10 OR MORE)
 • 5 MACHINES \$10.50 EA. SAMPLES \$12.50 EA. •



These 10 Counter Skill Games can be operated everywhere
 A BALL OF GUM IS VENDED WITH EACH PLAY
 RUSH YOUR ORDER AT ONCE as Price is Subject to Advance!

D. ROBBINS & COMPANY—11418 De Kalb Ave., Brooklyn, N.Y.

Candy Opportunity Is Suggested In New Item Recently Advertised

Standard Brands, Inc., already has begun its advertising campaign on a new sweet food item that will be an eye-opener to the candy manufacturing industry.

While Standard Brands is saying its new item is "not a candy, it is a highly nutritious food," it has so many suggestions for candy manufacturers that it may be said to be a forerunner of bigger things for the candy-bar business.

The new item is a 15-cent seller, packaged in cellophane, and is offered as a two-day ration of vitamins and minerals. It is, in fact, a new vitamin and mineral food, pleasantly flavored and especially recommended for children. It is said to be the result of three years of research and testing.

The product is said to contain vitamins A, B, D and G. It also contains the minerals, calcium, phosphorus and iron.

If a 15-cent item can be made containing all these vital elements, it is highly suggestive of what can be done in the candy-bar field. Even a combination containing calcium and phosphorus would have immense publicity value in keeping with modern ideas of health. While a few candy bars have made some stabs at the health-publicity field, yet nothing extensive has been done.

The Standard Brands advertising will indicate the full possibilities of what can be done once candy manufacturers capitalize on the more modern health trends.

"I Told You So"

It is always a nice feeling to be able to say that certain opportunities have been pointed out in our news and editorial columns. For that reason parts of an editorial on the subject of candy appearing in The Billboard September 9, 1939, are reprinted below:

"It is true that medical objections can be raised to the extremely large consumption of candy, sugar and starches by the American public. But herein is the great opportunity of the candy trade. It is the opportunity to acquaint the public with a new and more scientific viewpoint about matters of diet.

"We get into a rut in our orthodox views of diet when the people are anxious and waiting for a more enlightened viewpoint. Some of our orthodox views of diet are almost as vicious as the old theory of bleeding a person when he was sick.

Minerals, Vitamins

"It is not good judgment to deny sweets to the normal appetite; it is

available greater varieties of the essential minerals and vitamins in cheaper forms so that eventually candy itself will become a popular source for much that is needed in the daily diet.

"An example. Much was heard about diarrhea following the Chicago World's Fair. Then apples came into the limelight and fruit pectin has grown rapidly in medical importance since. Candy is made which incorporates this and other valuable elements. In fact, the manufacturing opportunities in the use of new mineral and other health factors in candy would seem to be limitless.

Health Champion

"Thus, instead of being put on the defensive at any time, the candy trade can become the champion of better health, more economical energy, quicker energy and at the same time a fastness that gives the consumer a happier outlook on life."

Calling All Cars; Wolcher Commits Deed; Heads East

CHICAGO, Nov. 25.—Lou Wolcher, well known to the industry as head of the Advance Automatic Machine Co., a distributing firm on the Pacific Coast, was visiting this city here recently and committed a deed which may affect his entire future. Warning was quickly sent to the trade in the East, for when he left Chicago he was headed in that direction.

Because of Wolcher's previous fine reputation in the trade, not much has been said about his act and it has been kept out of the newspapers, thus far. Piecing together small bits of information gathered here and there, it seems that on November 7 Wolcher took a girl by the name of Mary Rubin, married the girl, and then it is thought they both boarded a plane for the East, probably New York. The trade has been warned in the East, and since Wolcher is well known among coin machine firms there, he probably will be identified quickly if anyone should see him. The trade on the West Coast has also been notified, and suspicions are there that he may be back in his old haunts by the end of 30 days. A close watch will be kept in that area.

Miss Rubin was employed as the secretary to Irwin Zitel, of Gardner & Co., a salesboard firm here. Her relatives

OPERATORS!

- ★ BOOST YOUR SALES
- ★ GET NEW LOCATIONS
- ★ SMASH COMPETITION

Here's The Machine That Will Do It

Northwestern

MODEL 39 BELL



30 BELL

Cash in on a nationwide hit—this machine that is sweeping the country like wildfire. An all-around, all product vendor built to operator's specifications, plus a new feature that rings a bell and returns the penny on every tenth play. Actually a sensation in every location. See for yourself—try a Model 39 Bell on special free trial offer. Write today for details!

THE NORTHWESTERN CORPORATION
 1295 E. Armstrong St., Menlo, Ill.

have been so stricken since her disappearance that they have not been able to give many details of how Wolcher made his getaway with the young woman.

Some of her relatives were with Miss Rubin at the Edgewater Beach Hotel here on the evening of November 7. They say that Wolcher and Miss Rubin had known each other for about a year and that in all that time Wolcher has shown no signs of anything other than being a stolid business man. They have refused to state how he got possession of the girl and made his escape.

Rumors have it that Wolcher met Miss Rubin when she went to the West Coast on a vacation last summer and the Wolcher was properly introduced by a young lady formerly associated with him in business. It is suspected that several letters have passed between the two since, but nothing serious was expected of it.

Ark. Tax Returns Up

LITTLE ROCK, Ark., Nov. 25.—Arkansas special tax returns for October were \$2,000,599 as compared with \$1,810,250.65 for October, 1938. Of interest to coinmen is the vending machine tax which produced \$1,851.25 as compared with \$2,000 in the same month in 1938.

Natchez, Miss.

NATCHEZ, Miss., Nov. 25.—Cool weather is adding zip and zest to the machine business in this section. All operators say things look much better and all are establishing new locations in various sections. The football season is helping, too. Spectators en route to the football games play coin machines at the stopping places, especially in Woodville, Miss., and in St. Francisville, La., on the way down to the Louisiana State University stadium, scene of many day and night home engagements of the L. S. U. Bayou Tigers.

Sam McCabe, part owner of the Seramco Co., has been on the sick list, but is able to be out again.

Sam Serio, of the Seramco Co., is recovering after having had several teeth removed recently and is able to be out and at em. Sam is sponsoring a Junior football team, the Red Raiders of D'Evereux Hall, local orphanage, and he has plenty of fun seeing his boys play and win. They have won three out of five games.

Mrs. Bonnie Tucker, La-Ark-Tex Novelty Co., is carrying on the firm's business in the tri-States with the assistance of Tucker's brother, Will, and their manager, Allen Miller. Several new locations have been established recently.

Tips From the Latest News...

An unusual suggestion for the candy trade—and of interest to candy vending operators—is the announcement that Standard Brands, Inc., has placed on the market a 15-cent sweet food item that contains four vitamins and three minerals. If a two-day ration of minerals and vitamins can be made to sell for 15 cents, there are important possibilities for 5 and 10-cent items also.

News coming in from various market centers indicates that target and bowling machines are still growing in importance with the trade. This is what may be called a second revival of such machines. The improvements in bowling games arouse interest as to how far-reaching the new wave will be.

The current campaign which Los Angeles operators are making to save their city pinball license at the special election December 12, is of concern to all the trade. Operators met there recently to raise campaign money—and then a newspaper published the news as if it were a scandal to raise funds in defense of their business.

Phonograph record distributors are co-operating to help make the Indiana operators' meeting, December 2 and 3, a big success. Record distributors are helping in many ways to put operators' city and State meetings. It isn't always easy to get good attendance at meetings, and help from record agencies is to be appreciated.

Tobacco growers approved the federal tobacco crop control plan for 1940 by a majority of about 84 per cent. The plan was rejected a year ago, but confusion in tobacco prices brought out the farmers this year for the control plan.

Internal Revenue Bureau reports show that October cigaret production topped all previous records for the month. The October mark was the fifth highest in cigaret history.

EASTERN FLASHES

NEW YORK, Nov. 25.—Bowling games were the main topic of conversation among operators here this week. Even convention talk has been sidetracked by the sudden interest the bowling games are provoking.

AROUND THE TOWN

R. E. (Smitty) Smith, of O. D. Jennings & Co., reports tests on the Jennings New Book Automatic Libraries as being "very satisfactory." Over at Ponsler's, **Mitt Steine** when the new game went off on two of the coldest days of the week. "I couldn't talk," Mitt says. "It was so cold I had to keep my hands in my pockets." Al Schlesinger is due to pop up with a big surprise for phono ops about December 15. Herb Weaver proved to be a sharpshooter with the Bally Ray Gun. He knocked off 24 points his first try, and knocked off 33 the next. Sam Carl, who came into the coin biz from the night club field, is doing a swell job with pin games. But he had some bad luck this week when his mechanic left—sools and all.

BUSY WEEK

Phono ops have been constantly ringing this week at the Bally Building, Jack Finagbons reports. "As soon as The Billboard hit the street things began happening. Ops flocked into our offices here from early morning to late afternoons to see Bally's Bally Ray Gun and the other Bally hits. The machines are attracting terrific attention and should bring about the biggest money-making revival in the history of machines here."

SALES PLANS

Over at the International Building in Rockefeller Center, the DuGrenier sales force planned this week to listen to the plans for the coming season from **Richard Bouchard**, **Frank DuGrenier**, **Walter Mann** and **Estelle Kolman**. Report is that the boys at the cig machine firm are all pepped up and that DuGrenier expects to have its biggest year.

NEW OFFICE

Willie (Little Napoleon) Blatt, of Supreme Vending Co., is all set to open a sales office in Long Island. Blatt has been forging ahead steadily in the sales for the past months. A few years ago he dropped the sales end of the biz to conduct one of the biggest operations in the city. Now he's coming back stronger than ever, he says.

MEN AND MACHINES

Many of the town's columnists were on hand for the *Night of Stars* show at Madison Square Garden last week. **Nat Cohen**, **Irv Sommer** and **Harry Rosen**, of Modern Vending Co., had a box full of new and old machines. **Al Simon**, **Murray Simon**, **Mr. and Mrs. Jack Seem**, **Mr. and Mrs. Harry Siskin**, **Mr. and Mrs. Robert Mischelov**, **Irving Blecher**, **Mr. and Mrs. Willie Levy** and a host of other columnists also spotted there. Archie Goldberg was seen placing orders for machines on the double nickel last week while on his way to the hospital to visit a sick friend. For an interesting 15-hour set, get Joe Calcutt, of Vending Machine Co., to tell you about the days when he started in business in Payetteville, N. C., some 20 years ago.

IN CONFERENCE

George Ponsler and **Jack Mittnick** conferred this week on the whys and wherefores of the plans caravan of ops that are set to take to Chicago on their Throne of Music deal. "Ops like our deal," George says. "More and more of them are getting set for the free round-trip the big show in Chicago by placing orders for 15 Thrones of Music. Looks like we'll have at least three planes full."

GUARANTEES

Irving Mitchell is so sure that his remodeled games will meet with approval of his customers that he makes an unconditional guarantee. "If," Mitchell says, "any game is not up to the standard desired by our customers, we insist that they return them to us and we will make good. I can safely make this guarantee because my game is checked over many times before it leaves our plant."

FIXING UP

Over at Acme Sales Co.'s New York City depot on 12th avenue, **Sam Brooks** is fixing up a display to show how this firm remodels phones. "When finished it's going to be the most attractive in the city," he says. And **Sam Sachs**, president of the firm, chimes in with: "Just watch our factory when it's completed. Right now we're busy remodeling phones here as well as sending out instructions and parts to ops who want to do their own remodeling jobs."

COINSHOTS

Phil Raisen, discussing the advantages and disadvantages of various types of equipment, maintains that nothing at the price will ever replace pin games for real profits. . . . **Benny Kruger** is all enthused about the new games. . . . **Jack Kaufman** is preparing to drive to Miami, Fla., where he will take charge of his Florida operation until next spring, while his brother oversees his Brooklyn operation. . . . **Hymie Budin**, one of the busiest distributors in laying plans to build up an even larger following than he now has—a man-strewn job from any angle. . . . **Irv Greenstein**, of Hercules, Newark, was unable to talk above whistles this week, due to a bad case of laryngitis. "Are my customers lucky," he says.

NEW NEEDLE

At Modern Vending Co., **Nat Cohn** is preparing to present the firm's own needle to the trade. "It will be called the Modern Point," Nat says, "and, as usual, Modern will have the best." Exhaustive tests are being made on the needle, Cohn explained.

GOING BIG

Dave Stern, of Royal Distributors, Inc., Elizabeth, N. J., reports that his Royal Polish is making a big hit with phono ops. "We feel that the polish is one of the most important items for any phono op who wants to preserve the beauty of his instrument," says Dave.

REGRETS

Marvin Liebowitz and **Joe Fishman**, of Interstate Coin Machine Sales, Rock-Ola distrib. has only one regret—that they weren't in this business four years ago. "We're busy all day, discussing phono deals with ops here," they report.

OUT OF THE COIN CHUTE

That petition to the General Assembly of New York State isn't getting all the attention that it should from ops who want their machines licensed. . . . **Irv Morris** has unveiled a sound room to house the Throne of Music at the Newark Ponsler offices. . . . **Davey Friedman**, Brooklyn op, and **Irving Blecher** were overheard arguing the capitalistic system. Both boys seemed to be getting a big kick out of it. . . . **Eddie Lane** made the editorial page of *The New York Daily Mirror* this week. Story recounted his life history, as well as how he became an at writer for *Byrde*, **Richard POUND** ad agency and the author of a stand-out song like *Bless You*. . . . **Charley Polgar** has become a real practical joker. He was seen making the rounds this week with a pack of rubber gum and some water squirting cigarettes. . . . **East meets West** again over at Scientific Games Corp., Brooklyn, where **Dave Robbins**, of Brooklyn, and **Lou Wolcher**, of San Francisco, met to look over the new equipment **Max Levine** is showing. Wolcher was here on his honeymoon, and is now on his way back home with his bride.

CROWDS

Crowds of ops are thronging the showrooms of Brooklyn Amusement Machine

Hungry People Recall License

CLEVELAND, Nov. 25.—The relief situation here was only slightly relieved by the State Attorney-General's decision which permitted the use temporarily of excise tax funds.

Cleveland has about 60,000 persons on relief and needs \$1,000,000 to carry over until January 1. Several other cities in Ohio have a similar relief crisis. Cleveland's mayor recently lauded the Governor of the State for the situation, perhaps recalling some previous chains of events.

Previously, in a relief emergency and when State relief funds were not forthcoming, Cleveland licensed amusement games at a high fee in order to provide emergency funds for the city. But political pressure from high-ups eventually brought an end to games revenue source in a court decision that practically declared any game with a coin chute on it illegal.

Today, hungry people in Cleveland would be glad to have the food that a few thousand dollars in extra revenue would buy.



THE PORTABLE AUTOMATIC 5¢ BEVERAGE DISPENSER by SODAMAT

The Only Drink Machine of 12 Years Proven Operation

Sodamat

100% AUTOMATIC, THOROUGHLY MIXES, CARBONATES AND DELIVERS A DRINK IN A CUP. IT'S DEPENDABLE PERFORMANCE PLUS SURPRISE FEATURES PLUS IT'S NEW BEAUTY OF DESIGN WILL OPEN UP HUNDREDS OF NEW LOCATIONS FOR YOU.

First showing - Coin Machine Industries Convention HOTEL SHERMAN, Chicago, Jan. 15, 16, 17, 18, 1940

Address Inquiries to

SODAMAT

33 West 60th Street, New York, N. Y.

Co. these days, **Bill Alberg** and **Charley Aronson** report, all attracted by **Evans Ten Strike**. "We're having our hands full keeping our customers in line for this honey of a game," the boys say. "There's no doubt about it. It's the hottest game seen here in many moons."

BACK HOME

After traveling some 1,200 miles thru Connecticut and New York State, **Bob Grenner's** trailer showing of the Penny Phone is back home. Bob is all set with another promotional stunt called "The Rolling Office," an automobile with a specially built body. Large windows on each side display large colored photos of a beautiful girl playing the machine.

LEADING THE FIELD

Over at Northwestern Sales and Service in Brooklyn, **Moe Mandell** and his crew are hard pressed these days to get out the orders that are coming in for Northwestern Bulk Venders. The firm has grabbed off first place in the sales contest being conducted by the Northwestern Co. If his keeps up at its present rapid clip, looks like **Mandell** will have little trouble in copping the first prize.

LOCATIONS WILL GRAB THIS SENSATIONAL MONEY-MAKER!



The Most Colorful and we believe the largest Box of Quips ever offered the Trade. A beautiful Pictorial Box with gilded frame 18"x24" (studies of beautiful girls) packed with guaranteed quality hand-dipped Chocolates, complete with Sales Card, which brings \$0.70.

Price \$1.85 Each

In Lots of 6 or More F. O. B. Kansas City, Mo.

SAMPLE DEAL \$2.25 EACH

PHOTO KNIVES—\$2.00 PER DOZ. 10 to 300 MERCHANDISE DEAL (12 Items) \$2.50 PER DEAL. Terms: 25% Deposit, Balance C. O. D.

FRIEDMAN SALES CO.

3001 Highland, Kansas City, Mo.

XMAS SPECIAL! ALL FREE PLAYS

- HIGH LITE\$32.50
- AVALON 39.50
- DAVY JONES 44.50
- UP & UP 29.50
- BOX SCORE 17.50

(% With Order, Balance C. O. D. F. O. B. Newark, N. J.)

George Ponsler Co.
11-15 E. RUNYON ST., NEWARK, N. J.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



MUSIC MERCHANDISING



Pioneer Tells Story of Co-Operation in Music Biz

Says phonograph brings new opportunities to boost phases of music biz

CHICAGO, Nov. 25.—The importance of operating phonographs in boosting the field of popular music ushers in new opportunities for co-operation, according to F. J. A. Forster, one of the pioneers in the music publishing field. He is head of the Forster Music Publishing Co., Chicago. For 30 years, he says, he has been talking the idea of greater co-operation in the music business. His long record in the music field is filled with many experiences of how co-operation pays all who make their profits in any way from popular music, and how the lack of it in so many instances causes a loss to many who are in the business.

Progressive Outlook

Too many people in the music business, as in other lines of business, lack the progressive outlook, Forster contends. It was true in the years when the piano business began to decline. There was a pretty close tie-up between the success of the piano business and the sales of sheet music. But when old-style homes began to give way to apartments the sales of pianos showed this change in no uncertain terms.

"But did the piano people analyze the conditions and keep abreast of the changing times? No, they stuck to their old ways of doing things and let the piano-buying habits of the people become passé. Now they are confronted with the job of getting people back into the habit of buying pianos again.

"I argued with several of my friends in the piano manufacturing business that they should make pianos smaller, but they said that the piano could not be made smaller in size and keep its musical qualities. Engineers in the last few years have shown that it can be done."

How Co-Operation Works

Forster recites the story of the piano

Acme Sales Moves To Larger Plant

BROOKLYN, Nov. 25.—Sam Sachs, of Acme Sales Co., this week celebrated the moving of his remodeling organization to the firm's new factory at 1775 Conroy Island avenue, where the firm has over 10,000 square feet of floor space. "We'll be better able to meet the demand for remodeling of used phonographs," Sachs reports.

"We feel that the larger quarters will prove of benefit to everyone," Sachs said. "We will now be in a position to help everyone get his remodeling job done more speedily. Out-of-town business will be shipped faster, too."

In addition to the removal activities, Sachs revealed that the firm has just introduced its new 1940 Acme Dome, which the firm maintains is the finest that has ever been presented to the trade.

Acme Sales Co. will retain its present New York City depot on 10th avenue.

DECCA RECORDS, INC., is making no change in its rigidly established policy of distributing its products thru branch warehouses operated by its wholly owned subsidiary, Decca Distributing Corp. It now has 21 such branches and others are to be added. The statement made by George Ponsler Co., of Syracuse, N. Y., in the November 25 issue of The Billboard, to the effect that it had been appointed a Decca distributor, was in error.

to bolster his contention that there are still a lot of people in the various branches of the music business that are not progressive enough. And the best way to keep on the progressive side is to co-operate with others, he thinks.

He tries to be practical in his co-operation in the publishing of sheet music. His firm puts out a line of music instruction books for various instruments. Many people will be surprised to see that these books recommend music published by competitive firms as well as his own.

His firm is distributing thousands of attractive circulars that boost the new recordings of the song, Oh, Johnny, Oh, Johnny, Oh, a song published by his firm. It is a case in which many will profit in one way or another from this piece of popular music, and all who are

Beg Your Pardon

A news item, published on page 69, of The Billboard, November 25, 1939, stating that Max Cohen, of the George Ponsler Co., Brooklyn, had been "appointed distributor of Decca records for Central New York State," was in error.

We regret the publication of this error.

Decca Records, Inc., announces that it is making no change in its rigidly established policy of distributing its products thru branch warehouses operated by its wholly owned subsidiary, Decca Distributing Corp. It now has 21 such branches and others are to be added.

Interested in any way should boost the whole music business, he says. He is sure that many ways of co-operation can be worked out, and that the modern coin-operated phonograph will go in reviving public interest in popular music, even to boosting the sales of sheet music.

Glenn Miller, Heralded No. 1 Swing King, Attributes Rise In Popularity to Phonographs

CHICAGO, Nov. 25.—In the current issue of Time, November 24, 1939, there appears an article on Glenn Miller. The heading of the article is "New King," and an accompanying photo shows him posing with an automatic phonograph.

In the article Miller declares that automatic phonographs are responsible for his rising to a top spot among musicians. "Nine years ago a band leader named Ben Pollack was drawing hot music's purists to Chicago's Southmoor Hotel," says the article. "His band, a future who's who of jazz, included a solemn, bespectacled clarinetist named Benny Goodman; a shock-headed, galvanic drummer named Gene Krupa; a rangy, adolescent trombonist with an Iowa accent named Alton Glenn Miller. As the years went by, and hot jazz built up from a provincial ripple to a national tidal wave, Clarinetist Goodman rode to shore on its crest and was crowned King of Swing.

"For three years (1933-1938) Clarinetist Goodman retained his crown. But by last spring a lusty group of pretenders was after it. Chief among them was a youngster named Artie Shaw. Last March, while King Goodman and Pretender Shaw fought a battle of music in Newark, N. J., a brand-new band was drawing some discriminating New Jersey jitterbugs to the Meadowbrook Club in neighboring Cedar Grove. Leading it was

Ben Pollack's old trombonist, Glenn Miller.

"At first Miller's was rated as just another good swing band. But last summer, when it moved to Westchester's Glen Island Casino, things began to happen. Within five months Glenn Miller's Band was causing more rug-dust to fly, making more phonograph records, and playing more radio dates than Goodman and Shaw together. Last month the Chesterfield Hour conferred swing's Pulitzer Prize on Miller by signing him up to take Paul Whiteman's place, beginning December 27. Last week Trombonist Miller, now undisputed King of Swing, went back to play a week's engagement, just for old times' sake, at the Meadowbrook Club.

"Glenn Miller attributed his crescendo to the 'juke box' which retails recorded music at 5 cents a shot in bars, restaurants and small roadside dance joints, and has become the record industry's biggest customer. Of the 12 to 24 discs in each of today's 300,000 U. S. juke boxes, from two to six are usually Glenn Miller's."

"But old-timer Miller is more than a little leery of his spellbinding throne. Says he: 'I don't want to be the king of swing or anything else. I'd rather have a reputation as one of the best all-round bands.'"



SOME OF THE WURLITZER OPERATORS and their wives who attended the annual party given by Benjamin Sterling Jr., of Sterling Service, Wurlitzer distributor in Scranton, Pa. The party was held at beautiful Rocky Glen Park, largest and most complete amusement park in the Scranton area and owned and operated by Sterling. Beginning with a general get-together in the afternoon the party was highlighted by a lavish banquet, music by a 12-piece orchestra and an eight-act stage show.

Indiana Ops In Convention

Two-day program and display for first annual State meet

INDIANAPOLIS, Nov. 25.—"Members and non-members, every operator of phonographs, cigaret machines and other legal devices, all are invited to attend the First Annual Convention of the Indiana State Operators' Association, Inc., Saturday and Sunday, December 2 and 3, at the Claypool Hotel, Indianapolis," announces Charles W. Hughes, head of the association.

"We have sent out hundreds of invitations—but we probably have missed many who should attend. For that reason, I should like to make a strong invitation to all operators to attend—whether or not they have received an official notification of the convention."

Tickets for the Saturday night banquet and dance will be on sale at the door for the nominal sum of \$2 per person. This includes dinner and dance as well as entertainment. Music will be furnished by the Wabash Ambassador Wabash College orchestra, which played on the S. S. Normandie last summer.

The convention will be in charge of the Indianapolis Convention Bureau. All attendees will be invited to register. Registration will entitle guests to special overnight rates at the Claypool Hotel.

Prominent speakers at the two-day session will be G. S. Darling, secretary of the American Association of Music Machine Manufacturers' Assn.; Jack Keiser, Rowe Manufacturing Co.; Spencer Otis, J. P. Seeburg Corp.; Mike Hammergren, Rudolph Wurlitzer Co., and Walter W. Hurd, coin machine editor of The Billboard.

The association will maintain a booth at which operators may learn of the association. In the booth will be Fred Johnston, Harry Dwyer, Carl King, Otto Jensen, A. C. Evans and Leo Weinberger. Program for the State Convention follows all events in the Claypool Hotel:

8 p.m.—Dinner served in the Chateau Room, followed by introduction of prominent speakers.

10 p.m.—Dancing in the Chateau Room. Music by the Wabash College Orchestra.

Sunday, December 3, 1939—

12 noon—Board of Directors meeting in the Assembly Room.

2 p.m.—Meeting of non-members in the Assembly Room.

3 p.m.—Meeting of members only in the Assembly Room.

Indiana Ops To See Disks Made

INDIANAPOLIS, Ind., Nov. 25.—Thru the offices of the Indiana State Operators' Association and Klefer-Stewart Co., Indianapolis record distributors those attending the association's State convention have been invited to tour the B. C. A.-Victor record plant located in Indianapolis.

At the plant they will see Victor and Bluebird records made in record presses and the various steps to finish the record before shipment. The Indianapolis branch is a new plant, having been in operation only a few months.

The plant will be open from 2 to 4 on Saturday afternoon, December 2. It will be operated especially to give coin machine operators an opportunity to view disk manufacture. Information on the tour may be had at the Claypool Hotel, convention headquarters. Those who want to make the tour are requested to call before shipment. The Indianapolis branch is a new plant, having been in operation only a few months. The plant will be open from 2 to 4 on Saturday afternoon, December 2. It will be operated especially to give coin machine operators an opportunity to view disk manufacture. Information on the tour may be had at the Claypool Hotel, convention headquarters. Those who want to make the tour are requested to call before shipment. The Indianapolis branch is a new plant, having been in operation only a few months.

EXTENSION SPEAKERS

\$6.95 \$12.50 VALUE



• Compact, Strong Metal Suede Cabinet.
• Built by Well-Known Speaker Mfr.
• Simple to Install for Inside or Outside Use.
• Speaker Well Protected — No Cabinet Needs.

Increase Profits — Order Now for Every Phonograph Location.



Fully Guaranteed Needles

25c Each

In 100 Lots

SAMPLES 3 FOR \$1.00

BARGAINS IN NEW AND USED PHONOGRAPHS.

Denver Distributing Co.

1856-58 ARAPAHOE ST.
DENVER, COLORADO

—OHIO SPECIALTY COMPANY—

SELLING OUT ALL USED PHONOGRAPHS

EVERY ONE OF THEM MUST GO JUST 383 STILL LEFT

ALL MODELS NOTE PRICES (Immediate Deliveries)

Wurlitzer Mod. P-30, 1935, 12 Recs. \$ 26.45
Wurlitzer Mod. P-312, 1936, 12 Recs. 38.45
Wurlitzer Mod. P-412, 1936, 12 Recs. 38.45
Wurlitzer Mod. 610, 1937, 16 Records 77.85
Wurlitzer Mod. 716, 1937, 16 Records 77.85
Wurlitzer Mod. 610-A, 1937, 16 Recs. 92.45
Wurlitzer Mod. 24', 1939, 24 Records 138.45
Wurlitzer Mod. P-412, 12 Records (in new Seeburg Lighted cabinet) . . . 79.45

Every instrument guaranteed in good mechanical condition and appearance of cabinets exceptionally good.

Terms: One-third deposit with order, balance C. O. D. Shipments made same day order received.

OHIO SPECIALTY CO.

12 W. COURT ST., CINCINNATI, OHIO

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Make and Size Machine
No. 1 Adjustable Pad—Accommodates all makes and sizes. **\$10.25 each**
No. 30 Adjustable Cover—Harpes—Accommodates all makes and sizes. **\$6.25 each**
No. 2 Carrying Straps—1.75 each
Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.

Inc. 1921. 3815-3825 Cortland St., CHICAGO, ILL.

Traveling Arcade Uses Phonograph; Boosts Business

COSHOCTON, O., Nov. 25.—An automatic phonograph was added to Dick and Helen Johns' Playland, amusement arcade, during the last few weeks of the season. The machine was placed in the line-up as an experiment, but public response was so good during the short time it was presented that it will become a permanent feature of the arcade next season, Johns reported.

It was reported that the phonograph grossed the best takes at spots where there were few or no automatic phonographs. Many small towns had no phonographs and the novelty and entertainment derived from the phonograph pleased them very much.

"At the Ashland County Fair, Ashland, O.," said Johns, "the phonograph take was heavy all three days of the exposition. This was due, I believe to the fact that the fairgrounds were far removed from the town. The only medium of presenting music for dancing within the fairgrounds was the phonograph and it was in play continuously. On 'kid's' day it was continuously in play from early morning until midnight."

Jones said the phonograph was not only another source of revenue, but it helped to flash up the entrance of the arcade and drew many into the arcade itself. Latest records of the most popular tunes were used, he said.

Kresberg Opens "Cash-In Corner"

NEW YORK, Nov. 25.—Sam Kresberg, fast-stepping major demo of East Coast Phonograph Distributors, Inc., officially announced the opening of the new East Coast headquarters at West 45th street, on the corner of 16th avenue, today. The new "Cash-In Corner," as the operators have dubbed it, is a beautiful, modern, spacious combination of offices, showrooms and a large remodeling and reconditioning plant.

"Seeburg Symphonolas and Chicken Sam (Seeburg Multi Ray-O-Lite shooting machine) are moving at a terrific rate," reports Kresberg. "In addition, the East Coast stock of reconditioned phonographs of all makes is causing a great deal of action, for ops have seen what a great job our experts are doing on used phones."

"I have pledged my personal efforts and the complete co-operation of the

10 MINUTES TO INSTALL!

NEW 1940 DOMES

ONLY 2 SCREWS FOR INSTALLATION
Only at **G & G** **\$8.95**

Now Available for Wurlitzer 412-716-616-616A—Illuminated 3 Sides—Finest Workmanship—Money-Back Guarantee!

1940 Changeover GRILLE
For Wurlitzer 616-616A-716 and Rock-Ola Imperial 20.

Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.

\$13.66 COMPLETE

412—Made With 3-Column Plastic and Door Panel, Only \$9.45

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

FROM EAST TO WEST . . .
NORTH TO SOUTH . . .
OR OVER LAND AND SEAS—

IT'S



MAESTRO POINT

AN AUTOMATIC PHONOGRAPH NEEDLE WITH

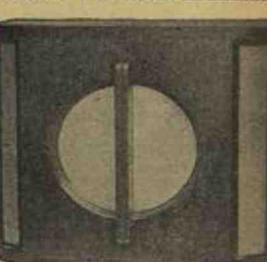
2000 BETTER PLAYS

SEND FOR SAMPLE **35c**

THE ELDEEN CO.

176 W. WISCONSIN AVE., MILWAUKEE, WIS.

DE LUXE AUXILIARY SPEAKER



Beautifully finished in walnut with plastic illuminated corners. Equipped with 8-inch speaker. Can be used with any type of phonograph.

COMPLETE Ready to Install **\$9.95**

Beautiful Cabinet Stands for Rock-Ola and Wurlitzers, \$14.95 and Up.

1/3 Cash With Order, Balance C. O. D.

ART CABINET SALES CO.

2925 Prospect Ave., CLEVELAND, OHIO



"IT'S A HUNDRED TO ONE" sings Sam Struhl, of American Cigarette Machine Co., Pittsburgh, to Hayden Mills, secretary of Mills Novelty. "The large numbers of sales my men are bringing in for Throne of Music phonographs proves it the newest and best. I think it's definitely tops."

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Tell the Advertiser in The Billboard Where You Got His Address.

SENSATIONAL!

A NEW DANCE

THE

JUMPKA

on a

VICTOR INTERNATIONAL RECORD

by the

LEON STEINER ORCHESTRA

V-740 GIVE ME A LITTLE KISS (JUMPKA)
LET'S TRY A JUMPKA

FEATURE THIS NUMBER
AND WATCH THE NICKELS

"JUMPKA"

INTO YOUR MACHINES

ORDER FROM YOUR LOCAL VICTOR DISTRIBUTOR

STANDARD PHONO CO., INC.

168 WEST 23RD ST.,

NEW YORK CITY

JUST OUT!

Another ace nickel-getting disk
by

LARRY CLINTON

AND HIS ORCHESTRA

★ JOHNSON RAG

★ DOWN HOME RAG

V-26414

GET IT FROM YOUR VICTOR DEALER TODAY!

GOING STRONG FOR OPS EVERYWHERE

FRANKIE MASTERS'

Own Composition of

"SCATTER-BRAIN"

VOCALION'S BEST SELLER

Read what The Billboard's Record Buying Guide says:

"There's no question about this song any longer. If you haven't made it available to your patrons yet, you're making a grievous mistake that must be rectified immediately. Quite a few bands are identified with it, notably Frankie Masters, its co-author . . ."

Currently
ESSEX HOUSE,
New York

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

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 on the leading for one week or more and have thus become such established successes that they require no further explanation.

South of the Border. Shep Fields, Ambrose, Sammy Kaye, Horace Heidt, Guy Lombardo, Tony Martin.

What's New? Bing Crosby, Benny Goodman, Hal Kemp.

My Prayer. Glenn Miller, Ink Spots.

Scatterbrain. Freddy Martin, Frankie Masters, Benny Goodman, Guy Lombardo.

Oh, Johnny, Oh. Orrin Tucker.

Address Unknown. Ink Spots.

Blue Orchids. Benny Goodman, Dick Todd, Glenn Miller, Henry Russell.

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.

In the Mood. Not far removed from the topmost brackets right now, this highly infectious swing tune is one of the best nickel enticers in the country today, topped only by the septet listed above. Another week should certainly see it (in the Glenn Miller arrangement) join the select circle of blue-ribbon winners. Miller has thus far had the only record that has meant anything in the machine.

Lilacs in the Rain. Still on the upgrade, a little slower perhaps than was expected, but still heading for the heights nevertheless. Prominent on nation-wide networks and over the country's sheet music counters, it has trailed a little behind the Glenn Miller automatic popularity. Another couple of weeks are apt to make a difference, with the song competing its popularity cycle by making the big time on the machine circuit. Charlie Barnet, Dick Jurgens and Bob Crosby get the nod from the buffalo nurseries on this.

Yodelin' Jive. Trying to determine whether this or its companion piece, *Ciribiriti*, is the more favored item in the boxes would take a master statistician. Most of the reports received this week mention both sides, which can mean only that a good many operators have two copies of the disk, making each side available to their patrons. It hardly seems necessary to point out that here it's not a case of the songs themselves, but simply the inspirational coupling of two of the best phono sets—Bing Crosby and the Andrews Sisters—on a single recording. It didn't seem possible to see how this great piece of record merchandise could miss, and it's no surprise to see it bearing out the predictions made for it.

Chico's Love Song. If the above item were not on the market this Andrews Sisters' recording (whose release preceded *Yodelin' Jive* by only a few weeks) would undoubtedly be a much more potent puller in the machines. That it's as big as it is in more or less remarkable in the pace of the competition of the girls' disk with Crosby. Having both records in the boxes will hurt neither, as plenty of operators are finding out.

Last Night. From where we sit it doesn't seem as if this latest Nick Kenny ballad will achieve the greatness of some of his other creations, at least insofar as the phonograph is concerned. Its course appears to be a middle one, neither a definite hit nor a number that can easily be dismissed as meaning nothing. Operators should have it in the boxes to cover themselves, but looking for great profits from it is being a bit optimistic. Glenn Miller, Bob Crosby and Horace Heidt stand out in the field of recordings.

Bluebirds in the Moonlight. The Chicago territory reports that this clever song is on its way up the ladder, which only means that Chicago in this instance is a little quicker to recognize a potential hit tune than the rest of the country. For this is definitely going to be a successful song; its ancestry alone is almost enough to guarantee that. It stems from the forthcoming feature-length animated cartoon, *Gulliver's Travels*, due for release a little before Christmas, a film that's expected to cause as much comment as the memorable Walt Disney hit of a couple of years ago, *Snow White*. That comment is going to boost several numbers from the score into prominence. This looks like the first one, as recorded by Glenn Miller and Dick Jurgens.

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 put-over in their catalogs as well as on the judgment of The Billboard's music department.

Hot Dog Joe. Getting a little attention from ops already, this is a fine phono bet that ought to do right well for itself once it begins its career in earnest. Van Alexander has the record here.

Good Morning. A very likely looking tune that has the catchy, infectious quality the public likes in its brighter songs. Making a name for itself on the air and in sheet music form, this should follow thru in the machine.

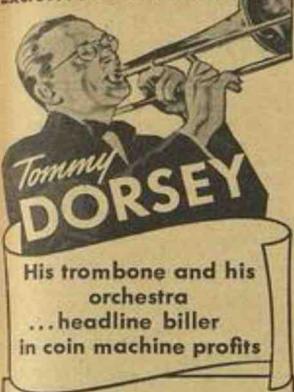
I Didn't Know What Time It Was. Also on its way up on best selling sheet music and radio song plug lists is this Rodgers and Hart smart ballad from their new Broadway hit musical, *Too Many Girls*. It has definite possibilities for phono honors.

My Isle of Golden Dreams. Bing Crosby again—and you know what that means. Operators are keeping an eye on this one, a very wise thing to do. There actually are some Crosby records that don't do so well in the boxes, but this doesn't seem to be one of those. There's enough smoke here to prostrate a fire of considerable size a little later on.

Tumbling Tumbleweed. A Glen Gray recording that has quite a few elements of popularity. Its title is attention-getting and the Casa Loma recorders did it in the same style that put over *I Cried for You* and *Sunrise Serenade*.

(Double-meaning records are purposely omitted from this column.)

Exclusive Victor Artist!



Tommy DORSEY

His trombone and his orchestra
...headline biller
in coin machine profits

When Tommy gets that trombone sizzling, the nickels flow thick and fast. Victor keeps his newest hits coming up on Victor Records... Put them in your machines as fast as they arrive, and the profits will take care of themselves!

KEEP YOUR MACHINES WHIRLING WITH THESE NEW VICTOR HITS:

- 26386 So Many Times
- 26387 Baby, What Else Can I Do?
- 26388 Tommy Dorsey and His Orchestra
- 26389 Blue Orchid
- 26390 Day In—Day Out
- 26391 Tommy Dorsey and His Orchestra

It Pays to Use
VICTOR AND BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

OPERATORS!
HERE ARE THE LATEST
HIT DISKS BY...
AL DONAHUE
and his Orchestra
"THE BAND EVERYBODY
IS TALKING ABOUT"

- ★ Love Never Went to College
- ★ In the Mood
- ★ Darn That Dream
- ★ My Silent Mood
- ★ Opening Jan. 1st
- ★ THE MEADOWBROOK, N. J.

ON VOCALION RECORDS

WANT!!!
USED PHONO RECORDS

We Pay \$40.00 and Up Per Thousand, Any Quantity, Large or Small. Tell Us How Many and Where.

NATIONAL TRADING CO.,
1988 Broadway, N. Y. C.

Fla. Music Assn. Publishes Bulletin

CLEARWATER, Fla., Nov. 25.—Florida Music Operators' Association officers recently introduced the latest venture of the association in a mimeographed paper, "Needle Point Notes." The publication is edited by E. E. Clark.

The second issue of the association paper carried much valuable information for music operators, including information on copyright infringement, labor laws and conditions in various counties thruout the State. It also discussed the problems of the operator in regard to locations which might be unsuitable and also suggested that operators help to establish "community jooks" where young folks might gather to dance in wholesome surroundings. Association news and bulletins completed the contents.

Officers of the association are C. M. Stokes, Jr., president; Ron W. Road, first vice-president; A. E. Bagnall, second vice-president, and E. E. Clark, secretary-treasurer. Directors are R. O. Bice, Earl Cain, B. S. Feldman, C. N. Stambaugh and Simon Wolfe. W. H. Wolfe, of Clearwater, is attorney.

Drop Phonograph Patent Disputes

(Special Release)

CHICAGO, Nov. 25.—Ending several years of litigation involving some of the largest manufacturers of coin-operated devices, it was announced that patent suits pending in various parts of the country between the Rock-Ola Mfg. Corp. and the J. P. Seeburg Corp., both of Chicago, were terminated by an agreement reached recently.

Officials of the two companies described the agreement as being "mutually satisfactory" and point out that this understanding, together with similar agreements which their respective companies have with another phonograph manufacturer, would practically obviate hereafter further phonograph infringement litigation, thus contributing materially to the stabilization of the industry.

Suits which will be dropped under the terms of the agreement have been pending in the Federal Courts at Chicago against the J. P. Seeburg Corp. and at Louisville and Pittsburgh against certain Seeburg distributors. The legal action involved patents for automatic phonographs embodying record-changing apparatus.

The companies signed an agreement to drop the several pending law suits and, in addition, each agreed for the future not to sue the other or its customers for infringement of patents by types of phono-

What JIMMY DORSEY Records are Doing For—



LOUIE PHILLIPS
Natchez, Miss.

"... bands best liked
... Jimmy Dorsey."

JIMMY DORSEY
World's Greatest Saxophonist
and his orchestra
featuring Bob Eberly
and Helen O'Connell

DECCA RECORDS
NOW! "MY PRAYER!"



TRENTON BRIDGE left, 100 per cent Rock-Ola operator, has just turned over another order for Luxury Lightup phonographs to W. C. Deaton, Rock-Ola Ohio distributor. "Rush delivery," says Bridge.

phonographs now being manufactured by the respective companies. The patents cover a multi-record phonograph which automatically plays a number of records selected in advance.

Each company agreed to recognize the patents of the other. Each will designate on its phonograph the patents protecting them. The individuality of the design of the respective phonographs will be maintained, according to the joint announcement by the two firms.

F. F. CARTER and R. H. SNYDER, who operate in Los Angeles as the Carter Music Co., have considerably increased their route and profits with 500 and 600 models, working the Wurliitzer Modernization Plan. The company is one of the proofs of the old adage that mighty oaks from little acorns grow. Carter was formerly salesman for a local envelope company. He conceived the idea of increasing his income by establishing Wurliitzers along his route, and was one of the first purchasers of Wurliitzers in California. That was in 1936. In a few months he was able to resign his position as envelope salesman and go into the phonograph business in earnest. In no time at all he was a Century Club member. Snyder became a partner in the firm in 1939.

DECCA
Hot Tips for Operators

THESE DEMAND NUMBERS MEAN QUICK PROFITS TO EVERY OPERATOR!!

- 2800 CIRIBIRIBIN
- YODELIN' GIVE
- Ding Crosby and the Andrews Sisters
- 2494 EL RANCHO GRANDE
- IDA SWEET AS APPLE CIDER
- Ding Crosby, Assisted by The Foursome
- 2732 MY PRAYER
- SOUTH OF THE BORDER
- Ambrose and His Orchestra
- 2767 SCATTER-BRAIN
- AT LEAST YOU COULD SAY HELLO
- Guy Lombardo & His Royal Canadians
- 2788 SOUTH OF THE BORDER
- DOES YOUR HEART BEAT FOR ME?
- Tony Martin
- 2780 MY PRAYER
- GIVE HER MY LOVE
- Jack Spotts
- 2816 MY WUBBA DOLLY (My Rubber Dolly)
- YOU'RE GONNA LOSE YOUR GAL
- Ella Fitzgerald and Her Famous Orchestra
- 2810 MY PRAYER
- YOU'RE THE GREATEST DISCOVERY (Since 1492)
- Jimmy Dorsey and His Orchestra
- 2827 COMES LOVE
- ARE YOU HAVIN' ANY FUN?
- Diak Robertson and His Orchestra
- 2701 DAY IN—DAY OUT
- LILACS IN THE RAIN
- Tony Martin
- 2724 MY LAST GOODBYE
- Ella Fitzgerald and Her Famous Orch.
- HEART OF MINE
- Ella Fitzgerald, With Chick Webb and His Orchestra
- 2812 I DIDN'T KNOW WHAT TIME IT WAS
- LOVE NEVER WENT TO COLLEGE
- Jimmy Dorsey and His Orchestra

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC



SHADOWS
The LAST RECORDING
made by
ARTIE SHAW
for BLUEBIRD
before retiring from the band business

Ops: Here's your chance to cash in on the money-making magic of the ARTIE SHAW name.

Get SHADOWS from your BLUEBIRD dealer today!

LOOK—OPERATORS
A NATURAL FOR EVERY COLLEGE TOWN IN THE U. S. A.

"SWEETHEART OF SIGMA CHI"
BACKED UP WITH
"VIOLETS"
The Song of Sigma Alpha Epsilon
BLUEBIRD NO. 10478
RECORDED BY
FREDDY MARTIN AND HIS ORCHESTRA

NEW LOW PRICES

On Illumination for
Your 616 Models



Louwer Corners—Door Plastic
Design—Lower Grille Com-
plete With Electric Bulbs

\$13.25

Louwer Corners and
Door Plastics
\$7.25

Illuminated Grille
Complete **\$7.25**

25% Deposit Required on
All Orders

Not a Make-Shift, Has Factory-Built Appearance. Widely
Copied. Still the Undisputed Leader in Beauty, Color and
Workmanship.

JACOBS NOVELTY CO.
STEVENS POINT, WIS.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Buffalo

To the Editor:
Your music department in *The Billboard* is a fine thing, and certainly has proved interesting to the trade. Especially, the *Record Buying Guide* and the operators' own comment column are of value to all men in the business, and in being accurate and concise do much to help us make selections.

In my mind there is no doubt that Glenn Miller is tops right now and his recordings all go over big. *Blue Orchids*, *Over the Rainbow*, *In the Mood* are established money-makers, and any of his new numbers ought to do equally well. Bing Crosby gets a big play on my machines with *An Apple for the Teacher*, *What's New* (which was slow getting started, but is rising steadily now), and also a platter of *Gus Edwards' Tunes*. *South of the Border* is going to be a real hit, and Shep Fields and Al Donahue's discs are responsible. *Vol Vets Gaily Star* is another good prospect on an Emery Deutsch recording.

Horace Heidt is getting the nickels with *My Prayer*, but his *Shadows* is not an especially good arrangement, even

the tune itself ought to go places. A novelty number that has shown promise is *A-Well-A-Take-'Em-A-Joe* by Slim Jallison and his Flat Foot Floogie Boys. The Ink Spots are as good as ever with *Address Unknown*, and the Andrews Sisters are garnering coins with *Chico's Lora Song*.

Dick Jurgens' Band has come up in the public estimation a lot lately and this is due to Eddie Howard's excellent job as a vocalist. Most requests are specifically for Howard's singing rather than the band in general. *It's a Hundred to One*, *Lines in the Rain*, and *If I Knew Then* are getting the most play. Frankie Macent's version of *Scatterbrains* is rapidly becoming a topnotcher. *It Makes No Difference Now* by Dick Robertson is still good on my machines.

Eddy Duchin is again rising in popularity. Artie Shaw and Benny Goodman, however, are not getting the play they should. Their latest recordings just didn't click.

Aside from the new songs, I use quite a few marches and Viennese waltzes, and in addition to those have been successful in using college and football tunes.

I have found that the younger element, which frequents soda parlors, drug stores, and similar kid hangouts, prefer hearing name bands, such as the two Dorseys, Kay Kyser, Artie Shaw and Glenn Miller, regardless of the tune they're playing. Whereas in the taverna, and spots where the older crowd are prevalent, the tune itself is the thing that counts, regardless of whether the band is well known or not. Knowing this, I have been able to avoid costly mistakes in the placement of records. Undoubtedly this experience of mine would apply to a lot of other operators.

Detroit

To the Editor:

For a comparative newcomer in the music machine field, I feel quite well satisfied with the past season's business. The suburban field looked like a good one to me and so during the past summer I have concentrated my activities on locations in the smaller cities and resorts.

I look forward to much better business next year and have recently added several new machines with which I will be able to take care of that trade.

South of the Border is the most popular record today in all my spots, with Lombardo's recording in demand. Strange to say, the *Beer Barrel Polka* is still a best number.

Others that are in big demand are *My Prayer* by the Inkspots, *In the Mood* by Glenn Miller, *Good Morning* by Sammy Kaye and *Good Night, My Beautiful* by Horace Heidt.

IVAN HUNTER, Detroit.

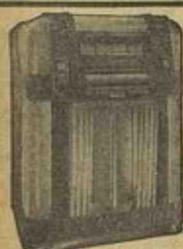
REVIEW OF RECORDS

(Continued from page 13)

Smooth Stuff

ADDED inspirations to trip the fantastic lightly are found on Victor with Tommy Dorsey offering a pair from the new Jerome Kern musical, *Very Warm for May*, tuneful melodies in both *That Lucky Fellow* and *All the Things You Are*; Hal Kemp's pairing of two from Kay Kyser's *That's Right—You're Wrong Feller*, *Happy Birthday to Love* and *The Answer Is Love*; and Gray Gordon's *Bless You* backed with *I Like to Recognize the Tune from the Too Many Girls* score.

And on Bluebird, the smooth syncops of Freddy Martin are adaptable to the college fraternity sweetheart songs, making the campus green smell fresher with the famous *Sweetheart of Sigma Chi* and *Sigma Alpha Epsilon's Violets*. Oro.



LET US HELP YOU GET
STARTED WITH THE
OPERATORS' MILLS THRONE OF MUSIC
See BALLY'S New
SENSATIONS FOR 1940

BALLY'S ALLEY — BULL'S EYE
C. O. D. FREE GAME TABLE

WRITE—WIRE—OR PHONE

A-1 BARGAINS

- | | |
|--|--|
| 4 WESTERN 1939 BASEBALL with latest new lit-up backboard, like new, each \$90.00 | 10 BENEETS DEUCES WILD, each \$ 6.50 |
| 1 BASKING SHOOTING GALLERY with 4,000 BB Caps 90.00 | 5 DAVAL TALLYS with fruit or number reels, each 10.00 |
| 1 PUX GAME DEMONSTRATOR 90.00 | 10 MILLS ROUND PHONO WALL BOXES, each 2.50 |
| 2 TARGET ROLL BOWL-O-BUMPS each 35.00 | 3 WURLITZER AUX SPEAKERS for 616 and 616-A, with control box and lens cord, each 10.00 |
| COUNTER GAMES | 8 KEENEY'S JITTER BONES, like new, each 7.50 |
| 10 MILLS FRUIT REELS, like new each 10.00 | |

Send One-Third Deposit, We Ship Balance C. O. D.

CLINTON VENDING MACHINE COMPANY

Distributors for Leading Coin Machine Manufacturers.
210 South 4th St., Clinton, Ia.

WURLITZERS

REBUILT WITH NEW LIGHT-UP
FRONTS AND GRILLS AT **LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

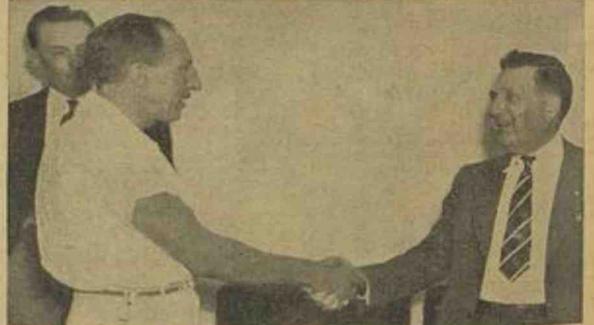
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.



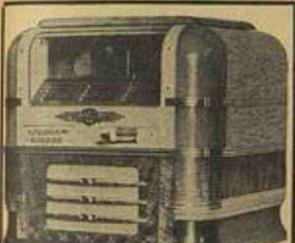
THERE'S NO DIFFERENCE OF OPINION between Operators J. A. Farley (in white), of Riverside, Calif., and A. D. Osborn, of the Osborn Music Co., Los Angeles, when it comes to Wurlitzer's Step-by-Step Modernization Plan. They're for it 100 per cent. Bert Sanders (extreme left), of Sanders Bros., Los Angeles, nods approvingly. All were guests at Wurlitzer's recent open-house party in Los Angeles.

Atlas of Detroit In New Quarters

DETROIT, Nov. 25.—Atlas Automatic Music Co. has moved into larger quarters at 2962 E. Jefferson avenue. Showrooms are ultra modern and attractive. A large number of operators visited the new offices at the opening and were welcomed by Atlas executives. Morrie Ginsburg and Phil Greenberg, officials of the firm, believe that with the new and improved offices, Mike Kratz, manager of the Detroit unit, will be able to render the maximum in service to all Michigan phonograph operators.

Jumpka Rhythm

NEW YORK, Nov. 25.—Music machine operators may soon be able to cash in



NEW IMPROVED PEDESTAL FOR WURLITZER 61 \$975

The only stand on the Market that does not detract from the natural beauty of the "61." Precision throughout. Tilt proof. 36" triple 2 1/2" x 6" x 1/2" Post. Height 29". Base 19" x 19". The base is genuine Persaclean with 4 x 1/2" x 1/2" Buses on the bottom to prevent scratching of the floor and to level the stand.

NEW STYLE ADJUSTO PHONOGRAPH COVERS, \$9.00

Central Distributing Co.

Two Offices —
507 W. Douglas St., WICHITA, KAN. 101-105 W. Linwood Blvd., KANSAS CITY, MO.

CORRECTION NEW PRICE INCREASE PHONOGRAPH COVERS

SEE OUR AD FOR PRICES
BEARSE MFG. CO., INC.
3815 Cortland St., Chicago, Ill.

616-A, \$75.00

These machines completely recommissioned. Ready to go on location. 1/3 deposit.

NATIONAL COIN MACHINE EX.
All Ready for Location.
2137 Tryon Lane, TOLEDO, O.

A-1 EQUIPMENT AT NEW LOW PRICES

Each	Each
Mill Dance Masters	\$10.00
Mill	15.00
Seeborg 1939 Radiophones	20.00
Seeborg 1938 Radiophones	17.50
Mill Swing Kings	22.50
All Instruments	Immediate

SOUTHERN AUTOMATIC MUSIC COMPANY
212 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 342 S. 2nd St., LOUISVILLE, KY.

on a new dance craze that may result from the creation of a new style of rhythm called *Jumpka*, according to the Colonial Music Publishing Co.

Two of the firm's *Jumpka* rhythm tunes have just been recorded by Leon Steiner and orchestra on Victor Records. According to the creators, *Jumpka* is a new style of rhythm that is neither a waltz, fox-trot, tango, polka, conga or a rumba. It's just *Jumpka*—a tempo that is light and lively which picks up toward the end of the piece to add sparkle to the dance time.

Because the public is always interested in new melodic tempos, both the publisher of the tunes and Victor say that *Jumpka* may be the beginning of another modernly interpreted musical style.

Detroit

DETROIT, Nov. 25.—A new operation partnership has been established on the east side, under the name of the Black and Ted Novelty Co., by Ted Wright and John (Buck) Kzeppa. Wright and Kzeppa are close friends of Harry Graham, head of the Marquette Music Co., and so have a long familiarity with the machine business.

Ben Marshall, head of B. J. Marshall Co., announces the retirement of his organization from the premium field, to concentrate exclusively upon phonographs. The company recently renewed the distributorship contract for Rock-Ola for 1940. Mrs. Marshall, who has managed the premium and merchandise department for years, will retire to manage a farm which they own near Detroit. Marshall will start construction in a few weeks upon a new building in the downtown district for his store on Grand River avenue, to be ready for occupancy about February. The move marks a trend of Detroit distributors toward downtown locations.

David Goldberg, of the Peerless Automatic Sales Co., is busy distributing a calendar for 1940 to his business friends.

Holly Engineering Co., Holly, Mich., under the management of Edward A. Corney, is bringing out a new combination grip and electric shock machine. The Holly grip machine, which has been on the market several months, is now widely distributed and proved on location. Demand for this model is keeping the factory up to near production capacity at present, Holly officials claim.

William Bolton, busy operator from Romulus, Mich., is continuing with his policy of steady route expansion. His specialty is music machines.

Continuing recent signs of renewed activity among suburban operators, two names reported among new customers this week were A. B. West, of Plymouth, and Harry Angelo, of Flat Rock, both in the music machine business.

Saboris Walton, one of the newer members of the Detroit music machine field, has established headquarters on Wellington road, Detroit. He's operating a route of phonographs.

O. D. Griffin, head of the O. D. Griffin Co., was in Chicago the past week.

Joseph B. Mitchell, general manager of the Minit-Pop National Distributing Co., reports the company will be ready for its sales campaign on its new pop corn vending shanty after the first of the year.

Ray Music Co., recently put in another sizable order for phonographs. Easy Reuben, proprietor, reports good business from all of his locations, which are mostly in the central district of the city.

Louis Kahn, Detroit operator of the Bang-A-Deuce pin games and music machines, has formed the L. K. Coin Co., of which he is sole proprietor.

J. H. Keeney of J. H. Keeney & Co., Chicago, is coming to Detroit soon to visit Oscar D. Griffin of the O. D. Griffin Co., distributor for Keeney models in this territory.



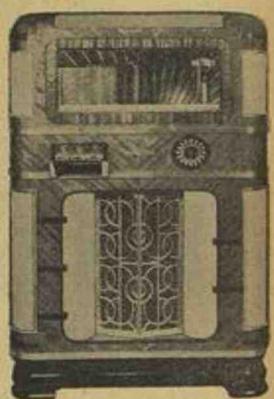
HERE IT IS--THE NEW 1940 "ACME DOME"

\$895 EACH

Better! Stronger! More Beautiful! AND Entirely Different from any dome on the market today! Truly "America's FINEST!" Backed by the skill and craftsmanship of Acme's phono experts! FULLY GUARANTEED! HEAVIER PLASTIC REINFORCED THROUGHOUT! FASTENED WITH ONLY 2 SCREWS! AVAILABLE FOR WURLITZER 412 and 616! BRILLIANT, HIGH-GLOSS, SATIN FINISH! Completely Illustrated on 3 sides! IT'S ABSOLUTELY BARGAIN! RUSH YOUR ORDER FOR A SAMPLE TODAY! You're simply going to see it to appreciate its Beauty and Quality!

AMERICA'S FINEST 616 REMODELING PARTS

- Two short corner pillars of brilliant red plastic edged with highly polished aluminum frames.....\$2.50
- Two long corner pillars of brilliant red plastic, extra heavy, edged with highly polished solid aluminum frames.....5.50
- Two inside chrome plate reflectors......50
- One complete speaker grille of highly polished, beautifully designed aluminum flanked by extra wide brilliant yellow columns of curved plastic.....8.25
- Three chromium bands that run the entire width and add beauty and impedance.....1.75
- One coin guard and fitting that eliminates common slugging.....1.00
- Plastic for original program holder......50
- Two aluminum jigs for holding new program holder......50



Complete Instructions Sent With Parts!

Write for Price List of Wurlitzer 412 Parts!

FOR SALE:
Completely Remodeled 616 (as shown listed).....\$119.50
Remodeled 412 62.00
Deluxe Remodeled 412.....62.00
with Levers 67.50
1/3 With Order, Bal. F.O.D., F.O.B. Bklyn.

YOUR 616 REMODELED AT OUR FACTORY \$2500
F. O. B. Brooklyn
IMPORTANT PRICE INCREASE ON REMODELED 616'S WILL BE IN EFFECT AS OF JAN. 1, 1940
F. O. B. Brooklyn

AMERICA'S LARGEST PHONO REMODELING FACTORY

ACME SALES COMPANY

New Address: 1775 CONEY ISLAND AVE., BROOKLYN, N. Y. NEW YORK CITY SHOWROOM and DEPOT, 625 TENTH AV.

Increase Your Phonograph Income 500% or more!

WITH PHONO-FLICKER

Here it is... AT LAST!... The phonograph trade stimulated... Every nickel play lights "PHONO-FLICKER" which pays off like a bell besides tripping "phono" automatically and holding interest at local points.

You will see (illustration) can be set up any place while the "FLICKER" panel (shown above play cabinet) is usually in a prominent position to attract attention... Your phonograph can be placed anywhere!

Made by experienced phonograph operators as an experiment, it now has proven itself a REAL investment for forward-looking "phono" men.

We invite your inquiries especially if you have used phonographs (any model or make) available to trade in exchange for "PHONO-FLICKER" units. Excellent territory is open to recognized jobbers... WRITE AT ONCE... to...

MINNESOTA ASSEMBLING CO.

Manufacturers of Coin Operated, Vending Machines, Traffic Lights, Parking Meters and Other Devices

1309 SECOND AVENUE ANOKA, MINNESOTA

FOR SALE! WURLITZERS!

Every Phonograph Guaranteed Mechanically Perfect! Every one Clean and Ready for Location! The Machines listed here Are the Best You Will Ever Buy—Regardless of Price!

WURLITZER Model 412	With Light-Up Grilles	\$42.00
WURLITZER Model P12	With Grilles	29.50
WURLITZER Model 616		75.00
WURLITZER Model 616	With Grilles	82.50
ROCKOLA Imperial "20"		75.00

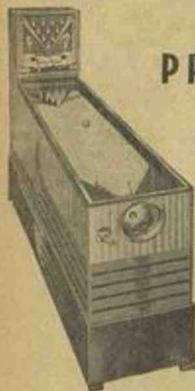
1/3 With Order. We Ship Balance C. O. D., F. O. B. Philadelphia, Pa.

KEYSTONE VENDING COMPANY
1334 SPRING GARDEN ST. PHILADELPHIA, PA.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

Ready for Delivery BALLY ALLEY

THE ONE-GAME PROSPERITY WAVE!



STRICTLY LEGAL

with the

REVOLUTIONARY NEW SKILL
PLAY FEATURES THAT GIVE
LOCATIONS THAT PROFIT
PUNCH!

PUT YOUR LOCATIONS BACK
IN THE BIG-MONEY LINE-UP!
ORDER YOUR BALLY ALLEY NOW!

Distributed by
MONARCH COIN MACHINE CO.
1731 Belmont Ave. Chicago, Illinois

BALLY ALLEY

WORLD'S GREATEST BOWLING GAME
SENSATIONAL SPEED-SKILL CONTROL



WE
TAKE
TRADE-
INS

ALSO BALLY'S NEW
BULL'S EYE
RAY-GUN TARGET

Order Now for Quickest
Delivery

NOW ON DISPLAY

Central Distributing Co.

916 N. SCIOTO ST.,
INDIANAPOLIS, IND.

Phone: Lincoln 8881

Chi Coin O'Boy Gets Player Okeh

CHICAGO, Nov. 25.—"O'Boy, O'Boy," exclaim Sam Wolber and Sam Gensburg, of the Chicago Coin Machine Mfg. Co. "It's a real hit—and we do mean hit. Our newest release, O'Boy, has definitely passed into that favorite category.

"Although we introduced O'Boy only two weeks ago, it has already become one of the leading sellers in the business. Operators and distributors everywhere are wildly acclaiming it one of the greatest games we have built.

"Savoy Vending Co., of New York, tell us, 'It's the best game you've made this year.' George Fomer says, 'It's outselling all games in Newark.' Mayflower Novelty Co., says its 'an absolute gold mine for ops.' Lou Wolber, way out on the West Coast claims it's the 'best I've seen in a long time.'

"Joe Calcutt, of Fayetteville, N. C.; L. Rothstein, Banner Specialty Co., Philadelphia, and other coin-game distributors all over the country have all added their praise of this great new game. It has been predicted that O'Boy will become the top selling-top earning game of the year."

Wisconsin Regulates Single Cigaret Sales

MADISON, Wis., Nov. 25.—State Treasurer John M. Smith has issued a regu-

FALL CLEARANCE SALE

1/23 Certified Deposit, Balance C. O. D.	
Mills Dancemaster	\$ 14.50
Mills Deluxe Dancemaster	19.50
Mills Swing King	27.50
Seaburg Model A	27.50
Seaburg K-18	32.50
Seaburg Royal, 1937	32.50
Seaburg Gem, 1938	185.00
Wock-Ola Imperial 18	65.00
Wurlitzer 4-12	32.50
Wurlitzer Selectophone	14.50

USED RECORDS, All Usable,
\$3.00 per 100

Daval Gun Club, F.P.	\$29.50
Bally Paragon	14.50
Mills Clocker	29.50
Mills Refresh	19.50
Jennings Paddy Pumper	19.50
Bally Reserve	12.50
Stewart-McGeele 8 & 10 Col.	52.50
Goldino 3-Way Drifter, Low Rate	8.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.,
Milwaukee, Wis.

lation prohibiting penny cigaret vending machines "or similar devices treating with the sale of individual cigarets" unless the cigarets are enclosed in a package or container on which are affixed the proper tobacco products tax stamp as provided in Regulation No. 2 by the State Treasury Department, Beverage Tax Division."

Takes in 1000 Re @ 5c. . . \$80.00
Pays Out \$3.49
Total (Average) Profit . . . \$36.51
Semi-Thick Board Complete
With Exels.

LEADING THE FIELD IN IDEAS!

SUPERIOR's greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic . . . an instant hit with sports fans the country over!

All the action is contained in one board. There are no mechanical parts to wear out . . . guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS
JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEORIA STREET,
CHICAGO, ILLINOIS



NOTICE, OPERATORS OF

Akron, Youngstown, Warren, Ravenna, Canton, and Summit, Mahoning, Trumbull, and Portage Counties
WE HAVE EXCLUSIVE DISTRIBUTION FOR EVANS TEN STRIKE BOWLING GAME.
IMMEDIATE DELIVERY

WANTED TO BUY: 1-CENT SPARKS MACHINES AT \$74.00 EACH OR WILL ACCEPT
EVEN EXCHANGE ON ANY GAMES BELOW.

FREE PLAYS	MISC. BARGAINS	
1—Pyramid, Like	3—1938 Kentucky Clubs	3—Daval Penny Pack- Divisor \$ 8.00
New	Sanctions	1—Exhibits 36 Dice Game 5.00
1—Bally Champion,	3—Brand-New Vital- izers 75.00	1—Counter So Daily Races 5.00
1—Lits New 52.00	1—Whoop w. a. 100 Tokens, Like 15.00	1—Daval Tally Game 4.00
1—Circuit 24.00	New	2—Gingers, Token Payout 14.00
1—Daval Liberty 35.00	1—Toketto, Token Payout 12.00	
1—Free Base 10.00	One-Third Deposit, Balance C. O. D.	
1—World's Fair 5.00		
2—Contacts 29.00		

YOUNGSTOWN NOVELTY CO., 205 EAGLE ST., YOUNGSTOWN, O.
PH. 64100

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"



"I WISH I COULD GET my arms around a lot of these Conquests," says Carl V. Anderson, of Pikes Peak Games Colorado Springs, Colo. Anderson, at the left, is enjoying a preview of Conquest as the guest of Leo J. Kelly at the Exhibit Supply Co. factory, Chicago.

OPERATORS AND JOBBERS IN VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA

SPECIAL NOTICE

prompt delivery can be made to you of BALLY'S BOWLING ALLEY and BALLY'S BILLIARD'S EYE. All machines are released by the manufacturer, Write, wire or check for your requirements. Prompt delivery can be made to you of Evans' Ten Balls either from Richmond, Va., or Charlotte, N. C.

FIVE BALL BOWLING

FREE PLAY

3 Courtside	\$34.50
1 Cabinet	\$2.50
7 Game Risk	\$7.50
1 Super	\$2.50
2 Game Fair	\$7.50
5 Bally Systems	\$34.50
1 Double Feature	\$34.50

FIVE BALL REGULAR

1 Game Risk	\$17.50
1 Game	\$5.00
1 Chicago Major	\$2.50
1 Beam Lite	\$5.00
1 Request	\$10.00
1 Bally Super	\$10.00
1 Surf Queen	\$10.00
1 Register	\$10.00

AUTOMATIC PAYOUT

1 Mills Hi-Boy	\$35.00
1 Mills 1-2-3	\$35.00

The above machines are F. O. B. Richmond, Va., and are offered subject to prior sale. Prices are effective December 2, 1939. Also write for our list of brand new machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD STREET, RICHMOND, VA.
Day Phone, 3-4511 — Night Phone, 5-5228

It is most convenient for you to deal with us through our Charlotte, North Carolina, office, WRITE, WIRE or PHONE us at the address below for prices on BRAND NEW and SLIGHTLY USED MACHINES, as we carry complete line of machines in Charlotte same as we do in Richmond.

MOSELEY VENDING MACHINE EXCHANGE, INC.

425-427 SOUTH TYRON STREET, CHARLOTTE, N. C.
Day Phone, 3-8463 — Night Phone, 3-6664

NOVELTY PINBALL GAMES

Alway	\$ 5.00
Bally Atlantic	5.00
City	10.50
Bally Hankin	35.50
Bally Booter	5.00
Bally Dally	10.50
Dixon	19.50
Bally Royal	19.50
Bally Arcade	19.50
Bally Reserve	19.50
Gold	14.50
Corso	10.50
Bally Baseball	10.50
Chico Page	10.00
Exhibit Play	12.50
Exhibit Bally	10.00
Fiesta	14.50
Flora	12.00
Exhibit Football	10.00
Daytime	10.00
Wood	10.00
Hena Switch	15.50

PLA Y GAMES

Alport	\$40.50
Arson	30.00
Abbles	32.50
Bally Cham	47.50
Gold	32.50
Conce	32.50
Scott	40.50
Dory Jones	32.50
Exhibit Chief	20.00
Exhibit Flash	37.50
Fish Landing	29.50
Golden Gate	54.50

COUNTER GAMES

Bally Bally	\$10.75
Doral Derby	12.50
Home Play	7.50
Home Side	4.00
Match-Pak	4.00

1/3 Deposit With Order, Balance C. O. D. Every other operators can drive in for their selections.

DOMESTIC NOVELTY COMPANY,
202 G ST., N. W., WASHINGTON, D. C.

SEIDEN'S HAVE IT!

Immediate Delivery on Latest Hits!

Ohio's O'Boy	USED BARGAINS	
Bally's Better Derby	All Free Play	
and C. O. D.	Twinkle	\$58.50
Ohio's Punch	Up 'n' Up	30.00
Grillie's Lite-O-Road	Step & Go	85.50
Danny's Follow Up	Regimes	15.00
Kenney's Big Six	Alcot Derby	10.00
Exhibit's Robinson	ONE BALLS	
Mills Mystery Ball	Howlones	\$85.00
O.T.'s, etc.	Big Grom	25.50
Also Delivering	1-2-3	15.00
Evans' TEN STRIKE	Whirlitzer	\$48.50
	Ray-It-Gone	\$35.50

Write! Wire! Phone!

SEIDEN DISTRIBUTING CO.

1100 Broadway, ALBANY, N. Y.

25 CHALLENGERS \$19.50

Used 2 Weeks (Like New)
No Shipment Without Deposit

MARION CO., WICHITA, KAN.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

N. J. Association Members Guests At Turkey Dinner

NEWARK, N. J., Nov. 25.—Members of the Amusement Board of Trade of New Jersey and friends were guests at a Thanksgiving dinner Monday evening, November 20, with Maurice Schapira, general counsel of the group, as host.

The program included 12 speakers. A resume of association activities for the past year was included. LeRoy Stein, manager of the association, delivered the invocation, in which he made several references to the liberties enjoyed by the members of the industry and the citizens of the U. S. as a whole.

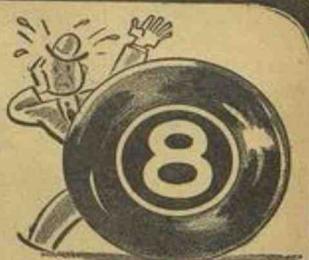
Thruout the meeting the spirit of Thanksgiving was manifest with all giving thanks that the association and the industry had continued successfully thru the year.

After a turkey dinner with all the trimmings, an address was delivered by Counselor Schapira. Other speakers were David M. Steinberg, who spoke on "Merchant Membership"; Charles Polgaar, whose subject was "Co-operation"; Leo Waldo, who stressed "Unity"; Irving Yankowitz discussed "Organization," and the final address was by association president Morris Prince, who spoke on "As President."

Following a toast to Schapira, Barney Buterman thanked the host for the invitation to the industry dinner. Stewart A. Stone followed with a talk on "Unionism." LeRoy Stein then delivered a resume of the activities of the Amusement Board of Trade entitled "July 4 to Thanksgiving." He reviewed the activities and stressed public relations plans, revealing that tags had been attached to games showing that part of the proceeds would go to Community Chests or other funds. He also told of the practice of donating toys to underprivileged children and used bagatelle games to charitable and philanthropic institutions.

He also reported on letters received from various manufacturers, the sum and substance of which were appreciation of association activities and admiration of their plans for the industry.

Following a songfest and an informal discussion for the good and welfare of the business, the gathering broke up—full of the spirit of thanksgiving for the coin machine business.



YOU'RE BEHIND THE 8-BALL WITHOUT TEN STRIKE ON YOUR LOCATIONS! TAKE IT FROM MEN WHO KNOW WHAT TEN STRIKE CAN DO FOR YOU—

Illinois Distributors

GERBER & GLASS

914 DIVERSEY CHICAGO, ILLINOIS
DAILY DELIVERIES!

NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imparted Tapesty Table Covers and Sales Book. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher, Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each.

Also Other Sure-Fire Deals. Write Today.

(We Sell Only to Operators)

S. & K. SALES, INC.

Dept. D-104 N. Broadway, St. Louis, Mo.

FREE PLAY SPECIALS

Pick 'Em, Sports, Triple Threat, Cowboy, Gideon, Giza	Each \$57.50
Variety, Champion, Zeuth, Astor	49.50
Chercon, Airport, High Light, Up & Up, Boston	39.50
Chubbie, Major, Chief, Green, Miami, Liberty, Box Score, Step & Go, Bull-Stop, Beauty, Gun Club	25.00
Regime, Paramount	17.50

All quantities made subject to prior sale and F. O. B. Nashville. One-third deposit required.

H. G. PAYNE COMPANY

312 BROADWAY, NASHVILLE, TENN.

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate		1/3 Cash With Order, Balance C. O. D.	
Seeburg 1938 Regals	\$169.50	Rock-Balls De Luxe, 12 ft.	\$69.50
Whirlitzer 1938 Model 24	134.50	Whirlitzer Stake Balls, '38, Triple Score	89.50
Seeburg 1937 Regals	124.50	Reconditioned Games Desk, New	69.50
Seeburg 1937 Regals	109.50	Genoo's Bank Rolls	29.50
Whirlitzer 1936, Illuminated	99.50	Kenney Bowltite Seniors	19.50
Rock-Ola Imperial 20s, Illuminated	89.50	Whirlitzer Stake Balls	59.50
Mills Do Re Mer's	29.50	Bally Eagle Eyes	59.50
Mills Dance Master De Luxe	22.50	Rock-Ola Stake Balls	24.50
Mills Regular Dance Masters	19.50	Dutchman Skill Jump	19.50
Write for our New Bargain List, listing over 500 Reconditioned Machines. Used Photograph Records. All units. Our choice per hundred, \$9.00.			

BADGER NOVELTY COMPANY

2546 N. 30th Street, MILWAUKEE, WIS.

E · X · H · I · B · I · T · ' · S

FOOT EASEGET MORE MILES OUT OF
YOUR TIRED, ACHING FEET
STIMULATES THE CIRCULATION AND RELIEVES FATIGUE1¢ TRY IT! 1¢
NO ELECTRIC SHOCK

VITALIZER

TODAY'S GREATEST MONEY MAKING OPPORTUNITY—CASH IN WITH A NEW WANTED SERVICE FOR MILLIONS OF ACHING AND TIRED FEET.

Turns Pennies into Dollars

Customer stands on platform—drops penny—immediately a pleasant, soothing vibration flows through the feet stimulating circulation throughout the body creating a delightful sense of relief to the feet as well as a feeling of refreshed vigor and exhilaration to the entire system. No electric shock—no discomfort. Doctors have recommended its use several times daily. Once tried—patrons become constant users.

Just a few typical locations where Vitalizers are getting 30-40-60 dollars per month.

**THINK**

of the thousands and thousands of locations that await this new service—your opportunity for new, constant profit!

HERE'S MORE PROOF—Location No. 8—average \$3.07 Daily—Location 471—\$42.19 for 30 days—Location 323—month's collection \$32.58—Location 2M—\$42.69 four weeks—full detailed proof mailed at your request with actual photos and signed statements.

A route of Exhibit's Vitalizers will return you a greater percent of profit on your dollar for dollar investment than any other legal equipment you ever operated. Remember—Exhibit's Vitalizer is not a new untried machine but a proven money maker—hundreds have been making money on locations every where during the past eight months.

GRAB the Choice locations in your territory now—Phone us or Wire today.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

NOVELTY GAMES

Table listing novelty games and prices: 1 Ragatta \$10.00, 2 Ballyview 10.00, 1 Splash 10.00, 1 Robin Hood 10.00, 1 Bally Arcade 10.00, 1 Bally Zephyr 10.00, 1 Palm Springs 10.00, 1 Thunderbolt 10.00, 1 Flight 10.00, 1 Interbug 10.00, 1 Review 10.00, 1 Buffont 10.00, 1 Stop & Go 15.00

PACE SLOTS

Table listing pace slots and prices: 1 25c DeLuxe \$50.00, 1 5c Royal Comet Console 40.00, 2 5c Kirby 40.00, 1 10c Kirby 40.00, 1 10c All Star Gold Award 35.00, 1 5c All Star Gold Award 35.00, 1 5c Comet 25.00, 1 5c All Star 20.00

MILLS SLOTS

Table listing mills slots and prices: 1 50c Blue Front \$75.00, 1 25c Brown Cherry Bell 50.00, 1 25c Blue Cherry Bell 50.00, 1 5c Mills Console 50.00, 1 5c Q. T. new style 37.50, 1 5c Extraordinary 30.00, 1 5c Q. T. old style 25.00, 1 25c Blue Front 30.00, 1 5c Gold Award 20.00, 1 25c Gold Award 20.00, 1 10c Gold Award 20.00, 1 5c Front Vender 17.50

JENNINGS SLOTS

Table listing Jennings slots and prices: 1 Triplex \$75.00, 1 10c Club Special 50.00, 1 25c Chief 35.00, 1 10c Chief 35.00, 1 5c Chief 35.00, 1 25c Perfected Reserve 10.00

CAILLE SLOTS

Table listing Caille slots and prices: 1 5c 7-Way A. C. \$50.00, 1 25c Cadet 20.00

FREE PLAY GAMES

Table listing free play games and prices: 1 Snooks \$35.00, 1 Stop & Go 22.50, 1 Paramount 20.00, 1 Klick 15.00, 1 Free Races 15.00

CONSOLES

Table listing consoles and prices: 1 Paces Races No. 4461, 30-1 Brown \$75.00, 1 World Series 65.00, 1 Red Head Track Times 50.00, 1 Gottlieb Console, 2-Coin Head 50.00, 1 Paces Races, Black 45.00 Up, 1 Longchamps, Two Nickel Slots 40.00, 1 Skill Field 30.00, 1 Kee Ball (Keonoy) 30.00, 1 Track Times, Old Style 30.00, 1 Clubhouse 25.00, 1 Theorbred 25.00, 1 Zeta 15.00, 1 Roll-Itto 15.00

SPECIAL!!

Table listing special items: PUX, Brand New \$75.00, PUTTEE, Brand New 50.00

Deposit of 1/3 Required With Order, Balance C. O. D.

ATTENTION Our new address is: Automatic Coin Machine Corp. 338-340 CHESTNUT ST., SPRINGFIELD, MASS.

Boise Ponders License Plan

City's lawmakers hear first reading of bill to tax games



THE BEST XMAS PRESENT YOU COULD BUY YOURSELF ARE BALLY'S 13 HITS!!

Boise, Ida., Nov. 25.—Boise is considering the licensing of coin machines. A proposed ordinance covering such amusement devices as games and slot machines had its first reading before the law-making body of the city this week. The proposed bill would make it illegal to operate an amusement device without first securing proper license. Proposed bill calls for a yearly fee for operating firms or owners of \$2,500 plus a monthly fee for each machine. Licenses would be affixed to the machines. Merchandising machines would not be affected under the license arrangement.

Defines Payout Arrangements

Defining amusement devices, which would be licensed under the ordinance, the measure states:

"The words 'vending machines, amusement devices, and/or games' shall be held . . . to mean any automatic machine and device wherein a person may deposit a coin or metal slug similar to a coin and in return thereof receive therefrom other coins or metal slugs similar to coin with which said machine may be operated by depositing of such coin or metal slug a privilege is thereby obtained to further operate such a machine or device as a test of skill or for pleasure."

The measure also provides penalties for non-observance of the law and creates a new post of license inspector who would supervise licensing and collection of fees.

Mayflower Host At 3-Day Meeting

ST. PAUL, Nov. 25.—As Minnesota operators returned to their homes after a three-day party at Mayflower Novelty Co. headquarters, Sam Taran, head of the Mayflower organization, expressed himself as highly gratified with results.

"The Mayflower celebration," Taran said, "was simply our pre-show show—to show the boys that they can keep on making big money right thru the holiday season. Greatest interest, of course, was shown in a new bowling game and a new ray-gun target, both of which are going to put plenty of operators back in the money again in the Northwest."

"Ray Moloney, president, and George Jenkins, sales manager, of Bally Mfg. Co., were guests at the get-together. I was very happy to be able to turn over to them a really big stack of orders on Bally games of all kinds."

- 1. BALLY ALLEY
2. BULL'S EYE
3. ROYAL FLUSH
4. GOLD CUP CONSOLE
5. GOLD CUP TABLE MODEL
6. BEVERAGE VENDER
7. C. O. D.
8. GOLD MEDAL
9. GRAND NATIONAL
10. ROLLER DERBY
11. SCOOP
12. WAMPUM
13. BALLY BELL

WRITE OR WIRE QUICK FOR FULL DETAILS — PRICES — CIRCULARS ENCLOSE DEPOSIT FOR IMMEDIATE DELIVERY OF ANY MACHINE



JACK FITZGIBBONS

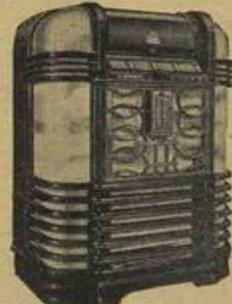
453 W. 47TH ST., NEW YORK
362 MULBERRY ST., NEWARK, N. J.

MAKE BIG MONEY

From Now Until Christmas Selling JUMBO TURKEY BOARDS A Real Fish Toss. Ready Sells at \$1.00 Each 100 Holes. No Numbers Over 10c BRINGS \$21.48 AND SELLS 1 Turkey, 1 Goose, 1 Duck and 2 Childrens PRICE \$3.00 per Doz. \$20.00 per 100 Sample, \$5.00 Remittance With Order or 30% on C. O. D. REEL DISTRIBUTING CO., 4935 Fountain Ave., ST. LOUIS, MO.



MARVIN LIEBOWITZ Rock-Ola leads the way to the greatest profits with the beautiful Luxury Light-Up!



JOE FISHMAN 'G'mon In! Hear about our special deal! Double your profits with Rock-Ola!

GREATER N. Y. DISTRIBUTORS FOR ROCK-OLA INTERSTATE COIN MACHINE SALES CORP. 248 WEST 55TH STREET NEW YORK CITY

ex. Town Keeps Beer, Wine

GRAND PRAIRIE, Tex., Nov. 25.—Citizens of Grand Prairie have decided to gain an ordinance allowing the sale of beer and wine. The proposition to withdraw the ordinance had been placed on the ballot as the result of a petition drawn up by dry forces. By defeating the prohibition of beer and wine, the

citizens have given several coin machine locations a new lease on life.

Ky. Cig Tax Receipts Up

FRANKFORT, Ky., Nov. 25.—State cigaret tax collections for the month of October amounted to \$138,333, the Department of Revenue reports. In October, 1938, receipts totaled \$126,632.



REPRODUCTION of a full-page advertisement placed by Joe Calcutt, of The Vending Machine Co., in The Fayetteville Observer on the occasion of the city's Sesqui-Centennial Celebration. Fluent copy under 'Facts' discusses the coin machine industry and presents a case for the industry.



Baker Plans War Game, Black Out

CHICAGO, Nov. 25.—Taking advantage of current events, the Baker Novelty Co. recently announced that it would soon release a game based on a war theme. "It's the news of the day," say officials. "War is in newspaper headlines, on the radio and in speeches—and now they'll be playing it."

"Black Out is built on a war theme and is a thriller of the first magnitude for young and old. It reproduces, in a five-ball novelty game, made only in free play model, the hair-raising realities of bombing a modern metropolis from the air. With terrific speed and surprising realism it portrays the effects of high-speed streamline bombers, aerial bomb hits, flashlights, rockets, searchlights, anti-aircraft guns and night blackouts in a brilliant play of light and action. It gives the player an opportunity to test his theories about modern aerial warfare," said officials.

"Black Out is a game players have been crying for," said Harry Hoppe, vice-president of the company. "It offers the timeliest, most tense kind of action and has made an amazing showing on every test location. It promises to be one of the biggest hits of all time."

New Western Game To Be Legal Device

CHICAGO, Nov. 25.—Don Anderson, sales manager of Western Products, Inc., reports that many inquiries have been received about the "mystery game," which was announced as nearing completion in *The Billboard* last week.

"We've had many requests for information about our new machine, a story concerning which appeared last week. We regret to say that we are not at liberty as yet to divulge much information about it. We can say, however, that it will be a well-priced game from the operators' viewpoint, and that it will be of the legal type.

"It has been designed at the request of operators and combines the suggestions of operators from all parts of the country. Sorry, but that's all—now I'll have to put my mystery face back on and reveal nothing more until we're ready to market this new device."

Scientific Games Re-Entering Field

NEW YORK, Nov. 25.—Max D. Levine, president of Scientific Games Corp., has announced that his manufacturing firm is re-entering the coin machine operators' field with a series of "original and novel skill games which have been tested on location for several months with very promising results."

Scientific was last heard from in this branch of the industry several years ago when it manufactured such games as Safety Zone, Light House, and Jimmy Valentine. Since then it has developed games for amusement parks and summer resorts. X-Ray Poker, Kentucky Derby, Hi Yo-Silver Flash are a few of



PACE'S 1940 SMOKER BELL SLUG PROOF

The answer to your problem—if you are located in closed territory.

Write today for information—that will give you a flying start for 1940. . .

—ALSO READY—

1940 ROCKET . . SARATOGA . . PACE'S REELS

ALL WITH SLUG PROOF COIN CHUTES Fortify for '40—With Modern Slug-Proof Pace Equipment.

WRITE FOR OUR NEW CIRCULARS

Pace Manufacturing Co. INC. 2909 Indiana Av., Chicago, Ill.

Decorating Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual play—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-87. Football symbol tickets. Take in 2000 holes @ 5c—\$100. Pays out (average) \$40-16. Profit (average) \$23.84. Bomb-Block Board—Colloidal protectors over jackpot. Protected winners.

PRICE \$7.90

GLOBE PRINTING COMPANY 1023-27 BACE STREET PHILA., PA.

Scientific's SKILL PARADE Starts

TOTALIZER

Attention, Operators, Jobbers and Distributors. Write or wire for full details of these two location-tested money makers.

SKEE! JUMP

SCIENTIFIC GAMES CORP.

21-27 STEUBEN STREET, BROOKLYN, NEW YORK - Evergreen 7-0090

See Us at the N.A.A.R. Show - Hotel New Yorker, December 4-8

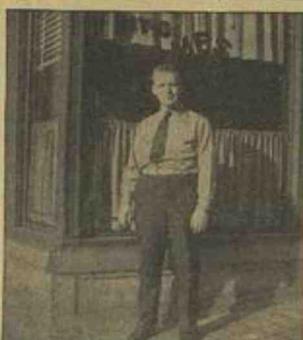
Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

Long Beach Coin Machine Company

1628 EAST ANAHEIM

LONG BEACH, CALIFORNIA



CHARLES THOUD, Minnesota operator, poses for a picture on the occasion of a visit to the Hy-G Games Co., Minneapolis.

THIS WEEK'S SPECIALS

(All Equipment Listed Is Offered Subject to Prior Sale)

FREE PLAY GAMES

14 Dural Gems	\$15.00
4 Dural Trio	Each
14 Double Feature	\$39.50
7 Dural Fifth Innings	Each
12 Exhibit Contest	Each
8 Genco Bink	\$32.50
8 Genco Bubbles	Each
8 Genco Stop & Go	Each

NOVELTY GAMES

1 Bally Alway	\$9.00
1 Choclin Naps	Each
8 Dural Trio	\$14.00
2 Dural Odd Ball	Each
1 Exhibit Bouncy	Each
8 Choclin Trophy	\$19.00
2 Double Treasure	Each
2 Genco Stop & Go	Each
1/2 With Order, Balance C. O. D.	

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.

the Scientific games which may be found in the country's summer spots.

Scientific's re-entry into the operators' field is part of an expansion program which began several months ago when it established its new and ultra-modern plant in Brooklyn. This plant includes complete machine and wood-working equipment and is geared for quantity production.

The first numbers to be introduced will be a counter game called Totalizer and a floor game called Skee Jump. Levine advised that these games and other new models will be displayed at the N. A. A. P. Show in New York and the 1940 Coin Machine Show in Chicago.

Chicago Coin
IS SHIPPING MORE AND MORE—

O'BOY

Games every day - we're sorry if some of the orders were a bit delayed - But with increased production all deliveries are being made promptly

—FROM COAST TO COAST THEY'RE ALL SAYING—

The Cash Box Tells the Story!

SAVOY'S WEEKLY SPECIALS

RECONDITIONED AND GUARANTEED

WILL PAY CASH

For Any Amount
**BALLY'S
VICTORY
EUREKAS**

FAST-SELLING
PRODUCT
**BIG
MONEY
GETTER**
\$27.50



WANTED

MERCHANTMAN
CRANES
Must be
Roll Front.

SAVOY VENDING CO. 406 S W. FRANKLIN ST. BALTIMORE, MD.

SPECIAL: MILLS 1-2-3 FREE PLAY ANIMAL REELS, LIKE NEW, \$89.50

Spotium, F.P. \$37.50	West. Horsehoe .. \$69.50	Wurlitzer 616-A .. \$ 95.00
Contact, F.P. 37.50	West. Derbylines .. 48.50	Wurlitzer 24-Record 149.50
5th Timing, F.P. 37.50	West. Astarbens .. 21.50	Eurekas .. 57.50
Chevron, F.P. 37.50	Evans Dominoes .. 57.50	Golden Wheel 12.50
Ship & Co, F.P. 27.50	Ex. Long Champs .. 48.50	Clocker .. 12.50
Chief, F.P. 35.00		Gimpes .. 16.50

IMMEDIATE DELIVERY ON ALL THE NEW AND LATEST GAMES. YOUR USED EQUIPMENT ACCEPTED IN TRADE.
GRAND NATIONAL SALES CO. 2304-05-06 W. Armitage Ave., CHICAGO, ILLINOIS

Double Production On Keeney Big Six

CHICAGO, Nov. 25.—"Big Six is bigger and better than ever," declares Jack Keeney, head of J. H. Keeney & Co. "We hate to admit it, but we're still behind in production in spite of doubling production facilities. When we introduced Big Six several weeks ago we thought we had prepared in advance for a large number of orders—but, never did we expect to receive the large number of orders which we did."

"Naturally, we are happy that Big Six was so well received by coinmen. However, it very definitely has caused a delay in shipping machines and has caused us embarrassment in not being able to supply all orders immediately."

"Big Six is a new kind of free-play game that holds more player appeal than any other free game we've ever built. Its fascinating play, its new lite-up action and new award system are dominating factors in keeping the coin chute busy from morning until night."

"Players like Big Six and they say it by the way they stand and play it. Coinmen like Big Six—and they say it by the way they order it."

**BERT
LANE
Says:**

WATCH FOR GENCO'S
**FOLLIES
OF 1940**

MAKES MONEY FASTER
Than a Chorus Girl's Comeback!

MORE THRILLS
Than the Dance of the 7 Veils!

COMING SOON!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

Robbins Prepares For New '40 Games

BROOKLYN, Nov. 25.—"To make way for several new games to be introduced at the 1940 Coin Machine Show, D. Robbins & Co. are closing out their entire stock of Bingo, Criss Cross and Midget Baseball games," announces Dave Robbins, head of the firm.

Robbins reports that only a limited supply of the games is available and that no more will be manufactured once the supply is exhausted. "They are small counter games with ball gun vending attachments," Robbins says. "Every operator should own some of them because many locations which are not profitable for higher priced games will show a good income on these penny machines."

ENTIRELY—NEW AND DIFFERENT



To Counter Skill Game.
Plays with 5 Best Balls.
100% legal. Completely
mechanical. Pay-out award
whenever permitted. Op-
erator's price only \$18.50.
1/3 deposit required.

PENNY PRODUCTS CO.
Lansdowne, Pa.

LEGAL EQUIPMENT

All A-1 Reconditioned. Ready to Operate.

BALLY ROLL (14 R.)	\$29.50	ASTRO SCOPE (Like New)	\$105.00
KEENEY BOWLETTE (14 R.)	22.50	UREIDA PACH CIGARETTE	
POKERINO (8 R.)	29.50	MACHINE (8 Column)	68.50
ROLL & SCORE (8 R.)	22.50	POPOMATIC POPCORN	8.50
WORLD SERIES	69.50	HAMILTON LOW BOY SCALE	17.50
TOM MIX RADIO RIFLE	69.50	ELECTRIC EYE (EXHIBIT)	27.50
ROTAHY (EXHIBIT)	49.50	SNACKS	7.75
ROCK-OLA SCALE (Low Boy)		STEWART-MCGUINE PEANUT	
(Perennial)	29.50	VENDOR (to 2 Sec)	4.75
BANG-A-DEER	97.50	ROCK-OLA MOTO-SCOOT	
MODEL F TARGET (ART)	12.50	DE LOUX	59.50
TERMS: 1/3 Deposit, With		Orders, Balance C. O. D.	

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS #10.



SHIMMERDICE

The Game With the Shimmering, Jitterbug Dancing Dice



Plate No. S12-1—A fast-playing seemingly nip and tuck cash plate that will earn \$3.00 to \$20.00 per day in just the average place of business. If you are on your last business legs, but still have \$7.50, better send for Doc Shimmerdice now.

Plate No. S12-2—Sells any price cigarettes at average of 2 1/2c per pack over normal profits. So interesting that all regular patrons used it every day. Believed legal everywhere. The one way to make cigarettes pay. If you have a skeptical, but still open mind, we suggest you try this fast profit maker.



Plate No. S12-4—Merchandise Sales Determinator. Deals out any kind of merchandise in any kind of business in any unit of value from 1c up. Earns 50% on plays over normal profits. No matter how good or bad your business may be, this plate will prop your profits.

Beautiful walnut finished, glass topped, rubber mounted cabinet with four three-color plates. No. S12 Shimmerdice complete with four three-color plates. **\$7.50**

Positive Ten-Day Return Privilege for Full Refund.

Postpaid in U. S., \$7.75 or 1/3 Cash, Balance C. O. D.

A Furiously Fast Self-Selling Plan for Distributors. Write for It Today Sure.

LIBERTY MFG. CO. Council Bluffs, Ia.



Plate No. S12-3—Bar Drink Sales Determinator. Sells all kinds of drinks so fast that players cannot consume them, with the result that house treats are regular or cash plays must be resorted to when permissible. Earns an average of about double normal profits. If an extra net of \$3.00 to \$20.00 per day means anything to you better stick \$7.50 in an envelope now and say—ship No. S12 Shimmerdice.



News Item May Save Dartboards

WILKINS-BARRR, Pa., Nov. 25.—Tavern keepers and taproom owners are in a quandary hereabouts. Recently an edict from the State Liquor Control Board that dartboards found in liquor dispensing spots would be considered gambling and steps would be taken against the owners.

That was all right until they noticed an item in the local papers. The item, an Associated Press dispatch from Harpersburg, State capital and seat of the board, read: "The old English game of darts, combined with the American game of baseball, is keeping 800 Dauphin County men busy twice weekly. In 1931, Martin Bowers saw in the game of darts something that his entire Sunday-school class should play."

The idea spread and now there are two Dauphin County Sunday School darts leagues with 34 teams competing.

Dartball contestants aim a dart from 10 feet at a board plotted as a baseball diamond, with provision for hits, strikeouts.

TEXAS

OPERATORS SWAP WITH WILKY Rock-Ola--Bally--Groetchen

UNITED AMUSEMENT CO. 100 SO. ALAMO, SAN ANTONIO, TEXAS

FREE PLAY	NOVELTY
Madam	Ball
..... \$30.00	Old Ball
..... 27.50 7.50
..... 17.50	Naps
..... 9.50 5.00
..... 5.00	Can use Fifth Innings
..... 5.00 if price is right.
..... 5.00	
..... 5.00	

and other baseball phraseology." What's gambling in a liquor place is just another good pastime with the Sunday school.

Druggists Back Chain Tax

CHICAGO, Nov. 25.—Thru its official publication, *The N. A. R. D. Journal*, the National Association of Retail Druggists is launching a petition campaign in behalf of the Patman Chain Store Tax Bill. It has been learned, a recent issue of the journal carries a suggested form for petitions to be filed with individual Congressmen and urges that they "should be started in every drug store or, better yet, in several departments of each drug store so that no patron should be missed."

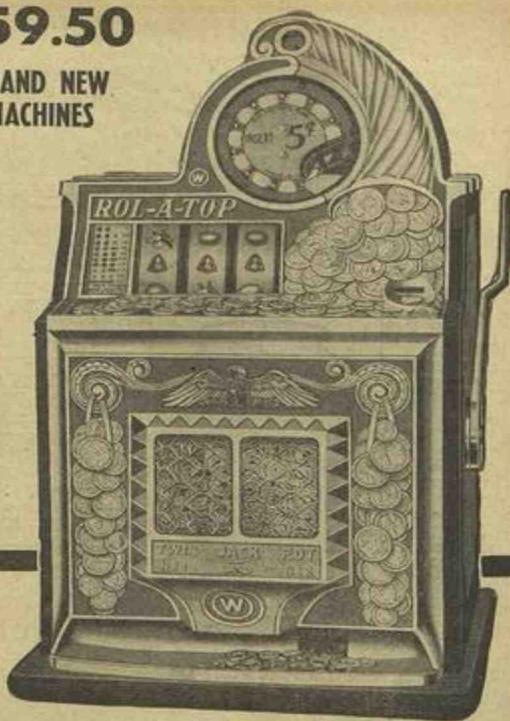
Another item urges the druggists to rally to the defense of the Miller-Tydings Act and reminds them that repeal bills are still pending before House and Senate committees.



FOUR FAMOUS DUCK HUNTERS sens ducks and artillery. They are Gus Guarners, Mills roadman; Vickey Shay, Mills sales manager; Mickey Green, Boulder Junction, Wis., operator; and J. P. Ryan, Mills representative on the Pacific Coast.

\$59.50

BRAND NEW MACHINES



PRE-INVENTORY SALE BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

WATLING MANUFACTURING CO. 4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel. Columbus 2770

Cable Address, "WATLINGITE," Chicago

FOR QUALITY SALESMEN ONLY

We can show you a deal that is good for \$1,000 weekly commission to five-year old men who can handle a vending machine deal of \$700 cash up. We don't expect to hear from any \$1,000 a week man, as we think we have most of them in our sales force, but we would like to hear from some hardworking, conscientious salesman who can show a record of \$100 to \$200 weekly. To them we will show how to cope up their earnings. When applying give age, references and brief history of sales experience. Pledges and curiosity seeking inquiries ignored. Ambitious men with clean records only wanted. BOX 412, Billboard, Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

The Five Outstanding "Hits" of 1939 by "UNIVERSAL"



Every One of Them "A Distinctive Success!!!"



MEET US AT THE COIN MACHINE SHOW! CHICAGO SHERMAN HOTEL JAN. 15-16-17-18. BOOTH NUMBERS 97-98

Original Red, White, Blue 1850 Size
Takes in 1850 @ \$6 \$92.50
Pays Out (Actual) 72.00
Profit (Actual) \$20.50
90 Winners
Other Labels Available

Seeing is Believing. You can't go wrong! Send for trial order and discover why our orders are flooding our offices. Truly the most successful jar deals ever produced!!!

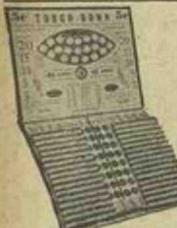
Double Touchdown Takes in \$10 Tickets @ \$6 \$60.80
Pays Out (Card Average) \$11.34
Consolation 12.00 23.34
Profit (Average) \$17.46
45 Winners



Original New Reels 2520 Size
Takes in 2520 @ \$6-\$120.00
Pays Out (Actual) \$2.00
Profit (Actual) \$44.00
97 Winners
Other Labels Available

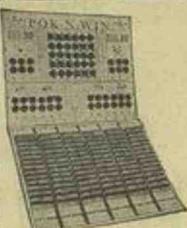
These attractive "hits" combine in every section... unanimously acclaimed... The outstanding jar deals of the year!!!

Pok-N-Win So Play Jackpot Takes in \$10 Tickets @ \$6 \$40.80
Pays Out (Card Average) \$11.50
Consolation 12.00 23.52
Profit (Average) \$17.28
45 Winners



Original Take-Up-Tip 2100 Size
Takes in 2100 @ \$6-\$105.00
Pays Out (Actual) 71.50
Profit (Actual) \$33.50
91 Winners
Other Labels Available

TAKE STEPS TO BIGGER AND FASTER PROFITS. BUY UNIVERSAL GOODS! GOOD TO THE LAST TICKET!! DON'T DELAY! ORDER TODAY!!!



Write Now for Special Quantity Prices.
UNIVERSAL MANUFACTURING COMPANY
Dept. BB20
104 EAST 8TH STREET, KANSAS CITY, MISSOURI (Manufacturers Only)

NORTH CAROLINA OPERATORS, ATTENTION

We have the largest stock of Used Equipment in these parts that is guaranteed to look and work like new at bargain prices. Guaranteed Slots \$5 up. It will pay you well to come to Portsmouth and see for yourselves.

VIRGINIA NOVELTY COMPANY

709-11 High Street, Portsmouth, Virginia. Phone 1025.

STILL THE BEST

Place to Buy Your Reconditioned CONSOLES	Pay Tables, Consoles, Novelty	Tables and Arcade Equipment
3 1938 Track or 6x18	4 Trainers \$18.00	Amusement Wheel \$45.00
Times \$87.50	3 Kenny Dark Horset (7 coins) 25.00	Oxons 12.00
10 1938 Kentucky Glads 05.00	2 Exhibit Longchamps. 35.00	Polo-Finish 12.00
1 Bally Skill Lincoln 35.00	2 Mills Rigs 30.00	Hi Cards 12.00
1 Bally Club House 35.00	10 Palace Roomsets 30.00	Reddy Days 12.00
10 Tenorons 29.00	3 Greyhound Track Times 35.00	Big Racer 25.00
10 Bally Poodle Glads (6 coins) 30.00	3 Redhead Track Time 45.00	Turf Champz 12.00
1 Shoot the Moon 25.00	1 Black Poodle Rigs 30.00	Lakos 10.00
6 Jennings Derby Days 25.00	1 Turf Special 35.00	Flickers 10.00
1 Jennings Liberty Bell 25.00	ONE-BALL AUTOMATIC	Top Em 12.00
2 Mills Flashers 35.00	1-2-3 (Latest factory model) \$49.50	Footprints 25.00
2 Exhibition Jackey Glads 25.00	1-2-3 (Revised Reel) 27.50	Stones "CHAMPS" 35.00
1 Bally Starlets 25.00	Prezmas 15.00	Quintals 25.00
3 Jennings P..... 25.00	Attractions 25.00	Big Racer 25.00
1 Jennings P..... 25.00	Across the Boards 25.00	Best Em 12.00
	Three Up 25.00	Soldiersman 10.00

WRITE US FOR PRICES ON LATE USED NOVELTIES AND FREE PLAY GAMES
CABLE: GISSER CLEVELAND
CLEVELAND COIN MACHINE EXCHANGE, 2021-2025 Prospect Ave., CLEVELAND, OHIO

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS... AT FACTORY PRICES
SEND FOR YOUR FREE COPY OF CATALOG No. 52
Salesboard Operators and Dealers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments... At prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write today!
If Interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 51

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Pinball Baiting Commercial Appeal At 100-Year Mark

MEMPHIS, Nov. 25.—The Commercial Appeal, local daily newspaper, will celebrate its 100th birthday January 1.

Founded in 1840, the newspaper has had a significant history, and somewhat colorful too, during and before the Civil War period. It has advocated diversification in the South where cotton is king. It has also started a national "plant-to-prosper" competition. Recently it joins the ranks of crusaders against pinball games and may lay claim to distinction in that field. Although it has crusaded for many great causes in its long history, its campaign against pinball games will probably rank above all the great causes it has supported. By crusading against pinball games, the newspaper hopes to maintain clean government in Memphis and save the State of Tennessee from grave error. Tennessee has a state license system on its statute books.

A huge Centennial Edition is being planned for its birthday and the editors are now worrying whether to devote most of the special issue to a history of the progress of Memphis and the South, or to devote much of the space to exposing the dangers of pinball games to free government in the modern world.

However, when the local authorities, in a questionable legal move, recently banned automatic phonographs in the county, The Commercial Appeal questioned the legality of the move.

Uncle Sam May Really Go In

CHICAGO, Nov. 25.—There was novelty in the headlines announcing that the "government had entered the pinball business," when games belonging to alleged income tax evaders in New Orleans were sealed by government agents.

But an attractive brochure recently sent out by the Postage Meter Co. shows that Uncle Sam is really getting into the coin machine business.

The paper talks about the Pitney-Bowes coin-operated letter box, called the Mailomat, which was installed in the main post office in New York City some time ago. All the public has to do is put in its coins, turn a dial for the postage required and the letters disappear. They are automatically printed with a meter stamp, postmarked, and on their way.

The machine is heralded as a great advance in mail service—and the prediction made that Uncle Sam will perhaps have them "in your town soon."

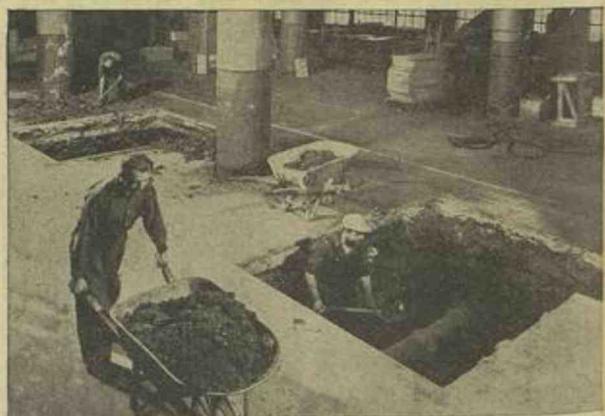
That would really put the government in the coin machine business.

PICK-A-PACK
NEW MONEY-MAKING SENSATION!
PICK-A-PACK
COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!
PENNY PLAY
Beautiful appearance! \$23.75
Sturdy, long-life construction!
O. B. Chicago
GUARANTEE
Try PICK-A-PACK for 15 days. If not satisfied, purchase price will be refunded.
BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

RED HOT PRICES ON JAR DEALS OF ALL KINDS
The most sensational Jar Deals of the year! Offered in "Jars" and "Tubs" to meet any operator's needs—at Rock Bottom Prices!
WRITE FOR CATALOG AND PRICES TODAY!
H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

Go Get a Coin Machine

EDMONTON, Alta., Nov. 25.—Members of the Alberta Avenue Community League gave a bingo party recently to help reduce an \$88 book deficit on its summer carnival but made only 25 cents. So someone produced a dollar bill and they raffled it—net profit \$7.



ROCK-OLA'S 1940 PROGRAM IS NEW from the ground up, as is indicated by the above photo, which shows preparatory work for installation of two 15-ton punch presses. The presses will be set on a level with the second floor, necessitating two eight-foot square concrete foundations. Purpose of setting the machines on a level with the second floor is to keep all presses, light and heavy, in the same grouping in order to handle materials more economically. Each press will have a pressure capacity of 100 tons and represents an important move in Rock-Ola's expansion program.

ATLAS VALUE PARADE

HOLIDAY SPECIALS

DAVY JONES (FREE PLAY) BRAND NEW, \$49.50

RECONDITIONED PHONOGRAPHS

Seaburg Model A \$ 29.50	Wurlitzer 412 \$49.50
Seaburg Model B 32.50	Wurlitzer 400 49.50
Seaburg #15 (12 Records) 79.50	Wurlitzer 416 52.50
Seaburg Rex (20 Records) 110.50	Wurlitzer #16A 99.50
Seaburg Royal (20 Records) 129.50	Rockola Imperial 20 79.50
Seaburg Casino (20 Records) 182.50	Rockola Royton Kings (12 Rec.) 44.50
Seaburg Regal 179.50	Mills Deluxe Danometer 21.50
Wurlitzer #18 47.50	Mills Swing King 24.50

Beautiful Illuminated Grill Installed on All Models, \$10.50 Extra.

FREE PLAY GAMES

Major \$34.50	Don Club \$29.50	Chevron \$44.50
Leontine 54.50	Fair 31.50	Chief 32.50
Chubbie 37.50	Link 31.50	Regtime 19.50
Spottem 39.50	Big Kick 31.50	Per Shot 34.50

HUNDREDS MORE IN STOCK — WRITE FOR COMPLETE LIST

Send for Your Copy of Our Illustrated Phonograph Catalogue.

TERMS: 1/3 Deposit — Balance O. O. D.
CABLE ADDRESS: ATROVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
Associate Office: Atlas Automatic Music Co., 208 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

STILL THEY COME

CONTAINER'S NEW FEATURE

Unexcelled for Beauty and Appeal

2520 Hole—TARGET

Takes In—2520 Holes at 5c \$120.00
Payout (Average) 64.80
PROFIT (Average) 5 61.11



This New Creation by Container Will Steal the Play at Locations. Must Be Seen To Be Appreciated.

THE OPERATORS' MANUFACTURER

CONTAINER MFG. CORP.

1825-1833 Chouteau Ave., St. Louis, Mo.

EXCLUSIVE N. Y. DISTRIBUTORS FOR Stoner's ALI-BABA

With the sensational, new "Exquisite Bumpers" that are absolutely fool-proof! The zippiest high-score game ever built! Rush Your Order Today!



Herman B. Budin

AMERICA'S BEST BUYS!

AIRPORT \$29.50	5TH INNING \$22.50
LONG BOX SCORE 27.50	LOT-O-FUN 29.50
BUBBLES 15.00	MAJORS 14.00
CHUBBIE 12.50	SNOOKS 27.50
 14.50	SPEEDY 15.00

1/3 WITH ORDER, BALANCE C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-40

CANDY FOR OPERATORS

24 1-Lb. Boxes of Chocolates. \$4.25

CANDY FOR THE HOLIDAYS

5 LB. BOX OF ASSORTED CHOCOLATES, Per Box 70c
5 LB. BOX OF AMERICAN MIXED, Per Box 60c
2 LB. BOX OF ASSORTED CHOCOLATES, Per Box 50c

20% Discount With Order, Balance C. O. D. SEND FOR FREE ILLUSTRATED CATALOGUE.

DELIGHT SWEETS, INC. 50 East 11th Street, NEW YORK, N. Y.

J. H. WINFIELD CO. 1022 Main St. BUFFALO, N. Y.

BUFFALO'S

Distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers. A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

Colder Weather Starts Buying

DES MOINES, Nov. 25.—The unusually warm weather that held here during much of November, as it did in other sections of the country, was blamed by operators for the slowness in the start of winter trade. Reports indicated that all but the best spots had been doing slow business for the time of year.

Indications are that this territory is due for a terrific winter trade and most operators have been busy stocking up on latest machines to handle business. One large-scale operator is starting another route on strength of winter trade.

Internal troubles still exist as several small operators entering the pinball machines with cut-throat competition. Veterans in the business, however, have not become alarmed and have been turning to the latest novelty games to offset the keener competition.

Phonograph operators report business running from 10 to 20 per cent off, but up-pick in nickels is expected with turn to colder weather and increase in tavern customers. Competition among operators has dropped off somewhat. Vending operators report conditions as steady, with prospects for a good winter season in view.

Law enforcement officers have continued their occasional operations over the State with seizure of slot machines in several instances. No considerable drive against pinball machines has been noticed except in the usual spots.

they all gather round



ali-baba

A HIGH SCORE GAME

What a game — High score — 30,000 to 50,000 (adjustable to fit every location need). Eight skill lane roll-over switches, two of which are mystery — 200 to 3,000 — one a free ball return. 24 beautiful, entirely new type, illuminated bumpers. Up — Up — Up goes the score. Action! — Thrills! — Suspense! — every second. After reaching a winner, each 1,000 bumper registers one free game and score continues to climb. The perfect game for player competition.

An entirely new type bumper — in appearance — in mechanical perfection. No flimsy coil springs, yet records every hit accurately. Ball action is un-canny.

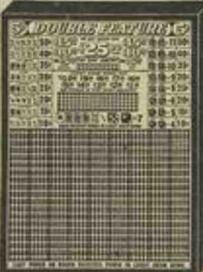


STONER CORP.
AURORA, ILLINOIS

\$99.50

Combination Novelty and Free Play

E · X · H · I · B · I · T · S

CONQUESTwith the
NEW LOST HORIZON FEATURE**30****NOW YOU GET ONE BALL
PROFIT FROM 5 BALL PLAY***Ask Any Operator
who has them!***ORDER FROM YOUR DISTRIBUTOR
!!!! TO-DAY !!!!****EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO****FREE PLAY
COMBINATION****99 50**Change from free
play to Regular in a
Day Night on Lock-
tion.**DOUBLE YOUR PROFITS**
With New
DOUBLE FEATURECarries a double wallop! All the player appeal
of Dice and Cards in one board. Tickets printed
with Dice and Poker Hands.No. 1621 1620 Holes
Takes in \$81.00
Average Payout 40.79
AVERAGE GROSS PROFIT...\$40.21**HARLICH MFG. CO.**
1413 W. JACKSON BLVD., CHICAGO, ILLINOIS**PRICE, EACH \$5.72**
SEND FOR CATALOG
OF OTHER PROFIT-
MAKERS.**Chrome and Bonus
Popular With Ops**

CHICAGO, Nov. 25.—Harold Perkins, division manager of Mills Novelty, recently remarked that there had been a decided trend in the way in which operators were selecting coin machines. "I believe they are giving more attention to the particular needs of the location with consequent higher earnings for both location and operator," he said. "Attractive equipment has always been a draw in locations, and the latest models are especially fine in this regard. Operators are placing such machines and keeping them bright and attractive—for it is this requisite that brings in the coins."

"We are in a position to watch the trends in the business closely, and our experience during the past 60 days has shown that Bonus and Chrome Jackpot Bells are very popular machines. Chrome is something entirely different in the coin machine line. The cabinet gives it a unique appearance. Chrome plating on the front gives it a constantly new-looking appearance. On the market a little longer than the Chrome. When the entire word Bonus has been spelled out, the player receives a reward. Many operators use these machines in their best locations, such as high-class clubs, hotels and cocktail lounges. The machines are well received by the locations and are known as excellent money-makers."

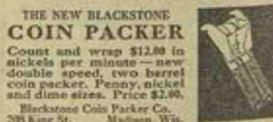
**Ohio Firm Plans
For January Show**

CANTON, O., Nov. 25.—Stark Novelty & Mfg. Co. for the second successive year, will have a display at the 1940 Coin Machine Convention, Walter Angell, proprietor, has announced. The concern specializes in modernizing old machines and will stress this service at its booth display. An obsolete-type machine will be contrasted to a modernized machine redesigned by the Stark firm.

Amos C. Rohn, advertising manager, is working out details of the booth display and will accompany Angell to Chicago to assist in the demonstration of its products during the four-day show.

\$\$\$ SAVE WITH AVON \$\$\$**PROMPT SERVICE PLUS QUALITY**
EQUALS **★ SATISFACTION**

FREE PLAY	SLOTS
Bubbles .. \$29.50	Brown Front Cherry Bells \$37.50
Big Score .. 32.50	1c Q.T. late serial 22.50
Chief .. 28.50	
Bottoms .. 32.50	
5th Wheel .. 23.50	
Day Jones .. 45.00	
Variety .. 37.50	
Hold Tight .. 28.50	
Pink Ems. .. 50.50	
	CONSOLES
	Lang Groups \$37.50
	Kentucky Clubs .. 45.00
	1938 Truck Times .. 78.50
	1937 Truck Times .. 37.50

1/2 Deposit With Order — Balance C.O.D.
AVON NOVELTY SALES CO., INC.
2923-25 Prospect Ave., Cleveland, Ohio
Phone: PRescott 4581-2-3**SAMPLE DEAL \$2.00**Also Billfold Deals
White-Pen-Pencil**TIP TOP MDSE. CO.**
NASHVILLE, TENN.**THE NEW BLACKSTONE
COIN PACKER**
Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$2.95.
Blackstone Coin Packer Co.,
208 King St., Madison, Wis.**DEAL WITH CARL --- ALWAYS A SQUARE DEAL***The Latest Winners -- Ready for Immediate Delivery*
TEN STRIKE SEEBURG CHICKEN ABT CHALLENGER
BALLY'S ALLEY SAM BALLY GOLD CUP
PUNCH ABT RED-WHITE- BALLY GOLD CUP
BALLY BULL'S EYE BLUE C. O. D.**GUARANTEED RECONDITIONED MACHINES — READY TO OPERATE.**
LOOK OVER THESE SENSATIONAL BARGAINS — THEN BUY.

MISCELLANEOUS	
SECURUS RAY-O-LITE	\$80.00
A SET, SQUIRREL	60.00
TOM MIX RADIO RIFLE	50.00
WURLITZER KEEK BALL	67.50
EXHIBIT VITALIZER	77.50
WESTERN BASEBALL (Ladies 1939 Model)	89.50
NEW CENTURY PEANUT VENDERS (14 Original Cartons)	\$4.00
PACES RACES (Brown Cabinet)	\$89.50
ROCKOLA MONARCH	\$4.50
SUCKLEY DE LUXE DIGGERS	69.50
BALLY RESERVE	69.75
EXHIBIT ROTARY MERCHANDISER	60.00
ZETA	11.00
ROCKOLA IMPERIAL "20"	8.74 50
ROCKOLA WINDSOR	115.00

Terms: 1/2 Deposit with Orders, Balance C. O. D.
If you want something that you do not see listed, write us, as we have a complete line of New and Used Equipment of all kinds.**UNITED AMUSEMENT CO.** 3410-18 MAIN ST., KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

BOWLING ALLEY . LITE-O-CARD



THE PROOF
is in the
PUDDING
and we're
PUTTING
FOUR TIMES AS MANY PEOPLE
TO WORK TO KEEP UP WITH
ORDERS!

**BE PATIENT,
PLEASE!**

Simple as a-b-c!
3 ways to score!

FREE PLAY

\$99.50
(Convertible)

**BUSTING
ALL RECORDS
WIDE
OPEN!**

**ALLURING
SELECTOR
FEATURE!**

FREE PLAY

\$104.50
(Convertible)

**IMMEDIATE
DELIVERY**



**STILL IN
PRODUCTION
OF
DE LUXE
GRIP SCALE
GREATEST
LEGO
COUNTER
GAME!**

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

A-1 SPECIALS

'38 KENTUCKY CLUBS
WITH SKILL Feature and Check Separator—
In A-1 condition and ready to go—

\$42.50

Day Jones, C. Co.	\$47.50	Request	\$10.00
Chubby, F.P.	26.50	Request, F.P.	16.00
Chief, F.P.	24.50	Vogels, F.P.	28.00
Major, F.P.	32.50	Step & Go, F.P.	20.00
Big Time, F.P.	15.00	Bally Zephyr	6.00
Side Kick	12.00	Step & Go	15.00
Bubbles	16.00	Bobs	10.00
Wabers	22.00	Silver Flash	8.00
Always	5.00	Bally Royal	18.00

1/3 Deposit, Balance C. O. D.

LAKE CITY NOVELTY CO.

3208 Payne Ave., CLEVELAND, OHIO



FOR REAL PROFITS! WORLD OF SPORTS

Most sensational Board ever put out by any manufacturer. Board filled with colored symbol tickets, representing all sports. Has all the features that bring steady play and fast action. Winning combinations repeat from 12 to 192 times. 337 winners in all.

Board Takes in 2,600 Holes @ 5c. \$130.00
Pays Out, Average 79.76

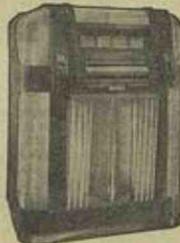
Average Profit \$ 50.24
Thick Board, Essels Attached, Celluloid Protector
Over Jack Pots.
LIST PRICE, \$9.64 EACH.

AJAX MANUFACTURING CORP.

119-125 N. 4th Street, Philadelphia, Pa.
Write for 1939 Catalogue.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.

29th & Huntingdon Sts., Philadelphia, Pa.

SEND

FOR OUR NEW CATALOGS OF
**SALESBOARDS and
JAR DEALS**

JUST OFF THE PRESS

We Have Most Complete Line at
Lowest Prices.

WINNER SALES CO.

3367 Armitage Ave., Chicago, Ill.

"Pick a Winner With Winner"

THE SENSATIONAL GABEL

STARLITE

WITH THE TROUBLE PROOF MECHANISM
BUILT FOR OPERATORS

Just what you need to land the business in those highly competitive spots. An 18-record player with mellow illumination backed with pledge "It's Gabel Quality Built."

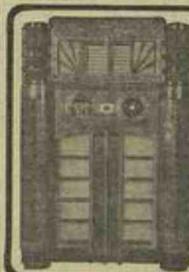
PRE-SHOW PRICES

Write or Wire for Full Information

IMPERIAL VENDORS, DISTRIBUTORS

2022 MARKET ST.

PHILADELPHIA, PA.



QUALITY SPEAKS FOR ITSELF

GABEL ADDRESS — MASOBY-CLEVELAND.

Used Slots	1064 Ball	\$ 7.00	Gun Clubs, F.P.	\$27.50	
Circuit, F.P.	25.00	Zenith, F.P. floor sam.	65.00	1938 Tractimes	87.50
Bubbles, F.P.	25.00	Troopers, F.P.	45.00	Red Head Tractimes	40.00
Step and Go, F.P.	22.50	Airports, F.P.	42.50	1938 Kentucky Clubs	65.00
Free Races, F.P.	17.00	Cherries, F.P.	42.50	Turf Special	17.50
Fire Alarm	22.50	High Lite, F.P.	37.50	Panama Riomann	17.50
Request	17.50	Majors, F.P.	35.00	Galloping Dominies	17.50
Ritz	17.00	Distants, F.P.	35.00	Across-the-Boards	35.00
Sidekick	17.00	Pyramids, F.P.	35.00	Fivewoods	22.50
Paramount	12.50	Midway, F.P.	30.00	Fairgrounds	22.50
Scorer's Race	12.00	Speedy, F.P.	30.00	Big Rise	22.50
Zeta	10.00	Box Scores, F.P.	27.50	Golden Wheel	12.50

BALLY ALLEY AND BULL'S EYE — Two Best Hits of the Season.
1/3 Deposit With Order — Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Ave., Cleveland, Ohio.

2,000 OPERATORS CAN'T BE WRONG

Over 2,000 operators have already
ordered our Standard or Specially Printed
COLLECTION BOOKS suitable for all
amusement and vending machines.

GET OUR QUOTATIONS BEFORE
PURCHASING A NEW SUPPLY

We will gladly submit samples and any
information desired

**WRITE TODAY TO
BALTIMORE SALESBOOK CO.**

120 West 42nd Street, NEW YORK
Att: Chas. Fleischmann

EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Rests have
Positive Stops—Cannot be Shaken or Cheat-
ed. Phenomenal in
Earning Power.
Small, but made
for big use
and hard
abuse.



\$17.50

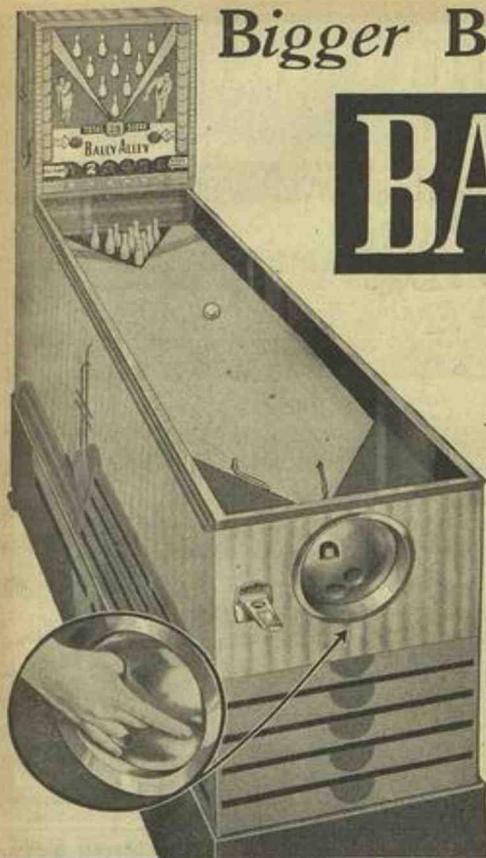
CASE (100 Boxes) \$12.00.
1922 Freeman,
Cincinnati, O.

SICKING, Inc.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Bigger Bowling Profits with . . .

BALLY ALLEY



Why are smart operators everywhere flocking to BALLY ALLEY? Why is BALLY ALLEY the biggest money-maker ever built in the skill-amusement class? Why does BALLY ALLEY "stay put" on location? Because BALLY ALLEY duplicates ALL the thrills of bowling! **THE PLAYER DOES IT ALL!** No proxy-play, no make believe! When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip a full-size "ball" in your fist (see inset at left) . . . you aim . . . you get the right "English" or HOOK. And **YOU CONTROL THE SPEED** of the ball—a slow curve or a smashing cannon-ball shot! The skill is in **YOUR** hand and **YOUR** eyes. **YOU'RE DOING IT ALL YOURSELF . . .** and you simply can't quit!

STRICTLY LEGAL! BIG MONEY-MAKER!
LOCATION-TESTED! MECHANICALLY PERFECT!

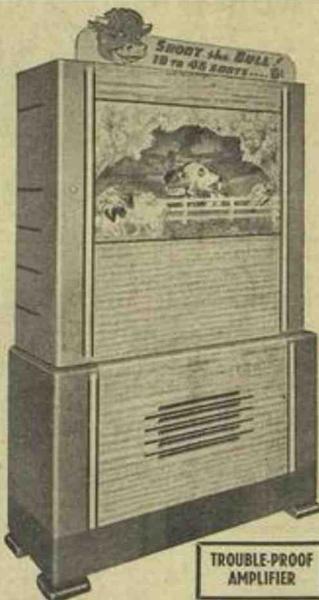
BALLY ALLEY is the first really new legal skill game in years . . . the game that puts all territory back on the big money map! Write or wire for **FRANCHISE TERRITORY**—today!

C. O. D.

SPOTTEM . . . plus RESERVE

Popular money-making "Spottem" idea with INTERMEDIATE AWARDS to insure repeat play. Operate with or without RESERVE feature. You C. O. D. with C. O. D.—and collect plenty too! Order from your jobber!

CHANGE FROM
FREE PLAY
TO NOVELTY
IN 5 MINUTES

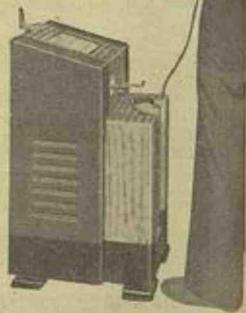


TROUBLE-PROOF
AMPLIFIER

BULL'S EYE

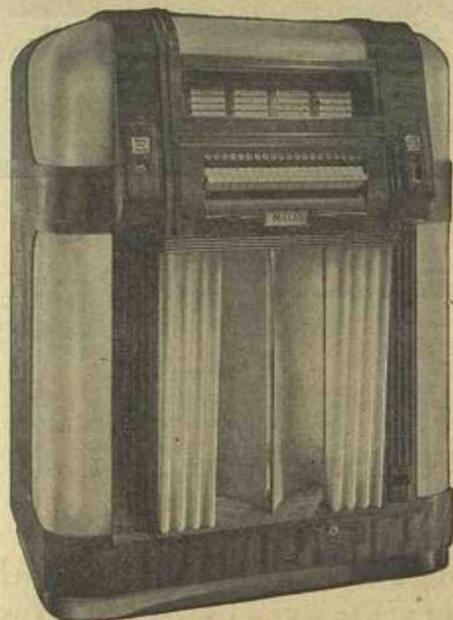
● THE RAY-GUN Target Game that puts the \$ sign back in so-called closed territory! New "SKILL BONUS" feature insures REPEAT PLAY from ALL types of players—amateurs and sharpshooters. BULL'S EYE is designed to catch the play in a hurry—and hold the play. Designed to produce quick profits now and be your meal-ticket for many months to come. For big steady profits and freedom from legal worry, hit the bull's eye with BULL'S EYE. Write, wire for FRANCHISE TERRITORY details.

REALISTIC GUN



ALSO IN PRODUCTION: SCOOP, ROLLER DERBY, GOLD CUP, GOLD MEDAL, GRAND NATIONAL, ROYAL FLUSH

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO, ILLINOIS



THE NO. 1 SPOTS OF 1940

WILL GO TO MILLS THRONE

OF MUSIC. PICK UP THE

CHOICE LOCATIONS NOW

WITH THE PHONOGRAPH

THAT'S THREE YEARS AHEAD.

WAKE UP THOSE LAZY LOCATIONS IN VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA!

GET GOING BIG AGAIN! Give your locations that extra zip and sparkle with the "RICHEST AND RAREST OF PHONOGRAPHS"—Mills Throne of Music! SEE THEM WAKE UP! WATCH YOUR PROFITS ZOOM! LISTEN TO YOUR LOCATIONS PRAISE "Better Tones"! AND—YOU'LL BE AMAZED at how EASY it is to GET STARTED with THRONE OF MUSIC TODAY! WRITE, WIRE OR PHONE US RIGHT NOW for the finest and easiest Time Payment Plan you've ever heard of! A plan that pays right out of earnings! A PLAN ESPECIALLY CREATED FOR YOU!!



THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET • FAYETTEVILLE, N.C. (Cable Address COIN51015)

You can ALWAYS depend on JOE ASH — ALL WAYS
SPECIAL CLOSEOUT ON USED GAMES AND FLOOR SAMPLES!!
WE OVERBOUGHT! OUR MISFORTUNE IS YOUR GOOD FORTUNE!
WRITE, WIRE OR PHONE FOR LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



I. L. MITCHELL & CO.

OUR PIN GAME PRICES ARE LOWEST!
OUR MACHINES ARE ABSOLUTELY PERFECT!
GET OUR LIST BEFORE YOU BUY!

Cable Address: "MITCHAL, N. Y."
1070 Broadway, BROOKLYN, N. Y.

When Writing to Advertisers Mention The Billboard.

EVANS' Original
TEN STRIKE
ENTIRELY NEW! REAL BOWLING! AUTOMATIC!



OK'd

BY
AMERICA!
THE ORIGINAL
TESTED and PROVEN
BOWLING GAME

With exclusive Manikin Play
Action and realistic Pin
Action!

Bowling Play without confusion! Pins actually knocked over and removed from sight by "Automatic Pin Boy!"

No Make-Believe Play! No Payouts! No Lost Locations! No Legal Entanglements!



H. C. EVANS & CO.
1520-1530 W. ADAMS ST.,
CHICAGO



Fully Covered by U.S. Patent 0-116,500 and Other Patents Pending

Nationwide Sales of ROCK-OLA *Luxury Lighterup* PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ARKANSAS

Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 40584-7924-22469

COLORADO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Twenty Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

ILLINOIS

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA

Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

Child Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA

A. A. Becker
4304 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

KANSAS

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

KENTUCKY

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
517 Canal Street
New Orleans, La. (Magnolia 2965)

Louisiana Amusement Company
822 Carondelet Street
New Orleans, La. (Raymond 1770)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO

Navarro Automatic Co.
Aguilares Sendan, 255
Mexico, D.F.

MICHIGAN

B. J. Marshall, Inc.
3726-32 Woodward Avenue
Detroit (Tel. Temple J-4111)

MINNESOTA

La Beau Novelty Sales Co.
1946-S University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

MONTANA

H. B. Belnick
827 E. Front St.
Butte, Mont. (Phone 6726; 2-4101)

NEBRASKA

A. A. Becker
4304 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

NEW JERSEY

Interstate Coin Mach. Sales Corp.
248 W. 35th Street
New York, N. Y. (Circle 7-6420)

B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

NEW MEXICO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK

Interstate Coin Mach. Sales Corp.
248 W. 35th Street
New York, N. Y. (Circle 7-6420)

Universal Vendors
788 Broadway
Albany, N. Y. (Tel. 4-1933)

Rex Amusement Company
710 South Salina Street
Syracuse, N. Y. (Tel. 2-3692)

OHIO

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

William Trau
1427 Lakeland Avenue
Cincinnati, O. (Tel. Valley 5902)

Art Nagel
2923-25 Prospect Avenue
Cleveland, O. (Prospect 4551-2)

OKLAHOMA

Boyle Amusement Company
522 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

PENNSYLVANIA

B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

SOUTH CAROLINA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE

Earl Montgomery
1074 Union Avenue
Memphis Tenn. (Tel. 2-1700)

H. C. Payne Company
314 Broadway,
Nashville, Tenn. (Tel. 6-4545)

TEXAS

Elshar Brown
2206 S. Harwood Street
Dallas, Tex. (Tel. 4-6131)

Stella and Horton
1513 Louisiana Street
Houston, Tex. (Tel. Fairfax 4096)

United Amusement Company
310 South Alamo Street
San Antonio, Tex. (Cathedral 1431)

UTAH

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

WEST VIRGINIA

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

R. N. Bender
425 W. Washington Street
Charleston, W. Va. (Tel. 36-813)

WISCONSIN

Badger Novelty Company
2546 North 30th Street
Milwaukee, Wis. (Kilbourn 3030)

La Beau Novelty Sales Co.
1946-S University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

WYOMING

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

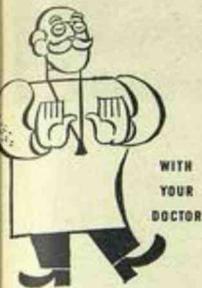
CALL YOUR NEAREST DISTRIBUTOR TODAY — *Make more money with Rock-Ola*



AT
YOUR
COAL DEALER



AT
YOUR
GROCERY



WITH
YOUR
DOCTOR



FOR
CLOTHING



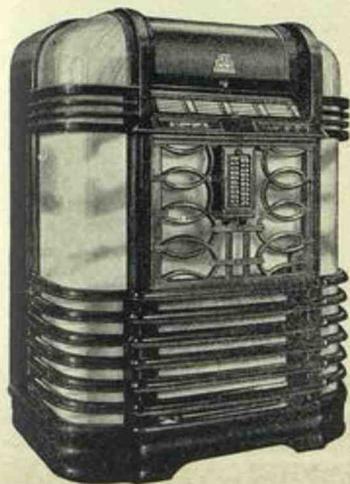
AT
YOUR
BUTCHER SHOP

**You
can't spend
slugs...**



FOR
GASOLINE
AND OIL

SO WHY TAKE SLUGS IN YOUR PHONOGRAPH



ROCK-OLA *Luxury Lightup* OFFERS
AS STANDARD EQUIPMENT....

99% SLUG-PROOF COIN CHUTE

Your grocer, your baker, your candlestick maker never did take slugs for their merchandise. So why should you take worthless slugs for good music? There's an easy way to protect your phonograph earnings and at the same time get greater play. That is the Luxury Lightup way. All three models—De Luxe, Standard and Counter—come equipped with Rock-Ola's famous and exclusive 99% slug-proof coin chute. This chute is also illuminated so that your patrons can see where to put their nickels, dimes and quarters. You'll not only save money, but make more when you install a Luxury Lightup Model—the phonograph with PLAY APPEAL!

ROCK-OLA



MFG. CORPORATION
800 N. KEDZIE AVE., CHICAGO

"THERE'S NO PLACE FOR
'WOODEN INDIANS'
IN THE PHONOGRAPH BUSINESS"

says

Louis Becker

UNION AUTOMATIC
MUSIC COMPANY,
BROOKLYN, N. Y.



**YOU ARE LOSING MONEY EVERY DAY
YOU KEEP "ANTIQUES" ON LOCATION
—MODERNIZE YOUR OPERATION NOW**

Old phonographs lacking brilliant illumination, 24 records, modern eye and play appeal are "Wooden Indians" when it comes to making money. Rid your operation of these "antiques" under Wurlitzer's Step by Step Modernization Plan. Put brilliant, big earning Wurlitzer Models 500 and 600 in your best locations. Step your older phonographs right down the line. Enjoy a substantial increase in profits from every instrument you operate.

Everywhere progressive Wurlitzer Operators, like Louis Becker of Brooklyn's Union Automatic Music Company, report Step by Step Modernization is making more money for them. Follow their example. Modernize YOUR operation under this sensationally successful Wurlitzer Plan. Write or wire for details.

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

**STEP UP YOUR PROFITS WITH
WURLITZER'S
STEP BY STEP MODERNIZATION PLAN**



Only **WURLITZER** Models 500 and 600
give you all the **BIG MONEY MAKING FEATURES**

24 RECORDS

TO GET MORE NICKELS

**VISIBLE RECORD
CHANGER**

THAT ATTRACTS THE CROWD

**BRILLIANT
PLASTIC
ILLUMINATION**



SOLD ONLY TO MUSIC MERCHANTS